PROJECT NAME
ATLAS | Adriatic Cultural Tourism Laboratories

DESCRIPTION
The project ATLAS is capitalizing the baseline methodology and tools developed by the IPA Adriatic SMART INNO project, and is aimed at supporting the economic growth by stimulating innovative models of cultural tourism and leveraging creation of innovative tourism products, by means of digital technology tools, promotion of new business ideas and improving infrastructure accessibility for disadvantaged groups, that will all contribute to develop competitive tourism destinations and to decrease the seasonality.

MAIN OUTCOMES
Interactive digital cultural tourism ecosystem map
Catalogue of Living lab best practice in rural and cultural site
Training scheme for cultural tourism in 3 languages
3 Training modules
Mash up - large transnational networking event
Virtual tourism app
Tourism experience models (clients experience tailored packages)

TARGET GROUPS
Local, regional and national public authorities
Cultural and natural heritage management bodies
Regional and local development agencies
Enterprises
Cultural Associations, Tourists

TOTAL BUDGET
964,933 €

DURATION
1.01.2018 - 30.06.2019

CONTACT
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PROJECT PARTNERS
Friuli Innovazione | Udine
Istrian Development Agency | Pula
SIPRO Development Agency | Ferrara
Tecnopolis | Valenzano
Creative Apulia Cluster Association | Bari
Juraj Dobrila University | Pula
Unioncamere Veneto | Venezia
STEP RI Science and technology park, University of Rijeka