

## SRC BISTRA PTUJ

The public institution Scientific-research centre Bistra Ptuj was developed by the Bureau for Strategic Technological Development, or shortly BISTRA, in 1994. Our main tasks are planning and managing developmental activities in municipalities of the Spodnje Podravje region.

Core activities of the institution include the promotion of development in the Spodnje Podravje region on all areas of work on a local level; establishment of a link between universities and institutes, and transfer of scientific and economic knowledge to SMEs; promotion and creation of knowledge to stimulate the area of human resources in the region.

SRC Bistra Ptuj acts as a mediator for better development of the region based on knowledge, innovations and expertise, thus opening possibilities to create a region of innovations. As such, Bistra will continue with the promotion of economic and social development of the region and with the creation of conditions for spreading and managing knowledge at the local and regional levels. Management by supporting the development and marketing of new tourist products, creation and marketing of tourist offers, and supporting the development of tourism infrastructure.

Our aim is to improve development dynamics within the region. In the past, we had many projects related to cultural heritage. At the moment, we are running 4 European projects on the topic of cultural heritage, and they are CASTLE ROAD (Interreg SI-AT), LIVING CASTLES (Interreg SI-HR), and ISTER (Interreg Danube).

Project ISTER is in line with the development strategy of the city Ptuj which ZRSBP is representing. There are still many unexplored potentials within the city which offer the possibility of development of cultural tourism, and a lot of research on the history of Ptuj is still needed. This project allows us to research cultural heritage with the help of foreign experts and to present it with the transfer of good practices to the city visitors. Participation in this project enables not just an efficient exchange of knowledge and experiences but also the mutual development of strategies and new products and services that could be implemented at the local level. Through the project, we acquired the needed strategy for the development of roman heritage for tourist purposes and necessary guidelines.

For more information, please visit: <https://bistra.si/en/>