

# Info

The event, organized by the Slovenian organization Akademija za razvoj mladih (Axion Academy), was held at the Tourism, Sport and Culture Agency Kamnik.

The multiplier event was part of the European project "Improving the Tourism by Boosting Culture and Art." It served as a platform for Kamnik Agency which will be able to upgrade the insights of the project and its goals to their diverse audience, from institutional collaborators to physical audience, especially tourists, which will be able to use AR app.



## Highlight

The highlight of the gathering was the introduction of an innovative augmented reality (AR) app. This app, which is in the pipeline, is designed to showcase the historical and cultural richness of Gorenjska region, besides other special regions of partner countries of the project: Serbia, Turkey, The Netherlands and Germany. By offering an immersive experience, the app aims to provide tourists with an interactive way to explore the region and its environs and boost the cultural and tourism aspects.



**IMPROVING THE  
TOURISM BY BOOSTING  
CULTURE AND ART**

## MULTIPLIER EVENTS



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# AR app

The project "Improving the Tourism by Boosting Culture and Art" has launched a cutting-edge AR app, a collaborative effort between Slovenia, Serbia, The Netherlands, and Germany. This AR experience offers users an immersive journey through the cultural and tourist landmarks of these partner countries. Interactive storytelling of the app not only showcases the scenic beauty and historical sites but also dives deep into the essence of each region, promoting both tourism and cultural appreciation. This initiative stands as a testament to the power of technology in bridging cultures and enhancing tourism.



## Initiatives

The response from the Tourism, Sport and Culture Agency Kamnik was overwhelmingly positive. Their support and openness to the project's initiatives are seen as a significant endorsement, potentially leading to further advancements and the sustained growth of the "Improving the Tourism by Boosting Culture and Art" project.

## Vision

With groundbreaking tools now on the horizon, the project's vision has been successfully realized, laying a solid foundation for future development opportunities. This initiative aims to elevate the cultural aspect, setting the stage for a transformative shift in the region's tourism and cultural sectors.



For further details on the project or AR app, individuals and organizations are encouraged to contact Akademija za razvoj mladih directly or any of the partner organizations listed on the official project website.



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AKADEMIJA ZA  
RAZVOJ MLADIH**

[www.itbycultureart.eu](http://www.itbycultureart.eu)