

TITLE

“PROAGRITOUR II”

OBJECTIVES AND CONNECTION WITH THE NEEDS OF THE AREA OF INTERVENTION, WITH THE OBJECTIVES OF LOCAL STRATEGY AND/OR THE OBJECTIVES OF THE RURAL DEVELOPMENT PROJECT

Through the transnational project “PROAGRITOUR II”, it is aimed to exploit the “PROAGRITOUR” label, which was created by Aitoliki Development Enterprise S.A (Greece), 3A-Parco Tecnologico Agroalimentare dell’Umbria (Italy), Provincia di Udine (Italy) and the College of Logistics (Czech Republic), within the framework of the INTERREG III project. The label has been registered at European level (No 006034995/05-06-08, CLASSE 35,41,43) and concerns alternative tourism units (agritourism, rural tourism etc), restaurants and recreation units, production of organic products, production of local products and local traditional feasts. Through the criteria included, the label promotes networking among similar and complementary businesses, while contributes in promoting the identity of each area.

Through the exploitation of the label, identifiability of the touristic product and the region’s rural areas is achieved, having the improvement of the area’s image, the increased number of visitors and the increased disposal of products in the market, as the ultimate target.

The transnational project is connected with the area’s needs and the objectives of local strategy, as it contributes in the extroversion of the Local Productive System, in the exploitation of contemporary marketing methods and the promotion of the area’s identity.

DESCRIPTION AND COOPERATION OBJECT

The cooperation object will be the exploitation of “PROAGRITOUR” label, through which the Local Productive System is urged to the application of quality standards, to networking, environmental conscience and exploitation of local resources. At the same time, the improvement of the area’s image, the application of contemporary marketing methods, the extroversion of the Local Productive System and the promotion of each area’s local identity is achieved.

The indicative actions suggested within the project framework are the following:

- elaboration of informative material regarding “PROAGRITOUR” label
- elaboration of educational material for training members of the “PROAGRITOUR” network and local stakeholders.
- training of “PROAGRITOUR” members on the inspection and evaluation of the criteria and procedures, as well as on marketing issues, through seminars.
- training of local stakeholders, regarding the exploitation of “PROAGRITOUR” label and marketing issues, through seminars.
- elaboration of necessary material for the label disposal (labels, particular documents etc)
- certification of institutions with “PROAGRITOUR” label, after evaluation.
- formation of a transnational network of institutions certified with PROAGRITOUR label
- promotion of institutions certified with “PROAGRITOUR” label (printed material, website, articles in the press etc)
- participation in international, national and local expositions, under “PROAGRITOUR” label
- organisation of particular promotional events, under “PROAGRITOUR” label, with the participation of people well known to the wide public
- formation of special tourist packages with targeted references to institutions certified with “PROAGRITOUR” label and destinations.

EXPECTED OUTCOMES FOR THE AREA

- promotion of the area’s identity
- increased disposal of organic products in the market
- improvement of the alimentary chain of touristic units
- improvement of the touristic product image
- increase in touristic business
- improvement of the Local Productive System’s extroversion

CONNECTION TO THE RESULTS OF PREVIOUS APPLICATIONS, AS THE PROJECT HAS BEEN SUPPORTED IN THE PAST

The suggested transnational cooperation project exploits the results of PROAGRITOUR/INNOREF/INTERREGIIC/EAST project, through which the first transnational label in the field of alternative tourism was created. Through this project, the work carried out during the previous Programming Period is continued, so that it will be applied and bring results to local societies.

INSTITUTIONS ENTITLED TO THE PROJECT

LAGs

The list will be finalized when each LAG decides to participate in the project

BENEFICIARIES

The areas' promotion, through the project, will contribute in their better projection, in the increase of touristic business and will have multiple effects on the increase of entrepreneurship, the income increase of locals and the improvement of their living conditions.