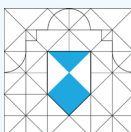


- Transfer of knowledge and know-how related to heritage management and service quality;
- Decrease the gap between the expectations and perception of visitors to cultural heritage, which will result with better visitor satisfaction;
- Increase efficiency of tourism services;
- Enhance cultural resources;
- Establish cooperation between HEIs and professionals of the tourism industry;
- Make the tourism industry more attractive and exciting;
- Strengthen inter-regional and international cooperation;
- Create and improve marketing strategies of cultural tourism (destination branding).



THE PROVINCIAL INSTITUTE  
FOR THE PROTECTION  
OF CULTURAL MONUMENTS

## CULTURWB

Strengthening Capacities  
for Tourism Changes in WB:  
Building Competences  
for Quality Management  
of Heritage and Cultural  
Tourism

Project number:

574193-EPP-1-2016-1-RS-EPPKA2-CBHE-JP



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**Project acronym:**

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**Project duration:**

01/11/2016 – 31/10/2019

**PROJECT PARTNERS**

1. UNIVERSITY OF NOVI SAD, FACULTY OF SCIENCES
2. HEILBRONN UNIVERSITY
3. FH JOANNEUM
4. DZEMAL BIJEDIC UNIVERSITY
5. UNIVERSITY OF EAST SARAJEVO
6. SARAJEVO MEETING OF CULTURE
7. UNIVERSITY OF BANJA LUKA
8. UNIVERSITY OF NIS
9. THE PROVINCIAL INSTITUTE FOR THE PROTECTION OF CULTURAL MONUMENTS
10. UNIVERSITY OF MONTENEGRO
11. WORLD UNIVERSITY SERVICE (WUS) AUSTRIA
12. NHTV UNIVERSITY OF APPLIED SCIENCES
13. TOURIST ORGANIZATION OF KOTOR MUNICIPALITY

*Cultural tourism is defined as travel of persons outside of their living environment with an aim to gain new information and experiences which satisfy their cultural needs (Richards, G. 2006).*

CULTURWB addresses the need for strengthening of the cultural tourism industry development in Serbia, Bosnia and Herzegovina, and Montenegro. The project offers the learning of sophisticated skills and acquiring of competences in cultural tourism management with an aim to enable the tourism workforce to interpret and apply global developments in tourism. The specific objectives of the project are:

- Conduct research on instances and required competences of personnel in the cultural tourism industry (evaluation of the current situation in WBC in regards to applying the global developments in the tourism industry and explore teacher training and education capacities)
- Develop a Lifelong Learning programme and provide know-how support and entrepreneurship competences to owners of cultural, historical and architectural locations
- Develop an interdisciplinary Master program that consolidates the field of tourism management and culture & heritage by equipping the graduates to acquire the essential qualifications for professional career in managing cultural aspects of tourism and heritage tourism, applying new methodologies and specific learning outcomes
- Connect the HE institutions with tourism industries and develop cooperation between the involved non-EU countries with an aim to prepare each WB partner country for the EU integrations through the creation of an ICT based platform "WB virtual cultural tourism corner" and establishment of CULTURWB Regional Network.

In order to achieve the main objectives, the project will focus on capacity building of WB HEI staff by improving their professional and transferable skills, and revealing key educational gaps between the current practices and the EU standards. The project will pursue the fulfilment of the specific objectives through comprehensive analysis, institutional capacity development, and enrichment of regional cooperation in the field of cultural tourism.

CULTURWB will examine the existing strategy environment, innovations, tools and practices in each Balkan state partner country in view of improving the tourism environment, competitiveness, regional integration, job creation, and management and administrative capacity. The project seeks to reach a wide stakeholder audience by creating a tool-kit aimed at a variety of professional users who welcome and manage visitors at their destination or site, including public authorities in the tourism and cultural sectors - linking actions between demand, destination and site management.

Enterprise social networks are essential for today's fast growing tourism industries. The communication platform envisaged during CULTURWB implementation will serve as a workspace that streamlines communication among project partners, the academic circles, stakeholders of the tourism industry, relevant governmental and non-governmental institutions, and the Ministries of tourism of the participating countries. Its core purpose is to forge connections between the industry stakeholders and the academia.

Striving towards a vision to successfully incorporate culture in tourism in WB, the EU project consortium partners will support the PC HEIs establish an interdisciplinary LLL program and a Master program in Heritage and Cultural Tourism with an aim to reach the following: