



"THE 'CARPATHIAN CULTURAL ROUTE' AS A PLATFORM FOR DEVELOPING DIGITAL SKILLS FOR CULTURAL WORKERS IN THE REGION"

*Prepared by Anastasiia Merchuk,
Student of Group MHT-24-1*

Carpathian Cultural Route

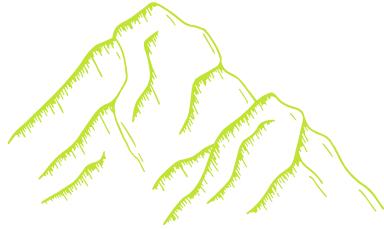
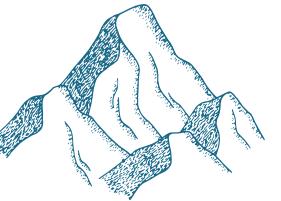
 The route **includes 40 sites**, and **11 of them** are on the **UNESCO** World Heritage list. The project uses a website and a mobile app as digital communication tools.

 The region has a unique cultural and historical heritage. There are **many museums, architectural and religious landmarks** here. They are valuable for both their architecture and their history.

 The museums also cover tragic historical events, including World War II and the communist era. Since the *region is multicultural*, there are *special exhibits showing the culture, daily life, and crafts of different people*, such as Jews, Armenians, Poles, and Turks.



The Carpathian Cultural Route is a cross-border route for tourism and culture. It connects key historical and cultural heritage sites in the Ivano-Frankivsk and Zakarpattia regions (Ukraine) and Maramureş County (Romania).



The 'Carpathian Cultural Route' project *shows how we can* better digitize our cultural heritage. It brings together heritage from the Ivano-Frankivsk and Zakarpattia regions and Maramureş County in Romania. Together, *they created* a digital platform: **carpathianculturalroute.com**.

About the Project

This project *is not just about selling tourism*. It also *provides training*. It gives cultural workers in these regions a chance to *learn digital skills*. These skills help local institutions maintain an online presence.





Challenges and Achievements



When looking at the challenges and successes of promoting local landmarks through the 'Carpathian Cultural Route,' we must remember that the world is changing. Tourism is not standing still.

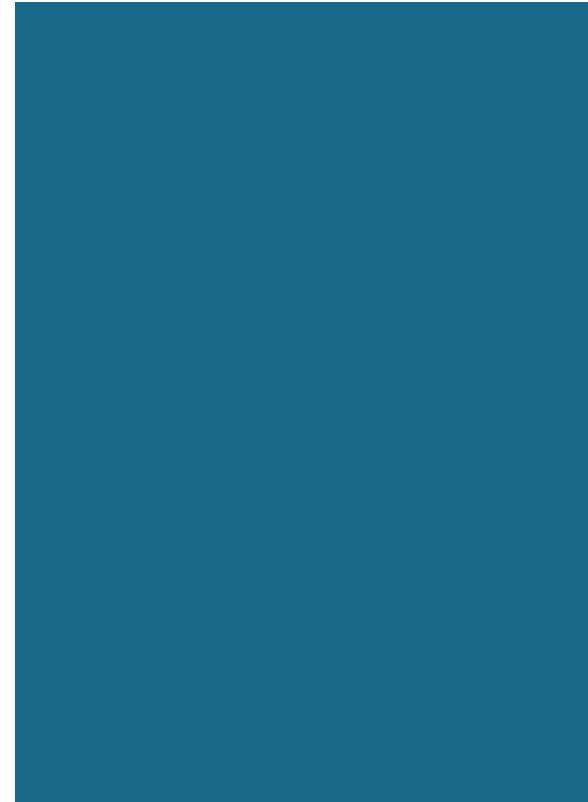


Today, people want more than just to look at landmarks. They are looking for more than just simple information. This creates new opportunities for the Carpathian region. However, *international tourists rarely visit unknown local museums, workshops, and places to eat.*



The reason is that *they do not have enough resources to advertise* to international tourists. **However, digital platforms can help.** The 'Carpathian Cultural Route' project shows how to promote cultural landmarks in the media.

Challenges and Achievements



This project *creates a way to* bring local landmarks and businesses to the global market. *It connects* famous sites, lesser-known places, and sites of global importance.

Combining local and foreign sites into one route helps reach a wider audience. This *makes the area more attractive* to tourists, benefiting both Ukraine and the partner countries.

The project's website shows not only the sites themselves. It also *includes information about* local traditions and crafts. This turns local culture into a tourism product, which *helps support the local economy*.



Challenges

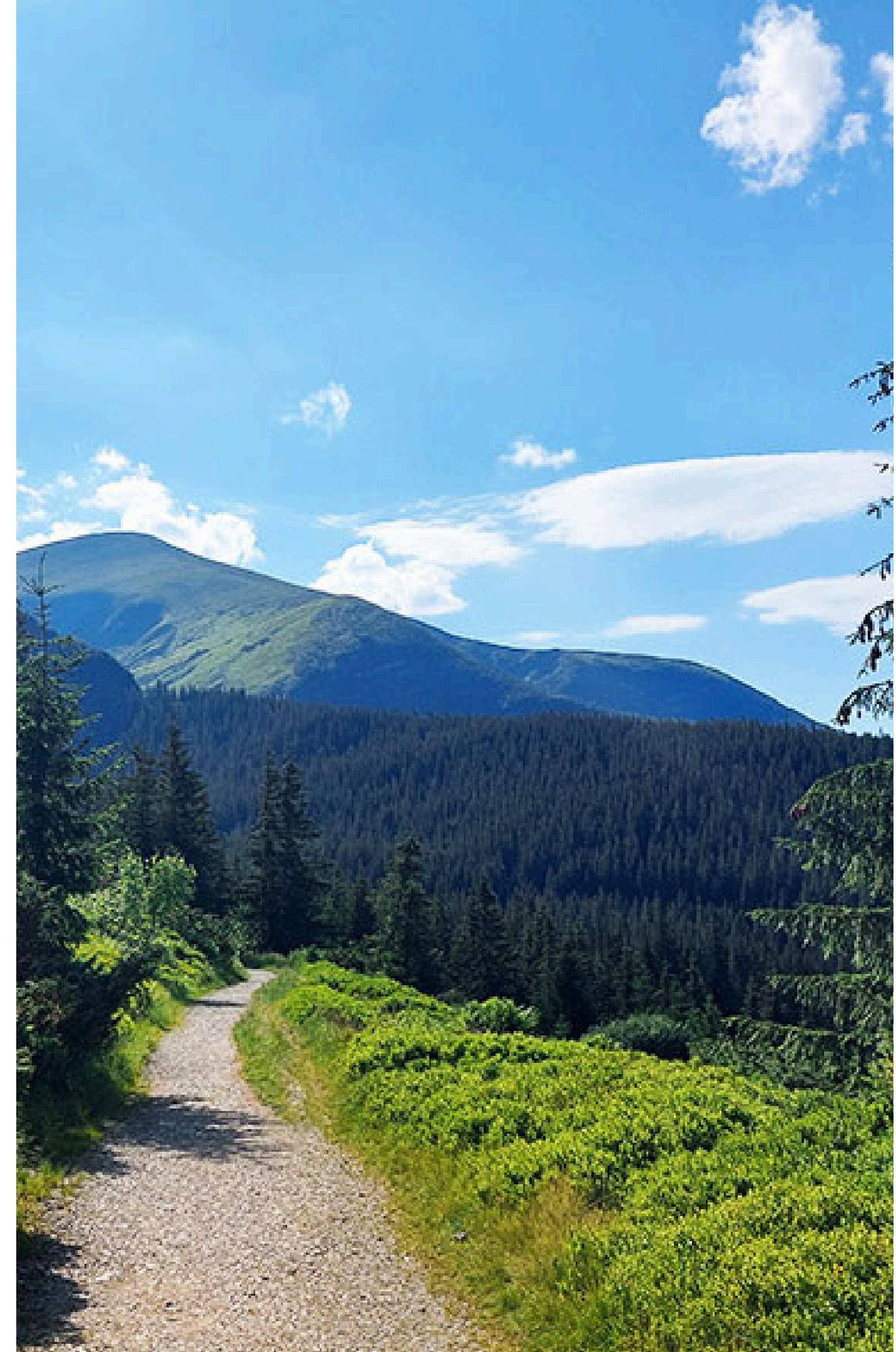


For example, ***not all sites have staff who speak foreign languages well***. This makes it *difficult to serve international tourists*. Also, the *websites often do not have many high-quality photos*.

Also, *unstable internet in mountain areas* makes it difficult to quickly update information about services and activities.

Conclusion

This tourism product is an *effective tool* for promoting local cultural landmarks and sites. *Connecting local museums* to a single digital route alongside famous sites *makes them more recognizable*. This helps increase visitor numbers and supports sustainable tourism in the Carpathian region.





THANK YOU FOR
YOUR ATTENTION!