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**ACTION PLAN FOR COASTAL-CARST REGION  
(SLOVENIA)**

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JANUARY 2019

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## TABLE OF CONTENT

|     |   |    |
|-----|---|----|
| 1   | INTRODUCTION.....   | 3  |
| 2   | SUMMARY.....  | 5  |
| 3   | VISION.....   | 6  |
| 4   | GENERAL OBJECTIVE .....   | 8  |
| 5   | SPECIFIC OBJECTIVES .....   | 10 |
| 5.1 | Non-formal educations for increasing young employment.....  | 10 |
| 5.2 | Use the potential of natural and cultural heritage to bring added value .....   | 11 |
| 5.3 | Balanced development of the hinterland of the Coastal-Carst region.....   | 12 |
| 5.4 | Include young people in the design and implementation of activities in the field of cultural heritage .....                               | 12 |
| 6   | ACTIONS .....   | 14 |
| 6.1 | Pilot activity: setting of an innovative exhibition .....   | 14 |
| 6.2 | Organization of the Salt Festival and other events of the Municipality of Piran with an active emphasis on preserving the tradition ..... | 17 |
| 6.3 | Promotion of the Coastal-Carst region and its traditions .....  | 18 |
| 6.4 | Educational activities for achieving higher quality.....  | 20 |
| 6.5 | Inclusion of young people in the development of activities related to cultural heritage .....   | 21 |



## 1 INTRODUCTION

The content of the draft action plan is prepared in accordance to the document »Joint methodology for the preparation of the draft regional action plans«. The document was prepared by the project partner Marco Polo System EGIZ. This document is produced in the framework of the YOUINHERIT project, implemented under the Interreg Program Central Europe 2012-2020, co-financed by the European Regional Development Fund.

YouInHerit project is funded by the European Regional Development Fund under the Interreg Central Europe and runs from 16. 2016 to 31. 5. 2019. The project involves 12 partners from 5 European countries. In addition to the Municipality of Piran, the Slovenian project partners are also Beltinci Municipality and Synergy Development Agency, the Municipality of Piran and Sergej Mašera Maritime Museum of Piran. The lead partner in the project is Municipality of Budafok in Hungary.

Traditional, but still living crafts and professions, represent a valuable part of the cultural heritage and identity of Europe. The degradation of cultural heritage reduces tourist attractiveness and gives a negative impact on the economic development of the local environment. Due to the growing demand for traditional local products and services, the reviving of traditional crafts is therefore a logical and essential consequence. This trend reflects the need to involve creative thinking and innovative ideas in the evaluation of traditional cultural content.

With the project YouInHerit, we want young people to identify job opportunities in the ambit of revitalization of cultural heritage and traditional crafts and that with their ideas, suggestions and involvement in project activities contribute to the development of the local environment in which they live. In addition to the integration of young people, the project YouInHerit is also addressing municipalities and other forms of local and regional authorities with the intention that through the training carried out under the



project elevates the capacity of their knowledge and, consequently, improve the management of the preserved cultural heritage in specified regions.<sup>1</sup>

The planner reviewed the available material on the matter of valorisation of cultural heritage, based on the inclusion of young people in Coastal-Carst region, and identified certain development needs, which arise mainly from the deficiencies already identified in the Analysis of the current situation for Coastal-Carst region. These findings are the first step towards determining the goals and results as well as all activities that are necessary for their implementation.

The Municipality of Piran places special emphasis on promoting the active conservation of cultural heritage, promoting sustainable and green tourism. This is because of the fact that Piran Municipality represents the cradle of Central European tourism with a rich tradition that started during the Austro-Hungarian period and must be turned into a potential for giving new employment to young people in connection with the promotion of cultural heritage and the revival of traditional crafts.

The Action Plan is in line with the Resolution on the National Program for Youth 2013-2022 and specifically addresses the given issues for the goal - Improving the competence of young people.

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<sup>1</sup> Source: presentation of the project taken from the application form.



## 2 SUMMARY

This document contains priority objectives, outputs and activities on promoting the active conservation of cultural heritage and sustainable and green tourism. The rich tradition in the tourist industry that started during the Austro-Hungarian period must be turned into a generator of new jobs for young people in connection with the promotion of cultural heritage and the revival of traditional crafts.

The coastal zone of the region, as a very tourist-oriented region, offers a high potential in development of services related to the hospitality industry based on its' rich natural and cultural heritage. The pressure of tourism on the coastline shall decrease in favor of green sustainable tourism in the hinterland, shifting tourism flows and creating an all seasons destination.

The objectives and actions mentioned in this action plan aim to bring young people closer to the knowledge of cultural heritage in order to preserve traditional crafts. They raise awareness of the importance and potential of natural and cultural heritage to raise added value and increase youth employment through non-formal education for a balanced development of the hinterland of the Coastal-Carst region.



### 3 VISION

***The inhabitants of our region place great emphasis on a healthy and clean environment for everyone and we use this as a competitive advantage for a connected sustainable development based on the care for the natural and cultural heritage as well as excellent tourist offer.***

The challenges of the future are directed towards greater concern, valorisation and visibility of heritage and rural areas combined with the exploitation of the region market position as a basis for development of sustainable tourism. The findings show that the region is not equally developed. The Coastal zone which exceeds and is very well developed, compared to the rural areas of Coastal-Carst region. Balancing development and preserving a healthy and clean environment can be achieved, with a greater emphasis on rural development and with less pressure on coastal areas that are particularly vulnerable from a sustainable point of view.

In the future, there is a great need to upgrade the tourist offer, recognizable tourist destination and sustainable green tourism as well as focus on greater exploitation of natural and cultural heritage in the countryside for touristic needs. Active inclusion of the natural and cultural heritage of the hinterland as a source of sustainable tourism results in synergy for the joint promotion of the area on third markets.

If we include in this thinking the measures that will be implemented under the YOUINHERIT project:

1. strengthening the ability to manage cultural heritage at the local level;
2. the revival of traditional crafts in a comprehensive way;
3. developing skills for pursuing traditional crafts as an economic potential for young people and

the overall goal of the project: to improve the region's ability to exploit and manage the cultural heritage of old crafts in an innovative way, involving young people as a key



social group in order to ensure the professionally and economical sustainability and use of this segment of cultural heritage, however we cannot overlook the basic characteristics of the region, which is that the tourism sector plays a key role in creating opportunities for young people.

The right measure of exploitation of existing facilities and infrastructure (hotel facilities, catering facilities, proximity to airports, continuous motorway connections from north and west), interesting free time activities, natural features of the area, proximity to major tourist centres (Venice, Croatian coast, ...) offer unique opportunities for promotion of the area's natural and cultural heritage, which through innovative approaches ensure the active preservation of the natural and cultural heritage, joint sustainable development of the region and new jobs for young people.



## 4 GENERAL OBJECTIVE

1. To bring young people closer to the knowledge of cultural heritage to preserve traditional crafts.
2. Raise awareness of the importance and potential of cultural heritage.
3. Increase youth employment in the context of the opportunities offered by the traditional craft sector.

The development of a sustainable knowledge society is based on lifelong process of learning, which enables the adaptation of the high dynamics of economic and social conditions, and the strengthening of key competences, which are a web of skills and knowledge with which people reach their life goals, operate independently and enrich society as an active and responsible citizens. The education of young people in a knowledge-based society and for a sustainable development should, therefore, aim at promoting lifelong learning and the acquisition of key competences, which the current education system must adapt accordingly. Formal education can offer young people only a part of the necessary skills in a limited period of time, while non-formal education offers quality ways of acquiring the remaining key competences throughout life due to its nature and working style. Among other things, it is also relevant to change existing patterns of behaviour towards sustainable practices.

It is a fact that young people will not acquire adequate knowledge of the cultural heritage in their surroundings through formal ways education. Thus, the integration of the two pillars of education is of primary importance for the comprehensive education of young people. Their complementary attitude can educate young people to easier ensure their successful self-realization, greater employability, personal and professional development and a higher quality of life. Some instruments, such as the system of national vocational qualifications, are otherwise developed and functioning well, but this instrument was developed primarily for use in the labour market for adults that are already in the labour market. In addition to national vocational qualifications, there are other initiatives and instruments that have been developed specifically for





young people, such as Nefiks, Youthpass, My Experiences and others, and young people can also gain specific knowledge through seminars, training, workshops and other more targeted lectures. The objective of Piran Municipality is to create an opportunity for young people to learn about the material and intangible cultural heritage of the region, thus creating opportunities for a balanced economic development of the area based on the exploitation of potentials hidden in the natural and cultural heritage in a sustainable way.

Young people are often the bearers of the new knowledge which they acquired through the educational process, as well as numerous social and technical skills as well as competences related to growing up in a modern information society, and therefore they have had an enormous potential for entrepreneurial activity. They are equipped with new, fresh knowledge and competences, are innovative and integrated into modern social trends, which can be without the right content or foundations. In this field, knowledge of cultural heritage can be an enormous potential or a good basis for starting up their own entrepreneurial activity. This is especially true in the so called - society of knowledge, that can be defined as a society based on ever-faster and higher-quality processes of creating, disseminating and using knowledge, ranging from the level of the individual to the social level and vice versa. With the development of IK technology, the promotion of an entrepreneurial environment with an all-encompassing innovation system based on competent human resources, knowledge is becoming an ever more fundamental part of social development and at the same time a basis for creating new knowledge. The YouInHerit project aims to increase the employment of young people within the opportunities offered by the traditional craft sector. Recognizing that today traditional crafts are extinct due to their market non-involvement, it is essential that the youth redefine or refresh them in a way that they become re-marketable and a form of added value.



## 5 SPECIFIC OBJECTIVES

1. To increase the employment of young people through non-formal education.
2. Use the potential of natural and cultural heritage to raise added value
3. Balanced development of the hinterland of the Coastal-Carst region.
4. Include young people in the creation and implementation of activities in the field of cultural heritage.

### 5.1 Non-formal educations for increasing young employment

In the period of "massification" of tertiary education, the acquisition of informal forms of knowledge and experience is important in terms of the competitive advantages of young people in the labour market. Therefore, society and the economy must pay more attention to the recognition of informal forms of knowledge and experience. Contrary to formal education, which ends with the acquisition of a formal and publicly recognized education or vocational qualification, non-formal education or its final outcome is defined much more loosely. This involves the acquisition of skills, the deepening of knowledge acquired through formal education, which aims to increase the competences of the individual and takes place on a voluntary basis and outside the formal education system. Therefore, non-formal education plays an important complementary function in formal education; since it is complemented by a wide range of knowledge and skills, which are important both for personal development of youth and for their successful integration in the labour market itself.

Within the framework of the YOUINHERIT project, several educational and training workshops are foreseen; with the aim to introduce young people to employment possibilities offered by the sector of traditional crafts whether is it in the region or elsewhere. On the long run, Piran Municipality is striving for greater recognition of non-formal education, which will in the broadest sense create opportunities for regular financing for such education, as it currently depends largely on financing through tenders and projects such as YOUINHERIT.



## **5.2 Use the potential of natural and cultural heritage to bring added value**

The objective of the Municipality of Piran is to preserve the heritage and identity of the area and to use it for marketing purposes in a sustainable way. The advantage of the area is mainly in its geostrategic position, in the vicinity of a good visited sea, in a mild climate practically without snow, and in a good road infrastructure, that enables fast accessibility to the region. The long tradition of tourism on the Slovenian coast, and especially in the Municipality of Piran, which is the most tourist-oriented municipality in the country, has created solid foundations on which stakeholders can build and connect the existing offer of natural and cultural heritage with innovative approaches with the goal of raising added value.

If we are talking about green sustainable development, we must understand that tourist attractions that are overly visited cannot be sustainable, because many visitors have a significant negative impact on a certain area of natural or cultural heritage. European trends point out the reduction of pressure on seasonally-highly-fledged destinations by redirecting tourist flows, either to other, less-visited areas or are distributed over a longer period of time, so called. "Extension of season".

The Piran Municipality has been investing many efforts in rural development by promoting additional content of sustainable tourism in cooperation with stakeholders from the hinterland and taking advantage of the cooperation and market opportunities that are reflected in new trends in active leisure spending. It is important to focus on raising the quality of supply in the hinterland, which can be achieved only by raising awareness of the population and increasing the knowledge and skills of the providers of the area. Similarly, the length of the tourist season is beyond the summer months.



### **5.3 Balanced development of the hinterland of the Coastal-Carst region.**

The balanced development of the region brings an increase in the well-being of the population, and this is a balanced whole of the economic, social and environmental component of prosperity. In this document, we will focus on the balanced development of tourism and the visits between the coastal area and the hinterland of the Coastal-Carst region. The region offers rich natural and cultural heritage, both material and immaterial, clean environment and good infrastructure (accommodation, catering, transport, ...). The fact is that the infrastructure is more concentrated in the coastal area, which is not necessarily wrong because we strive that the identity of the countryside remains authentic.

Traditional crafts Coastal-Carst region are mostly related to the countryside, or rather, the rural way of life. Here, the production of salt, which is quite unique and occurs only in the Municipality of Piran, stands out, but it appears in the region, which is already very well developed. The rural part of the region or hinterland has an enormous potential for development due to the proximity of the highly developed coast. Through the activities of the YOUINHERIT project, we will contribute to the goal of balanced rural development, as we aim at encouraging entrepreneurial initiatives among young people within the possibilities offered by the exploitation of local cultural heritage, emphasising traditional crafts.

### **5.4 Include young people in the design and implementation of activities in the field of cultural heritage**

Innovation, creativity and entrepreneurship should be promoted in the framework of regular school education as well as in various forms of over-the-counter activities. The Municipality of Piran wants young people to gain additional knowledge, train in specific areas where they can develop innovative and creative skills. Already in the analysis of the existing situation for the Coastal-Carst region, it was found that young people have no interest in cultural heritage and do not identify as part of it, which is why acquiring additional knowledge from this very promising area is of key importance. By involving



young people in the design and implementation of activities in the field of cultural heritage, they can acquire professional and substantive experience equivalent to formal working experience. With informal work experience, young people acquire a wide range of competences that contribute to their personal development, social responsibility and active citizenship, as well as they are especially important for the development of working skills and habits of young people. They, therefore, play a significant role in the labour market.



## 6 ACTIONS

- Innovative exhibition and education of young people.
- Organization of the Salt Festival and other events of the Municipality of Piran with an active emphasis on preserving the tradition.
- Promotion of the Coastal-Carst region and its traditions.
- Educational activities for achieving higher quality.
- Inclusion of young people in the development of activities related to cultural heritage.

### 6.1 Pilot activity: setting of an innovative exhibition

The pilot activity was carried out by the Maritime Museum "Sergej Mašera" Piran (hereinafter: MMP). Young researchers and creators, students of the University of Primorska and other institutions that are active in the field of cultural heritage, as well as individuals who have expressed interest in participating in the project were involved in the presentation and preparation of the pilot campaign "setting up an exhibition on salt, salt making, storage and use of salt in an innovative way", in a cultural monument, the former salt warehouse *Monfort*.

The aim of the pilot action was to select and assemble a team of young co-workers and co-creators of the exhibitions with different profiles. The team required historians, ethnologists, musicologists, computer masters, designers and architects, or students of senior years or postgraduate studies of similar fields. It was composed of 14 youngsters, whose mentoring was performed by the museum counsellor, Dr. Flavio Bonin. In the co-working approach, young co-authors of the exhibition were able to exchange ideas, experiences and creative solutions among themselves. The young people gave the exhibition a more innovative stamp both in design, esthetic solutions and digital display.



They met on a regular basis and were acquainted with the history and importance of the cultural heritage of the traditional craft old salt making. They reviewed, contents, documents, pictures and other materials that were already available in the museum and made an exhibition with several innovative elements.

When MMP gathered a group of young people who would be working on the pilot project YouInHerit - an exhibition at the Monfort warehouse, it was first presented them the history and cultural heritage of salt farming and the importance of this for Piran's coastal area. The young people who worked on the content of the exhibition received the literature issued by the Maritime Museum, visited the Museum of Salt making and reviewed the documentation that is kept in the Maritime Museum. The pilot action mentor Dr. Flavio Bonin, first introduced the group of historians and ethnologists in the way of preparing a museum exhibition and in the work that is required for the exhibition; so the group of 5 youngsters visited three different archives, where different documentation related to the saltpans and the heritage of salt-pans is held. In the archives, the group found and analysed various salt contracts and salt warehouse plans. The group reviewed also the documentation held in the Maritime Museum and digitalized a big part of it. The exhibition was planned in two parts. The first part of the exhibition, which included the installation of two panels in front of the Monfort salt warehouse, was inaugurated in June 2018. The young people prepared the contents, which were then reviewed and corrected by the mentor. One of the youngsters drafted a sketch of vessels used for the transport of salt and the group of three youngsters working in design also got involved with creating the two panels. The two larger panels with a description and the explanation of key contents and most interesting photographic materials, which are now displayed on the former salt warehouse facade, are on display to all by-passers without any time and space restrictions. Before that, MMP obtained the permission from the Institute for the Protection of cultural heritage of Slovenia.

The work continued with collecting different relevant documents, photographs, videos and other documentation. Among others, MMP received a photo collection from the



Museum of Contemporary History Slovenia that had not yet recorded, namely photographs of salt pans photographed by Božo Štajer in 1954. MMP also collected old maps, postcards, etc. The youngsters who worked on the design of the exhibition received all the collected material. In the meantime, the youngsters who were working on the content contacted salt producers that once worked in the salt pans or in former salt warehouses. A group of three youngsters conducted nine interviews with eleven interlocutors. The recordings were used in newly created thematic films made by two young editors and as content of the touch screens. Two young architects were also involved in creating a 3D animated video on the development of the salt warehouses and the process of salt storage. A young IT designer also participated in the creation of content for the interactive table. As planned, a part of the exhibition is classical, on display boards, which were designed, and all the content is translated into Italian and English language. The second part is presented within the interactive table and screens placed in the renovated exhibition space. The multimedia presentation covers archival documents, numerous plans and photographs, short film presentations of salt production and life in salt pans, shipping and storage of salt and much more. The presentation is made in such way that it allows its further and continuous upgrading since in the first phase was not possible to fully process all the data. The youngsters put a lot of effort into the project implementation and through the work realized the importance of the salt-making craft for our local community. Young co-creators will also be financially rewarded as they did a demanding job. Students and youngsters gained many experiences in preparing an exhibition, which will be useful for them in their studies or work in the field of conserving, studying and reviving both the material and intangible cultural heritage and the traditional crafts of the coastal environment. The permanent exhibition is interesting also from the point of view of promotion of cultural tourism.

Within the implementation of the pilot action, MMP carried out different workshops, which enabled the establishment of further cooperation with various institutions. In relation to the use of salt in traditional Istrian cuisine and food preservation, MMP continued the cooperation with students of the tourist and catering direction of the





Secondary School in Izola, with which we successfully conducted several workshops for conserving blue fish with Piran salt. MMP also cooperated with the elementary school Vincenzo e Diego De Castro from Piran (Scuola Elementare Vincenzo e Diego De Castro Pirano) with the workshop of presenting the craft of making the tools for salt making. In addition, it was decided to include also the Youth European project and information center Piran. Within the art workshops, which they carry out weekly, 7 pupils were included in the making of an animated time laps cartoon about the development of the former salt warehouses. MMP will continue the collaboration with different schools and other institutions to ensure that youngster will preserve the traditional craft in the future.

## **6.2 Organization of the Salt Festival and other events of the Municipality of Piran with an active emphasis on preserving the tradition**

The goal of increasing the quality of the offer will also be reflected in the organization of events that will actively emphasize the preservation of cultural heritage and tradition. It is sensible to integrate existing events in rural areas, and events in urban areas such as tourist centres, where the countryside is presented to a wider crowd of visitors (ex. Saltpan Festival in Piran, the New Year's market in Portorož, Festival of sparkling wine, Portorož's night,..). This will increase the attendance of the countryside and it's the cultural and natural heritage. In cooperation with students in the field of cultural heritage and tourism, the content of rural promotion will be introduced and linked to traditionally typical products: lectures, workshops, tastings, gastronomic competitions, showing the live traditional crafts and much more. Professional and organizational support will be given to some of the lesser known events or places in the countryside, which will increase the promotion and arrival of visitors to the countryside (Feast of the Oil and Mangold - May, the Feast of Wine and Garlic - July, the Feast of Persimmon Fruit - November). Various associations and local communities will be invited to participate in the events and will have an active part in the presentation of traditional crafts and activities for the preservation of the intangible cultural heritage.



Within the organization of the Salt Festival in August, young people will be invited to co-create the content. Under professional guidance, they will show how they would like to see their attitude towards cultural heritage and traditional crafts. As part of this event, special attention will be paid to the traditional salt production (the setting up of a salt field in Portorož and the presentation of salt production), which is nowadays done only in Piran, and other typical salt product (gastronomical, cosmetically products ...).

The planned events will be interesting both for visitors and local population, who will be able to gain new knowledge from cultural heritage and traditional crafts in educational workshops. Opportunities for further development will be created regarding modern approaches and the use of IK technologies, as well as the possibilities of establishing young entrepreneurial ideas in order to reduce unemployment among youth.

### **6.3 Promotion of the Coastal-Carst region and its traditions**

The measure envisages the upgrading of already implemented measures in the field of tourism and cultural heritage that was implemented through projects and co-financed by European funds (Wellness Istria, 365 Days of Riviera, HERA, Revitas I and II, Parenzana I, II and III, Adrifort, Mala barka II). Students from the Faculty of Humanities and the Faculty of Tourism Studies will ensure that the development of the tourist offer is properly directed.

For a holistic and professional approach to the manufacture of a tourist product, it is necessary to carefully analyse the existing situation in the field of tourism and cultural heritage. The project included for this purpose, students from the Faculty of Tourism and Humanities, who will, with their multifaceted knowledge in tourism and cultural heritage (under expert guidance), provide an appropriate proposal for upgrading the tourist offer, which builds on the results achieved in the before mentioned projects.



The basic guide is the integration of the countryside and heritage in the widest possible sense - from the cultural (non) material heritage to gastronomy, customs, crafts and natural resources such as the Sečovlje and Strunjan salt pans and other protected areas. Based on the analysis of the condition of the tourist offer and the identification of the natural and cultural heritage in the hinterland, as well as the analysis of the target groups, a promotion plan will be elaborated, which will complement and upgrade the results achieved within the above-mentioned projects. In this way, knowledge gained from the projects will be reused and further capitalized.

There will be devised tourist itineraries to bind natural and cultural heritage with crafts, art, cuisine, typical local products and MSPs will be developed. An innovative approach to experiencing the cross-border area envisages the integration of natural (aquariums, parks, salt pans, olive groves, botanical paths ...) and cultural heritage (museums, other cultural sites, Istrian villages and hamlets) in conjunction with an organized tasting of traditional dishes, wine, oil ... (inns, wine cellars, oil-millers). These activities will also pursue the goals of developing new contents and concepts of interpretation of stories about natural and cultural heritage, considering modern trends and IKT tools.

Within the measure, at least three unique itineraries of sustainable and green tourism will be created and activated in 2020, which will include elements of old stories, legends, gastronomy related to the cultural and natural heritage of the all including tourist destination. Each itinerary will include visits to natural and cultural sites and local suppliers in the coastal area. The itineraries will be thematic (ex. salt path, olive path, cultural walk) and designed in a way that they can be carried out all 365 days of the year. The itineraries will have the possibility for the user to choose the sub-itineraries according to the duration of his visit (half a day, one day, several days) and the way of visit (car, bicycle, bus).



## 6.4 Educational activities for achieving higher quality

This measure emphasizes the training of tourism providers, which will be included in the new tourist offer and tourist itineraries. Every year, starting from 2020, at least 1 workshop will be held to present good practices to hoteliers, tourist workers, guides, established providers and potential providers of tourism services and products in rural areas. These are good practices of destinations that already have a high-quality tourist package in which the natural and cultural heritage is actively involved, in a way that enhances the visibility and attractiveness of the destination, and indirectly contributes to higher added value in tourism, increase the number of visits and lastly, it raises green jobs in rural areas (examples in the Italian Veneto and Austrian Styria).

The aim of the workshops is rising awareness of the countryside opportunities offered by the region for the development of tourism and at the same time linking all the providers of these locations with the aim of greater exploitation of the potential of the countryside for the enrichment of the tourist offer, introducing and following the latest trends in the green, sustainable tourism. The workshops will also focus on the importance of raising the quality of offer and services in the countryside, and the integration of the ethnic and gastro typical offer of the area into hotels and restaurants of this the urban environment.

The thematic of the planned workshops is about typical local products and such for transferring traditional knowledge and customs to rural tourism providers (salt making, olive-growing, Persimmon fruit gastronomy) since old knowledge is disappearing and that is not completely lost is important to transfer such knowledge to younger generations and those who want to learn. Display or. tackling of the results for such knowledge will be included in the above-mentioned itineraries.

Professional institutions (Faculty of Tourism Studies, Faculty of Humanistic Studies, Maritime Museum "Sergej Mašera" Piran, ...) will participate in the preparation and



organisation of workshops for stakeholders and in the survey of tourist providers and guests who participated in the implementation of itineraries.

## **6.5 Inclusion of young people in the development of activities related to cultural heritage**

This measure is closely linked to some of the measures mentioned here, which envisage the inclusion of young people in the design and organization of events, in directing the development of tourist offer and involving young people in non-formal education in order to obtain appropriate competences.

There is a need to create greater awareness among young people of the natural and cultural heritage that surrounds us and inform them of the potential that heritage brings. Measures related to the acquisition of non-formal knowledge in combination with the realization of formally acquired knowledge (Faculty of Humanistic and Tourism Studies) are planned and directed towards innovative and creative trends, supported by modern IK technologies, which are very close to the young. Promoting innovation, creativity and entrepreneurship are means to acquire additional knowledge, which results in specific products that can successfully compete on the market. From 2020 on, every year in January and February, at least one training and workshop will be conducted with the goal to present to the young people the possibilities of employment offered by the cultural heritage sector in relation to tourism.

By involving young people in the design and implementation of activities in the field of cultural heritage, they can gain professional and substantive experience, the local community on the other hand new offer, which represents an increase in added value and new jobs, since the work potential of youth is very high at the end of formal education. Together with great flexibility, desire for work and further learning, creativity and innovation, it creates the basis for high efficiency at work.



The action provides an invitation to young people/students to create a working group or several groups that will participate:

- in the development of the three itineraries and four events (with an active emphasis on the preservation of tradition and cultural heritage) that will be realized together with the tourism economy (Tourist Association Portorož), other stakeholders, and with the leading role of the Municipality of Piran. More about the events and itineraries are noted in the previous paragraphs.
- In drafting documentation of future projects in the field of natural and cultural heritage and its valorisation in connection with tourism or economy.
- In preparing guidelines and foundations for obtaining specific statuses for areas/facilities of natural and cultural heritage (ex. UNESCO World Heritage).