

# TOGETHER WE BOOST RURAL GROWTH AND INNOVATIVENESS OF SME'S

## Medina del Campo

### RURAL GEMS OF MEDINA DEL CAMPO

#### 6. - WWW.LEGENDARIUM.RO (ROMANIA)

It deals with the tourist use of the intangible heritage existing in Harghita, based on the innumerable legnedes that the whole province has. The use is integrated, using digital and physical promotion supports, tradable elements and tourist routes. All this to favor tourism of family or children.



#### 1. - DEVELOPMENT OF BIRDWATCHING TOURISM PRODUCT (ITALY)

Organization of International Po Delta birdwatching fair  
The realization of several actions (small infrastructures, supporting services) with the aim of creating integrated bundles of quality experiences for birdwatchers.



#### 2. - DE DRENTSE KOE (HOLAND), DAIRY FARMER-ICE CREAM PRODUCER AND SELLER-PLAY GARDEN

How promote entrepreneurship taking In advance local resources and using them by an innovative approach.

Generating quality products and services for local people and visitors.



**VISION:**  
SETTING THE HERITAGE VALUE FOR THE DEVELOPMENT SPECIALLY IN TOURIST SECTOR

#### 5. - HIVEKOVICS FAMILY FARM (HUNGARY)

Commercialization of agri-food products. With origins in a family farm, with quality agri-food production, sometimes cultivating, in addition to the typical products of the land, products that generally have to be imported by the country. The initiative puts its efforts in marketing within the borders of Hungary, improving the country's trade balance, avoiding long transport chais and enriching the variety and quality of Hungary's agri-food trade offer.



#### 4. - CO.GE.TUR CONSORTIUM BETWEEN PRIVATE OPERATORS (ITALY)

Initiative arose from tourism entrepreneurs located in different zones of Po Delta Park, different businesses and professionals.  
Following the same goal: an Integrated system of quality skills and services able to offer unique experiences to visitors in Po Delta Area



#### 3. - HOTEL & SPA RESORT JÄRVISYDÄN (FINLAND)

Horizontal networking between entrepreneurs. Experimental product design. Innovation for winter activities. Coordination with the Municipality and environmental protection authorities.

