

# Cooperazione

## tra aree rurali



### PARTNER SEARCH

<b>Name of the Lag</b>	LAG ANGLONA - ROMANGIA
<b>Title of the project</b>	The products club for the touristic development of the territory
<b>Description of the idea</b>	<p>The project aims to enhance the resources of the territory of the LAG for tourism through the promotion, the creation of common standards, improving the reception services and the implementation of promotional events.</p> <p>In order to achieve these goals a more careful trade policy it is required, differentiating activities and tourist target, promoting product innovation, organization and scheduling of tenders.</p> <p>The achievement of these objectives must take place through a strategic differentiation of skills and specialized services to fit the needs of each target market.</p> <p>This approach will avoid a "generic" communication, a difficult distinction of local characteristics. On the contrary, it will be possible to get a tailor-made communication much more effective, hitting the target, and an integrated organizational approach in terms of area, allowing, among other things, the creation of new models of internal organization.</p> <p>To achieve this objective, we intend to build the club of products designed to provide the different types of customer tailor-made products, in order to meet the different expectations and needs.</p> <p>The product club aim to characterize the accommodation facility thematically, and more generally the area, to allow optimal interaction with some segments of demand, both Italian and foreign.</p> <p>The structure itself is recognized in the objective of the club of the product and, at the same time, is validly identified by clients holding special interests and needs.</p> <p>The club will entail the adherence of a protocol of quality, functional and efficient, which makes the accommodation facility even more consistent with the types of customers with whom it trades and allows a continuous self-assessment and continuous improvement in the time to come.</p> <p>The club product that will be created will bring out key words, such as comfort, friendliness, atmosphere, authenticity, to offer guests an excellent level</p>
<b>Existing partnership</b>	LAG ANGLONA - ROMANGIA
<b>Partners searched</b>	Northern Europe Leader Area- LAGs of Eastern Europe Areas
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