



## CLLD Cooperation OFFER

### Title of the proposed project (English)

**Cult.Trips 2.0 : transnational project on sociocultural tourism and slow travel experiences**

### Type of project (select as many as you want)

Cooperation within the MS	Transnational cooperation	Sea basin cooperation
<input type="checkbox"/> Across regions <input type="checkbox"/> Within the same region	<input checked="" type="checkbox"/> Cross-border cooperation <input type="checkbox"/> With other MSs (no shared border) <input type="checkbox"/> Non EU countries	<input type="checkbox"/> Mediterranean <input type="checkbox"/> Baltic <input type="checkbox"/> North Sea <input type="checkbox"/> Atlantic

### Brief summary of the project idea (max 800 characters)

1. Development of a transnational cooperation network to expand the idea of Cult.Trips to other European regions, strengthen and relaunch the existing Cult.Trips offers (=socio-cultural experiences within the participating regions/villages) based upon the existing Cult.Trips manual (from previous project Cult.Trips 1.0.).  
External Management of transnational platform and European network of Slow Business / Culture > creating the position of the 'Transnational caretaker'.
2. 'Qualification through motivation': Development and implementation of a Quality management program for the local hosts / businesses (Cult.Trips-Academy).
3. Implementation of a 3-year marketing & sales plan according to the concept of the "Customer Journey" and with focus on the stages before and during travel (Awareness, Inspiration, Research, Planning, Booking, Anticipation, On-Site-Experience).

### Looking for partner located in the following types of areas (select as many items as you want)

<input type="checkbox"/> National / Regional borders <input type="checkbox"/> Inland <input type="checkbox"/> Island <input type="checkbox"/> Lakes and rivers <input type="checkbox"/> Coastal <input type="checkbox"/> Mountainous	<input checked="" type="checkbox"/> Rural <input type="checkbox"/> Peri-Urban <input type="checkbox"/> Urban <input type="checkbox"/> Small town <input type="checkbox"/> Historic centre <input type="checkbox"/> Densely populated residential area <input type="checkbox"/> Segregated/deprived neighbourhood	<input type="checkbox"/> Isolated / remote <input type="checkbox"/> Sea basin <input type="checkbox"/> Mediterranean <input type="checkbox"/> Baltic <input type="checkbox"/> North Sea <input type="checkbox"/> Atlantic
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Looking for partner located in areas with the following assets *(select as many items as you want)*

<input checked="" type="checkbox"/> High Nature Value	<input checked="" type="checkbox"/> Forest	<input checked="" type="checkbox"/> Presence of relevant cultural sites
<input type="checkbox"/> Cropland	<input type="checkbox"/> Non-productive land	<input type="checkbox"/> Mineral extraction
<input type="checkbox"/> Pasture	<input type="checkbox"/> Industry	<input checked="" type="checkbox"/> Protected areas

Topic of the project (select up to 10 items)

<input type="checkbox"/> Innovation <input type="checkbox"/> Research & Development <input type="checkbox"/> New technologies <input type="checkbox"/> Knowledge transfer / education / training activities <input type="checkbox"/> Broadband / Internet / ICT <input checked="" type="checkbox"/> Culture and Cultural heritage	<input type="checkbox"/> Built environment <ul style="list-style-type: none"> <li><input type="checkbox"/> Village, harbour renewal</li> <li><input type="checkbox"/> Public / community spaces / green areas</li> <li><input type="checkbox"/> Energy efficiency, retro fitting buildings</li> <li><input type="checkbox"/> Reconversion brownfield areas</li> <li><input type="checkbox"/> Rural infrastructures</li> </ul>
<input type="checkbox"/> Agriculture & Farming <ul style="list-style-type: none"> <li><input type="checkbox"/> Small farms</li> <li><input type="checkbox"/> Semi-subsistence farming</li> <li><input type="checkbox"/> Organic farming</li> <li><input type="checkbox"/> Livestock</li> <li><input type="checkbox"/> Animal welfare</li> <li><input type="checkbox"/> Young farmers</li> <li><input type="checkbox"/> Urban farming</li> </ul> <input type="checkbox"/> Fisheries and aquaculture <ul style="list-style-type: none"> <li><input type="checkbox"/> Fisheries</li> <li><input type="checkbox"/> Aquaculture</li> </ul> <input type="checkbox"/> Forestry <input type="checkbox"/> Food & Drink <input checked="" type="checkbox"/> Marketing <input type="checkbox"/> Supply chains / Producer organisations & Cooperatives <input type="checkbox"/> Non-food products / Crafts <input type="checkbox"/> Business development <input type="checkbox"/> Economic diversification <input checked="" type="checkbox"/> Tourism / Territorial branding	<input type="checkbox"/> Social inclusion / Public services <ul style="list-style-type: none"> <li><input type="checkbox"/> Integrated service delivery</li> <li><input type="checkbox"/> Social services</li> <li><input type="checkbox"/> Transport &amp; Mobility</li> <li><input type="checkbox"/> Education</li> <li><input type="checkbox"/> Health</li> <li><input type="checkbox"/> Housing</li> <li><input type="checkbox"/> Anti discrimination</li> <li><input type="checkbox"/> Social enterprises</li> </ul> <input type="checkbox"/> Employment / job creation <ul style="list-style-type: none"> <li><input type="checkbox"/> Access to labour market</li> <li><input type="checkbox"/> Work-private life reconciliation</li> <li><input type="checkbox"/> Self-employment</li> <li><input type="checkbox"/> Upskilling</li> </ul>
<input type="checkbox"/> Natural environment & Resources / Landscape <input type="checkbox"/> Climate change mitigation / adaptation <input type="checkbox"/> Local energy production / renewable energies <input type="checkbox"/> Circular economy / bio, green economy	Target groups: <ul style="list-style-type: none"> <li><input type="checkbox"/> Youth</li> <li><input type="checkbox"/> Women</li> <li><input type="checkbox"/> Long term unemployed</li> <li><input type="checkbox"/> Homeless</li> <li><input type="checkbox"/> Elderly</li> <li><input type="checkbox"/> Migrants</li> <li><input type="checkbox"/> Fishermen</li> <li><input type="checkbox"/> Marginalised communities e.g. Roma</li> <li><input type="checkbox"/> People with disabilities</li> <li><input type="checkbox"/> Ex offenders</li> <li><input checked="" type="checkbox"/> Others: unconventional discoverers</li> </ul>
<input type="checkbox"/> Governance <input checked="" type="checkbox"/> Community development <input type="checkbox"/> Rural Urban linkages	
<b>Additional keywords:</b> (up to 3)	

## OBJECTIVE

### Initial position / background / local context of the proposed project (max 800 characters)

*The starting situation or local context in which the projects is going to operate*

Seven Local Action Groups (LAG) cooperated in the years 2010-2013 to launch a new concept of sustainable socio-cultural tourism in rural areas.

Following LAGs participated at the LEADER transnational project "CultTrips":

Luxembourg: LAG Redange- Wiltz – LEAD Partner

Austria: LAG Urfahr West & LAG Oststeirisches Kernland

Estonia: LAG Raplamaa

Finland: LAG Joensuu Region & LAG Central Karelian Jetina

Italy: LAG Valle Umbra e Sibillini.

The project was intended to meet increasing demand for individual fulfilment through an **authentic experience**, particularly in the fields of culture and tourism. The planned project thus sought to develop a **differing cultural tourism approach**, as opposed to traditional cultural tourism, away from mainstream tourism and as part of regional development. Therefore the approach aimed to focus on the **participatory involvement of the local population**, with a **strong focus on sustainability**. The key was to create **good relationships between guests (tourists) and locals**, promote intercultural learning and experience local traditions through authentic activities.

Infos from Cult.Trips 1.0: [www.culttrips.org](http://www.culttrips.org)

### Proposed objectives / target group and activities (max 800 characters)

The objective of the upcoming transnational cooperation project is to purposefully use the socio-cultural and touristic potential of Europe's manifold cultural heritage. Furthermore this project should promote the exchange of people from various rural areas (with fewer tradition in tourism) in the EU with their different cultures. With this the project wants to make an active contribution to the realization and revaluation of the local's cultural identity and promote the intercultural dialogue (as continuation of project Cult.Trips 1.0).

Additionally, this project not only wants to create and establish touristic potential for European rural areas, furthermore aims for local, national and international marketing and sales activities. Only the successful distribution of socio-cultural tourism products and local experiences guarantee the success and sustainability of this project (Cult.Trips 2.0).

Our vision for the year 2020+: "CultTrips as a contribution of regional development is an innovative, European Slow Travel experience, that brings together travellers and local hosts and therefore guarantees added value in rural areas."

### Country and /or kind of partner you are looking for (ALL EU in case the interest is on any EU country)

All EU

### Languages spoken by your LAG staff

DE, FR, EN

## OFFERING LAG

## Contact details

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## This Cooperation Offer is valid until

*This is a mandatory field! Please provide a date after which the cooperation offer will not be valid anymore.*

June 2017
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Date: 12 . 04 .2017