

GOOD PRACTICES GUIDE

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RAMSAT PROJECT

Mountains have always had a symbolic and metaphorical meaning, evoking an experience of spiritual elevation. In the latest years, they grow as a tourism destination because of their landscape which provides the opportunities to escape from the increasingly urbanized environments.

However, this considerable potential for tourism remains often misused, through the mass tourism that harms the fragile biodiversity and the uniqueness of these areas, or unused, with the local population and businesses left alone and unable to benefit from it.

RAMSAT project is designed to protect the natural and cultural heritage of Remote And Mountainous areas through Sustainable Alternative Tourism.

For 3 years, the project partners transferred knowledge, identify good practices and exchange experience with the overall objective to promote the preservation and development of the natural and cultural heritage of their territories.

Balancing environmental, economic, and socio-cultural aspects, the partners develop action plans based on good practices regarding, among others, the protection of biodiversity, the preservation of cultural and natural environment while increasing the number of visits to sites of cultural and natural heritage.



Culture and Sustainable Tourism

Tourism is widely recognized as one industry that helps guide global sustainable development since it can contribute to an region environmental, social and economic development and the mobility is the catalyst for increased tourism destination accessibility and sustainable management.

Culture, environment and heritage are considered to be the most important factors that successfully attract tourists to destinations. In this sense, achieving a sustainable tourism is a key to developing and promoting tourism.



BEST GOOD PRACTICES



INTERACTIVE MOBILE APPLICATION “NESSEBAR”

Bulgaria 

About this good practice

To learn more about archeological objects in Old coastal city of Nessebar, just look for the magnetic souvenirs at Nessebar Archaeological Museum and immerse into the magic of historical landmarks in 3D AR. At Archaeological Museum, visitors are able to purchase a wonderful gift—a fridge magnet with enabled AR and VR, dedicated to the most prominent landmarks and museums of the Old city: St.Stephen church, Archaeological museum, Christ Pantokrator church, Church of the Holy Saviour (St.Spasa), Hagia Sophia basilica (The Old Bishopric), St. Paraskeva church, St. Todor church, St. John the Baptist church, St. John Alitourgetos church, Dormition of the Theotokos church (Assumption of the Mother of God).

Magnets offer a virtual tour inside the respective museum,church or landmark, as well as an outside view from all angles. Tour is accompanied by comprehensive information, provided by specialists at Ancient Nessebar Museum in 4 languages—BG, EN, RU, DE. Magnet souvenir could easily be used in few easy steps:

1. Download for free mobile app “Nessebar AR” from Google Play/Appstore.
2. Scratch off and enter the code on the back of the magnet.
3. Point your phone to the magnet to display the image on the screen. Visitors can immerse into ancient times using 21st century technology and enjoy the virtual tour in 3D AR!

Project was realized in 2 phases in 2018/2019—different objects were included into the virtual tour, software was realized, capturing objects, added music, text, voiceover to digitized objects.

Resources Needed

Financial resources used for both phases of the project implementation amount of 31 000 EUR without VAT.

Evidence of Success

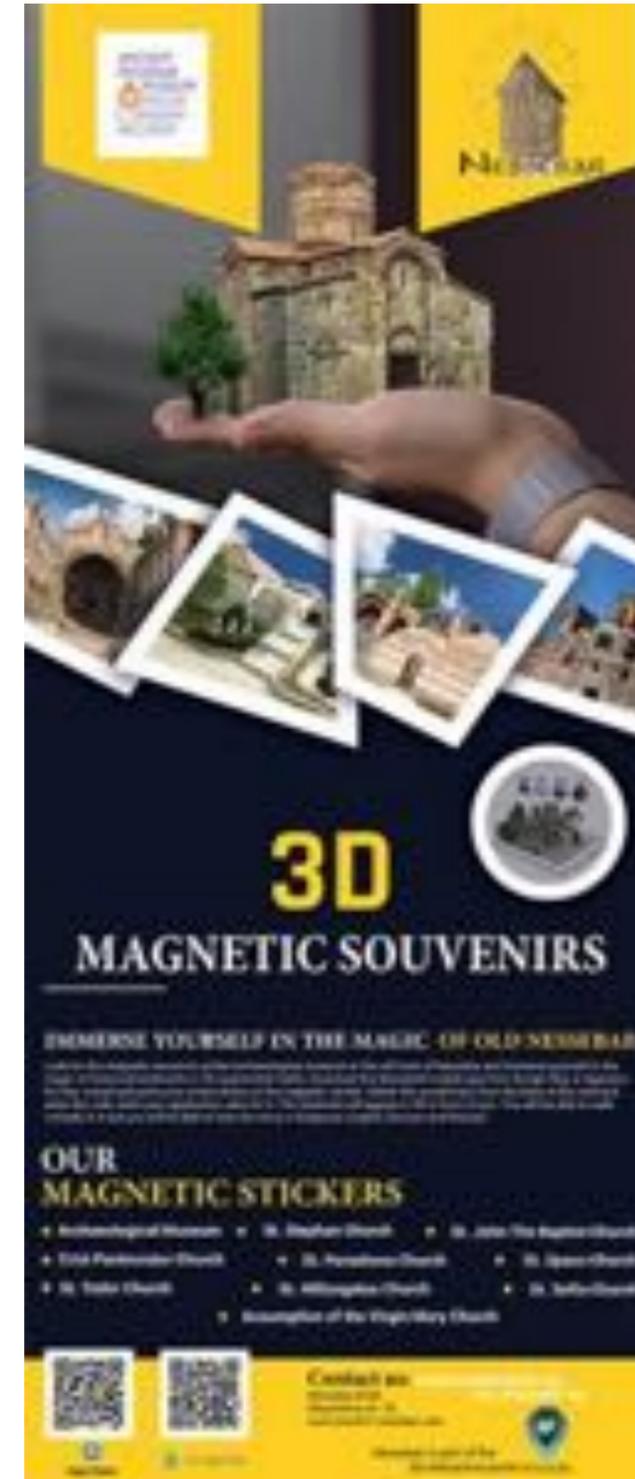
Initiative started with digitization of 6 objects and was followed by new 6 objects digitized. Municipality wants to include more objects to cover its entire territory.Cards can be a souvenir as they are made with magnetic pad. They are put on sale at Nessebar Museum sites and distributed in Municipality info centers. The digital product is useful, educational, enjoyable and in line with guidelines of Municipal tourism advertising campaign—promotion of cultural heritage for which Nessebar is proud.

Potential for learning or transfer

The good practice has significant potential for transfer in any region. The innovation approach for presentation of cultural heritage by the means of modern ICT technologies could be used for promotion of the archaeological objects and to turn into a very attractive and popular advertising product.

Further information

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Spain



About this good practice

The pandemic made the municipality (Town hall) think about what emblematic elements were and the water was the result, so a specific route was developed through its ditches and washbasins having this program integrated QR signs, in order to make the route an interactive place, with maps and games. In addition, the route can also be taken with a guide. This way the local population was aware of their cultural and heritage values. The route increases the rural pride and it continues until today.

A tapas route has also been implemented with the integration of the restaurants in the area, and the local museums and the flour mill, which is also part of this route, are also promoted. All of this is integrated into a passport so that visitors, mostly from Mas de las Matas, could go through its stages and get a gift, in this case a bag alluding to the city.

In addition, if a participant takes part in the tapas route and visits its 7 establishments, he can participate in the contest of 25€ ticket to spend in one of the bars. To continue to enliven the route, this year it has been expanded with 4 pedestrian routes near the village. To complete this whole process of getting to know the town they have made a dedicated frame to take selfies and it is proving to be very successful. The main stakeholders are the town hall and the population of the village (1200 inhabitants) beneficiaries, all in all the restaurants and the touristic point is also beneficiaries.

Resources Needed

€ 2,400 for marketing plans, QR, passports and stamps.

€ 4,000 material for marking the trails and forging frame “photocall” and information panel.

€ 3,000 gifts.

In terms of staff:

- Graphic designers
- Craftsman forging
- Tourism office staff and multi-job operators of the town hall and bars.

Evidence of Success

All the children at school have known the water route, which are around 100, many neighbors have collaborated painting, marking and telling their anecdotes for the content of the QR, they have also increased their visitors, with 2 buses from Zaragoza that have come to town (110 people) that represent around 100 people more and many people with second houses in the village during the summer participated.

Potential for learning or transfer

The project can be transferred to any other locality that wants to publicize its own heritage among the neighbors, to get more pride in its history and tradition. In addition, by including activities and elements that do not expire in time, it invites customer loyalty and includes activities for the whole family with no age limit.

It is a project that has grown with local initiative, the city council, counting on the locals, the bars and restaurants, the school and the collaboration of the tourist office.

Further information

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SHEPHERD'S WEDDING

Romania 

About this good practice

Shepherd's Wedding is a theater play played by the villagers from Rasinari with great success in the '50. The shepherd's wedding is a creation of C. D. Lubinschi, being staged with musical illustrations. The author, also a local, wrote this theater play especially for the Folk Ensemble from Rășinari, a dance group with old traditions in the artistic field dating back in 1884. The authenticity of the theater play and especially the authenticity of the songs, staging and the roles play was confirmed by obtaining the State Award in 1957, in Bucharest.

For 60 years this theater play was forgotten but it was again brought to life in 2017 by the villagers. The play was again a great success. The play is special due to the fact that it gathers villagers with ages between 12 and 70, meaning that children, parents, grandchildren, and grandparents from the community are all part of the play. The play it's a great example of a mountain community that unites people of different ages for renascence an old pastoral wedding tradition. Through the play, the public discover old pastoral customs, superstitions of the mountain community, as well as elements of traditional clothing, traditional songs and stories.

The play reached its objective of bringing to life an old tradition. The 'actors' from the village gather once a week for rehearsals. The play is being staged in unconventional places such as old farmhouses, market places and so on.

Resources Needed

For the organisation of the play every year an amount of approximate EUR 1.000 is being spent, out of which 90% is public financing and 10% private contribution. The public pay a symbolic entrance fee. The actors from the village of Rasinari are all volunteers.

Evidence of Success

Reviving an old tradition had a great success from its edition in 2017. The community was involved and more that 400 people participated at the first show.

The following shows had in general 200 participants. Many media appearances occurred at local, regional and national level.

The event it's a good example in what regards the revival of an old mountain tradition and bring it in attention of the general public and an example of good collaboration between local authority and local NGOs.

Potential for learning or transfer

The event represents an example of good practice on how to revive an old theater play and involve the entire mountain community in a cultural activity. The Shepherd's wedding play brings together all the community. Children and grandparents play together on the same stage.

Around 40 'actors' with age from 12 to 70 are involved in this play that brings to life stories, legends and superstitions related to ancestral mountain pastoral life.

The play is a great way to show off the beautiful traditional clothing of the shepherds in the mountains in Southern Transylvania.

The theater play is organised by a local NGO that has a theater director in collaboration with the local authority for the benefit of all the community and the visitors of the region.

The play is a good example in what regards using cultural heritage in developing sustainable development of a region.





ROMANIAN CHEESE CAKE DAY

Romania 

About this good practice

Romanian Cheese Cake called "Verzar" in Romanian language is a famous local cake/pie made in the mountain village of Rasinari, with dill and ricotta sheep cheese. In the monograph of the village of Rasinari from 1915 it is mentioned that the "verzar cake" has always been part of the feast menu in the community. The monography also states that this product was not missing from the farmer's table at the Christian High Holy Day of Pentecost. This is an evidence that the product has been from a long period embedded in the tradition of the village.

In this context, Rasinari Municipality and the Association of Agro tourism Guesthouses from Rasinari launched the "Verzar Day" in 2018. The main objective is to promote local gastronomy and to keep alive the interest in old recipes among youngsters and children.

The event brings together local producers and tourists. The event includes a live demonstration on how "verzar" it's prepared and what makes it special to the community. Part of the tourist attraction is the departure by the local tram from Sibiu city to Rasinari village. Last part of the event consists of a cooking workshop that children are always looking forward to attend. They prepare polenta with cheese, another traditional local product.

Main stakeholders involved: The Municipality of Rasinari, The Association of Agrotourism Guesthouses from Rasinari.

Beneficiaries: local community of Rasinari, local producers in Marginimea Sibiului, families with children.

Resources Needed

For the organisation of the event, every year an amount of approximate EUR 1.000 is spent, out of which 90% is public financing and 10% private contribution. The participants pay a symbolic entrance fee. There are about 6 voluntaries involved.

Evidence of Success

The event had a real success from the first edition, all tickets were sold out long prior the event. At the first edition we had 100 participants.

Following the first event, a receipt book was released called Rasinari – Traditional Romanian Gastronomy.

The event it's a good example in what regards the revival of an old receipt and bring it in the attention of young people and also an example of good collaboration between local authority and local NGOs.

Potential for learning or transfer

The event represents an example of good practice on how to revive an old gastronomy product and bring it to the attention of general public, especially children.

The Romanian Cheese Cake Day - "Verzar Day" event brings together the local authority and tourism association with the aim of promoting a local culinary dish with cultural heritage. In this regard, more than 100 visitors benefit ever year of this event and thus contribute to the development of sustainable tourism in the area.

Further information

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MUSEUM PASSPORT IN THE COUNTY COUNCIL OF JILOCA

Spain 

About this good practice

From the Comarca del Jiloca, a lack of knowledge about the museums operating in the territory was detected, while the number of people who came to visit the Peracense Castle (22,000 tourists on average) was observed as a potentiality.

The main objective is to offer visitors who pass through Peracense the knowledge and the possibility of continuing and taking a route through other towns in the region.

For this reason, it was proposed the design and implementation of a museum passport in the territory that intends to promote an internal flow of visits between the different existing museum spaces.

As a way to reward (or recompense) these visits, the Association of Artisans “A mano Rural” was contacted, who are based in the territory and have a total knowledge and connection with the environment. They were offered a price and each had creative freedom to make their own proposal.

The ultimate goal is to expand the network over time, introducing new cultural elements, seeking improvements, and growing in such a way that the passport is an authentic vehicle for transporting culture within the territory.

Resources Needed

Financial resources:

- 1500 euros for gifts
- 1100 euros for the design and passports printing

Human resources:

- Graphic designer
- Adhesion of Artisans Association “A mano rural” (4 artisans)
- Adhesion of Museums (7 museums with 7 people who act as interlocutors)
- Region technical staff

Evidence of Success

For now, success comes from the networking developed. Having put artisans, museum staff and related staff to work together the region present already a great advance.

In summer 2021 they gave 2000 passports and now they have given around 70 gift, whose owners visited 4 museums minimum. In average the passport represent an increase of 10% in visitors of the less known places.

Potential for learning or transfer

It is a practice that can be fully replicated in any region and regarding other types of tourism (it does not have to be museums...) and the cost is not very high. The important thing is that there is a will for understanding and teamwork.

For now, we are going to start walking... and see where we get!

Further information

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JOINT ADVENTURE ON THE MOUNTAIN PATHS, JAMP (ROBG-384)

Bulgaria 

About this good practice

Project “Joint adventure on the mountain paths”, ROBG-384 was implemented within Interreg V-A Romania – Bulgaria Programme under Priority Axis 2, Investment priority 2.1 To improve the sustainable use of natural heritage and resources and cultural heritage.

The main goal of the project JAMP (ROBG-384) is to support the sustainable development of the cross-border tourism from Romania and Bulgaria and to increase the promotion of the mountain area from district Mehedinti and counties Vidin and Montana by creating new products and services and through direct involvement all interested stakeholders in tourism development that will increase the number of the tourists in the region.

New touristic offer will increase the number of the loving mountain tourists and promoting the mountain cross-border area from county Mehedinti in Romania and districts Vidin and Montana in Bulgaria. Promotion of the mountain tourism activities and the mountain cycling routes created within the project will increase the number of tourists that will visit this unique part of the region. The mountain electrical bikes will protect and will promotion of nature-friendly attitude in the cross-border mountain region.

Resources Needed

The budget for the development of the project was 490,320 EUR. Financial resources could vary depending on the number of the routes identified and the quantity of the purchased equipment.

Evidence of Success

- Developed several studies identifying mountain e-bikes trails.
- Explored 32 mountain routes in project area.
- Developed common Marketing Strategy for mountain e-bikes identified trails.
- Purchased 150 mountain e-bikes with GPS.
- Organization of seminars with stakeholders, joint trainings for e-bike maintenance with the operators, joint info-tour.
- Information and publicity campaign.
- 160 participants in cycling during project.

Practice is offered by Adventure Center–Belogradchik-individual and group offer.

Potential for learning or transfer

Mountain e-biking is gaining more and more fans because it is a great opportunity to exercise at fresh air and because it is suitable for bikers who are not very well trained.

The new tourist offers provided by JAMP project will increase the number of mountain tourism lovers. The creation of mountain bike routes will increase the number of tourists who will visit this unique part of the region. The use of mountain electric bicycles protects and promotes an environmentally friendly attitude in the cross-border mountain region.

The good practice is suitable for transfer in mountain areas where tourists to cycle on mountain trails.

Further information

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ROUTE OF THE COFFEE SMUGGLING

Portugal 

About this good practice

During the dictatorship, the coffee produced in Portugal could not be sold in Spain and, therefore, it was decreed that any attempt to sell it there would be punished with prison sentences. For those who made their living from selling coffee, they found a way of smuggling it into the neighbouring country, escaping the close watch of the guards and carabinieri that patrolled the border.

From Marvão and the neighbouring villages, where at the time there were half a dozen roasting plants in activity, groups of brave men would set off at night in the direction of La Fontañera with sacks of raw coffee on their backs. From Spain, they brought money (lots of it) and all sorts of products that could be sold in the villages - cloth, porcelain and even Coca-Cola.

Time has passed and today what is known as the “Coffee Smuggling Trail” in the Alto Alentejo has become a tourist trail, organised by the Marvão City Council in May, with reenactments and testimonies from those who lived through these adventures.

Besides the historical aspect, this route also has a strong landscape and natural impact. On a 13Km route, of irregular relief, the cork-oak cover is interrupted by granite outcrops and by still cultivated valleys. The route is made through winding paths and sometimes medieval cobblestone. The views to Marvão Castle are stunning. Part way along the trail we can see the escarpment of Penha da Esparoeira, which is home to colonies of griffon vultures.

Resources Needed

The support of the stakeholders is essential. A very good communication and human resources support is also needed.

The investment of the route organised by Marvão City Council was around 2.000,00 € which, besides the walk, includes insurance, breakfast and reinforcement food for the participants.

Evidence of Success

The major evidence of success is the number of participants, in the year 2019, in the route organised by Marvão city council that was around 200 people participated and each year the interest increase. Additionally, the route was integrated in the tourism offer of Alentejo Feel Nature programme.

Potential for learning or transfer

The experience acquired within this project can be transfer to other regions and can be performed by public or private entities that want to preserve small facts of our history, highlighting them so that they are not forgotten and bring added value to our region opening a new tourism offer with a low budget.

This route is about exploring the land, breathing the fresh air, experiencing a piece of history that few people know about and, of course, enjoying the region and this is commum to several regions.

Further information

[Click here](#)





RAIL BIKE MARVÃO, AN UNFORGETTABLE

Portugal



About this good practice

The old train stations of Beirã and Castelo de Vide, in Alto Alentejo, are waiting for families to give new life to rails that have seen so many stories pass through.

Rail Bike Marvão develops around the valorisation and promotion of nature tourism taking advantage of a disused railway line and the nature of a Natural Park (Serra de São Mamede). Rail Bike Marvão intends to support the valorisation and increase of the tourism offer which contribute to the positioning of a region as a competitive.

In line with this, the project generates a new and innovative tourist product with a high potential, which contribute to the consolidation of the existing tourist activity and foster the emergence of new business initiatives that promote the creation of jobs that induce the settlement of local populations.

This is a physical activity, taking into account that bicycles have no engine. The route includes some areas with some inclination and all participants must cycle. Children must be at least 1,25 meters tall to be able to cycle. However, a car seat capable of carrying a child up to three years of age is also available.

While cycling, tourists can admire the landscape, while passing through cork oaks, oaks, streams, green fields and wildlife. For that, the project also developed 2 cycle routes, adapted bikes inspired by other rail bikes in the world, support structures to the tourists such as the Train Spot Guesthouse in Marvão-Beirã station and a guide.

Resources Needed

The development of the project was very time consuming and needed the support of 2 municipalities. External services in what regards communication and others were necessary. Also, human resources are necessary.

In terms of materials, these came from the USA and the costs was 30.000,00€ per route.

Evidence of Success

The success of the initiative is so great that the interested ones must make the reservation in advance.

In 2020 the number of annual visitors was 2000 and there are 2 routes available: The Bridge - this route takes 2h and a total of 15 kms. It starts from Marvão-Beirã station and ends at a 1930 railway bridge, 30 m above the ground. Castelo de Vide - it lasts 4h and has a total length of 32 km. It also starts at the Marvão-Beirã station and goes up to the historical station of Castelo de Vide.

Potential for learning or transfer

With six vehicles, Rail Bike Marvão takes tourists along a path that crosses Serra de São Mamede National Park - an area of environmental protection with great landscape interest. It is a potentially replicable initiative, in order to promote the enhancement of cultural and landscape heritage, while promoting the practice of physical exercise, and that can be performed by public or private entities.

Since abandoned infrastructures can show a region history the valorization of these infrastructures are totally in line with the new tourism lines since it combines history and nature in inland regions which are full of history but are depopulated.

The implementation of this project involved 2 municipalities, which was fundamental, and contributed to the infrastructure of it with 2 routes that support a tourism niche based on "Ecotourism". The landscape, people, endogenous products contribute to the enrichment of the project.

Further information

[Click here](#)





BURDUF CHALLENGE

Romania 

About this good practice

Marginimea Sibiului is known in Romania for the sheep cheese products varieties, being this products part of the region's gastronomy.

“Burduf”, one of the most famous sheep cheese made in the upper mountains in Marginime, presents a significant risk of not being produced in the future due to the fact that shepherds have gradually given up grazing sheep in the upper mountains.

In this context, My Transylvania Association and Rau Sadului Municipality, launched the “Burduf challenge Marathon”. The event is a charity marathon that brings together local producers and tourists aiming at promoting the “burduf” cheese through an outdoor fun activity and therefore countering the actual trend towards abandonment. The event takes place every year in July.

Families with children are most welcome and engaged in activities such as tasting local products, thematic workshops, thematic hiking trip, trail run and discussions with producers. During a week a small and quiet mountain village, called Raul Sadului is turned into the headquarters of a series of activities and workshops aiming to revive the local traditions, to reconnect urban people to the village life and to promote the local cheese assortment ,the traditional “burduf”.

The objectives of the event are:

- To promote local gastronomic products to the general public.
- To make burduf cheese more known, to show how much work and effort is put behind producing this cheese and to keep alive the interest in traditions.

Resources Needed

For the organisation of the event, every year an amount of approx. EUR 4.000 is being spent. The money spent for the event has 2 sources: 75% from selling tickets prior the event and 25% from the local authority. The revenues within the community are estimated at EUR 6000.

Evidence of Success

The event contributes to the promotion of Marginimea Sibiului local products and represents a good example in what regards the partnership between local authority, ONGs and local producers. Furthermore, it has a great contribution to the development of sustainable tourism.

It is important to mention that Marginimea Sibiului was declared as one of the best sustainable tourism destination for 2021 by European Best Destination website and that initiatives like this were fundamental to recognition.

Potential for learning or transfer

The charity mountain marathon represents an example of good practice on how to promote the “saving” an old variety of sheep cheese that was at the risk of being extinct through a strong partnership between relevant stakeholders at local level.

The marathon brings together the local authority, NGOs and local producers with the aim of promoting local culinary and cultural heritage.

In this regard, more than 400 visitors benefit ever year of this event and thus contribute to the development of sustainable tourism. Further on, the event represents an opportunity for 5-7 local producers to sell their products at local level, thus encouraging the small product chain.

Further information

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DANUBE - A RIVER WITH LOT OF HISTORY

Bulgaria 

About this good practice

The project aimed at informing and promoting the identity of cross-border region and its cultural and historical heritage, improving the tourist flow and presented the following main objectives:

1. Creating a model of cross-border (CBC) region that is unique in its nature and involves realistic 3D scale models of significant cultural and historical sites located on both sides of Danube.
2. Raising awareness and popularizing CBC region in terms of cultural and historical sites located in Southern Romania and Northern Bulgaria.
3. Increasing tourist flow.
4. Creating a single integrated tourism product.

Within the project was developed mobile application containing detailed information on CBC region and the cultural and historical sites located in its territory. For each of the studied sites there is a detailed roadmap and GPS coordinates for its location.

It was organized a drawing contest for children which involved children from CBC region of Bulgaria and Romania painting the cultural and historical sites in their province or county as seen through their eyes.

There were studied 45 cultural and historical sites in the eligible area by taking photographs, sketches and measurements, and after that produced a detailed scale model of Danube plain. The model is 17 m long and 3.90 m wide.

8 exhibitions were conducted within the project – 4 in Romania and 4 in Bulgaria – where the detailed model of the Danube plain was presented to the public.

Resources Needed

The amount needed to the implementation of the project in this scale was 1.318.347,68 € (1.120.595,53 € - ERDF).

Evidence of Success

- Creation of 1 integrated tourist product - the model of the cross-border region, which was presented in 8 exhibitions and promoted among tour operators and travel agencies with a view to its inclusion in travel packages.
- The total number of visitors for the 8 exhibitions was 56,328 and 583 visits to CNH sites included in the cross-border region model as a result of the organized exhibitions
- 294 tourist nights in the eligible area, realized by the visitors at the 8 exhibitions of the cross-border model.

Potential for learning or transfer

The good practice is totally suitable for transfer to other regions where it exists specific of cultural and historical heritage objects with a potential for the attraction of tourist flows and to the revenue raise.

It is especially suitable for remote and cross-border areas, as far as the CBC cooperation aims overcoming common challenges identified jointly in border regions, and the use of untapped potential in the border area through enhanced cooperation process for the overall harmonious development of the Union.

It provides a common framework for the promotion and development of tourism in the region through the organization of tourist attractions and diversify the tourist offer and valorises the main characteristics of the region in terms of cultural and historical heritage.

Further information

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SLOW ADVENTURE IN NORTHERN TERRITORIES' (SAINT)

Northern Ireland 

About this good practice

The programme was funded by the INTERREG Northern Periphery & Arctic Programme and involved development and piloting of new marketing and clustering models for SMEs in the slow adventure tourism sector in order to extend visitor stays and attract new customers.

The project aimed to help SMEs in the tourism sector through development of:

- New marketing approaches.
- More effective business generation through clustering or 'co-operative working'.

Specifically, the project tested new marketing and clustering models to:

- Regionally cluster slow adventure SMEs together and develop common values.
- Target high-value customers, and enable longer operating seasons.
- Trans-nationally cluster slow adventure SMEs together, harnessing the shared characteristics of the places and environments in which they operate, with appropriate joint branding measures.

Resources Needed

External services required – website development, branding guidelines & market research in partnership with private sector partners. Development of new marketing and clustering models based on holistic vertical value chain clusters and also clustering based on target markets. Project budget €150k.

Evidence of Success

Derry City & Strabane District Council developed 10 new 'Slow Adventure' visitor packages in partnership with 13 SME local tourism businesses which provide experiences that now allow visitors to enjoy remote, wild and nature-rich places. A dedicated brand and website was developed to market and promote these packages. <http://www.slowadventureni.com/>

Potential for learning or transfer

New marketing models were developed during the project that enabled SMEs to more effectively market their services. Due to the increasing popularity of social media, SMEs were trained in how to use digital marketing to promote their services. Through collaboration, businesses have been able to develop new products which increased their competitiveness. Partners developed a guide for SMEs to show them how to create and narrate their slow adventure tourism products.

Collaborative products developed by SMEs consisting of several operators, multiple activities and from various tourism sub-sectors have the potential to reach a much wider market. The transnational cluster is also a clear way of bringing value to the slow adventure brand and product on a regional and international platform. All partners have worked to develop a transnational network of slow adventure tourism providers, who share common values.

Further information

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MARTIN RIVER CULTURAL PARK- LEGAL FORM

Spain 

About this good practice

A “cultural park” is a legal form appointed by the Aragon Government in 1997 in order to allow the management the exceptional cultural and natural heritage. Teruel province has 4 of the current 7 cultural parks in the Aragon Region and they belong to the UNESCO’s World Heritage Rock Art of the Mediterranean Basin on the Iberian Peninsula - largest group of rock-art sites in Europe.

The Cultural Park of Martín River (CPMR) involves 2 UNESCO’s World Heritages: the Rock Art and Aragon’s Mudejar style. CPMR also gathers a rich geological, paleontological, a great variety of protected species of fauna and flora and other classified heritage such as dry-stone buildings, fortifications and castles and old craft industrial heritage.

The region is facing a huge demographic and territorial challenge that put in risk the preservation of its rich cultural heritage. This law intends to prevent it. Aragon’s legal form promotes citizens’ participation with the representation of the municipalities and the local associations relevant in heritage preservation. At a local level, it offers a way towards repurposing the territory by rural tourism and enables a sustainable development for sparsely populated areas with scarce resources.

Additionally, Teruel is one of the territories involved in the carbon mining transition and in this context, tourism and hospitality sectors are crucial for the socio-economic development.

Resources Needed

Staff: 1 person in the cultural park + 8 managers from each local museums.

Fixed budget of 60.000€ + conservation and protections variable budget per year, depending of subsidies (from 30.000, others 100.000€).

Each municipality make a contribution but the main part is regional.

Evidence of Success

The work developed between scientific and public entities, in addition demonstrated interest was the formula to guarantee the heritage assets integrity. The creation of an inter-municipal association between municipalities, associations and scientific institutions.

River Martín was the model for the Cultural Parks law in 97. Today there are 7 Cultural Parks in Ara. From 250km² to 5,500 km² of intervention.

20.000 visitors/year.

Jobs creation (8 direct and 80 indirectly).

Public investment of 1M€.

Potential for learning or transfer

The different administrations and entities actions have been oriented towards the protection and restoration, sustainable rural development and territorial balance. Cultural Parks have proved to be an effective means for sustainable development in the rural areas.

In many territories, nature and heritage is mixed so this protection figure is the perfect solution to this reality. Most of the heritage is not isolated they belong to a path or a route, so the park is a way of looking at the reality in perspective, not as an isolated example. The impact of the park at an economical level is high and is a good point of attraction that makes the economy more dynamic.

In terms of identity, the locals feel proud and raise awareness about their past. The legal framework allowed entrepreneurs to stay, as natural and cultural heritage are in good conditions and promoted. The region is a reference in what regards tourism and silver economy, a market niche to be explored, is a win-win solution.





FUNDATA - MOIECIU DE SUS AREA IS DEVELOPING THROUGH ECOTOURISM

Romania 

About this good practice

The practice was implemented by the Center of Mountain Ecology Foundation in partnership with Fundata Town Hall, as a response to the aim of Fundata - Moieciu de Sus area of becoming an ecotourism destination. This way the ecotourism potential will be better exploited, the negative impact of the uncontrolled and mass tourism in the area will be reduced and the touristic experience quality will increase.

The project brings an alternative to the local economic development needs of the Fundata-Moieciu de Sus area, by emphasizing on the conservation of the natural and cultural heritage of the area and by setting the premises for a representative Eco tourist destination. The promotion of the ecotourism principles, ecotourism certification of some services in the area and the advantages of promoting ecotourism as a tourist offer, was addressed within this project.

The objectives of the project were to:

- Elaborate an ecotourism development strategy of the area, through participatory methods, with the involvement of the local community, NGOs and local public administration.
- Create the premises for the sustainable development of the area through ecotourism as an essential factor in biodiversity conservation and meet all the criteria necessary to become an ecotourism destination.
- Create the appropriate framework for the promotion of the area (web page of the Eco destination, Eco touristic map of the area, brochures, events).

Resources Needed

In terms of financial resources the project received a funding of CHF 79,775.

In terms of human resources more than 100 local entrepreneurs, more than 150 volunteers and more than 3,500 visitors have been involved in the activities of the project and especially the local events organised.

Evidence of Success

Derry City & Strabane District Council The project contributed to the sustainable development of the area through ecotourism. A strong partnership between the public administration, NGOs and the local community has been created.

This partnership managed to achieve the elaboration of an ecotourism development strategy of the area, a financial mechanism concept for the sustainable development and the conservation of culture and nature in the destination, a web page of the destination, an ecotourism map and 3 Eco tourism tours certified.

Potential for learning or transfer

This practice is a very good example of how to better valorise the ecotourism potential of an area by involving all the relevant actors, including tourists.

The most important element of this practice is the fact that an ecotourism strategy was designed as a local policy instrument to support the development of the ecotourism in the area of Fundata-Moieciu de Sus.

Second element was the strategic partnership created within the project, which understood the importance of the ecotourism potential in the area and found the solution for the discrepancy between this unexploited ecotourism potential and the touristic offers available.

The third element was the promotion framework designed. The Web page of the destination, the brochures, the Eco touristic map of the destination, the certification of the thematic Eco-tours and the local events organised, contributed to the successful implementation of this practice.

Applicable in other EU regions.

Further information

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ALENTEJO FEEL NATURE (AFN)

Portugal



About this good practice

AFN develops around the valorisation and promotion of nature tourism and its protection and develops in areas classified as Protected Areas or that are integrated in Natura 2000 Network. AFN intends to support the valorisation or increase the offer, namely in the context of cycle, pedestrian and spiritual paths, which contribute to the international positioning of the region as a competitive destination for these activities practice.

The project elects the pedestrian and cycle routes present in the territories of CIMAA's 15 municipalities, to start a process of valorisation of the territory as a destination for the practice of cycling & walking and capable of generating new and innovative tourist products with high potential, which contribute to the consolidation of the existing tourist activity and foster the emergence of new business initiatives that promote the creation of jobs that induce the settlement of local populations.

The project also developed:

- Digital pedestrian routes (portal and app).
- Data collection for the tourist flows analysis (sensors, app, site and social networks).
- Resources integration, in a strategy to attract tourist flows that generate economic activity (app, portal, social networks).
- Accessible routes to tourists with special needs (audio-guides, video with sign language).

More than a tourism project, AFN has the potential to be a structuring vector for the region development and to boost the region as an innovative destination.

Resources Needed

Investment around 1 million €.

- Financing through national and regional programmes – AFN integrates the inMotion strategy.
- Involvement of several entities: 15 Municipalities, Regional Tourism Entity, Natural Park, Alentejo managing authority, etc.
- Human resources.
- External services.

Evidence of Success

- Public entities support.
- 41 Routes duly signposted and with a total 615km, which can be travelled in a total autonomy and security way and with the support of ICT tools.
- Natural.PT Award in 2016.

- Identified as one of its national anchor lines for the practice of Walking by Portuguese Tourism Authority.
- Presence in several events – 10 at national level and 5 at international level.
- Creation of the Alentejo Feel Nature Brand.

Potential for learning or transfer

ICT have precipitated the redefinitions of traditional business models in the tourism sector and are recognized as a great opportunity to work on the tourism notoriety of a region in potential markets. The experience acquired can be transfer to other public entity.

The implementation of this project involved the region 15 municipalities, which was fundamental, and contributed to the infrastructure of it with a set of pedestrian routes to support a tourism niche, based on the product “Walking”.

The landscape, villages, towns, people, endogenous products and events contribute to the enrichment of the project and Alentejo Feel Nature brand was consolidated and recognized by different national and foreign entities.

The product “Alentejo Feel Nature” (AFN), is now recognized in the country and abroad and was implemented in a public infrastructure. Additionally, the brand promotes the region values and the landscape in national and international markets.

Further information

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SUSTAINABLE STRATEGICS FOR AVOIDING PANDEMIC

Spain 

About this good practice

The province of Teruel lauched a sustainable strategy in tourism in 2017, with the impact of the COVID-19, specially in this sector, they impulsed a campaing that started in April with training on line about how to face this moment and suggesting different ways of copping this situation.

They even have a practice case on video storytelling for making more attractive and personal the visit. They continued advertising the Cid route, that is less known and for this reason more attractive in this moments. The marketing campaing continued with a slogan about consuming local, a raffle of bonus of 30€ less if you book in a provincial hotel and they have created a paper tablecloth with the map of Teruel for restaurant that will present the different touristic points of interest.

The tourims department normally is the visble face of Teruel in professional fairs, in this case they participated in a virtual fair with abatars for maintaining the activity at national level.

The province created a good practice about local commerce called “multiservice” which is a grocery and bar in villages of less 500 inhabitants, the province, include this spot as a place of being visited in touristic routes.

Resources Needed

The cost of the activity was around 150.000€ that came from other activities planned in the annual budget for supporting cultural activities that with the pandemic was not possible to do.

Evidence of Success

The riffle was done with the collaboration of two provincial newspaper, both of them have increased their sales.

In terms of booking in the rural houses and small hotels they speak about a good number of reservations as people prefer to be alone with not many people around, in any case we are in an early stage of the summer, let’s see what happened at the end of the season by September.

Potential for learning or transfer

The province is focus on sustainable tourism since 2017, and he has not change his mind and continue step by step going to the point, now the pandemic could have force him to change his mind but he continue. It is important to maintain a strategy more than 4 years, if we want to see the impact.

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The cost of the practice is not really high but the community and the sector feel backed for the administration which is important in this moment.

Other important thing is that many people now is more sensitive with the local consumerism, KMO, the support of the natural resources and is a good moment for implementing this strategy with more possibility of success.

Further information

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NATURAL HERITAGE – NATURAL/BIO RESOURCES’ SERVICES, NATBIOT

Bulgaria 

About this good practice

NATBIOT is a project that aims to respond with an innovative approach with solutions that puts together niche market requests with updated information and well-structured branded touristic packages under the NATBIOT concept, focusing on touristic services quality (natural/bio food, bio materials for bedding, storage, etc.) and contributing to cross border tourism development by sustainable use of natural and cultural heritages and resources.

NATBIOT addresses the following problems in the cross-border area Romania-Bulgaria:

- Insufficient knowledge/promotion of the natural and cultural heritage, natural resources in the target area and the related places for accommodation, meals, transport, entertainment services in terms of number, level of quality, specificity.
- Insufficient development and promotion of natural/organic products and services that can attract tourists who are looking for a holiday or want to get acquainted with the natural and cultural heritage by taking advantage of natural/organic services.
- Seasonality of tourism, predominant summer character.

The project responded to these challenges by creating joint innovative touristic products with the brand NATBIOT and improved the quality and marketing services in the fields of tourism and this are recognized as essential for tourism development and environment preservation and protection.

Resources Needed

Amount needed to development of this project is 465,000 EUR but can be reduced if the project covers a smaller area and a smaller number of packages are developed. Financial savings can be also achieved due to application of specific models such as if some expenses are to be paid by the travellers.

Evidence of Success

A joint touristic offer branded NATBIOT offers a better visibility and attractiveness for the new touristic market demand for healthy, clean (non-allergenic), educative holidays, whether we are talking about foreign tourists or/and Romanian’s and Bulgarian’s that can travel easily.

Through the introduction of this practice is achieved a strong social and economic effect on small local communities.

The packages are flexible and can meet the requirements of tourists with different interest.

Potential for learning or transfer

The practice is suitable for transfer to regions where there are objects of natural and cultural heritage with low popularity and high potential for realization of revenues. It is especially suitable for remote and cross-border areas, with restaurants and hotels with small capacity, which offer home comfort and conditions for “green tourism”.

NATBIOT approach took into consideration the similarities and complementarities between border areas in terms of knowledge/promotion of natural and cultural heritage, natural resources and connected facilities accommodation, eating, transport, entertainment services.

The main stakeholders are: owners of small hotels and restaurants offering organic food and other “green services”; small local communities (municipalities), managing objects of CHH; tour operators and travel agencies wishing to offer alternative tourism products; tourists oriented to alternative types of tourism.

Further information

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DIGITALISATION - QUESTO MOBILE APPLICATION IN RURAL AREAS

Romania 

About this good practice

Rasinari is a village situated in Sibiu County, Transylvania, Romania. It has a population of 5,280 inhabitants (2011 census) and is composed of two villages, Prislop and Rășinari. It is part of Marginimea Sibiului area, composed of 18 villages that share the same traditions and cultural heritage.

Rasinari is a very picturesque village, with authentic local traditions, gastronomy, local cultural events and legends, cultural objectives that attract tourists every year, described as „a place full of magic and mystery at the foothills of the Cindrel Mountains”. In this context, The Green Impact Youth Club “Cocosul de Munte” Rasinari launched the Mobile Application QUESTO -“Open the gates to local legends of Rasinari Village”.

The objective is that tourists can discover the village of Rasinari by playing a game on QUESTO mobile app. Village fairytales, local legends, people and gastronomy can all be found here. The idea was developed by a group of 20 young people from the Green Impact Youth Club, under the guidance of their teachers that want to promote Rasinari village with all its beauty.

The beneficiaries of the initiative are tourists, visitors, people willing to discover new places and legends and local community also. The application was launched during COVID19 pandemic and it was a real success. There were listed maps of the village, photos and promotion materials. The main stakeholders involved are local Youth Club, the local authority.

Resources Needed

For the launch of the app an amount of approximate EUR 1.000 was spent with the contribution of the foundation New Horizons in the developing of maps, photos, promotion materials, publicity.

There are about 20 volunteers involved.

Evidence of Success

The app reached its objective due to the positive tourists reviews .Around 50 players and 19 reviews of 5 stars, 20 young people/students that developed skills in communication, use of technology and creativity, very good impact on local media.

The initiative contributes to the promotion of Rasinari Village and represents a good example in what regards the partnership between local authority, NGOs and involvement of young people in the community.

Potential for learning or transfer

The mobile application Questo represents an example of good practice on how to revive local stories and legends and to attract tourists and visitors. It brings together the local authority, the Green Impact Youth Club, the local community, with the aim of promoting local cultural heritage and to contribute to the development of sustainable tourism.

Further information

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ENGAGING THE STAKEHOLDERS IN A RENOVATION AND REPURPOSING PROCESS OF A MINING AREA

Slovenia 

About this good practice

In this practice a prevailing issue being addressed is transforming a region with a long and rich industrial history and heritage into one that is intriguing for visitors with different requirements.

Since coal mining industry has ceased completely a decade ago, the region is trying to recover by cherishing the existing industrial heritage, and its people, and transforming it into a wholesome attraction for locals and visitors.

A good practice that we would like to expose is the community working together to better and promote their tangible and intangible heritage. The local associations, public institutions and local authorities (project stakeholders) are jointly working on renovating the former mining residential building, as well as former mine infrastructure. The municipality has taken a huge step forward by negotiating the purchase of the latter into the hands of local community and the associations have done a lot to collect memoirs and objects that could be exhibited later.

This practice has been initiated recently, so the stakeholders are taking a step-by-step approach, starting by ensuring the local ownership of the properties and are now in the stages of renovation.

A significant contribution to the stakeholders' network was the RAMSAT project stakeholder meeting where the associations, institutions and local authorities, interested in the subject could meet and start sharing ideas and plans.

Resources Needed

By now the municipality has spent roughly 30.000 EUR to purchase the heritage important properties. They will apply the project of renovating one of the buildings to be financed through Local Action Group (LAS Zasavje). The human resources are included through their own employment or voluntarily.

Evidence of Success

A significant evidence of success is uniting associations from different areas, the municipality and regional authority to work together on a really important feature of the town's and region's heritage – the mine that is getting closed and selling its tangible heritage.

For now we can identify a measurable indicator of industrial heritage now owned by the local community – 8 mine buildings, and 2 pieces of land.

Potential for learning or transfer

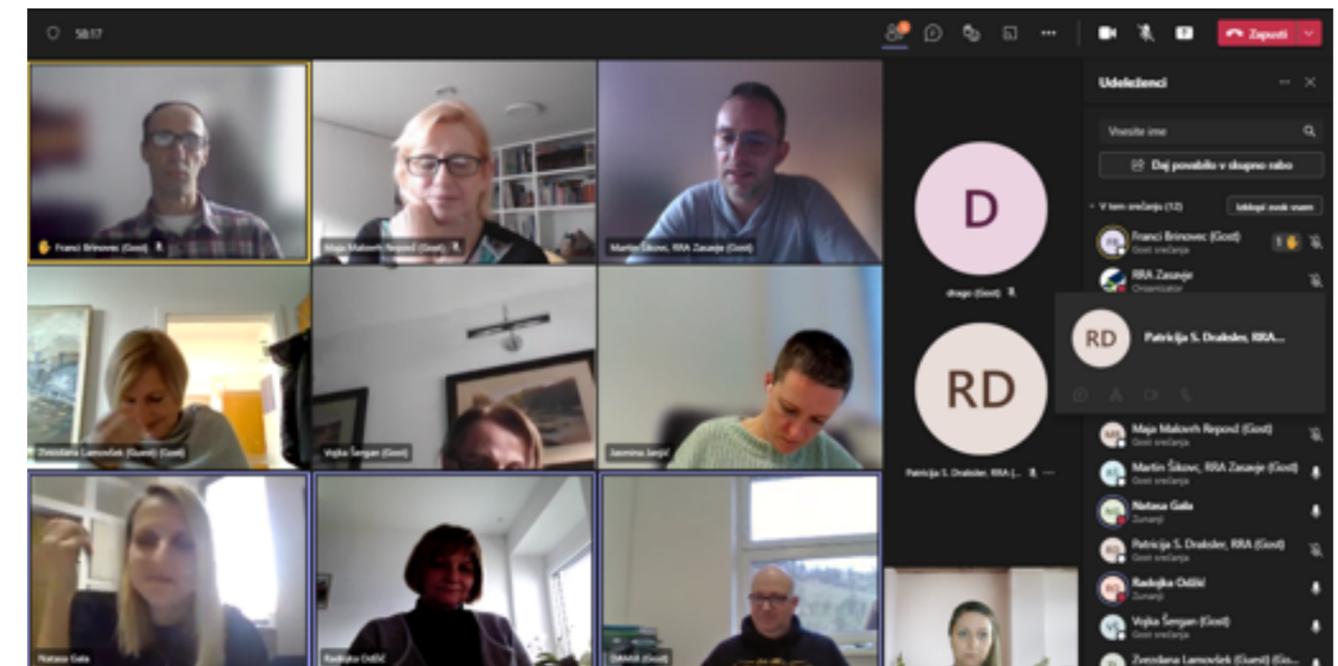
This example of a good practice enables learning about repurposing completely industrial heritage into tourism by the motivation and work of local community. Coal mining is a strong historical feature of the whole region so this project is significant for all three “mining” towns.

In this sense it is potentially interesting for those who are trying to connect local communities in the region that has mutual historical features and is trying to revitalize its heritage to aim for a different type of economy (e.g. tourism).

It can be a learning experience for those who work on it as well as follow it, because it has only just begun and the interested public can monitor its development to a transformed industrial heritage touristic offer for domestic as well as foreign tourists with the strong support of local community.

Further information

[Click here](#)





MINERS' HIKING TRAIL

Slovenia 

About this good practice

Zasavje region is very rich in mining heritage due to more than two centuries of mining tradition. Unfortunately, the latter is scattered throughout larger area and for that reason unknown to many locals. Due to the poor visibility of mining heritage, there is also a problem in its preservation and exploitation for tourist purposes.

Regional stakeholders have therefore decided to establish the Miners' Hiking Trail "Good Luck", a thematic trail that provides hikers the access to mining heritage and thus raises the awareness about heritage and its importance for regional development. The Trail also connects with other thematic and recreational trails in the region and is intended for various target groups. On the one hand, it offers opportunities for recreation, education and discovery of natural, historical, and cultural sights of Zasavje region.

On the other hand, it represents an infrastructure that contributes to the development of sustainable tourism, as hiking is becoming increasingly popular among tourists. In addition, the trail connects local tourist providers, thus increasing the additional tourist offer in the region.

The trail runs across the entire region and is more than 30 km long. In the future, it will also be extended to the neighbouring region which is very developed in spa tourism. The trail will thus invite tourist from neighbouring region to Zasavje.

Resources Needed

To completely set-up The Miners' Hiking Trail, the region investment is around 100.000 EUR. Additional funds, approximately 30.000 EUR, are also needed for the promotion of the Trail as a tourist product .

Evidence of Success

Since the establishment of the Trail, the attractiveness of the mining sites increased:

- 20 information boards were placed along the Trail that inform people about the importance and history of mining sites.
- New cultural events (labour film & culinary festival) were organized along the trail
- Since the opening of the trail in 2020, it is estimated that the trail lured 500 tourists/year in the region.

Potential for learning or transfer

The creation of the hiking trail was identified as an example of efficient preservation and sustainable exploitation of cultural heritage that could be transferred as a good practice to regions that have sites of cultural heritage scattered throughout larger area.

After the opening of the Trail, the importance of mining heritage increased, because the number of visitors of the mining sites increased substantially. The local stakeholders have also placed the information boards along the Trail, which raises the visibility and importance of the heritage. Other regions have also raised interest to expand the Trail onto their territory which will contribute to the increase of tourist activity in the region.

The creation of the Trail was thus identified as an example of efficient preservation and sustainable exploitation of cultural heritage that could be transferred as a good practice to regions that have sites of cultural heritage scattered throughout larger area.

Further information

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