



Case Study

Company

Lišov Museum

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Company Name

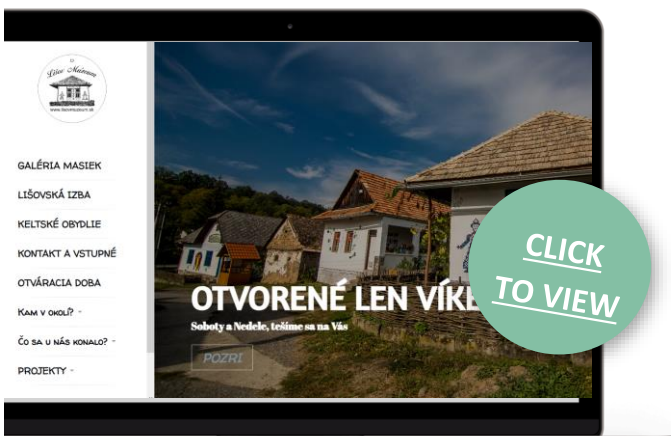
Lišov Múzeum, o.z.



Lišov Museum (www.lisovmuzeum.sk) operates as an innovative community organization providing educational tourism in the small village of Lišov.

An innovative approach to financial resources through the educational activities of the ERASMUS+ program has not only made it possible to realize several exchange stays per year, but this educational tourism business strategy combines innovative aspects that interact with expert knowledge of local and regional history and traditions.

This main activity is further diversified into services provided directly in three museum buildings with different focus.





The Slovak countryside has a chance to prosper only if we can combine traditions and heritage with innovative elements close to the young generation.



HOW IS YOUR PRODUCT OR SERVICE **INNOVATIVE?** WHAT GAP IN THE MARKETPLACE DOES IT FILL?



The Lišov Museum provides tourist educational activities and services in its three buildings; the first is the traditional Lišov folk house, which presents typical local architectural elements in a room that is furnished in a folk country style; the second is a replica of a Celtic dwelling; and the third is the Mask Gallery, which has a small shop with handmade products from local artisans, artists, and farmers.

Lišov Museum cooperates with 15 countries; students or teachers who come and help with the remodeling.

Mostly volunteers come here to learn different skills. They will receive a certificate evaluated by the European Union. They are not paid for their work, but all expenses are covered. Here they learn crafts, prepare food from home ingredients, make clothes from wool or old textiles, or from recycled material.

WHERE DID YOU SOURCE THE MAIN **SUPPORT AND RESOURCES**



Lišov Museum was founded by Jakub with his partner Adriana Patková and his English friend Martin David Clark. The first two houses they live in were abandoned and in foreclosure, and they later bought the third. According to Jakub, it would definitely be easier to pack up, go out into the world and rather do something there. "This is not a job, but a determination to live with all the time. We do it out of conviction," he confesses.

Lišov Museum comes to life especially in summer. There are people from all over Europe. "We mainly operate through the Erasmus program. Groups of volunteers, historians, archaeologists, ethnographers come to us... They also contribute with their work.

HOW SUCCESSFUL HAS IT BEEN?



Jakub Dvorský is from this region. "The civic association Lišov múzeum has been operating since 2015. Two years later, the exhibits were opened to the public.

The exposition is divided into three parts:

- a traditional house with equipment,
- a Celtic dwelling in the exterior,
- mask gallery.

Trade with local products creates the basis for further promotion of local products by tourists who also visit other regions of Slovakia and abroad. Trade in local products is a very important element of the circular economy, which is beneficial for the revival of weak economic activities in remote and economically marginalized villages, as is also the case in Lišov.

OZ Lišov Museum has also become popular through websites and social networks:

- info@lisovmuzeum.sk
- www.lisovmuzeum.sk.

WAS SUCCESS A RESULT OF INDIVIDUAL WORK OR COLLABORATION (OR BOTH)?



The head of the museum went out into the world at a young age with the Grampus Heritage organization. He worked as a project manager focusing on rural development, working with craftsmen, and supporting historical heritage. He worked in several countries in Europe and Africa.

"I was always tempted to return home and try something here as well. The remote areas of Hont are beautiful, but they are dying out. There is no work here. By founding the museum, we wanted to increase the attractiveness of the area and attract people," explains Jakub. The plan succeeded. Thanks to the museum, Fero's barn, rock dwellings and herbal paradise, more and more visitors come here every year.

"Our intention is working. Unfortunately, the corona slowed down their activities in recent years. We have canceled markets and events. But in the last few years, new people have come here who have an unconventional outlook on life. Our activities also have an impact on the surrounding villages and their craftsmen. However, the main problem is still the possibilities of permanent employment. The Dudince Spa will not save it, even if it is a large employer in the region."

