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

FEBRUARY/MARCH 2019

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.