

ACTIVITIES

The advanced methodology at the core of PRESERVE contributes directly to the innovative character of the expected results.

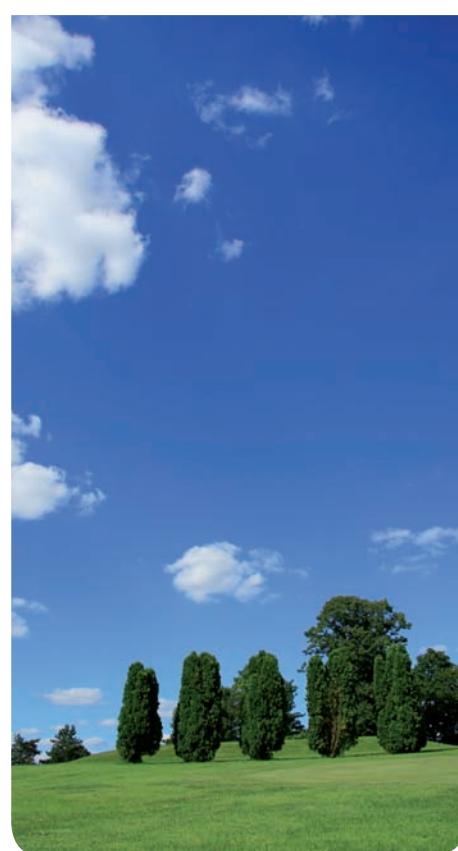
The peer reviews to be carried out in the project will serve as pilot reviews in themselves to test the methodology and adapt it accordingly.

After the testing phase, partners will produce a guide for the use of other regions to carry out similar initiatives.

Partners will work together to publish a toolkit as one of the outputs of the project. This will be ready to be used by any region to improve tourism policies in a sustainable manner.

It will be composed primarily of a list of criteria defining sustainable tourism, a checklist to determine where the relevant information can be found (sources of information) and templates for reporting.

The result of the reviews will be a set of recommendations which will be used by participating regions to create effective strategies in sustainable tourism policy, as well as improve the existing policies in line with EU and regional policies and priorities.



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Made possible by the INTERREG IVC Programme

*European regions for
sustainable tourism*



THE INTERREG IVC INSTRUMENT

INTERREG IVC is part of the European Territorial Cooperation Objective. It is the EU Programme that helps regions of Europe to share their knowledge and experience and provides a platform for the exchange and transfer of good practices. Two main priorities are targeted: 'Innovation and Knowledge economy' and 'Environment and Risk prevention'. These priorities reflect the strategy of the EU to encourage growth and jobs in line with the Lisbon and Gothenburg Strategies.



PRESERVE PROJECT

Europe is the home of some of the most beautiful places in the world and it is still hiding secret treasures somewhere; that is why tourism has always been strictly connected to economic development and growth. However, many examples show that badly planned branding of landscape and cultural heritage assets can be a threat to the beauty and diversity of the European territory.

For this reason European regions must be careful when developing their cultural heritage strategies. If they want to fully benefit from their tourism assets they must think in sustainable terms and use the right indicators. It is to respond to this issues that the PRESERVE project is born: PRESERVE will attempt to raise the awareness of local and regional representatives on sustainable tourism and to illustrate how certain measures can be taken on a policy level.

This will be done through a mutual learning process among the 14 regions involved in the project and through the exchange of good practices, shared problems and development of solutions to find new, innovative approaches to sustainable tourism and through dissemination conferences and a best practice publication for regions outside the partnership.



OBJECTIVES

The aim of the project is to improve the effectiveness of regional policies, specifically focusing upon cultural heritage and landscape policies as factor of economic development.

PRESERVE is thus a unique opportunity to focus on competitiveness in respect of the issues of sustainability and preservation.

Acting in sustainable terms means spatial planning and land use: conservation and management of natural and cultural resources; a correct use of energy by minimising pollution at tourism destinations; it involves education and training by making tourism experiences available to all without discrimination, and improving the quality of tourism jobs.

To synthesize PRESERVE focuses primarily on three specific objectives:

- (1) to foster exchange of experience and improve capacities and knowledge of local and regional stakeholders;
- (2) to identify and share best practices
- (3) to improve local and regional policies.

This will allow the project to have a ripple effect in European regions.



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THE PARTNERSHIP

In order to become "the most competitive and dynamic knowledge-based economy in the world", the EU relies on the harmonious and sustainable development of its Member States, but also of their regions.

Being particularly close to the citizens, and best aware of their strengths and needs, regions are indeed key actors in the overall EU strategy.

PRESERVE involves 14 regional and local authorities from 11 different countries - representing old and new member states and a wide EU geographical coverage. They all join their forces with the Assembly of the

European Regions, Lead Partner of the project and also the largest interregional organisation in the wider Europe.

With its 270 members from 37 countries, AER will serve as a dissemination platform for the project's experience and will ensure the ripple effect of its results to regions throughout continental Europe.

