

TAKING  
**COOPERATION**  
FORWARD



2nd Partner meeting  
Pécs - Baranya, 12th -13th March 2018



**Brief Presentation of SWOT and best practice**



Primorje-Gorski Kotar County

# SWOT ANALYSIS

## Strengths

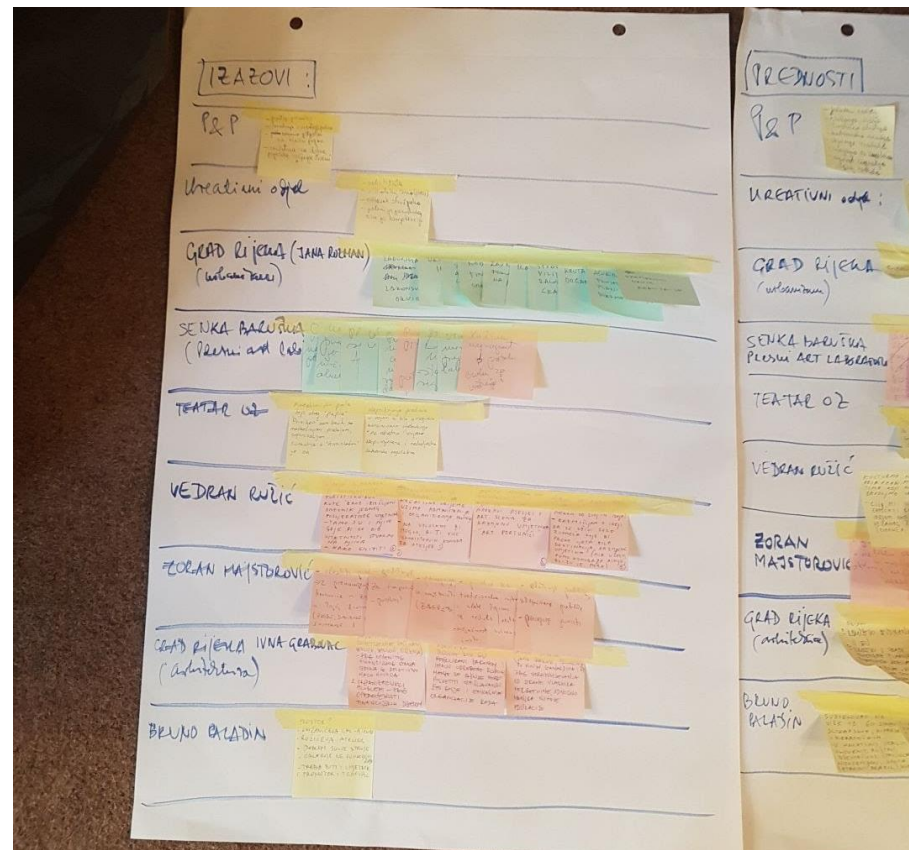
- Increase of employees in creative sector
- Monitoring of modern trends in the development of creative industries (CI)
- Recognition of benefits of networking and cooperation with CI by tourist sector



# SWOT ANALYSIS

## Weaknesses

- Lack of management and administrative staff in CI and their involvement in live long learning programs
- Missing interdisciplinary collaboration and joint marketing through communication platforms



# SWOT ANALYSIS

## Opportunities

- Favorable geographic position
- Existing touristic infrastructure
- Development of regional cooperation
- Interest of the international ICT business sector



# SWOT ANALYSIS

## Threats

- Unstable political and economic situation in Croatia
- Population decline due to negative long-term demographic trends
- Discrepancy between rural and urban areas
- Administrative and legal frameworks for development of an initiative or business



# BEST PRACTICE - MEMORIAL CENTRE LIPA REMEMBERS



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- During WW II village of Lipa underwent through severe suffering
  - 269 inhabitants were killed and whole village of Lipa burnt to the ground by the Nazis and the Fascists
- Museum is situated in a former postal office from the middle 18<sup>th</sup> century and its a central place in the life of a small community life



# BEST PRACTICE - MEMORIAL CENTRE LIPA REMEMBERS





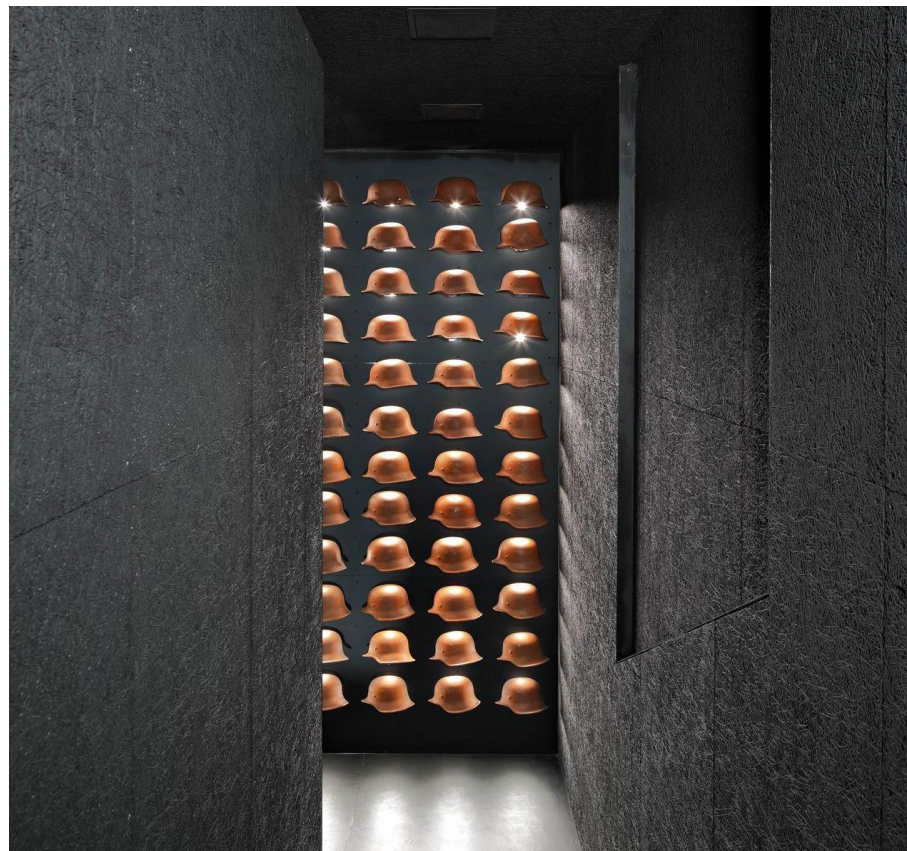
# BEST PRACTICE - MEMORIAL CENTRE LIPA REMEMBERS

## Evidence of success:

- 3.000 visitors, 35 guided tours and workshops, 5 to 10 different events (exhibitions, concerts, lectures) per year

## Difficulties:

- hardship in cooperation with local and regional tourist operators and agencies that have trouble recognising the Centre and its programme as a touristic potential



# BEST PRACTICE - MEMORIAL CENTRE LIPA REMEMBERS



## Any questions?



# PRESENTATION OF SWOT AND BEST PRACTICE



# Thank You!

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