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PRESS RELEASE

The South West Oltenia Regional Action Plan was approved by the Interreg Europe JS

The Regional Action Plan elaborated by the Regional Agency South West Oltenia (Romania) will envisage 2 actions: **Support the cultural heritage valorization** and **the Strategy for sustainable development of cultural heritage tourism in the South-West OLTENIA REGION as a supporting tool for the Regional Development Plan**. The main objective of the first action is to provide guidance and measures for the elaboration of new projects related with preservation and promotion of the natural and cultural heritage. The operationalization of this action will contribute to the improvement of the policy instrument by achieving indicators related to tourism and cultural heritage. This action will include the presentation of the existing possibilities of financing the heritage at the regional and national level, but also strategic guidance on elaborating projects in order to meet the specific financing requirements.

The second action is focused on the elaboration of the strategic documents as a base for further improvement of cultural heritage tourism capitalization in the SWO region. The idea is based on the experience and lessons learned from study tours within FINCH project in Italy and Poland. It became clearer that it is required to work out the strategic documents as a base for further improvement of cultural heritage tourism capitalization in the SWO region.