

SPOT - Sociální a inovativní platforma v oblasti kulturního cestovního ruchu a její potenciál k prohloubení Evropeizace

Šťastná Milada



www.SPOTprojectH2020.eu



Horizon 2020

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Call: H2020-SC6-TRANSFORMATIONS-2019

Type of action:	RIA (Research and Innovation action)
Proposal number:	870644
Proposal acronym:	SPOT
Duration (months):	36
Grant amount:	3 000 000.00 EUR
Proposal title:	S ocial and innovative P latform O n cultural T ourism and its potential towards deepening Europeanisation
Activity:	TRANSFORMATIONS-04-2019-2020

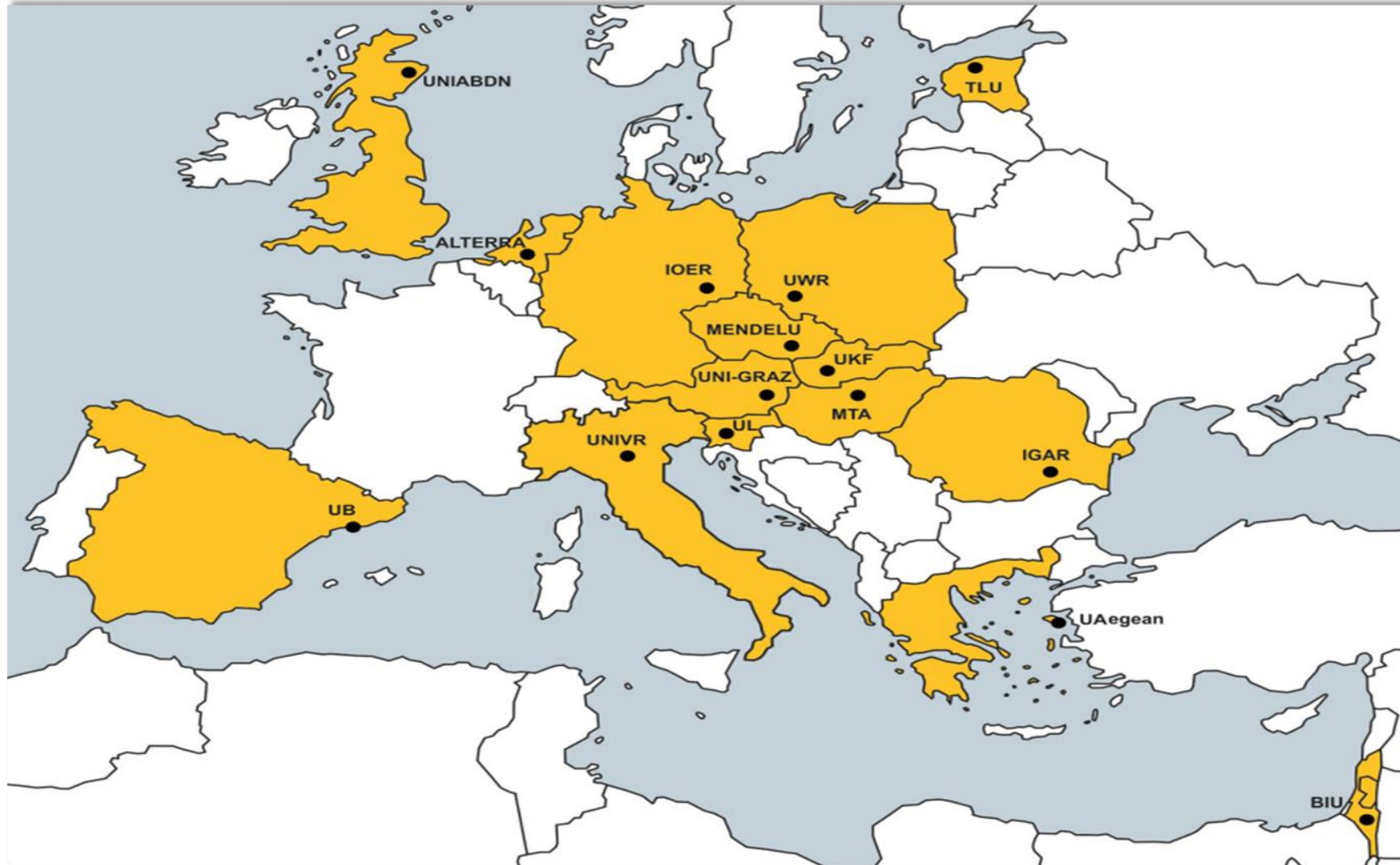
Cíl projektu

Cílem projektu SPOT je **vyvinout nový přístup** k porozumění a řešení **kulturního** cestovního ruchu, což zahrnuje **podporu** rozvoje znevýhodněných oblastí na jedné straně a jeho **usměrňování** v oblastech turismem přetížených na straně druhé.

Projekt pracuje s případovými studiiemi ve **14 evropských státech a Izraeli**.

Projekt zapojuje akademické pracovníky a zúčastněné strany (aktéry) do **přípravy návrhů politik** spolu s **inovačním nástrojem**, který má pomoci jejich tvůrcům na všech úrovních, včetně podnikatelů v cestovním ruchu.

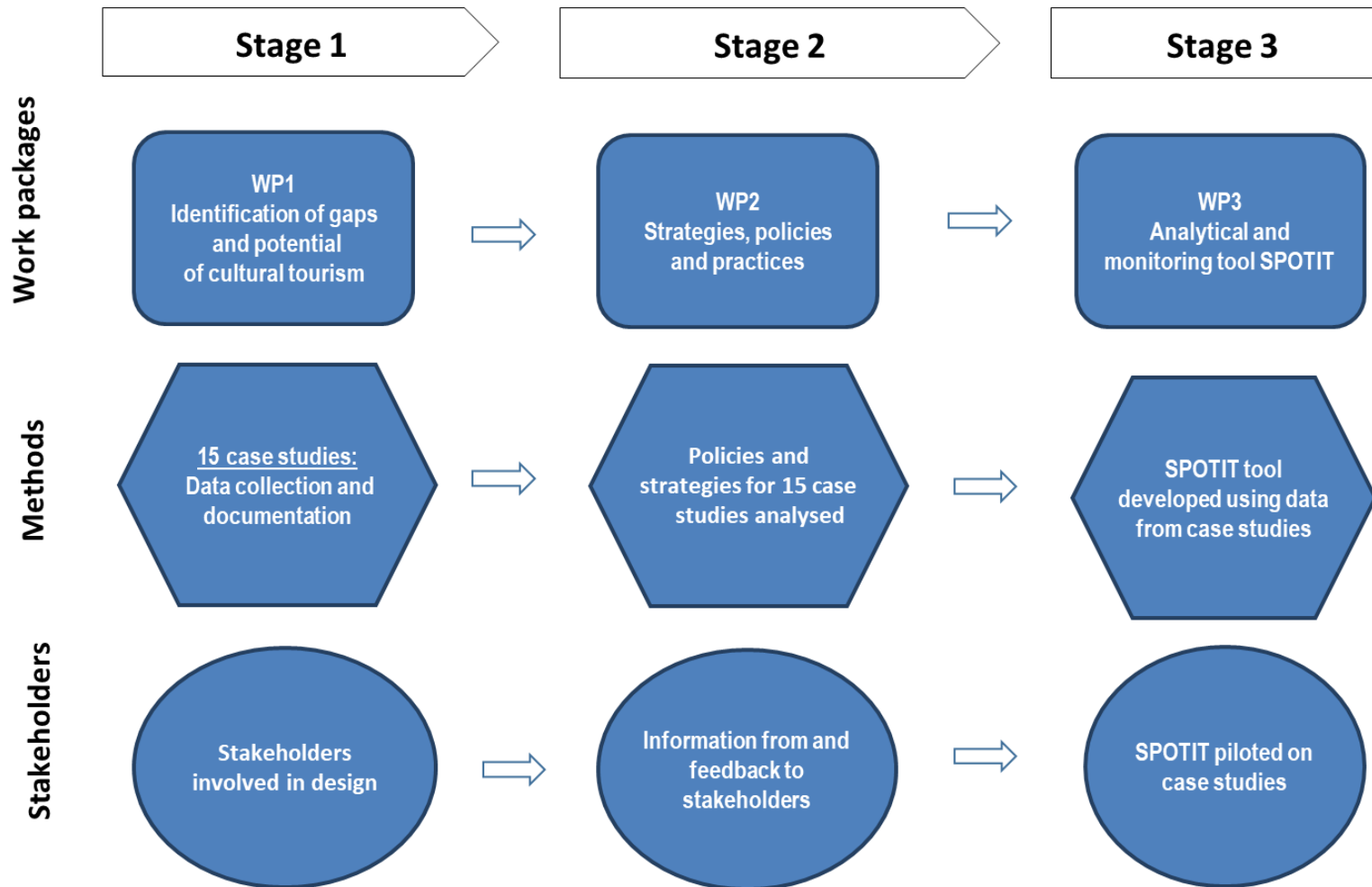
Partneři



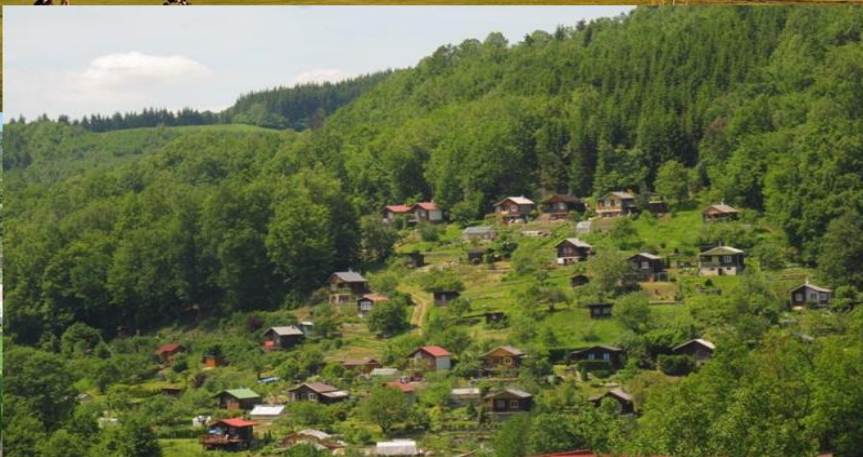
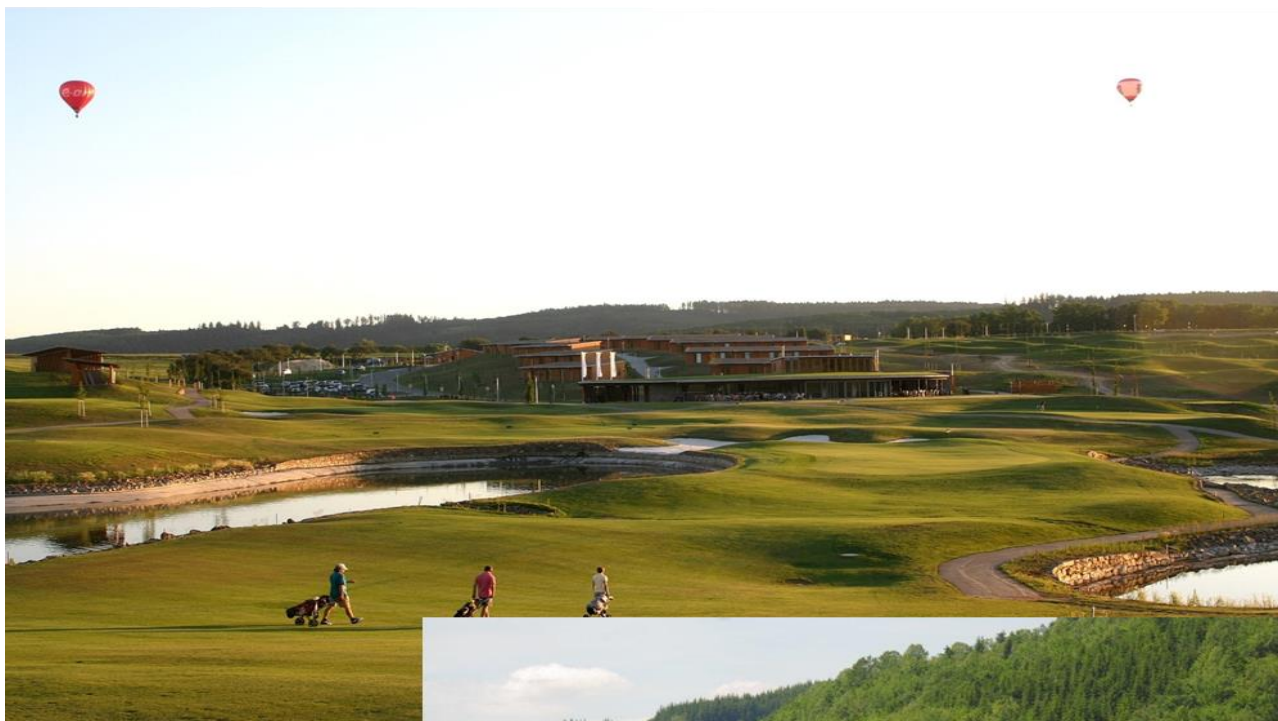
Projektový tým

Part. #.	Participant organisation name	Short name	Country
1	MENDELOVA UNIVERZITA V BRNĚ (Coordinator)	MENDELU	CZ
2	BAR ILAN UNIVERSITY	BIU	IL
3	INSTITUTE OF GEOGRAPHY OF THE ROMANIAN ACADEMY	IGAR	RO
4	LEIBNIZ-INSTITUT FUR OKOLOGISCHE RAUMENTWICKLUNG EV	IOER	DE
5	MAGYAR TUDOMÁNYOS AKADÉMIA	MTA KRTK	HU
6	STICHTING WAGENINGEN RESEARCH	WR	NL
7	TALLINN UNIVERSITY	TLU	EE
8	UNIVERSITAET GRAZ	UNI GRAZ	AT
9	UNIVERSITY OF ABERDEEN	UNIABDN	UK
10	UNIVERSITY OF THE AEGEAN	UAegean	GR
11	UNIVERSITAT DE BARCELONA	UB	ES
12	UNIVERSITÀ DEGLI STUDI DI VERONA	UNIVR	IT
13	UNIwersytet Wroclawski	UWR	PL
14	UNIVERZA V LJUBLJANI	UL	SI
15	UNIVERZITA KONŠTANTÍNA FILOZOFA V NITRE	UKF	SK

Propojení fází projektu



Příklady



OUTLANDER



VISIT THE SCOTTISH LOCATIONS AS SEEN IN THE HIT TV SERIES SEASONS ONE TO FOUR



KEY

- National Trust for Scotland Location
- Historic Environment Scotland Location
- Parking / Parking Nearby
- Cafe / Restaurant
- Shop / Visitor Centre
- Admission Fee
- Toilet Facilities

For access information please visit individual property website

Get inspired and plan your Scottish Outlander adventure at www.visitscotland.com/outlander

Images: 2, 3, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100

OUTLANDER

FILM LOCATIONS TO VISIT SEASONS ONE TO FOUR

Delve into the world of Outlander and discover the locations which featured in the hit TV series. From Castle Leoch to the North Carolina wilderness, follow this map and explore for yourself the Scottish sites that were used in filming Claire and Jamie's adventures.



Tweeddale Court - Edinburgh
Season 3

The hustle and bustle of the market where Claire reunited with Fergus was filmed here. The entrance to this time capsule of a street is from the historic Royal Mile. Take time to explore one of the oldest parts of Edinburgh.
Edinburgh, EH1 1TE
www.ewh.org.uk



Bakehouse Close - Edinburgh
Season 3

Bakehouse Close just off Edinburgh's Royal Mile was the setting for Jamie's Print Shop and where Claire reunited with Jamie after years of separation. This is one of the best-preserved closes in the city and was transformed into 18th century Edinburgh for exterior shots of the Print Shop. Why not visit the fascinating Museum of Edinburgh next door.
Edinburgh, EH8 8DD
www.edinburghmuseums.org.uk



Signet Library - Edinburgh
Season 3

The stunning interior of the Signet Library in Edinburgh's Old Town was transformed into the Governor's Mansion in Jamaica. The library is home to the prestigious Society of Writers to Her Majesty's Signet which dates back to the 15th



Craigmillar Castle - Edinburgh
Season 3

The ruined medieval castle of Craigmillar became Ardmuir Prison, the place of Jamie's incarceration. Visit the castle to admire the views across Edinburgh. Interesting fact: Mary Queen of Scots used the castle as a safe-haven in 1566. Open All Year.
Edinburgh, EH16 4SY
www.historicenvironment.scot



Newhailes House - East Lothian
Season 4

Located just a few miles east of Edinburgh, this 17th century Palladian villa served as Governor Tyrone's home in North Carolina where Jamie discussed the offer of a land grant in exchange for service to the English Crown, and where Jamie and Claire were introduced into Wilmington society. The house is currently closed to visitors, but is expected to reopen in 2020. In the meantime the gardens and surrounding estate are open and offer some lovely nature walks with stunning views of the house. House currently closed to the public. Estate open all year
Musselburgh, EH21 6RY
www.mts.org.uk



Gosford House - East Lothian
Seasons 2 & 3

Originally designed by one of Scotland's greatest architects, Robert Adam, the grounds that surround this lavishly decorated house doubled as the Palace of Versailles in France (S2) and Helwater and Ellesmere (S3). Note: part of the grounds is available for public use, but the house is only open for visiting on certain days. Please check before you travel.
Longniddry, EH32 0PY
www.gosfordhouse.co.uk



Preston Mill - East Lothian
Season 1

In the village of East Linton is the picturesque Preston Mill – one of the oldest working, water-driven meal mills in Scotland. It provided the backdrop for several scenes



Arniston House - Midlothian
Season 4

Home to the Dundas Family for over 400 years, this magnificent mansion house set in acres of parkland is located 11 miles from Edinburgh. It doubled as both the theatre entrance and lobby where Jamie and Claire attended a play in Wilmington with Governor Tyrone, and where Claire's medical skills saved Edward Fanning's life. Open certain days only.
Gorebridge, EH23 4RY
www.arnistonhouse.com



Glencorse Old Kirk - Penicuik
Season 1

This charming church, nestled in the grounds of Glencorse House in the foothills of the Pentlands, is where Claire and Jamie tied the knot. With its lush parkland, lake and splendid garden, it is a wonderfully atmospheric and romantic wedding venue for any Outlander fan. Please note that visits to the Kirk are by appointment only by contacting Glencorse House.
Milton Bridge, EH26 0NZ
www.glencorsehouse.co.uk



Beebraigs Country Park - West Lothian
Season 4

Situated near the town of Linlithgow, this 913-acre country park is a great place for spotting herds of red deer, highland cattle and a variety of sheep. It doubled as the North Carolina wilderness where Jamie and Claire rode through after leaving River Run, where they were separated during a thunder storm, and Claire was visited by Otter-Tooth's ghost. Open All Year.
Linlithgow, EH49 6PL
www.westlothian.gov.uk



Linlithgow Palace - Linlithgow
Season 1

The entrance and corridors of this ruined palace were used as Wentworth Prison where Jamie was imprisoned. Once a favoured royal residence of the Stewart kings and queens and the birthplace of Mary Queen of Scots, this wonderful 15th century site, with its elegant courtyard, still oozes charm. Open All Year.
Linlithgow, EH49 7AL
www.historicenvironment.scot



Muiravonside Country Park - Linlithgow
Season 2

Located between Linlithgow and Falkirk, the park lent its backdrop to the dramatic Battle of Prestonpans, and doubled both as a British encampment and the English countryside. Open All Year.
Whitecross, EH49 6LW
www.falkirkcommunitytrust.org.uk



Gray Buchanan Park - Falkirk
Season 4

Known locally as Parkhill, the site has pretty woodland areas alongside the meandering Polmont Burn, and large rolling parkland areas with mature tree avenues. This is where Jamie and Young Ian buried Gavin Hayes after he was hanged for stealing in Charleston, South Carolina. Please note there is no graveyard in the park.
Polmont, FK2 0XR
www.falkirk.gov.uk



Callendar House - Falkirk
Season 2

Steeped in history, this gorgeously decorated 14th century house, set within the grounds of Callendar Park, is an architectural gem. The authentic Georgian working kitchen was used as part of Bellhurst Manor, the home of the Duke of Sandringham. Open All Year (closed Tuesdays).
Falkirk, FK1 1YR
www.falkirkcommunitytrust.org.uk



Bo'ness & Kinneil Railway - Bo'ness
Season 1

The Bo'ness & Kinneil Railway was transformed into a wartime London railway station where Claire and Frank said their goodbyes. Tour this heritage railway and explore Scotland's largest railway museum, before taking the chance to board a preserved vintage steam or diesel-hauled train. Open Mar - Oct.
Bo'ness Station, EH51 9AQ
www.bkrailway.co.uk



Blackness Castle - By Linlithgow
Seasons 1 & 2

Standing looking out over the Firth of Forth near Edinburgh is the impressive Blackness Castle, often referred to as 'the ship that never sailed'

Příprava projektu

Jak dlouho dopředu jste věděla, že chcete podat návrh projektu do H2020 a kdy jste začala hledat partnery?

Začala jsem vážně přemýšlet o podání návrhu asi 9 měsíců před termínem a víceméně v té době jsem začala kontaktovat potenciální partnery.

Kolikrát jste se pokusila předložit svůj návrh projektu, dokud jste neuspěla?

Pokusila jsem se podat návrh dvakrát, ale pokaždé do trochu jiné výzvy.

Příprava projektu

Jak dlouho jste hledala partnery? Zúčastnili jste se nějakých zprostředkovatelských akcí? Znali jste své partnery z předchozí spolupráce?

Většinu partnerů jsem znala z předchozího působení v mezinárodních projektech, dva mi doporučil kolega a jednoho jsem vyhledala na internetu podle profilu a publikací.

Jaký je klíč k úspěchu k vytvoření vyváženého konsorcia?

Věřím, že konsorcium by nemělo být příliš velké, v průměru 10 partnerů a většina z nich by měla mít vědecký profil související s daným tématem a alespoň někteří z nich by měli mít zkušenosti s řešením evropských projektů.

Implementation

Jaké byly hlavní výzvy při realizaci projektu?

Vzhledem k tomu, že projekt SPOT byl zahájen teprve 1. ledna 2020, hlavní výzvou byla omezení v souvislosti s COVID-19, která zpomalila / odložila praktickou část, konkrétně rozhovory a dotazníková šetření v rámci jednotlivých případových studií.

Byla nějaká část projektu, se kterou jste opravdu bojovali a jak byste doporučili takové situace řešit? Kdo nebo co vám pomohlo?

Když jste poprvé koordinátorem tak velkého projektu, potřebujete radu/upřesnění zejména u finančních procedur, ale i běžných aktivit, jakými je podávání zpráv. Pomoc jsem získala jednak od svého projektového referenta (PO), ale i přátel / kolegů, kteří již EU projekty řeší a dalších přátel / kolegů pracujících v EU REA.

Pár slov těm, kteří stále váhají, zda podat návrh projektu do H2020 / Horizon Europe

Jaká je přidaná hodnota toho, že jste součástí projektu H2020? Jak byste povzbudili své vrstevníky z EU-13, kteří se stále zdráhají účastnit se FP?

Rozhodně stojí za to vyzkoušet podat žádost do evropské výzvy z mnoha hledisek.

- Získáte **nové zkušenosti, znalosti a nové kontakty**
- Získáte **vyšší množství financí** na svůj výzkum než z národních grantů, pokud jste úspěšní
- Získáte **vyšší prestiž** na univerzitě a ve svém oboru



SPOT

- ● ● ● SOCIAL AND INNOVATIVE PLATFORM
- ● ● ● ON CULTURAL TOURISM
- ● ● ● AND ITS POTENTIAL TOWARDS
- ● ● ● DEEPENING EUROPEANISATION

www.SPOTprojectH2020.eu

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Děkuji vám za pozornost!

