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DIVERTIMENTO
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PRESS RELEASE

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Divertimento Project International Conference “Understanding the Heritagescape: new approaches for stakeholders, producers and consumers”

**Alba Iulia, Romania
2nd - 5th of August, 2017**

DIVERTIMENTO Project – “Diversifying tourism offers in peripheral destinations with heritage-based products and services, stakeholder-skills alliances to internationalize locally operating micro-enterprises” was launched in 2016, during a conference held in Brussels, Belgium. Its implementation period lasts 19 months (from 1.04.2016 to 31.10.2017), and is funded by the European Union within the European Programme COSME – EU for the Competitiveness of SMEs.

The leader of the DIVERTIMENTO Project is the CULTUREPOLIS (Greece), and its implementation involves 7 institutions in 7 countries (Greece, Italy, Spain, Slovenia, Romania, Bulgaria, and Turkey). Romania is represented in this project by the Institute of National Economy of the Romanian Academy.

The DIVERTIMENTO project’s vision aims to: diversify tourism offers in peripheral destinations with heritage-based products and services, addressing stakeholder alliances and improving professional skills; internationalize locally operating micro-enterprises; achieve excellence and facilitate their uptake by the global market. It focuses on the improvement of competitiveness of the Project Area through a greater penetration of ICT in SMEs.

DIVERTIMENTO combats stakeholder fragmentation and detects the unexploited cultural potential in peripheral destinations by uniting forces and by replacing outdated skills and mind-sets with a newly conceived and shared vision for development. Seamlessly connected with tourism consumption points at place level, the product offers authentic and multicultural experiences along with needed tourism services, accessible in real time, such as accommodation, facilities, transport, catering, souvenirs and traditional products, open, indoor and artistic activities. The product builds an unprecedented opportunity to terminate the



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vicious circle of generating and distributing low quality tourism commodities exchangeable by price.

Between the 2nd and the 5th of August, 2017, the International Conference “Understanding the Heritagescape: new approaches for stakeholders, producers and consumers” is held in Alba Iulia, organized by the Romanian partner, the Institute of National Economy, and Alba Iulia Municipality, as beneficiary.

The Romanian partner in the project, PP5 (Institute of National Economy – Romanian Academy), among other responsibilities, developed a Pilot Project for Romania with the title “The People’s Verdict: Alba Iulia, 1st of December 1918”, which includes 10 cultural locations in Alba Iulia. The Pilot Project from Romania is integrated in the international network of Country Pilot Studies, conducted by partners from Greece, Italy, Spain, Slovenia, Romania, Bulgaria and Turkey. Each location, through its cultural heritage is integrated into the logic’s project, in a complex network.

In parallel with the International Conference, a series of complementary events will take place, such as:

- the 5-th Project Coordination Meeting;
- the 4-th Study Visit, Onsite Lecture and Evaluation Workshop;
- the Local Stakeholder Workshop(s);
- the Project Local Info Day & the 8-th Press Conference;
- the 4-th Training Workshop;
- the Project Close Out Event.

Project activities were mentioned in the local newspapers and are presented as unconventional methods to promote tourism. Within the project, a collection of interactive games is developed, targeting both children and adults, with the role to provide clues about what to visit in the city, to connect and to lead tourists to the areas included in the route, to promote the idea of responsible tourism and attract visitors' attention on the environment cultural diversity, experiences and lessons to be learnt from Romania’s history case study. The Romanian Partner developed a heritage game with the title “Between History and Present - A Day in the Citadel”, designed to discover the myths and truths about Romania’s unification history, following an over time route in the pilot Project “The People’s Verdict: Alba Iulia, 1-st of December 1918”, and using as supportive information the Divertimento iBook chapter for Romania.

Alba Iulia is included within a complex tourist route, consisting of the following localities: Rhodes (Greece) – Lagopesole (Italy) – Mazaricos (Spain) – Race-Fram (Slovenia) – Varna (Bulgaria) – Trabzon (Turkey). This is one of the results of the project through which the new models and methods of tourism promotion are made. In addition to the above listed outcomes, we mention the following important objectives to be realized:



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- a network of stakeholders in Alba Iulia (from the public-private-tertiary sectors, with activity in tourism), which create and promote a new model of tourism business tailored to the needs of the municipality and its neighborhood;
- an online training platform, coordinated by the Institute of National Economy, which allowed the eCoursants to obtain a Heritage Expert diploma;
- an association of tourism enterprises, with headquarters in Rome, Italy, composed of stakeholders beneficiaries of the project, which will disseminate and propagate its results.

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