

AMUSEMENT PARKS ONCE AND TODAY: PROJECT "INSPIRIT FANTASY PARK"

Prof. dr. sc. Fulvio Šuran

Sveučilište „Juraj Dobrila“ u Puli – Istra / Hrvatska

SUMMARY

Cultural events increase the attractiveness of the destination and they are the main reason of attracting visitors who are interested in cultural heritage, gastronomy, tradition and customs of a particular destination. The change of habits and needs of contemporary tourists imply a greater search for experiences, thus, experiences and events become the main travel reason of tourists.

The aim of tourism development should be creating products outside the tourist season that would provide such reason. Through such touristic attractions, visitors would be able to learn about the characteristics of the region and its cultural heritage in a quality and educational way throughout the whole year, attracting new market segments.

Such development of the touristic offer, adjusted to the specifics of an individual destination, brings to a better valorization of material and immaterial cultural heritage of the territory, increases its touristic attractiveness and competitiveness. Considering the increasing need to promote the culture, tradition, authenticity and history of a particular destination, the purpose of the present work is to introduce the new experience of the *Inspirita fantasy park* project named "Histrian village", to meet the needs of all those who are interested in these features.

Keywords: Cultural events, cultural heritage, amusement parks, theme parks, tourism market, tradition, innovation, Istria, territory / region, *Inspirita Fantasy Park* project