# Novi Sad, heritage, ECOC, Faro

Possibilities, community engagement and long lasting benefits









### Context:

Serbia

Heritage is under the State protection Sometimes, it is invisible for citzens

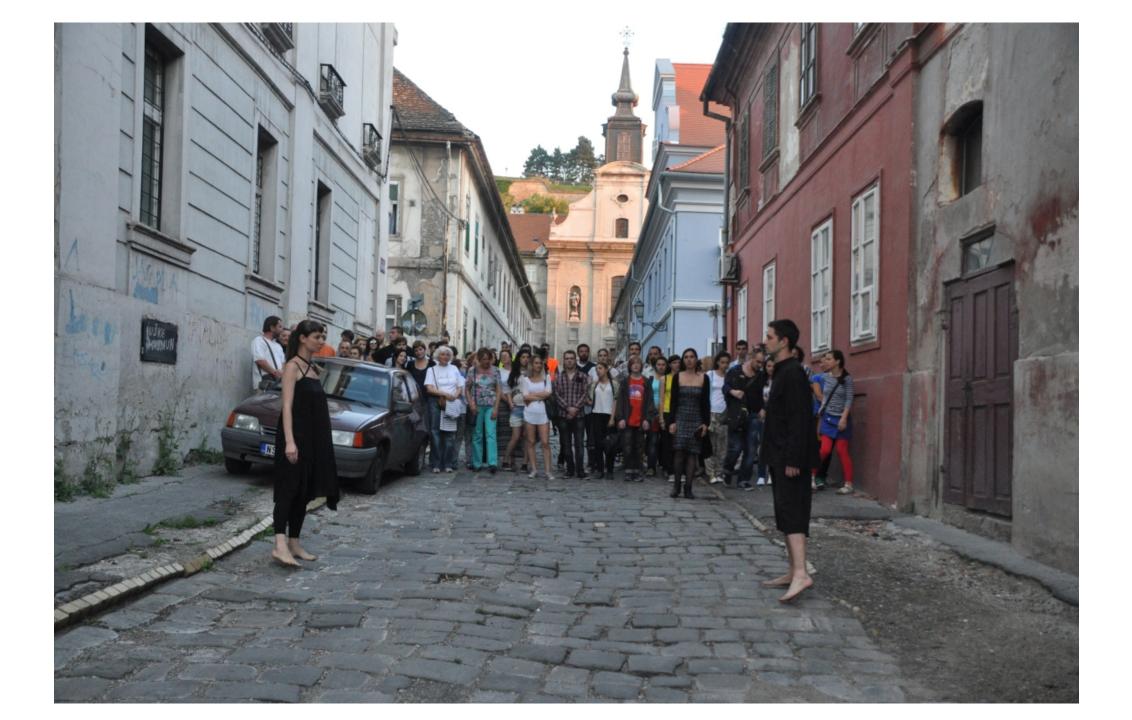
Novi Sad ECOC 2021 Hospitality & Heritage bridge Heritage as a living matter



















## Common points

- Bottom-up activities
- People work out of their enthusiasm
- Activities are not coordinated
- Not sustainable in the long terms

# ECOC possibilities

- Emphasis to heritage
- Instrument for sustaining current activities and inspiring new ones
   Chances:
- people and organizations empowering,
- raising visibility,
- starting communication,
- inventing sustainability models,
- ensuring autonomy.

#### Thank you!

Ivana Volić, PhD
Culturologist and tourismologist
Novi Sad, Serbia
volic.ivana@gmail.com