

# LIVING THE SEA 4.0 - Digitalisation of cultural heritage of fishing traditions and fish industry for creation of virtual TOURISTIC POINTS OF INTEREST IN EUSAIR

## RESULTS

The wide accessibility of tourist attraction to all people (accessible tourism), including locomotor and sensory impaired persons and other vulnerable groups (i.e. seniors, young people and schools, families with low income, families with children).



More tourists can be expected to be attracted, while tourism flows could be maintained also in the low season



## KEY POINTS

1 digitalisation

2 heritage conservation

3 online accessibility



**72** cultural and natural properties belonging to the UNESCO World Heritage List (64 cultural and mixed cultural-natural properties, and 8 natural properties).

15% of the whole European continent

**44** elements inscribed in the UNESCO list of Intangible Heritage of Humanity.

## GENERAL OBJECTIVE

Diversification of touristic offer, based on digitalisation of fishery heritage in all its spectres. This will wider the accessibility of the common fishery history to the interested public and represent an important touristic product in the whole EUSAIR area.

To improve the quality of already recognized tourist attractions with digital and interactive technologies, as well as to create new ones.

Fostering Adriatic-Ionian cultural heritage and new product for the EUSAIR in the framework of the already identified thematic touristic and historical Routes.

## PARTICIPATING COUNTRIES

- Croatia
- Albania
- Bosnia and Herzegovina
- Greece
- Italy
- North Macedonia
- Montenegro
- Serbia
- Slovenia

