

"IMPROVING TOURISM BY BOOSTING CULTURE AND ART" IN SERBIA MULTIPLIER EVENT



Creative business idea for better future

In September 2023, a significant event took place at the University of Belgrade, marking the intersection of cultural heritage, modern technology, and educational opportunities. The project "Improving Tourism by Boosting Culture and Art" was presented as part of the broader "European Future for Students" initiative, showcasing the European Union's opportunities to Serbian students.

The presentation and interactive workshop were held in the prestigious Belgrade University Parliament space. The event saw active participation from students across various faculties, including Organizational Sciences, Geography, Philosophy, and more. The project presentation focused on the innovative use of culture and art to enhance tourism. This included an overview of interactive methods, the application of AR technology, and the significant role of cultural and artistic elements in promoting tourism..



A key highlight was the interactive workshop where students experienced firsthand the application's AR functions. This immersive experience not only illustrated the project's technological aspects but also its cultural depth. The character of Radoje, a representation of Serbian heritage, particularly captivated the students. His portrayal as a traditional Serbian figure sparked enthusiasm and resonated deeply with the attendees, many of whom come from remote areas of Serbia.

Students showed great interest in the project, actively participating and providing insightful feedback. They were particularly intrigued by the potential of using technology to showcase Serbia's rich cultural heritage.

The event became a breeding ground for new ideas, particularly regarding the promotion of Serbian heritage and the spotlighting of remote areas. Students contributed innovative concepts and perspectives, reflecting a deep connection with their cultural roots.

