



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

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Acronym: CULTURWB

Project ID: 574193-EPP-1-2016-1-RS-EPPKA2-CBHE-JP

Coordinator: University of Novi Sad (Faculty of Sciences)

Project duration: October 15, 2016 - October 14, 2019

Scope: regional (WBC)



NAME OF PARTNER	COUNTRY
University of Novi Sad – COORDINATOR	Serbia
University of Heilbronn	Germany
FH Joanneum	Austria
University of Mostar Džemal Bijedić	Bosnia and Herzegovina
University of East Sarajevo	Bosnia and Herzegovina
Sarajevo Meeting of Cultures	Bosnia and Herzegovina
University of Banja Luka	Bosnia and Herzegovina
University of Niš	Serbia
Institute for the protection of cultural monuments	Serbia
University Montenegro	Montenegro
World University Service Austria	Austria
NHTV University of Applied Science Breda	Netherlands
Tourism Organization of Kotor Municipality	Montenegro

CONSORTIUM OF 13 PARTNERS: 3 EU + 3 WBC

- Western Balkan region – crossroads between the East and the West
- Rich cultural heritage but turbulent history degraded, poorly managed cultural heritage, no conservation and tourism activities
- No national strategies for the development of Cultural Tourism!
- **Culture needs to be incorporated in Tourism sector of the WBC region!**

BUDGET

Co-funded by the EU Erasmus + Programme

CULTURWB ERASMUS+ GRANT APPROVED:	795.284,00 EUR
CO-FINANCING:	0,00 EUR
TOTAL BUDGET:	795.284,00 EUR
STAFF COSTS (Cannot exceed 40%):	317.994,00 EUR
TRAVEL COSTS:	53.555,00 EUR
COSTS OF STAY:	134.520,00 EUR
EQUIPMENT COSTS (Cannot exceed 30%):	209.715,00 EUR
SUBCONTRACTING COSTS (Cannot exceed 10%):	79.500,00 EUR



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EU Partners have the knowledge, practice and
competences to help WBC partners develop:

- ✓ MA in Cultural Heritage and Cultural Tourism
- ✓ LLL courses

Tbilisi Conference| 3-5 April 2019



Based on the in-depth analysis of deficiencies in existing competencies,

7 LLL COURSES are defined & up and running:

- PRODUCT DEVELOPMENT**
- BASICS OF PROJECT MANAGEMENT**
- CULTURAL EVENT MARKETING AND MANAGEMENT - MAKE IT HAPPEN**
- CULTURAL AWARENESS: WESTERN BALKANS CULTURAL HERITAGE TODAY AND TOMORROW**
- INTERCULTURAL COMMUNICATION**
- VALUE PROPOSITION DESIGN & SOCIAL MEDIA STRATEGY**
- FUNDING AND BUDGETING FOR EVENTS AND PROJECTS IN CULTURAL TOURISM**



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**1st round of LLL courses implemented in November
– December 2017**

**2nd round of LLL courses implemented in
November-December 2018, January 2019**

**CULTURWB LLL HANDBOOK
LEARNING MATERIALS**

CULTURWB Certificate of Attendance





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CULTURWB MA Programme

Cultural Heritage and Cultural Tourism

Curriculum finalized in March 2018

Accreditation in progress (Serbia, Bosnia and
Hercegovina-East Sarajevo and Banja Luka)

Expected implementation: October 2019



Project deliverables/crucial documents:

- Communication Plan
- Dissemination Strategy
- Quality Control and Monitoring Plan
- Sustainability Plan
- Quality Assurance in Higher Education

(available on the official project web site)



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VISIBILITY AND ERASMUS + FUNDING ACKNOWLEDGEMENT Following the recommended guidelines!

CULTURWB WEB SITE: <https://culturwb.pmf.uns.ac.rs>

CUTURWB ON FACEBOOK: <https://www.facebook.com/CulturWB/>

Contact us by email: culturwb@pmf.uns.ac.rs





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