



Rete Rurale
Nazionale
2007.2013



Cooperazione *tra aree rurali*



Cooperation day

Interterritorial project
“Landscape tourism”

Venezia Orientale LAG (IT)

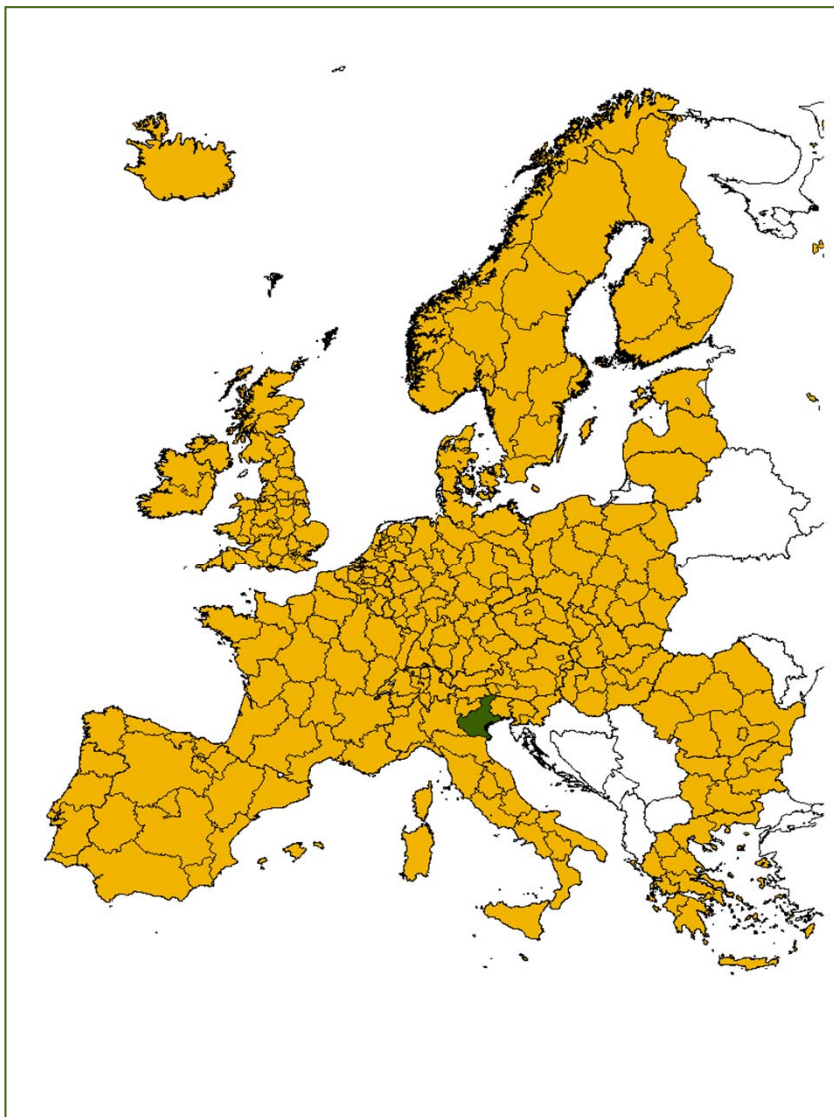
Giancarlo Pegoraro



Roma, 20 giugno 2011



Who are we?



Letter of intents between

Italy

Venezia Orientale LAG
via Cimetta 1 30029 Portogruaro - Venezia





What is our cooperation need?

To promote the “landscape tourism” (a “tourism of the territory” in a context of centers of minor arts and rural landscapes) to set the most beautiful Italian rural area in a network, in the eyes of the cultural and natural heritage and of the typical products, raising the quality of the tourist system and the fruition of the rural areas, through communication and marketing actions.

The project objectives

to contribute to raising the quality of the tourism industry in these areas, in order to the three main elements of the tourist system: receptivity, human resources, hospitality and information.

to enhance the features of first attractions of the areas involved, in relation to trends in tourism demand, by a regionalization of these products

What do we want to do?

3 main categories designed:

1. to coordinate
 2. to communicate
 3. to sell
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1. To create a LAG network, the definition of the territorial/project access standards, the agreements with the reference national institutions, activities project, implementing phases of the project and development of the project;
 2. To promote the product (creation of a unitary brand and organization of specialistic product rows – wine and food, horse riding, bike riding, river riding, etc -) and communication actions (on- line and paper communication, participation to the main field fairs, etc);
 3. To commercialize tourist packages on the various partner territories, products and price/target.

Whom to cooperate with?

EXISTING PARTNERSHIP

Partnerships to be defined

PARTNERS SEARCHED

LAGS in Italy and tourism bodies (ENIT, TCI, etc.)

Which resources?

The financial resources available for this project amounts to € 250,000.00

Where are we?

Advanced phase of the idea

Why cooperate with us?

to develop, after the three consolidated national tourism offerings (seaside, mountains and cultural cities), a “fourth pole” of Italian tourism: the landscape tourism in the most beautiful rural areas where nature, typical products and historical heritage are integrated.

Some picture..



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