Academy 2019 – Cultural Heritage ePromotion in the Krka & Kolpa/Kupa River Basin

<http://eregion.eu/22-5-2019-academy-2019-cultural-heritage-epromotion-krka-kolpa-river-basin>

**Linking of the Websites in English Language**

**Why is it Important?**

Dr. Jože Gričar

On 9 April, 24 European countries signed a Declaration of cooperation on advancing digitisation of cultural heritage (<https://ec.europa.eu/digital-single-market/en/news/eu-member-states-sign-cooperate-digitising-cultural-heritage>). They will work more closely together to better use state-of-the-art digital technologies in addressing risks that Europe’s rich cultural heritage is facing, enhancing its use and visibility, improving citizen engagement, and supporting spillovers in other sectors.

The declaration has three pillars of action: One, a pan-European initiative for 3D digitisation of cultural heritage artefacts, monuments and sites. Two, re-use of digitised cultural resources to foster citizen engagement, innovative use and spill-overs in other sectors. Three, enhancing cross-sector and cross-border cooperation and capacity building in the sector of digitised cultural heritage.

For ePromotion of cultural heritage and tourist services linking of the websites in English is essential! We are proposing to the mayors and directors of municipal administrations to encourage the eCooperation of the website editors and developers in the municipality and in the region of the municipalities in the river basins.

One may ask a question: Is it really necessary for a small business to have its own website in English? Yes, is the answer in the USA. The reasons are the following (see Betsy McLeod, December 26, 2018, <https://www.bluecorona.com/blog/do-i-need-a-website>):

1. 30% of consumers do not want to do business without a website.
2. Buyers are searching for goods / services providers via the Internet (online).
3. Most consumers use websites to find a seller and enter into a business.
4. Business transactions in all industries, including business-to-business, are influenced by the digital content of websites.
5. 75% of consumers acknowledge that they are assessing the suitability of the company - provider on the basis of its website.
6. The seller needs to respond quickly to basic questions.
7. With a good website, a company will be more successful in competing with large providers in the industry.
8. Using social networks to reach customers is decreasing.

The problem to be discussed is the following: There are too few tourists from other countries coming into the Krka and Kolpa river basin. Those who come, they do not stay long enough to come to know our rich heritage. Importance of various networks is indicated: historic villages & towns, castles & museums, river basins. Experience of the Novo mesto Cultural Heritage Promotion Committee (<https://novomesto.si/en/novo-mesto-cultural-heritage-promotion-committee>) is explained.