



Rijeka, 16th September 2013

The Adriatic's museums enrich cultural tourism“
MUSEUMCULTOUR



„The Adriatic's museums enrich cultural tourism“ (**MUSEUMCULTOUR**) is a project approved for financing within the **Adriatic IPA Cross Border Cooperation 2007-2013 Programme of the European Union** (Priority 2 – Natural and Cultural Resources and Risk Prevention, Measure 2.4 – Sustainable Tourism). The project activities are being carried out by 7 partners (Province of Ascoli – Piceno, DELTA 2000 Consortium Company with limited liability, Knowledge centre Postojna, Postojnska jama Joint Stock Company, Natural History Museum Rijeka, The Natural History Museum of Montenegro and National Centre of Museums in Berat) from 5 states around Adriatic Sea (Italy, Slovenia, Croatia, Montenegro and Albania). The planned duration of the Project is from October 2012 till April 2015, with the total budget of **2.297.024,00 €**.

The purpose of the project is to establish suitable conditions for the inclusion of cultural heritage and museum institutions into integral tourist products to be offered on the tourist market.

As one of the project activities, Natural History Museum Rijeka is organising and hosting second common three day training workshop in heritage interpretation for the expert staff (curators, museum educators, guides etc.) of all project partner institutions. The workshop will last from 16th till 18th September for 28 participants and is held by David Masters and David Revell, the experts from the prominent British consultant company Igemakers. Within the social program of the workshop, the participants will be introduced with the rich cultural and natural heritage of the littoral and mountainous part of our County.

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