

EcoTourism - ECO-TOURISM: Places and Traditions

Programme zone / Zone de programme:

East / Est

Type / Type

Individual Project / Projet Individuel

Topic / Thème

Objective 1 and 2 areas / Régions des objectifs n°1 et n°2

Problem description / Description du problème ciblé par le projet

The operation "Ecotourism: Places and Traditions" is aimed at exchanging experiences, developing joint guidelines and pilot activities for improving sustainable tourism in the partner regions. These will focus on four main subjects: (1) PLACES, i.e. how to promote "minor" or less visited areas with respect to major places, also by creating and/or revitalising tourist routes; (2) TRADITIONS, i.e. how to preserve and exploit the territory and its unique historical and cultural heritage and traditions, with a view to developing sustainable tourism; (3) TECHNOLOGIES, i.e. how to extend the application of environmentally-friendly technologies in the provision of services to visitors and how to increase access and use of ICT in tourism; (4) PEOPLE, i.e. how to better involve residents and operators in tourism development activities.

Overall objective / Objectif général de l'opération

The partnership wants to improve the strategic formulation as well as the implementation methodology of tourism development policies. Further objectives are, inter alia, to develop a shared vision on the promotion of sustainable tourism, with special focus on activities supported under Objective 1 and 2 of the Structural Funds, and also including projects financed within the framework of the RECITE and Ecos-Ouverture programmes. The partners also want to test a new approach related to tourism development in selected sites of the participating regions through the implementation of pilot projects and stimulate the transfer of knowledge into other regions.

Expected results / Résultats attendus

The operation will result in a large-scale transfer of knowledge on tourism development policies, practices and experiences, strengthening the capacity of the participating authorities and improving tourism-related policies, including the environmental management of tourist areas. Guidelines will be produced and disseminated, visitor and institutional surveys will be carried out, and five pilot projects will test new approaches in the partner regions.

Lead partner / Partenaire principal	Contact person / Personne à contacter	Duration / Durée
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		Total budget / Budget total: 1.486.148 €
		ERDF contribution / Contribution FEDER: 870.507 €
		Norwegian contribution / Contribution des fonds norvégiens: 0 €



Partnership / Partenaires

Name of Institution, Town /Titre de l'institution, Ville	Country / Pays	Region / Région	Contact information / Détails de contact
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Activities / achievements so far

After preliminary activities carried out in 2003, including the kick-off meeting held in Silvi Marina (Teramo) on October same year and the 1st Interregional Meeting in Penacova (Nov, 2003), the project started on March 2004 after the recruitment of a new project Coordinator (Project Manager) who was requested to redesign activities time scale (pert and Gantt charts) so to recover the gathered delay and try to finish activities by the end of October 2005, as stated by the Application Form. Main activities performed during the period Jan-Jun 2004 were related to Pilot Projects. Partners have been requested to produce some project ideas among to chose the six ones to be implemented. At the Annaberg-Buccholz meeting (on June 2004), partners in charge of implementing a Pilot Project made their full proposal which was discussed by the Assembly and approved by the OSC. Since July 2004, Partners started in working at the detailed design of its Pilot Project and its implementation so to be ready to show a β -version at the Malaga/Granada meeting in Nov. same year. On the other side, activities not directly related to PP's went on, namely the implementation of the project web site and the Intranet as well as how to organise Local Seminars (LS) and select target audience. During the same meeting, plans for LS's and their implementations had been discussed too. LS's play a very important role inside the project dissemination strategy because they are a very important way to involve most important stakeholders – as citizens, tourist operators, associations and local gov. – so we paid much attention to their planning and implementation. LS's have been organized by almost all Partners. In all 51 LS's (plus 5 run by the Lithuanian Partner). The Spanish partner El Legado Andalusi let available its prestigious magazine to promote the project (see the project web site www.interreg-ecotourism.net). 1st half '05 was devoted to: ?delivering PP's, ?drafting both the Guide Lines (GL) and the Marketing Plan (MP). At the Alonissos meeting (May 2005), 5 partners presented the final version of their own PP and how to test it. WestSweden provided Partners with updated information to support the editing of both the GL and the MP. The VI sem. was devoted to finish the GL, the MP, to test PP's, to spread the Ecotourism project results and to organise the Final Conference (FC). In Geroskipou (July 2005) the almost final text of the GL and the MP were released; Malaga presented the final version of its PP; the OSC meeting approved the accomplished results. On Aug. 9th, the Ecotourism Centre has been officially opened in Cortino. The FC was presented to Press in Rome on Oct 19. At the FC (Teramo, 20-22 Oct), attended by more than 100 people, participants have had the opportunity to be informed and discuss project results and to try on the field the LP' PP, in Cortino. All partners signed too an agreement which engages themselves to create an European Ecotourism Association.

More information:

www.interreg-ecotourism.net

