

Cultural and Creative Industries contribution to Cultural and Creative Tourism in Europe

Chamber of Commerce and Industry of Pécs-Baranya – PP4

Semester II. – Activity report

01.12.2018 - 31.05.2019

Colleagues of CCIPB



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Publicity activities for promoting operation's activities - Events



- 15.01.2019. **Association of Entrepreneurs Group Meeting** (Szentlőrinc)
- 06.02.2019. **Meet the Chamber – information day** (Chamber of Commerce and Industry of Pécs-Baranya)
- 05.03.2019. **Businesswomen's Club Meeting** (Pécs, Lumill Ltd.)
- 29.04-01.05.2019. **SACHE project meeting** – synergizing the international projects (Italy)

Publicity activities for promoting operation's activities - Events



- 22.05.2019. **Local Dissemination Event** (Chamber of Commerce and Industry of Pécs-Baranya)
- 29.05.2019. **Tourism Conference** (Siklós)
- 29.05.2019. **Local Stakeholder Group Meeting** (Littke Palace)



Publicity activities for promoting operation's activities – Online



- On the webpage the Chamber published the profile of the Cult-CreaTe project (<https://pbkik.hu/portfolio/cult-create-kulturalis-es-kreativ-iparagak-szerepe-a-turizmusban/>)
- Invitation to the events:
 - “50 étel a nagyvilágból” – promotion of the Local Dissemination Event (<https://pbkik.hu/esemeny/50-etel-a-nagyvilagbol/>)
 - “Nemzeti Turisztikai Adatszolgáltató Központ információs nap Pécsen” – promotion of the Local Stakeholder Group Meeting (<https://pbkik.hu/esemeny/nemzeti-turisztikai-adatszolgáltato-kozpont-inf>

Publicity activities for promoting operation's activities – Online



- Report of the local events:
 - “*Kultúrák találkozása – turizmus és gasztronómia Pécssett*” – report of the Local Dissemination Event
 - “*A turisztikai térségek fejlesztésének aktuális feladatai*” – report of the Local Stakeholder Group Meeting

Publicity activities for promoting operation's activities – Offline



- Leaflet of the Cult-CreaTE project in Hungarian – 2.000 pieces



Events

- Local Dissemination Event (22 May 2019.)
 - Co-organizers: the University of Pécs and the Winery Research Faculty
 - Main topic of the event: the gastronomy as the cornerstone of the local culture and tourism
 - People: expected 30-40
- Local Stakeholder Group Meeting (29 May 2019.)
 - Co-organizer: the Hungarian Tourism Agency
 - Main topic: challenges of complexity in reviewing demand of the local touristic attractions, provided a critique of previous reviews of local touristic developments, interventions and presented a systems theory of organizational change
 - People: expected 50-60



Thank you for your attention!

14.05.2019.
Padova, Italy

