

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



Creative ideas for better culture

In November 2023, an informative event was organised with Sivrihisar Municipality to inform results of the project "IMPROVING TOURISM BY BOOSTING CULTURE AND ART" initiative, showcasing the European Union's opportunities and results of the project to young people from the local area.

The presentation and interactive workshop took place in the distinguished Sivrihisar Municipality. The event attracted enthusiastic participation from students across various faculties, including Organizational Sciences, Geography, Philosophy, and more. The project presentation highlighted the innovative use of local culture and art to enhance tourism, with a particular focus on the rich heritage of Sivrihisar. This included a demonstration of interactive methods, the integration of augmented reality (AR) technology, and the influential role of Sivrihisar's distinctive cultural and artistic elements in promoting local tourism.



The results of the project showcased a marked increase in tourist interest, with visitors drawn to the municipality's unique combination of traditional art forms, historical landmarks, and immersive digital experiences. The initiative helped foster a stronger sense of community involvement, offering local artisans and cultural practitioners new platforms to showcase their work. The interactive workshop concluded with a comprehensive discussion on how these strategies could be sustained and expanded to continue enriching Sivrihisar's tourism landscape.

Locals from the Sivrihisar area showed great interest in the project, actively participating and offering insightful feedback. They were particularly intrigued by the potential of using technology to showcase Turkey's rich cultural heritage.

The event became a breeding ground for new ideas, particularly concerning the promotion of Turkish heritage and the spotlighting of remote areas. Locals contributed innovative concepts and perspectives, reflecting a deep connection with their cultural roots in Sivrihisar.

