



TUI Colourful Cultures Croatia: Revitalising Communities and Heritage through Tourism

24. September 2025., Dubrovnik

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In partnership with



DESA PRO
PROIZVODI / USLUGE / PROMOCIJA



Project “TUI Colourful Cultures Croatia”

Project holder: DEŠA Dubrovnik

Partner: TUI Care Foundation

Project duration: 24 months

November 1, 2023 – October 31, 2025

Total project value: €106,176.00



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Project goal: Preservation of intangible heritage, promotion of local resources, increasing employability and self-employment of women and young artists and artisans, and organizing creative cultural experiences for visitors.



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Expected results:

- Increased promotion of cultural heritage and arts in tourism
- Enhanced support services for people preserving cultural heritage
- Increased income opportunities through tourism

Primary target group:

- 100 local women aged 20 to 99
- 6 female artists and artisans

Secondary target group:

Around 5,000 tourists visiting Dubrovnik

Indirect beneficiaries:

The Dubrovnik-Neretva County as a whole

Project location:

Dubrovnik and surrounding area



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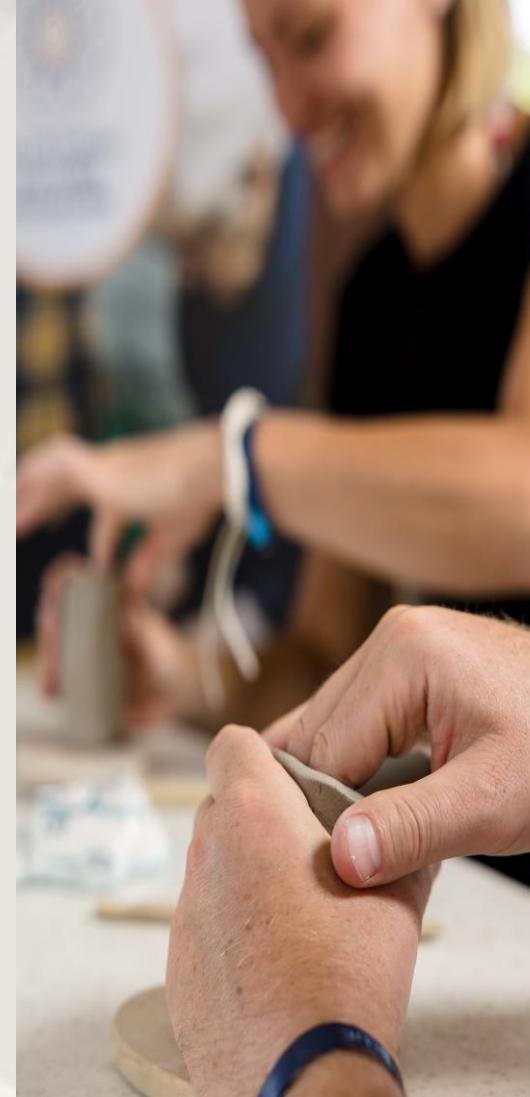


1. Project activities

Expected result 1:

Increased promotion of cultural heritage and arts in tourism

- 1.1. Pop-up Art & Craft events (24x)
- 1.2. Art & Craft workshops at Lazareti (100x)
- 1.3. Art & Craft Festival at Lazareti (2x)



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2. Project activities

Expected result 2:

Enhanced support services for people preserving cultural heritage

- 2.1. Digital marketing and WordPress workshops



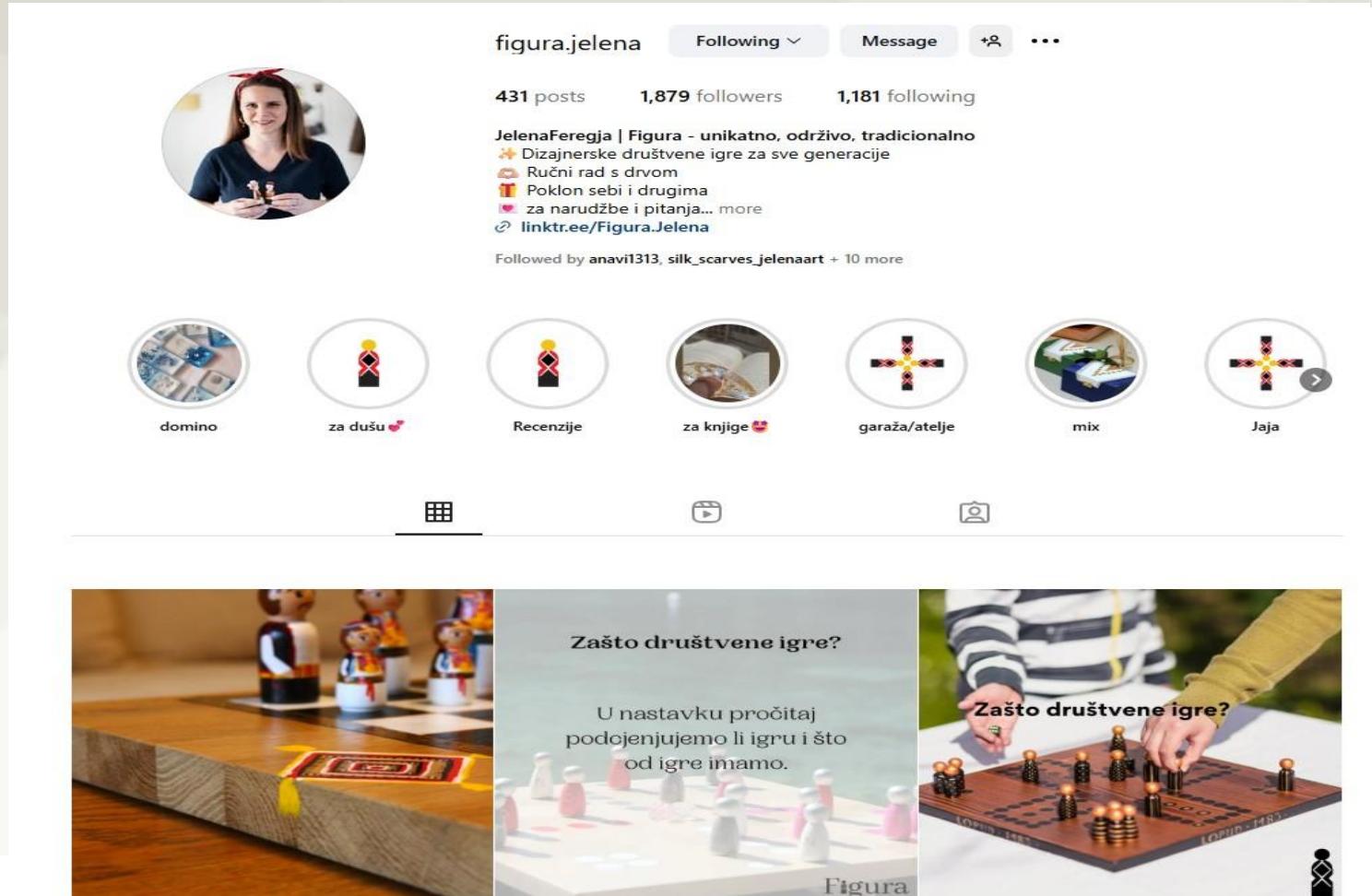
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2. Project activities



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3. Project activities

Expected result 3:

Increased income opportunities through tourism

3.1. At least 6 female artists and craftswomen exhibit and sell their products through DEŠA Pro Ltd.



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