

Programma di Sviluppo Rurale 2007-2013
REG. (CE) N. 1698/2005

**MISURA 421 – COOPERAZIONE TRANSNAZIONALE E
INTERTERRITORIALE**

INVITO A PRESENTARE PROPOSTE

PROJECT STRATEGY FOR DEFINING THE PARTNERSHIP AND PROPOSING THE PROJECT

Project Idea “Traditional Lands: Enjoy your countryside”

Summary of the project

A new rural tourism model for re-discovering local traditions and authenticity

General Objective: to develop a sharing platform among partners in order to spread a new model of rural tourism focusing on the cultural and environment heritage improvement as well as the local and traditional agricultural solidarity.

Due to the development of a new tourism model more oriented to the culture improvement of the area, the environment saving and spreading the old social value of the rural hospitality, the economy of the area involved may positively benefit. The project wants to focus on the traditional values belonging to an old agriculture tradition of the overall area involved. In fact, partners are certain that all these old values may represent a real mean by which people may come back to a good, genuine and natural way of life.

To this ends, the **main activities** of the **Traditional Lands project** are:

Action 0 Preparatory action.

Feasibility study for the development of the project;
Partnership definition and meetings for sharing the project draft;
Organization of steering committees for a final project definition.

Action 1 Partnership enhancement and project management

Appointment of the project operational structure;
Settlement of operational and management rules;
Time schedule definition including management and coordination meeting and monitoring;

Action 2 Launch of the best practices and sharing platform

Comparison and debate system definition. The aim of the action 2 is to analyze and combine the overall local characteristics referred to the fair agriculture. In this way a proper exchange and sharing of management ways and tourism improvement and promotion among partners areas will be guarantee. To this end, all partners have to study local traditions and peculiarities focusing on specific areas and then compare the results obtained. As a result, the analysis will allow the definition of a permanent **working group/teamwork** with the task of a brand-new European Itinerary characterized by:

Traditional agricultural culture referred to the old hospitality value;
Tourism offer development;
Cross border approach;
Effectiveness and efficiency;
Improvement of local and short chain products;

Summary of the project

Supporting competition and tourism attractiveness;

Stakeholders and tourism operators involvement in defining the tourism offer.

Action 3 Increasing awareness and rural tourism promotion

The **increasing awareness and promotion action** will be addressed to local institutions and stakeholders, especially focusing on tourism operators. In this way, they will increase awareness about the opportunity to develop a new rural tourism model, fostering the improvement of local products - both handicrafts and foodfarm - and the cultural heritage tied to traditional agriculture.

Several visibility actions may be included, such as the organization of a Fair/Exhibition in Sardinia and in each country involved with the participation of partner countries to spread the brand-new European itinerary. It will also include showrooms and showcase for local products, especially those belonging to the short chain field.

The visibility action will be supported by the project coordinated image (e.g. logo, graphical layout, colors, etc...) included in all printed promotional material (e.g. brochures, shortfilm, leaflets, etc...).

Action 4 Launch of territorial workshops

The action intends to launch a RURAL-LAB in each territory involved. These RURAL-LABs will be opened to local farm participation and they will be an opportunity to diversify the local offers in order to foster visitors to better understand the local agriculture activities. Each RURAL-LAB will involve local operators. According to their field of activity, they will host tourists in their farm in order to directly involving them in the real work process. The aim of the action is to foster the local community opening, promoting the development of the area in the economy field. On the other hand, the RURAL-LABs will be a meeting point for different cultures.

Generally speaking, the action intends to promote the spread of methodologies and local promotion approaches by introducing a new development model of rural managing.
