

V-KULTUR: Vrednotenje ponudbe kulturnega turizma v Ljubljani (ENG: Evaluating the offer of cultural tourism in Ljubljana)

Keywords: cultural tourism, disadvantaged groups, cultural visitor

The aim of the project: evaluating cultural offer in Ljubljana, in most part specifically oriented towards the disadvantaged groups of visitors such as elderly, younger population and young families

Partners: School of economics and business, Ljubljana; Ljubljana Tourism, Ljubljana

Project implementation date: 03/2019 – 08/2019

Budget: 16.491,00 € (total)

Granted by: European Social Funds, Ministry of Education, Science and Sport

Program: Študentski inovativni projekt za družbeno korist 2016-2020 (ENG: Student Innovative Projects for the Benefit of Society)

Context: Overview of cultural offer in Ljubljana by using diverse methodology (interviews, surveys, etc.) with the aim of developing of a set of guidelines for improvement of cultural offer.

Description: Urban tourism, especially its branch of cultural tourism is prevailing in constantly developing sector of tourism in general. Cultural tourism is not attractive only for tourists, but also local residents, as it improves and raises their quality of life. Special focus of the project, along evaluation of cultural offer in Ljubljana, were disadvantages groups such as elderly, younger people and young families and also disabled and unemployed. Project team used several different research approaches, such as surveys with local residents and residents from wider area, surveys with domestic and foreign visitors in museums and galleries, interviews with stakeholders from selected cultural and tourism institutions and visits of this institutions. These approaches did not only help to define what cultural offer in Ljubljana is, but also determined positive and negative aspects of offer.

Project contributed to implementation of Strategic guidelines for Cultural Tourism in Ljubljana in the 2017-2020 period, a strategy prepared by Tourism Ljubljana. Cooperation between mentors, students and professional associates resulted in creating guidelines for the future management of cultural tourism, visitors cultural experience and experience of disadvantaged groups.

<http://arhiv.bf.uni-lj.si/oddelek-za-krajinsko-arhitekturo/oddelek/raziskovalno-in-strokovno-delo/projekti/sipk-v-kultur/>