

ArTVision+ “Enhancing touristic development and promotion through prism of culture”

Priority Axis: Environment and cultural heritage

3.1 - Make natural and cultural heritage a leverage for sustainable and more balanced territorial development

D.3.3.1 Webinar

WP 3 – Destination promotion concept
A 3.3 – Education of artist and students

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PP5 – CA' FOSCARI UNIVERSITY OF VENICE

Final version
Public document

Webinar - Enhancing touristic development and promotion through prism of culture

ArTVision+ Webinar “*Enhancing touristic development and promotion through prism of culture*” was designed for the educational workshops’ students, supporting the videos production phase. The webinar’s name takes up Project title in order to give a meaning to the expression “prism of culture”, the attempt to bring into the video narration of a territory the component of culture and the arts, the cultural heritage of a given place. The webinar presented ArTVision+ project to the students, as the capitalization of the previous ArTVision, and its purpose to add something innovative through videostorytelling: the webinar focused the attention on the relationship between video storytelling, tourism, territory and cultural heritage.

The webinar is available on YouTube at the following link:
https://www.youtube.com/watch?v=C4Ec_mdmXiE&t=10s.

