



Project funded by
EUROPEAN UNION



Press release

For immediate release, 23.04.2021

TOURISM, HERITAGE AND CREATIVITY

In the frame of capacity building component of the TOURISM, HERITAGE AND CREATIVITY (THC) project, two rounds of trainings on creative tourism, cultural products for tourism and entrepreneurship will be held. The first round will take place in April-May 2021, while the second will occur in June-August 2021. Due to local regulations for combating the spread of COVID-19, the first round of trainings will take place online.

The audience will include individuals/organisations involved in local creative tourism, as well as entrepreneurs/startups who have experience with traditional handicrafts and visual arts, traditional gastronomy and culinary practice, local product making traditions, music and performing arts, organising rituals and festive events, etc. and are able to compile/implement tourism products using the mentioned and other intangible cultural resources.

Participants will be selected via an open call. Preference is given to residents of the regions of Georgia and those who plan to attend all three trainings fully. After completing the training course, the participants will be awarded with relevant certificates and receive training materials. Their newly gained knowledge will ease implementation of winning ideas, services and products. Additionally, they will be able to update and post relevant information about their business on the Creative Tourism web portal. They will have the possibility of becoming involved in a cross-border tour program; participating in info-tours of local and international travel agencies, and international tourism exhibitions.

THC is a joint endeavour of Georgian Arts and Culture Center (GACC), European Institute for Cultural Tourism EUREKA NPO, and Foundation for the Development of the City of Mykolaiv (FDN). It aims to bind the sectors of tourism and heritage for their mutual advantage. Overall, the objective is to advance businesses within these sectors by developing creative tourism and cultural products based on local heritage assets. THC is carried out with the support of the ENI CBC Black Sea Basin Programme 2014-2020 and funded by the European Union.

Announcements and detailed information about the upcoming trainings will be published on partners' web and Facebook pages and the official Facebook page of the project.

Contact Information:

Georgian Arts & Culture Center
Address: 7, Niko Nikoladze str., 0108- Tbilisi, Georgia
Telephone: (+995 32) 2931335
Email: nana@gaccgeorgia.org

Common borders. Common solutions.