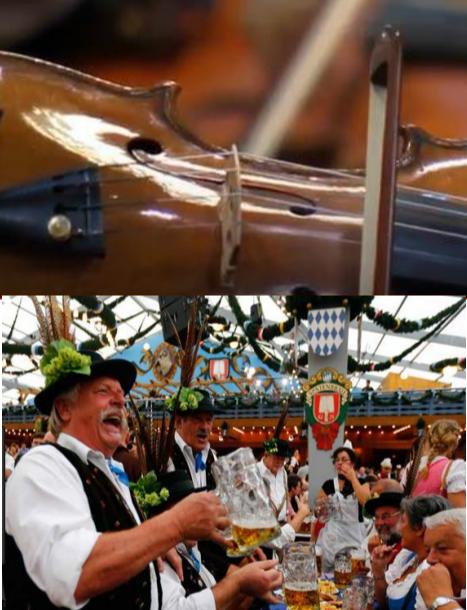




Co-funded by the  
Erasmus+ Programme  
of the European Union



# MIECAT

Methodology of Interpretation of European Cultural Heritage through Attractions in Tourism

## Objectives of the project:

The outcome of the project will be a complete material for accreditation of a new course “Methodology of Interpretation of European Cultural Heritage through Tourism”

- Detailed elaborated subtopics of European Cultural Heritage
- Identification of needs of visitors – segmentation
- Examples of good practice in interpretation of European Cultural Heritage
- Set of methods suitable for interpretation of cultural heritage

## Applicant Organization & Lead Partner:

University of Economics, Prague, CZ

Faculty of International Relations, Department of Tourism

[www.vse.cz/english/](http://www.vse.cz/english/)

Contact: Ing. Liběna Jarolímková, Ph.D. / [jaro@vse.cz](mailto:jaro@vse.cz)

## Partners:

University of Economics in Bratislava, SK / <https://euba.sk>

University of Applied Sciences Burgenland, A / [www.fh-burgenland.at](http://www.fh-burgenland.at)

Alexandru Ioan Cuza University from Iasi, RO / [www.uaic.ro](http://www.uaic.ro)

Universidad Europea de Madrid, SP / <https://universidadeuropea.es>

University of Applied Science, Professional school of the middle class (FHM)

Schwerin, D / [www.fh-mittelstand.de/schwerin/](http://www.fh-mittelstand.de/schwerin/)

Project Duration: 01-09-2017 till 31-08-2020 / 36 months

Funding: The Erasmus+ Programme cofounds this project.



Staatlich anerkannte, private  
**Fachhochschule des  
Mittelstands (FHM)**



UNIVERSITATEA  
„ALEXANDRU IOAN CUZA“  
din IAȘI

