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

D4.3.2 - The application available in public areas in 20 locations

WP 4 - PROMOTION OF TOURISM DESTINATIONS

A 3 - Promotion of the destination

Opatija, March 2020

PP1 Turistička zajednica Kvarnera - Kvarner Region Tourist Board (all partners involved)

Final version
Confidential
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1. DESCRIPTION

The promotion of a destination includes a presentation of the IT platform content in various public areas. This includes the presentation on TV, info display of tourist organisations, museums, airports, bus and railway stations etc. For that purpose, cooperation agreements will be signed with the infrastructure owners and the content of each individual destination will be customized. The Partner responsible for this activity is the TZ Kvarnera, but all Partners will be included in this activity.

The application will be available in public places, in 20 destinations in Croatia and Italy and it will be adjusted for disabled people.

To reach the goal, partners have signed Cooperation Agreements with infrastructure owners that have agreed to promote the IT platform/videos in their public areas.
2. Annex 1 - List of 27 destinations in which the IT platform/videos are promoted

<table>
<thead>
<tr>
<th>No.</th>
<th>Country</th>
<th>Destination</th>
<th>Infrastructure owners that promotes the IT platform/videos in their public areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Croatia</td>
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<tr>
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<td>Croatia</td>
<td>Krk</td>
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<td>Mošćenička Draga</td>
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<td>4</td>
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<td>Mali Lošinj</td>
<td>Mali Lošinj Tourist Board</td>
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<tr>
<td>5</td>
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<td>Island of Krk</td>
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<td>Italy</td>
<td>Brindisi</td>
<td>Airports of Puglia</td>
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<tr>
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<td>Italy</td>
<td>Bari</td>
<td>Airports of Puglia</td>
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<td>Pino Pascali Foundation</td>
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<td>Padova</td>
<td>Information tourist office of Abano Terme</td>
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<td>27</td>
<td>Italy</td>
<td>Padova</td>
<td>Information tourist office of Este</td>
</tr>
</tbody>
</table>
Remark: Although the target was 20 destinations, project partners have managed to achieve 27 destinations/locations.

Kvarner Region Tourist Board signed 13 agreements (1 - 13 from the table) with infrastructure owners that will promote the IT platform/ videos in their public areas.

Agency PugliaPromozione managed to sign 2 agreements (14 – 16 from the table) that guarantee visibility on 3 public areas.

RERA signed 5 agreements (17 - 22 from the table) with infrastructure owners that will promote the IT platform/ videos in their public areas.

Veneto Region didn’t sign any cooperation agreement but has managed to promote the project videos and platform by IATs (information tourist offices) that share a general agreement with Veneto Region (23 – 27 from the table).