



# CULTrips Annual Report 2011

(Sept. 2010 – June 2011)

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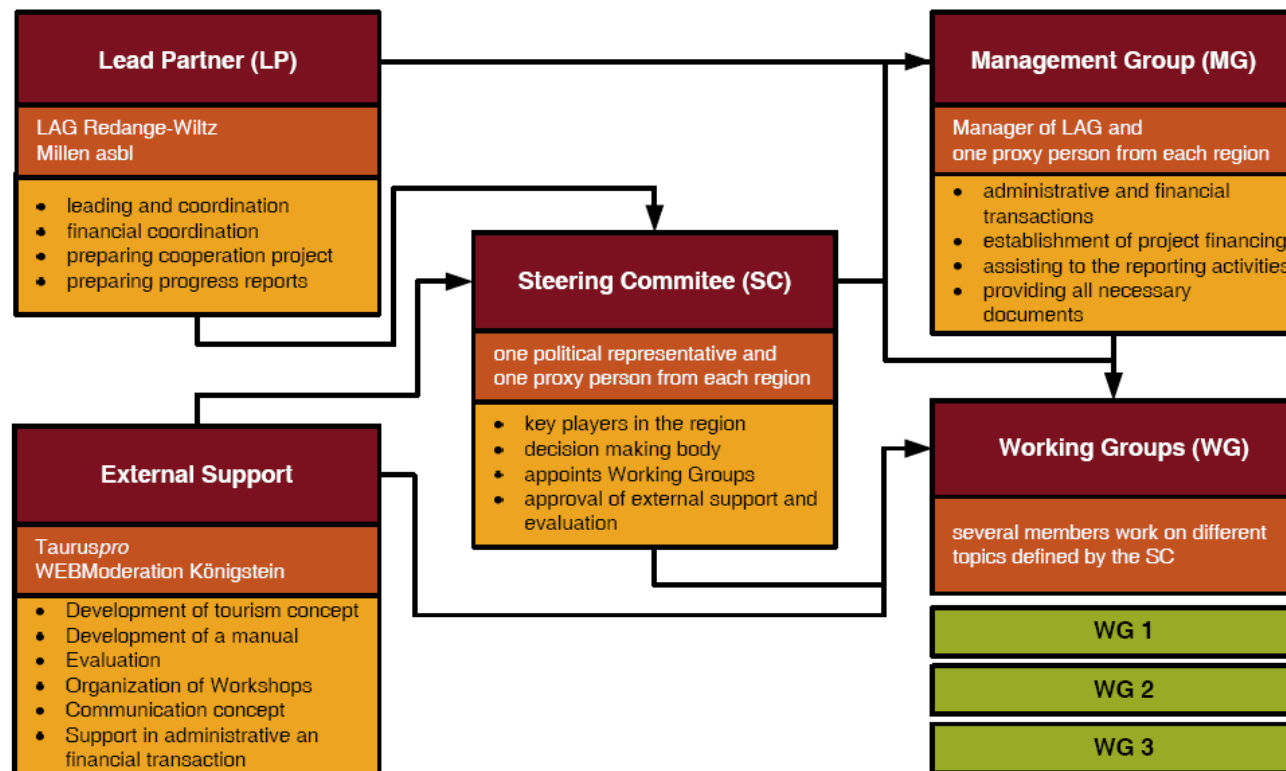
# 1. Introduction

This is the first Annual Report of the transnational LEADER Project CULTrips. This Annual Report 2011 will give you an overview of the process and the results of the activities of the CULTrips partners and also of TAURUSpro.

The primary objective of the first project year was to find a common understanding of the aims and an approach of cooperation. A second task was to get to know the regional situation of each partner region and to install the different and in some part new tools of web based communication. Furthermore we had to implement a lot of instruments and surveys to measure the progress of the project and to get feedback in order to improve the process.

Now this structure and cooperation with meetings, webmeetings, huddle communication platform, Pilot trips, reports, surveys, inventories etc. are implemented and will be part of this first Annual Report 2011. All these tools are defined, once they appear first time in the Annual Report.

## 2. Organisational structure



## 3. Evaluation results

### 3.1. Analysis of Two month regional report

Since January 2011 every LAG region had to fill in charts about its activities and problems they had in CULTrips. They had to rate their satisfaction with the progress of the project on local and transnational level. In this survey all LAGs were asked to fill in every two months a regional report. According to the results we now can compare the development of three different periods.

After a first internal evaluation of the report, the Concept Working Group (CWG) decided to fill it in only every three months.

In total we can announce that the self-assessment shows a relatively high level of activities and satisfaction on the local as well as on the transnational level. Over all periods as well as overall LAGs there are only ratings from very active or satisfied to middle-rate.

The LAG REWI (Lux) is very active and satisfied, LAG VUS from Italy und the two LAGs from Finland were also satisfied with the results on local and transnational level. The satisfaction in the Austrian LAG OK changed for the worse in the last report period (May-June), whereas the other LAG satisfaction with CULTrips enhanced or stayed on the same level.

LAG Raplamaa, LAG OK and LAG UWE are only middle active. These are also the three LAGs, who did not participate in the first period of the survey.

The following chart shows you the results as an overview. Later on you can also read the answers and comments of every region.

**Tabelle 1: Summary and comparison**

	activity <sup>1</sup>	satisfaction local <sup>2</sup>	satisfaction transnational <sup>2</sup>
<b>LAG REWI (LUX)</b>			
1st period	1	2	2
2nd period	1	2	2
3rd period	1	2	2
<b>LAG RAPLAMA (Est)</b>			
1st period	no answer	no answer	no answer
2nd period	3	2	3
3rd period	3	3	2
<b>LAG VUS (Italy)</b>			
1st period	2	2	2
2nd period	3	2	2
3rd period	3	2	2
<b>LAG JET (Fin) / LAG JOEN (Fin)</b>			
1st period	2	3	3
2nd period	2	2	3
3rd period	2	2	2
<b>LAG OK (Austria)</b>			
1st period	no answer	no answer	no answer
2nd period	3	2	2
3rd period	3	3	3
<b>LAG UWE (Austria)</b>			
1st period	no answer	no answer	no answer
2nd period	3	2	3
3rd period	3	2	2

<sup>1</sup> Legend: 1 = very active 2 3 4 5 not active at all

<sup>2</sup> Legend: 2 = very satisfied 2 3 4 5 not satisfied at all

If you are interested in proposals the LAG made in order to promote the process please read the following tables of the Two month regional reports.

### 3.1.1. Two month regional report January – February 2011

#### 1. Current working fields

LAG	working field
LAG VUS (Italy)	<ul style="list-style-type: none"> <li>• looking for test persons for <b>Pilot trips</b></li> <li>• to involve <b>local actors</b></li> <li>• to planify the <b>Pilot trips</b> for November in LAG VUS (Italy)</li> </ul>
LAG REWI (Lux)	<ul style="list-style-type: none"> <li>• getting contacts to <b>locals</b> to involve in CULTrips offers</li> <li>• working out <b>Pilot trip</b> offers for summer 2011</li> <li>• <b>coordinating webmeetings</b> with Taurus &amp; Katja Königstein</li> <li>• <b>preparing drafts for discussion</b> on Pilot trips (offers, selection of test persons, test persons preparation webmeeting, Pilot trip observer)</li> <li>• <b>management of Huddle</b> platform</li> </ul>
LAG JET (Fin), LAG JOEN (Fin)	<ul style="list-style-type: none"> <li>• Project manager started his work since 1 Jan 2011 in the <b>region of two LAGs</b></li> <li>• Writing presentations and stories about the idea of CULTrips project which was <b>published in media</b> (web pages of LAGs, blog pages of the project, local newspaper, radio etc.)</li> <li>• Organizing the application <b>for recruiting local partners</b> to take part in the process of socio-cultural tourism projects</li> <li>• Selecting <b>local partners</b> (6-7) and <b>planning the working method</b> for local action</li> </ul>



## 2. Problems in the working process

LAG	problems in the working process
LAG REWI (Lux)	<ul style="list-style-type: none"> <li>• how to <b>ensure that every partner is getting into process</b> with a sound understanding of CULTrips in these first project semester</li> </ul>
LAG JET (Fin), LAG JOEN (Fin)	<ul style="list-style-type: none"> <li>• How to work and communicate together so that all partners understand the idea and method of the CUL Trips project</li> <li>• How to apply the common method into the local level action</li> <li>• The use of Huddle is still challenging for persons who are not using it regularly</li> <li>• There is need to develop the practical working method for the whole project and for its different elements (e.g. Pilot trips, data and experience collection) to achieve the final result of the new concept of socio-cultural tourism</li> </ul>

## 3. Satisfaction with the progress in CULTrips at the moment

	1 very satisfied	2	3	4	5 not satisfied at all
on the local level		LAG VUS (Italy) LAG REWI (Lux)	LAG JET (Fin), LAG JOEN (Fin)		
on the transnational level		LAG VUS (Italy) LAG REWI (Lux)	LAG JET (Fin), LAG JOEN (Fin)		

### Ideas for improvement (local)

LAG	ideas for improvement
LAG JET (Fin), LAG JOEN (Fin)	<ul style="list-style-type: none"><li>• We just organized (4-18 Feb) the application for recruiting local partners</li><li>• We got seven applications (three from Central Karelia and four from Joensuu Region)</li></ul>

### Ideas for improvement (transnational)

LAG	ideas for improvement
LAG JET (Fin), LAG JOEN (Fin)	<ul style="list-style-type: none"><li>• Now when we have get used about common communication techniques (Huddle, Netviewer etc.) we have possibility to move our orientation more towards content.</li><li>• There is huge need to develop common working method and the way to exchange experiences between regions.</li><li>• To have progressive conclusions in the end of different parts of each meeting.</li></ul>

### 3.1.2. Two month regional report March– April 2011

#### 1. Current working fields

LAG	working field
LAG REWI (LUX)	<ul style="list-style-type: none"> <li>• continuing to work on <b>Pilot trip</b> offers for summer 2011 with local actors &amp; getting contacts to locals &amp; guides to involve in CULTrips offers</li> <li>• <b>coordinating webmeetings</b> with Taurus &amp; Katja Königstein</li> <li>• <b>preparing drafts</b> for discussion on Pilot trips (offers, test persons preparation webmeeting) &amp; elaborating draft questionnaires for Pilot trip test persons &amp; observer in close cooperation with Esko Lehto</li> <li>• building up a <b>website for CULTrips</b> (<a href="http://cultrips.leader.lu">http://cultrips.leader.lu</a>)</li> <li>• management &amp; improvement of structuring of <b>Huddle platform</b></li> </ul>
LAG UWE (Austria)	<ul style="list-style-type: none"> <li>• <b>activation of stakeholders</b> (restaurants, guides) for cultural touristic products (culinary, architecture, slow-down)</li> <li>• finding persons for participation in <b>Pilot trips</b></li> <li>• convincing communities to <b>continue positive attitude</b> towards the project</li> <li>• <b>finding and winning market partners</b> for communication and distribution of products in the future</li> <li>• CULTrips-community-building at local/regional level</li> </ul>

LAG	working field
LAG OK (Austria)	<ul style="list-style-type: none"> <li>- trying to find partners for the project in the region</li> <li>- trying to find Pilot travellers</li> <li>- preparing for the meeting in Finland</li> </ul>
LAG VUS (Italy)	<ul style="list-style-type: none"> <li>we are preparing 3 proposals for Pilot trips</li> <li>we are preparing program for Italian Pilot trips of November</li> </ul>
LAG RAPLA (Est)	<ul style="list-style-type: none"> <li><b>analyzing</b> the presented in November 2011 inventory for CULTrips</li> <li><b>gathering of additional and new information</b> to the inventory for CULTrips</li> <li><b>adding new information</b> into the inventory</li> <li>choosing of test persons for the <b>Pilot trips</b></li> <li><b>training of the test persons</b> for the Pilot trips</li> </ul>
LAG JET (Fin) LAG JOEN (Fin)	<ul style="list-style-type: none"> <li><b>Four local groups selected as actors</b> for international CULTrips project: <ul style="list-style-type: none"> <li>1) Pro Kesälahti and Oravisalo &amp; Varpasalo village actors from Central Karelia Jetina and 3) Art Map &amp; Ukkola village association and 4) Honkavaara Village association from Joensuu Region; meetings were organized with local groups; Local groups made presentations of their ideas of socio-cultural tourism; Presentations and highlights was published in web pages (new logo was created for village tourism (kylämatkailu) and partly in local newspapers</li> </ul> </li> <li><b>CULTrips Facebook</b> was created and planning of questionnaire was started as well as project meeting in Kesälahti 7-11 June</li> </ul>

## 2. Problems in the working process

LAG	problems in the working process
LAG REWI (LUX)	<ul style="list-style-type: none"> <li>ensure to have a clear view after Finland meeting how the <b>roadmap</b> is best structured with work <b>packages &amp; milestones</b></li> <li>for the moment I am a little bit concerned about the <b>no-answering to LEAD-partner mails to Estonia</b> specially concerning non-participation of LAG-/project managers in Finland meeting</li> </ul>
LAG UWE (Austria)	<ul style="list-style-type: none"> <li>actually we've a big <b>discussion concerning the benefit of this project at regional level</b> , caused by 1 member-community, which will jump off the LAG and CULTrips is serving as a catalyst for the headwind</li> <li><b>high expectations on tangible results</b> generated by the project (10.000 visits in 10 years)</li> </ul>
LAG OK (Austria)	<ul style="list-style-type: none"> <li>not by now</li> </ul>
LAG RAPLA (Est)	<ul style="list-style-type: none"> <li>no problems</li> </ul>
LAG JET (Fin) LAG JOEN (Fin)	<ul style="list-style-type: none"> <li><b>Communication with Huddle and Netviewer</b> connection is still challenging, partly because of technical difficulties and everyone is not got used to them.</li> <li>Different partners have <b>not reached a common understanding of the project</b> and its idea and method; the role of consultants, lead partner and other partners need to be discussed in more detail</li> <li>There is still <b>need to develop and decide the practical working method</b> for the whole project and for its different elements (e.g. Pilot trips, data and experience collection) to achieve the final result of the new concept of socio-cultural tourism</li> </ul>

### 3. Satisfaction with the progress in CULTrips at the moment

	1 very satisfied	2	3	4	5 not satisfied at all
on the local level		LAG REWI (LUX) LAG VUS (Italy) LAG UWE (Austria) LAG OK (Austria) LAG RAPLA (Est) LAG JET (Fin), LAG JOEN (Fin)			
on the transnational level		LAG REWI (LUX) LAG VUS (Italy) LAG OK (Austria)	LAG UWE (Austria) LAG RAPLA (Est) LAG JET (Fin), LAG JOEN (Fin)		

### Ideas for improvement (local)

LAG	ideas for improvement
LAG UWE (Austria)	<ul style="list-style-type: none"> <li>in <b>general improvement</b> in the last months, caused by steps in awareness-rising the challenges we've to tackle (guides, draft for trips, etc.)</li> </ul>
LAG JET (Fin), LAG JOEN (Fin)	<ul style="list-style-type: none"> <li>Two local actors of Central Karelia has been a bit more active; they have started to plan excursion program for next CULTrips meeting in Kesälahti in 7-11 June 2011</li> </ul>

### Ideas for improvement (transnational)

LAG	ideas for improvement
LAG UWE (Austria)	<ul style="list-style-type: none"> <li>dealing a common understanding at transnational level is a challenge, I'll hope, that we realize a big step forward at our meeting in Finland (awareness rising concerning product development, marketing, communication, etc.)</li> <li>we've to face expectations on <b>tangible results at the end of the project</b></li> </ul>
LAG OK (Austria)	<ul style="list-style-type: none"> <li>maybe we should try to bring some points more "to the ground" (e.g. our target groups are in my opinion to wide)</li> </ul>
LAG JET (Fin), LAG JOEN (Fin)	<ul style="list-style-type: none"> <li>Communication has improved a bit by tools of <b>Web pages and Facebook</b>; Partners are more familiar with <b>Netviewer and Huddle communication</b>, which often is still quite formal.</li> <li>There is still need to <b>discuss about common aims</b> of the CULTrips project and practical working methods of each partner regions and also ways to more easily to exchange experiences between regions.</li> </ul>

#### 4. Activity of the LAG-region currently

	1 very active	2	3	4	5 not active at all
	LAG REWI (LUX)	LAG JET (Fin), LAG JOEN (Fin)	LAG UWE (Austria) LAG OK (Austria) LAG VUS (Italy) LAG RAPLA (Est)		



### 3.1.3. Two month regional report May – June 2011

#### 1. Current working fields

LAG	working field
LAG REWI (LUX)	<ul style="list-style-type: none"> <li>• organizing Pilot trip in Luxembourg for July 2011 (organizer team: Julia, Christine, Herbert, Fons)</li> <li>• preparing agenda &amp; papers for concept working group meeting in Finland with Taurus &amp; Esko &amp; follow-up</li> <li>• after the input from the Finland CWG meeting finalizing of the questionnaires (test persons &amp; observer) for the Pilot trip in Luxembourg</li> <li>• preparing webmeeting for Pilot trip persons (28.06.11) with Katja Königstein</li> <li>• updating website <a href="http://cultrips.leader.lu">http://cultrips.leader.lu</a> with information about Pilot trip in Luxembourg &amp; contacts with the test persons</li> <li>• management of Huddle platform as LEAD partner</li> </ul>
LAG UWE (Austria)	<ul style="list-style-type: none"> <li>• compiling of the product-lines: architecture, slow down, culinary and move %&amp; flow</li> <li>• reality test of first modules (architecture, slow down, culinary) in the region</li> <li>• selection of the test-persons for Pilot-trip Luxembourg</li> <li>• preparation and attendance – management-meeting Finland</li> <li>• discussion on regional relevance of CULTrips</li> </ul>

LAG	working field
LAG OK (Austria)	<ul style="list-style-type: none"> <li>• first 2 Pilots are now ready to go to Luxemburg (after preparing them and supporting them during the webmeeting )</li> <li>• trying to find more partners who will participate (also financially) in the project</li> <li>• attending CULTrips meeting in Finland</li> </ul>
LAG VUS (Italy)	<ul style="list-style-type: none"> <li>• we are perfecting 3 proposals for Pilot trips</li> <li>• we are perfecting program for italian Pilot trips of November</li> </ul>
LAG RAPLA (Est)	<ul style="list-style-type: none"> <li>• analyze the results of the Kesälahti Pilot trip and the presentations of LAGs on Kesälahti seminar</li> <li>• introducing the results and presentations in Kesälahti to the CULTrips working group in Rapla</li> <li>• preparation of the Raplamaa Members to the Luxembourg Pilot trip</li> <li>• collecting additional information to the CULTrips Inventory</li> <li>• discussing the CULTrips Pilot trip to Rapla in March 2012</li> </ul>
LAG JET (Fin) LAG JOEN (Fin)	<ul style="list-style-type: none"> <li>• The main workload has been put for organizing international CULTrips meeting in Kesälahti 7-11 June. The work was done together with two local groups of Central Karelian Jetina: Pro Kesälahti and Oravisalo &amp; Varpasalo village actors from Rääkkylä. As one result there were e.g. four newspaper articles and one video published in net (<a href="http://www.maakaista.fi">http://www.maakaista.fi</a>) and a new questionnaire were tested.</li> <li>• One meeting were organized (16 May) with local groups; Local groups continued colleting the highlight of socio-cultural tourism for CULTrips inventory presentations local newspapers; Four persons will participate in the 1st Pilot trip to Luxembourg 17-21 July and local meeting will organize in Eno 16 Aug for discussing their experiences about Pilot trip.</li> </ul>

## 2. Problems in the working process

LAG	problems in the working process
LAG REWI (LUX)	<ul style="list-style-type: none"> <li>• for the moment I am a little bit concerned to ensure a good working climate within the CWG looking at the aspects of “touristic expert’s approach” and “regional development expert’s approach</li> </ul>
LAG UWE (Austria)	<ul style="list-style-type: none"> <li>• discussion on regional impact of CULTrips – strong headwind!</li> </ul>
LAG OK (Austria)	<ul style="list-style-type: none"> <li>• first 2 Pilots are now ready to go to Luxemburg (after preparing them and supporting them during the webmeeting)</li> <li>• trying to find more partners who will participate (also financially) in the project</li> <li>• attending CULTrips meeting in Finland</li> </ul>
LAG JET (Fin) LAG JOEN (Fin)	<ul style="list-style-type: none"> <li>• We feel that now partners have reached a better level of common understanding of the CUL Trips project.</li> <li>• Communication with Huddle and Netviewer connection is still challenging, partly because of technical difficulties and everyone is not got used to them.</li> <li>• We still have to be ready for making changes for practical working methods and its different elements of the project (e.g. Pilot trips, data and experience collection) to achieve the final result of the new concept of socio-cultural tourism.</li> </ul>

### 3. Satisfaction with the progress in CULTrips at the moment

	1 very satisfied	2	3	4	5 not satisfied at all
on the local level		LAG REWI (LUX) LAG VUS (Italy) LAG JET (Fin) LAG JOEN (Fin) LAG UWE (Austria)	LAG RAPLA (Est) LAG OK (Austria)		
on the transnational level		LAG REWI (LUX) LAG RAPLA (Est) LAG VUS (Italy) LAG JET (Fin) LAG JOEN (Fin) LAG UWE (Austria)	LAG OK (Austria)		

#### Ideas for improvement (local)

LAG	ideas for improvement
LAG RAPLA (Est)	<ul style="list-style-type: none"> <li>urgently necessary to complete the inventory of existing CULTrips objects and events</li> </ul>
LAG JET (Fin) LAG JOEN (Fin)	<ul style="list-style-type: none"> <li>Local groups Pro Kesälahti and Varpasalo &amp; Oravisalo organized a nice program for CULTrips Kesälahti meeting participants in 7-11 June 2011</li> </ul>
LAG UWE (Austria)	<ul style="list-style-type: none"> <li>too few regional commitment</li> </ul>

## Ideas for improvement (transnational)

LAG	ideas for improvement
LAG RAPLA (Est)	<ul style="list-style-type: none"> <li>• CULTrips Pilot trips are started well, we need more understanding, how to carry out the ideas of CULTrips during the project</li> <li>• we have to clarify for us the needs and requirements to the Pilot trip</li> </ul>
LAG OK (Austria)	<ul style="list-style-type: none"> <li>• I definitely want to point out that if you want an observer for the Pilot trips from outside: we want this to be a professional in tourism! If you don't know anybody: we have some good contacts!</li> </ul>
LAG JET (Fin) LAG JOEN (Fin)	<ul style="list-style-type: none"> <li>• We Finnish partners noticed that the atmosphere of CULTrips action took nice steps forward during Kesälahti meeting 7-11 June. We have feeling that many things and elements of CULTrips will proceed in near future, like Pilot trips as a tool of building concept of socio-cultural tourism including data and experience collection of Pilot trip persons, communication with CULTrips Europe and Facebook etc.</li> </ul>
LAG UWE (Austria)	<ul style="list-style-type: none"> <li>• first of all: I like it very much attending the meetings and exchange; but: end June I cannot see so much tangible benefits of international cooperation (exchange and upgrading awareness on some common resp. similar product-lines, first approaches on mutual positioning on markets; for me there are some fallows of potentials; -</li> </ul>

#### 4. Activity of the LAG-region currently

	1 very active	2	3	4	5 not active at all
	REWI	LAG JET (Fin) LAG JOEN (Fin)	LAG RAPLA (Est) LAG VUS (Italy) LAG OK (Austria) LAG UWE (Austria)		

### 3.2. Planning and realization of meetings and webmeetings

To realize such an ambitious transnational project it is necessary to keep in contact and to interchange regularly. Therefore in regular intervals, meetings in the different partner regions are organized.

To prepare this sort of meetings and to intensify the exchange between the CULTrips- partners, webmeetings were carried out. At the beginning every month one webmeeting was necessary in order to find a common platform of cooperation. For the webmeetings a web based tool of Citrix Netviewer is used.

Every year one “live”-meeting of the CWG and Management group takes place and also one of the Steering Committee. Usually a meeting lasts three days; two real meeting days and one day for excursion in the region. Minutes of each meeting were written. At July the first Pilot trip proceeded in Luxembourg. (see page 25)

In the following list you can see all sorts of meetings including webmeetings, which took place until the meeting of the Steering Committee in September 2011 in the UWE-region.

<b>Sort of meeting</b>	<b>Announced Date</b>	<b>Where</b>
Kick-off meeting	9-13 September 2010	LAG Valle Umbra e Sibillini (Ita)
Concept Working-Group/ Management group	23-26 November 2010	LAG Oststeirisches Kernland (A)
1. Webmeeting Concept Working group (2h)	17 January 2011	
2. Webmeeting Concept Working group (2h)	17 February 2011	
3. Webmeeting Concept Working group (2h)	3 March 2011	
4. Webmeeting Concept Working group (2h)	23 May 2011	
Concept Working-Group/ Management group	7-11 June 2011	LAG Jetina (FIN)
1. Webmeeting Pilot persons (2h)	28 June 2011	
1. Pilot trip	17-21 July 2011	LAG Redange-Wiltz (Lux)
2. Webmeeting after trip Pilot persons (2h)	2 August 2011	
5. Webmeeting Concept Working group (2h)	29 August 2011	
Steering Committee	7-11 September 2011	LAG Urfahr-West (A)

<b>Sort of meeting</b>	<b>Announced Date</b>	<b>Where</b>
In the following the meeting schedule for the coming project years is listed:		
6. Webmeeting Concept Working group (2h)	8 <sup>th</sup> of November 2011	
3. Webmeeting Pilot persons (2h)	10th November 2011	
2. Pilot Trip	17-21 <sup>th</sup> of November 2011	LAG Valle Umbra e Sibillini (Ita)
4. Webmeeting after trip Pilot persons (2h)	5 <sup>th</sup> December 2011	
7. Webmeeting Concept Working group (2h)	January 2012	
8. Webmeeting Concept Working group (2h) incl. Wiki-training	February 2012	
Concept Working-Group/ Management group	27-31 March 2012	LAG Redange-Wiltz (Lux)
5. Webmeeting Pilot persons (2h)	July 2012	
3. Pilot Trip	5-10 <sup>th</sup> of August 2012	LAG Joensuu (Fin)
6. Webmeeting after trip Pilot persons (2h)	end of August 2012	
9. Webmeeting Concept Working group (2h)	June 2012	
7. Webmeeting Pilot persons (2h)	September 2012	
4. Pilot trip	16-20 <sup>th</sup> September 2012	LAG Urfahr-West (A)
8. Webmeeting after trip Pilot persons (2h)	September 2012	
10. Evaluation-Webmeeting Concept Working group (4h)	September 2012	
Steering Committee	3-7 <sup>th</sup> of October 2012	LAG Joensuu (Fin)
11. Webmeeting Concept Working group (2h)	November 2012	
12. Webmeeting Concept Working group (2h)	February 2013	
9. Webmeeting Pilot persons (2h)	beginning of February 2013	
5. Pilot trip	February 2013	LAG Raplamaa (Est)
10. Webmeeting after trip Pilot persons (2h)	beginning of April 2013	
Webmeeting Concept Working group (2h)	April 2013	
Concept Working-Group/ Management group meeting	June 2013	LAG Raplamaa (Est)
11. Webmeeting Pilot persons (2h)	end of June 2013	
6. Pilot trip	July 2013	LAG Oststeirisches Kernland (A)
12. Webmeeting after trip Pilot persons (2h)	August 2013	
13. Webmeeting Concept Working group (2h)	end of August 2013	
Closing Event - Steering Committee	September 2013	LAG Redange-Wiltz (Lux)



There are no changes in the face-to-face meetings of the Steering Committee, and of the Concept Working group/ Management group or the Pilot trips.

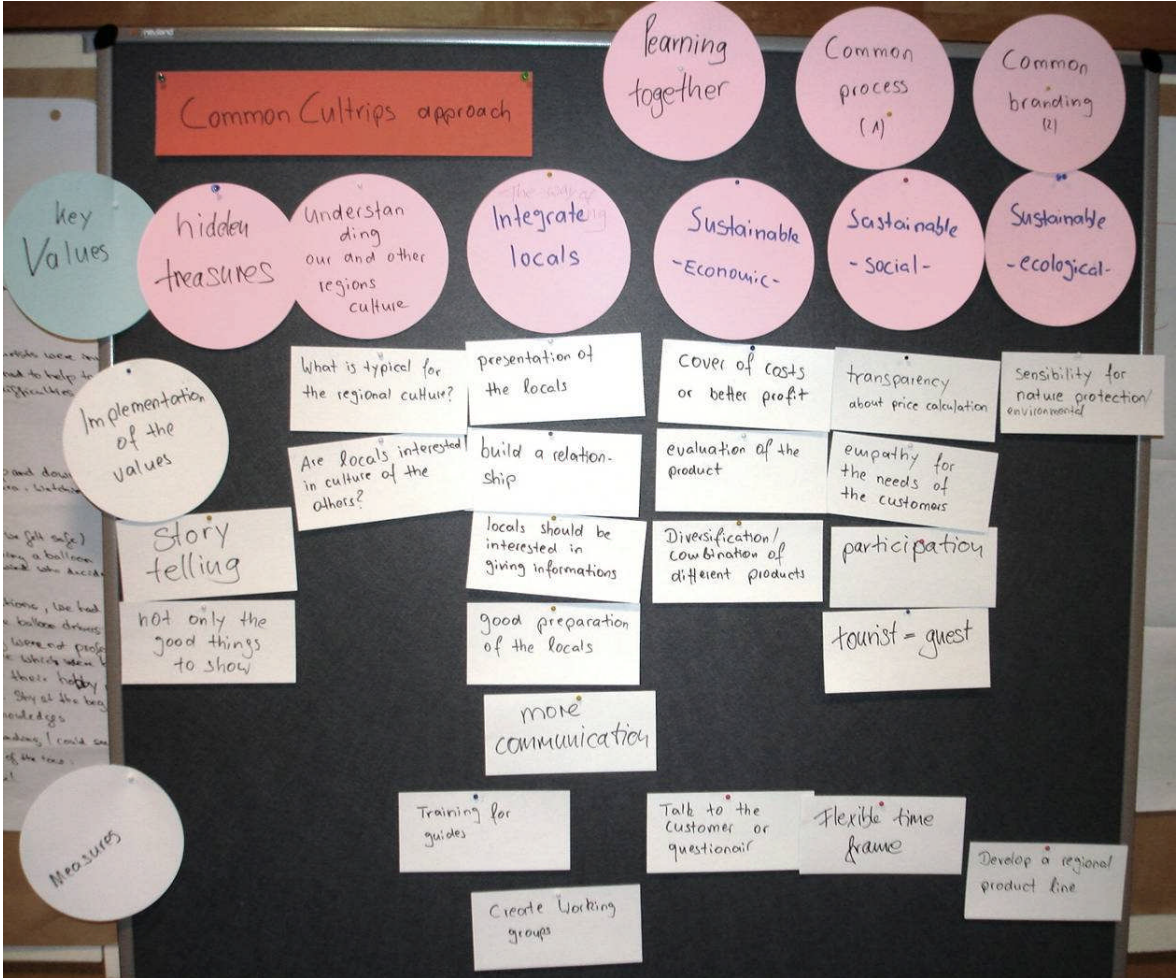
There were some modifications in the implementation of the initial planning of the webmeetings. Instead of 10 webmeetings of the CWG, now 13 webmeetings were planned. Therefore, the numbers of webmeetings, which have to be prepared and reinforced the Pilot trips, were reduced from 30 webmeetings to 12.

	<b>Actual planning</b>	<b>initial planning</b>
Steering Committee	4	4
CWG-Management group meeting	4	4
Webmeeting CWG	13 + 1 Evaluation-Meeting (4h)	10 + 1 Evaluation-Meeting (4h)
Pilot trip	6	6
Pilot trip Webmeeting	12	30

### 3.3. Contents of the discussions during the meetings

During the first meeting of the CWG in Kaindorf a common CULTrips-approach was developed in a moderated process. Common aims and key values were defined on the following chart. This common approach created the basis for all CULTrips-products.

Fig: Common CULTrips approach



Beside the common approach, all partners have similar objectives in their regions. For example with CULTrips products all LAGs want to extend the days of stay of the people in their region and the season in general. Just as well they all want to reach

more international tourists. The importance of the guides and involvement of locals are important for all the CULTrips regions.

Besides the similarities there exist also differences between the local circumstances in the regions. For instance, in Austria a lot of enterprises are involved in the touristic products as private stakeholders. These enterprises have to earn money and according to that a professional commercialization is important. On the other side, more public actors like the Finnish communities or the Luxemburgish associations (Nature park, Beckerich association) can follow other aims. For them an economic sustainability is not necessarily the first priority at the moment.

Even if there exists no doubts about the common approach and its key values, discussions continue. One discussion point was the question, which parts of the tourism concept can be reached in the different regions within the three years of the project. There are different levels of developing touristic products.

Furthermore, there have been discussions about public relation and marketing. One discussion concerned the necessity of a CULTrips brand. With a brand you also have to manage an own label. But first you have to answer a lot of open questions. What are the quality criteria? Who controls the quality level in the regions? Who is the owner of the label?

At the beginning of the process a database was constructed to develop an inventory with a lot of touristic information about every CULTrips region. Up to now only basic information are put in the database. So it should be discussed what significance the inventory has and if it should be readapted to a more practical tool for showing offers to CULTrips target people.

### 3.4. Pilot trip in Luxembourg

Pilot trips are like test trips in order to create CULTrips key values oriented offers. Representative “pioneers” from each LAG region as well as two observers (Fons Jacques as regional observer and Joachim Albrech as neutral observer) took part at the first Pilot trip which was arranged by the Luxembourgish LAG. They gave the hosting LAG feedback about their project implementations. Each LAG will host a Pilot trip and learn how the CULTrips approach is interpreted in the local context.

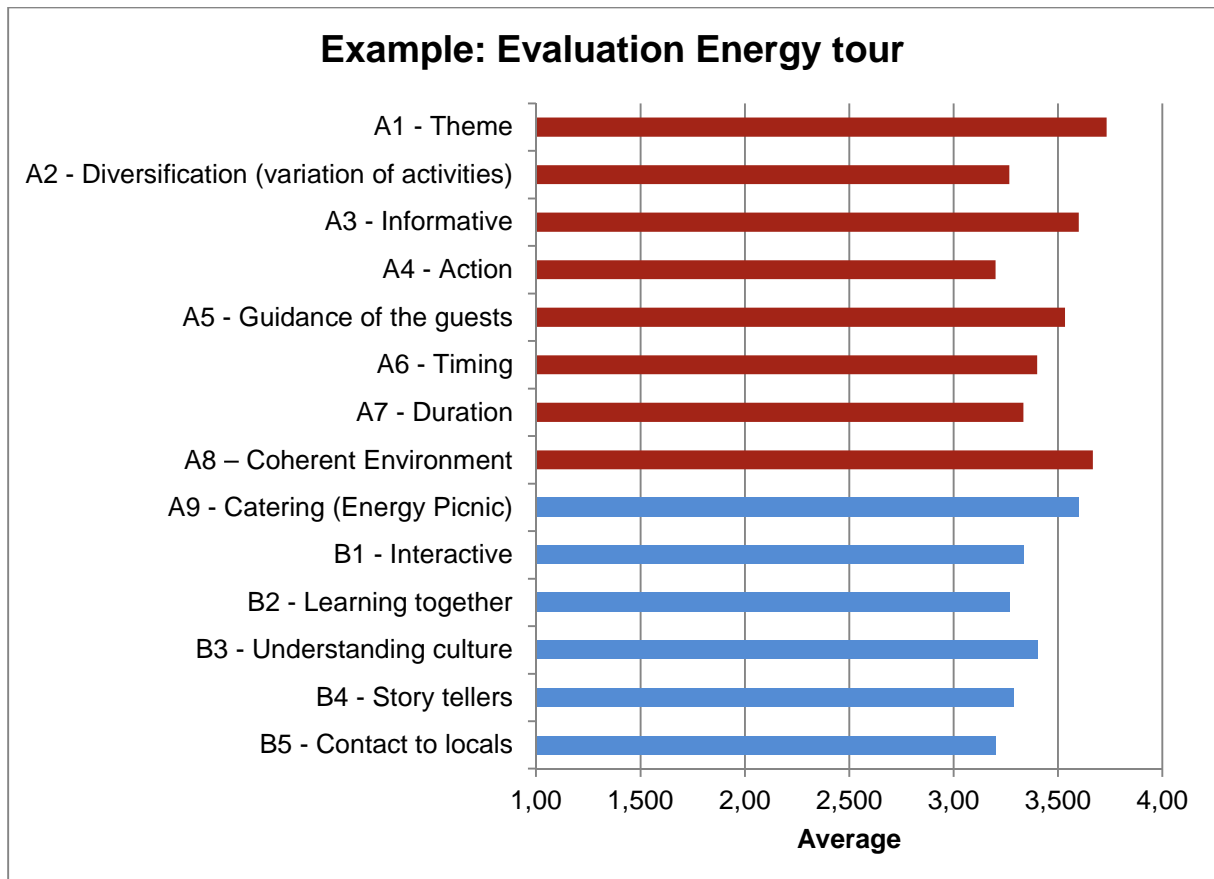


The first Pilot trip took place from 17 to 21 July 2011 in two different places of the region Redange-Wiltz: around the community of Beckerich, the region of the lake of the Upper-Sûre river and in the town of Wiltz. Every day there were different products presented, which could have typical tourist potential. At the end of each day the participants answered a questionnaire to give a feedback on various aspects.

At the first day in the community of Beckerich the following products were offered:

- Energy tour
- Nature path tour
- Two optional workshops: Making Chairs of wood or making chairs of willow
- Smuggler tour

The following chart shows exemplarily the evaluation for the Energy tour. It was possible to valuate from 1 very poor, 2 poor, 3 good until 4 excellent. In the questionnaire are also a lot of hints for improvements written as comments. The Energy tour was a really good evaluated one; between good and excellent for all items.



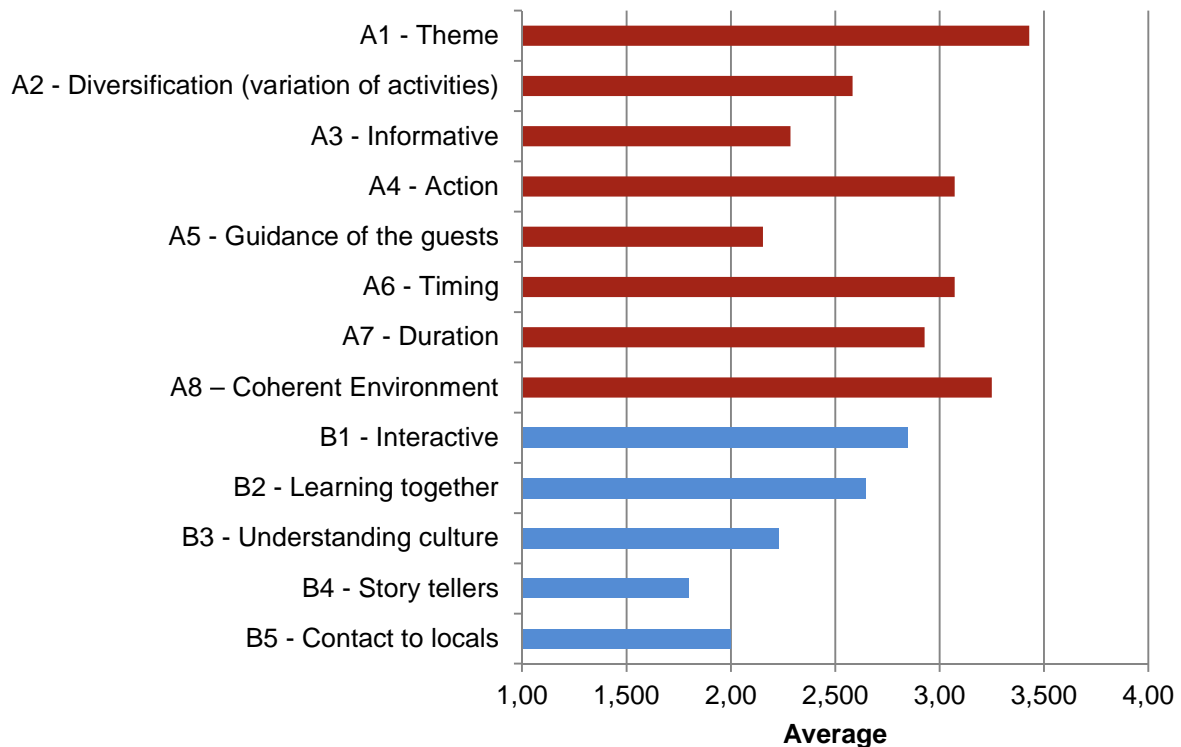
Products offered in Luxembourg at the second day in the Nature Park:

- Canoe tour
- Solarboat tour
- Aperó-Walking tour
- Optional Mountain-Bike tour or Sculptures' tour



The evaluation of the Canoe tour shows a rather different rating than that from “Energy tour”. The theme seems to be interesting. But in some parts also room for improvement can be found. For example the guidance of the guests, the contact to locals or the quality of storytelling was estimated poor.

## Example: Evaluation Canoe Tour



Products offered in Luxembourg at the third day in the town of Wiltz:

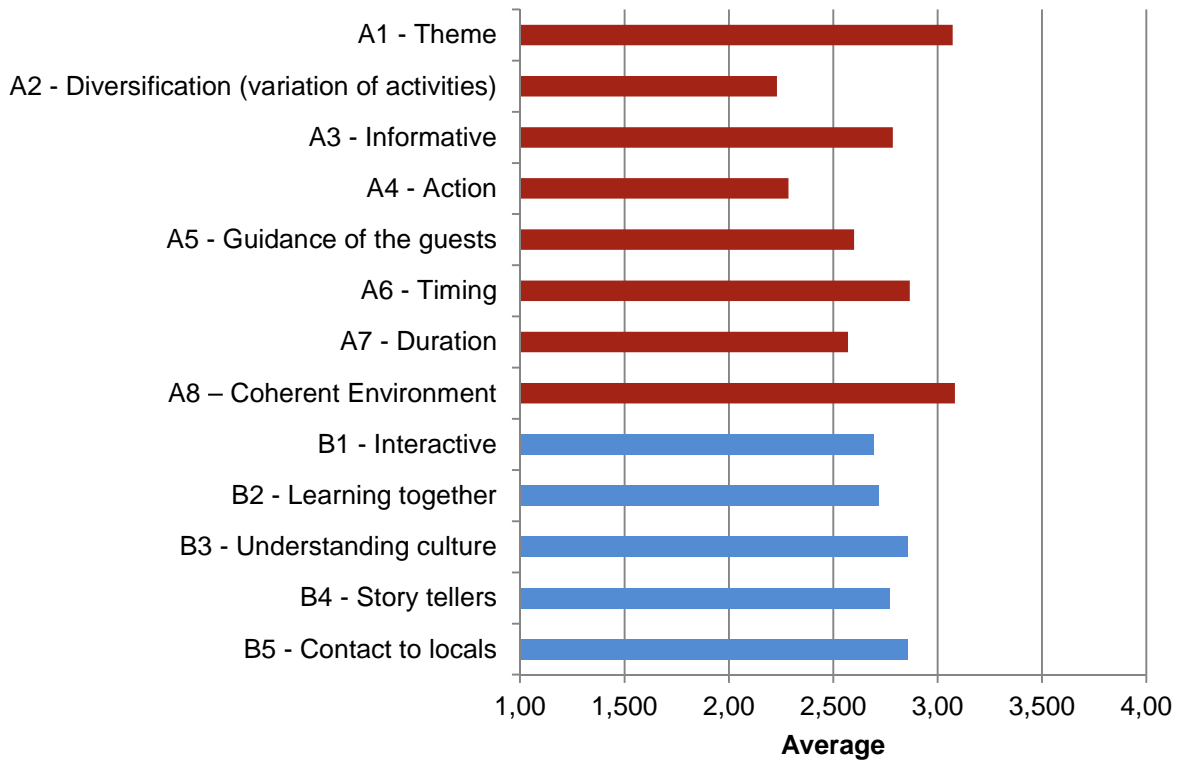
- Town tour
- Optional workshops: Brewery or lampions
- Closing Event



At the last day of the Pilot trip, the test persons spent in the town of Wiltz, where a city guided tour was offered. It was the first time that the guides (father and son) did this tour. The evaluation for rather all items is between good and poor, hence here is a lot of potential for improvement.



### Example: Evaluation Town Tour



## 4. CULTrips project benefits & project results

The following inputs are articles from each partner region about their project benefits and results.

### 4.1. LAG Redange-Wiltz (Luxembourg)

The general topic of our first project offers in Luxembourg are « **LANDSCAPE** ».

The guests are shown different possibilities to discover the beautiful landscape in three different places of the region Redange-Wiltz:

- Landscape & Energy (region around Beckerich)
- Landscape & Experience (region of the lake of the Upper-Sûre river)
- Landscape & Town (town of Wiltz)

**What? – short overall description of the action**

#### **Landscape & Energy (The municipality of Beckerich)**



A short walk on an "Energy Tour" (renewable energy resources in Beckerich) leads the guests to the biogas plant and there the guests were asked to participate actively at some works together with the local supervisor.

The region around Beckerich is famous for "Water and Willows". A guided walk around the pond of the old mill of Beckerich gives an inside view of the natural surrounding.





The visit of the old saw mill of Beckerich is done by local people, who themselves do the restoring of the old machines. They are telling stories about the saw mill and make a demonstration of some working processes. They will let participate the guests in the manufacturing of wooden chairs.

There is also the possibility to learn how to use willow for creating wonderful seating chairs.



Finally, at the end of the day, as Beckerich is situated near the Belgium border, the guests undertake a smuggler tour, like 50 years ago, to the border line and are bathed into stories from ancient times. A stop is at the chapel of Kahlenberg, a mysterious place up in the forests of Beckerich.

### **Landscape & Experience (in the Naturepark Uppers-Sûre)**



There the guests can choose between different leisure activities around the lake of the Upper-Sûre:

- make a canoe tour on the lake in some hidden side-arm and discover the calm and natural beauty of the surrounding;
- make a mountainbike tour through small paths in the forests and discover the up- and downhill pleasures of the typical

“Ardennes” landscape with some amazing views over the lake;

- make a walking tour on a sculpture track with a local guide and discover the natural marriage between sculptures and landscape.

In between a jump into the Solarboat with a local historian allows the crossing of the lake and shows the development and the context of the drinking water

reservoir for the country of Luxembourg. By the way back, a walk through the little village of Insenborn with a visit of the church completes this social-cultural intermezzo. The church was designed around 2005 with a German artist in a quite unconventional way.

At the ending of this day, the ruins of the castle of Esch-sur-Sûre give a unique place to let the guests dive into mystic times with legends telling.

### **Landscape & Town (Wiltz)**



The guests are shown through a some special tour through the town of Wiltz, places that are not so common to show for tourists. But the way of showing Wiltz with locals permits the guests to discover the former industrial town from the sight of people working and living there.

Wiltz is known also for Beer brewing: the only family brewery left in Luxembourg. So the retired former brew master shows and tells the guests how to brew good beer and integrates them in the practical works.

Wiltz is also enriched by the association “Coopérations” which works with mental disabled people in practical workshops like gardening, artistic creations, cooking. The guests participate together with these people in an artistic lampion workshop.

### **For whom? – target groups**

Wider audience, in particular day tourists

### **Who? – who is organising the action**

Different organisations, working in cultural areas: the mill association (Beckerich), the « Naturepark Obersauer », the association COOPERATIONS (Wiltz)

## **Who else? – partners involved in organizing the action (Associations, Accommodations..)**

other members of these organisations, tourist guides, locals, the local tourist office (Wiltz)

## **Why? – why is this action proposed for CULTrips?**

Give for each of the following CULTrips key values a short indication:

- *Interactive*: are there opportunities to act together with others?  
The workshops are announced regionally and are opened to other audience. Workshops and tours are inviting participants to actively take part and communicate with local guides, local people involved and the other participants.
- *Unforgettable moments*: do the participants experience special moments during the activity?  
We hope that we can create unforgettable moments with our programme...  
For example the «night of legends» at the castle of Esch – that's magic!
- *Story tellers*: are the guides of the activity capturing the test persons with stories around their activity?  
There are several storytellers on the:
  - the «smuggler tour»
  - the «night of legends»
  - the guided tour through Wiltz.
- *Learning together*: may the participants have the impression to learn with and from the others?  
This opportunity is given in the workshops.
- *Hidden treasures*: do the participants experience something which won't be accessible as a normal tourist?  
During the «smuggler tour» and the guided tour through Wiltz the tourists will get a lot of information from old stories or very personal impressions. Not necessarily the usual things...
- *Understanding culture*: do the participants have insights in the local cultural background?

For example: The old mill of Beckerich gives the participants insights in the local cultural background.

- *Contact to locals*: do the participants get in contact during the activities with local people?

During the workshops and sometimes during the evenings.

Most of the guides are also local people.

- *Social Sustainability*: how good social aspects are respected in the action?
  - The work of COOPERATIONS turns around social participation and social inclusion.
  - The energy projects in Beckerich are based on a participatory approach by the people living in the municipality of Beckerich and this spirit is also spread in the CULTrips offers.
  - Social = Spending time together in a good atmosphere? That's exactly what we would like to reach during the CULTrips!

- *Ecological Sustainability*: how good ecological aspects are respected in the action?
  - Ecological topic in Beckerich: «Energy Tour»
  - Local food
  - The associations respect ecological aspects as much as possible.

- *Economical Sustainability*: how good economic aspects are respected in the action?

The first offers will allow the involved organizations to spread the spirit of social-cultural tourism in our region and get more actors interested in the approach. The "return on invest" is possible with a clear market-positioning of the CULTrips offers.

## 4.2. LAG UWE (Austria)

### General Topic & Title of the project / initiative

The CULTrips-project in the region UWE is based on strengths of the regions and a potential relevance for a touristic demand; there are four experience-themes (touristic product lines):

- a. CULTrips Experience Architecture
- b. CULTrips Experience Culinary
- c. CULTrips Experience Slow-down
- d. CULTrips Experience Move and flow



### 1. What? Short overall description of the action

The structure for the CULTrips-building-set in the region UWE is one of module for 1, 2 or more days-program, based on some key-elements:

- guidance by trained local personal resp. professionals
- involvement of locals (residents, handicraft-experts, hosts of restaurants / hotels, etc.)
- visitor mediation based on key stories

### **CULTrips Experience Architecture**

Content: Puchenau as an Austrian hot spot • architecture – an emerging strength in other communes • new topics in architecture – agriculture (cow- and goat-barns, organic farms, etc.), churches (Lichtenberg, etc.), unconventional accommodation (parkhotels Ottensheim, etc.), etc. • new topics in urban planning (shared space,

etc.); Goal: env. 15 modules; Activities: guided tours, visit of residents, picnics / meals;

### **CULTrips Experience Culinary**

Content: Strength regional cuisine • cuisine of farm-restaurants – usage of regional products of own production (cheese, cider, wild herbs, etc.) • of generic importance for cultural products; Goal: env. 10 modules; Activities: mediation, guided visits – farms / restaurants, guided visits – producers; cooking sessions (planned);

### **CULTrips Experience Slow down**

Content: well-tuned fine providers - offside wellness-oases • time-out-places (charming nature-places, look-out, churches, etc.) • charming valleys (top-sites Danube, Pesenbachtal, etc.); Goal: env. 15 modules; Activities: guided walks, special therapies – based on tradition Kneipp-sessions, etc.

### **CULTrips Move & Flow**

Content: experience of the Danube (“the” European river) – swimming, barges, rowing, etc. • old trade-routes (Krummauer Straße, from the Alps to Bohemia, Danube, etc.); Goal: env. 15 modules; Activities: guided walks, creative events (station-theatre, etc.); detection of ancient tracks;

## **2. For whom? – target groups**

### **CULTrips Experience Architecture**

Special interest guests (post-materialists, urban milieus); emerging demand in region and from Upper Austria; beyond it: day-trippers and groups of hikers and cycle-tourists; international guests; friends- and relative-tourism;

### **CULTrips Experience Culinary**

Variety of guests (post-materialists, modern performers, establisheds, traditionals), beyond it: day-trippers, groups of hikers and cycle-tourists; international guests;

### **CULTrips Experience Slow down**

Variety of guests (post-materialists, establisheds, traditionals, regional guests), day-trippers;

### **CULTrips Move & Flow**

Predominance of special interest guests (post-materialists, establisheds); beyond it: day-trippers, groups of walkers (Donau-Höhensteig);

### **3. Who? – Who is organising the action?**

Local tourism board / municipal offices; restaurant keepers, Kneipp spa / health farms / coaches;

### **4. Who else? – partner involved in organising the action (Associations, Accommodations, etc.)**

Guides in situ; architecture centers (Linz, Vienna, etc.); local cultural associations; Linz tourism board;

### **5. Why? – why is this action proposed for CULTrips?**

#### Interaction

- Obligatory in all modules: visitor education, not one-way-information; guide (local experts, residents, etc.);

#### Unforgettable moments

- Top-quality of guides as guarantee for realising (charm, fascination); discovering new themes in tourism; feed-back loop;

#### Story tellers

- Obligatory in all modules; preparation is needed for (scripts, etc.)

#### Learning together

- see above (interaction)

#### Hidden treasures

- Privileged access – exclusive insights, experience from locals, talk with residents; community of CULTrips adherents;

#### Understanding culture

- Information and sensitising in advance; learning from differences, discovering similarities across borders;

#### Contact to locals

- Obligatory in all modules;

#### Social Sustainability

- basics – assured by the principles of personal guides and contact with locals; CULTrips community building;

#### Ecological Sustainability

- Different aspects: incoming of guests from abroad is often a non-ecological travel style; but transport on location will be provided by mini-bus, etc. ecology as one main issue in modules (architecture, regional produce, etc.);

#### Economical Sustainability

- Fees for guides; cooperation with local tourism boards for assuring sustainable operating and development of products; CULTrips-community-building;



### 4.3. Central Karelian Jetina LAG (Finland)

1. General Topic & Title of the project/ initiative  
(Varpasalo -village: **Traditions and working days (daily life)**  
Oravisalo -village: **Art**

2. What? – short overall description of the action

#### **Varpasalo -village:**

- Folk music: Riku-Pekka Kellokoski (kantele – national instrument of Finland)
- Folk music: Sari Hirvonen (vocal), Jukka Kyllönen (guitar)
- Presentation of Varpasalo -village and introducing guests and locals.
- Different kinds of workshops with villagers.

- A. Making Karelian pies (traditional food).
- B. Weaving a carpet and using an old looms.
- C. Making “saunavasta”.
- D. Making “paperworks” (flowers etc).

– Lunch

#### **Oravisalo -village:**

- Visiting in Atelier Silkkipartio: Auli Partio is an international artist whose works have been seen all the way in Japan and Brazil. She made herself a workshop of an old cowshed. One of her “trademarks” is using recycling materials in her art. Every fall she organizes an art trek in Oravisalo. Auli tells her story: what does it take to make yourself a living in Finnish countryside by making art.
- Possibility to see Auli's home and garden.
- Coffee break in Wilderness Center Kuukkeli: small, self-made park with wilderness spirit. Wilderness cabin, coffee and strawberry pastries, folk music (Kari Kinnunen / accordion). There is a lot of self-made and unique art which has been made by using a different kinds of recycling materials (so called: “Do It Yourself”, “outsider art”, “contemporary folk art”, “self-taught art”).
- (possibility to see part of the Salpa Line). Group wanted to see it, after voting.

3. For whom? – target groups

Varpasalo: Those who are interested in our daily life and ready to involve it. Couple of hours package for small tourist groups, enterprises, associations.

Oravisalo: Silkkipartio / students, artists, people who are interested in art and culture.

Kuukkeli / small tourist groups, enterprises, associations.

4. Who? – who is organizing the action

Sari Hirvonen :) with local enterprises and villagers.



5. Who else? – partners involved in organizing the action (Associations, Accommodations..)

Local enterprises, associations, musicians and villagers together. One “working group”: planning, meetings, sharing information and responsibilities.

6. Why? – why is this action proposed for CULTrips?

Those actions are part of CULTrips values. Traditions, interactive, ecological things (local food and recycling materials), nature and culture.

7. Give for each of the following CULTrips key values a short indication:

· *Interactive*: are there opportunities to act together with others? Yes.

· *Unforgettable moments*: do the participants experience special moments during the activity?

Yes. After trip (the 9th of June) the result of the test was 4,5.

- beautiful nature

- doing and learning with villagers

- special moments with music and art

· *Story tellers*: are the guides of the activity capturing the test persons with stories around their activity? Part of the program, yes.

· *Learning together*: may the participants have the impression to learn with and from the others?

Yes. We have possibility to arrange workshops. Tourists can participate to our daily life and different kind of events.

· *Hidden treasures*: do the participants experience something which won't be accessible as a

normal tourist? Yes. Visiting in someone's home and doing something with villagers which is part of our ordinary life. BUT depends on: is there someone or some organization who arrange this kind of activities???!?

· *Understanding culture*: do the participants have insights in the local cultural background?

Yes.

· *Contact to locals*: do the participants get in contact during the activities with local people?

Yes. (Workshops, events...)

· *Social Sustainability*: how good social aspects are respected in the action?

It is one of the main part of program: learning and doing together.

Also (in local level) is important as many association, villager and organization as possible is part of CULTrips. Together there is more power and no “outsiders”.

· *Ecological Sustainability*: how good ecological aspects are respected in the action? Local food (organic agriculture). Recycling materials (Kuukkeli and Silkipartio).

· *Economic Sustainability*: how good economic aspects are respected in the action?

Lot of arrangements, lot of work → services and products are not free → need to pay something. If people do many things and create products without payments they'll lost their motivation, sooner or later.

Now we don't have organization or person who would get any payments of these services what we need to do in CULTrips. Reports, meetings and analyses takes time. And that is only part of this. IF you like to share information from CULTrips, keep villagers together, take care of feelings and *really* create something permanent that takes time and energy.

More information:

[http://www.maakaista.fi/files/2011-10-14\\_Prog-Varpasalo-Oravisalo.pdf](http://www.maakaista.fi/files/2011-10-14_Prog-Varpasalo-Oravisalo.pdf)

[http://www.maakaista.fi/files/CULTrips%20project\\_programmeJUN%208th\\_Kesälahti\\_iltaretki.pdf](http://www.maakaista.fi/files/CULTrips%20project_programmeJUN%208th_Kesälahti_iltaretki.pdf)

## 4.4. Joensuu Region LAG (Finland)

### Package 1: Round Rukavesi

**1 day trip** (by bus or by cars)

**The route:**

Louhitalo-Pohja-Ukkola-Haapalahti-Ahveninen-Louhitalo

**Bus** (by order, min 20 persons, 2011 from July 1 to August 15) **time table:**

Louhitalo 8.45-9.00

Pohjapiste Gallery 9.15-10.00

Ukkola Village House 10.30-13.00

Kivipoiju (Haapasalo) 13.15-14.00

Punainen talo (Ahveninen) 14.15-14.45

Louhitalo 15.00

**Highlights:**

8.00-9.00 Coffee at Louhitalo.

9.00-10.00 Pohjapiste Gallery Art Exhibition. Fine artist Helena Vartiainen will present her atelier

and works,.

10.00-13.00 Ukkola Village House Meeting: (i) We'll decide to go to sauna in the evening; (ii) We'll

visit Ulalla Gallery Art Exhibition, where fine artist Marja Hassinen-Marjomaa will present her

working environment and arts of art, or we'll pick mushrooms and berries in the forest, or we'll

fish, or we'll fish, or we'll pick vegetables from the fields; (iii) We'll have a lunch at the Village

House from 12 to 13; (iv) We'll decide to go to Haapasalo by bus or by cars or just to enjoy the

Rukavesi lake by travelling from Ukkola to Haapalahti **by boat.**

13.00-14.00 [Kivipoiju@kivipoiju.fi](mailto:kivipoiju@kivipoiju.fi). At Kivipoiju there will be an art exhibition made by Eastern

Finlands fine artists and the youngsters rooming in Kivipoiju area.

14.00-15.00 Ahveninen Red House, where you can find local handicrafts and special goodies

[http://yle.fi/alueet/pohjois-](http://yle.fi/alueet/pohjois-karjala/2011/03/ahveninen_on_vuoden_2011_kyla_2465071.html)

[karjala/2011/03/ahveninen\\_on\\_vuoden\\_2011\\_kyla\\_2465071.html](http://yle.fi/alueet/pohjois-karjala/2011/03/ahveninen_on_vuoden_2011_kyla_2465071.html).

15.00-19.00 Waiting for the sauna.

**2 or more days' trip** (by foot, bike, car, ...)

**The route:**

Louhitalo-Pohja-Ukkola-Haapalahti-Ahveninen-Louhitalo, **or** vice versa.

**Bus** (by order, min 20 persons, 2011 from July 1 to August 15) **time table:**

The same as above.

**Highlights:**

The highlights are quite the same as above, but depending on what kind of an activity the tourist is

interested in, the Ukkola Village Association will give advice. Any time.

## **Package 2: Sustainable Tourism – Finding the Nature around Rukavesi**

Fine arts in the countryside of Eastern Finland has its own peculiarity: It is deeply interconnected to the nature itself in a way anyone is able to experience. One has just to bravely meet local people and their milieu in every-day life.

Meeting local fine artists in their home ateliers and experiencing their works at different exhibitions will give the viewer one very important way to look to the nature surrounding the local people. And vice versa: When you experience the wild nature in itself, you may find some beauty in people and fine arts, too.

We will give the traveller possibilities to find herself (or, himself) as a social living being when collecting mushrooms and berries in the forests, picking vegetables from the fields, fishing, making food, eating, and having a sauna evening. All these things together with local people for real.

Target group: Anybody interested in the combination of fine arts, artists and nature in itself.

Organizers: Art Map Association & Ukkola Village Association

Reason: We like to tell the towns(wo)men that it is not impossible to create works of art in deserted areas.

Indications:

- *Interactive*: are there opportunities to act together with others? **YES**
- *Unforgettable moments*: do the participants experience special moments during the activity? **MOST PROBABLY**
- *Story tellers*: are the guides of the activity capturing the test persons with stories around their activity? **HOPE SO**
- *Learning together* : may the participants have the impression to learn with and from the others? **YES**
- *Hidden treasures*: do the participants experience something which won't be accessible as a normal tourist? **YES, THEY WILL**
- *Understanding culture*: do the participants have insights in the local cultural background? **HOPE THEY WILL**
- *Contact to locals* : do the participants get in contact during the activities with local people? **YES**

- *Social Sustainability*: how good social aspects are respected in the action? **NOT TOO WELL, YET**
- *Ecological Sustainability*: how good ecological aspects are respected in the action? **VERY WELL**
- *Economic Sustainability*: how good economic aspects are respected in the action? **NOT TOO WELL**

More information:

[http://www.enontaidekartta.fi/eng/document.cfm?doc=show&doc\\_id=304](http://www.enontaidekartta.fi/eng/document.cfm?doc=show&doc_id=304)

## 4.5. LAG Valle Umbra e Sibillini (Italy)



Central questions for presentations of  
 CULTRips-regions  
 CULTRips in Italy  
 Region Valle Umbra e Sibillini – november 2011

### General Topic & Title of the project/initiative

The general topic of our project in Italy will be «Tradition».

### Title of the project:

Discovering “Valle Umbra and Valnerina valley”, A JOURNEY IN THE LOCAL TRADITIONS  
 The guests are shown different possibilities to discover the beautiful landscape and interesting tradition in three different ways:

- Food and ancient tradition
- Extra-virgin olive oil tour
- A journey back in the past handcraft

### What? – short overall description of the action

**Food and ancient tradition** Truffle tour in Valtopina valley to discover the truffle treasures: search with a local truffle-man and his dogs. Lessons at the school of embroidery to learn the typical Valtopina handmade works. Truffle cooking lessons and dinner.

### Extra-virgin olive oil tour:

Tour from the handmade harvest to the oil mill, following step by step the oil process and tasting different types of oil at lunch. The afternoon is dedicated to discover the peculiarities of Spello, the town of oil.

### **A journey back in the past handcraft**

Tour and works in Bevagna for Gaite medieval market and medieval human trade.

Visit to Pomonte village for to see the production of the natural coal.



**For whom:** everyone target groups

**Who? – who is organizing the action:** LAG Valle Umbra e Sibillini, Local Touristic “CULTrips guide”

**Who else? – partners involved in organizing the action (Associations, Accommodations...):** “Tuber Terrae” Association - School of Embroidery of Valtopina - Spello Oil Mill - “Mercato delle Gaite” Association, Local Theatre association.

### **Why? – why is this action proposed for CULTrips?**

Give for each of the following CULTrips key values a short indication:

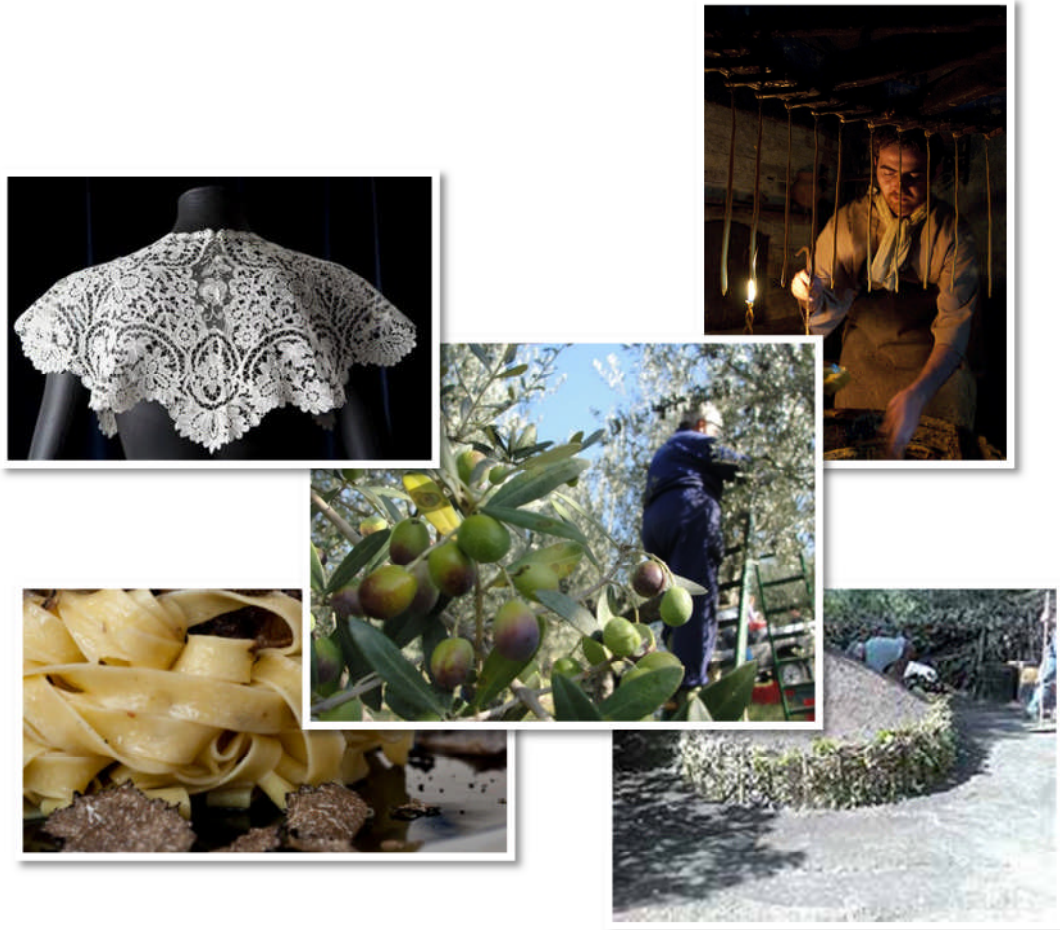
**Why:** because those areas are, nowadays too, deeply joined with their ancient traditions. If you want discover the local culture, you have to use those keys to the reading.

- **Interactive:** the guests are involved in the activities thanks to the local actors and associations.
- **Unforgettable moments:** the participants have the possibility to live the daily-life of people who are deeply jointed to their traditions.
- **Story tellers:** the knowledge of the local culture passes through the local story tellers, who nowadays keep those traditions alive.
- **Learning together:** the participants have the impression to learn with and from the others, because they play an active part in all activities.



- **Hidden Treasures:** during this trip, there're some activities inaccessible for a normal tourist as the lessons of embroidery, the handmade olive harvesting and the handmade process of coal.

- **Understanding culture:** during this trip the participants are involved in the local cultural background through the local product and activities.



- **Contact to locals:** the local people guide the participants in their world.

- **Social Sustainability:** thanks to this trip, the local people are encouraged to keep the traditions alive.

## 4.6 Oststeirisches Kernland (Austria)

### Central questions for presentations of CULTrips-regions

#### 1. General Topic & Title of the project/ initiative

„Garden dreams“ and „Apple at it's best“ (\*programs on page 46 and 47)

#### 2. What? – short overall description of the action

4- or 5-day stays at Landlust-houses in Eastern Styria (renovated 100-years old farm houses) with a program around either the topic „Apple“ or „Garden“ for individual guests and/or small groups

#### 3. For whom? – target groups

Postmaterialists and LOHAS (persons with the „lifestyle of health and sustainability“) – German speaking persons who love to be in nature and are able to enjoy values like sustainability and preservation of old building culture

#### 4. Who? – who is organizing the action

Local tourist boards, group LANDLUST in Eastern Styria

#### 5. Who else? – partners involved in organizing the action (Associations,

Accommodations..) local vineries (Buschenschank), local food producers, farmers, guides, garden owners and artists, local historic railway etc.

#### 6. Why? – why is this action proposed for CULTrips?

- **Interactive: are there opportunities to act together with others?**

e.g. during the tree cutting course

- **Unforgettable moments: do the participants experience special moments during the activity?** probably there are many such moments – and it's difficult to plan these moments as people are different, experience often the same event in completely different ways and it also depends on the openness of a person if she/he can capture the moment

- **Story tellers: are the guides of the activity capturing the test persons with stories around their activity?** hopefully yes

- **Learning together : may the participants have the impression to learn with and from the others?**

e.g.: tree cutting course, guided tour through a garden – where the owner tells about his plants and flowers and how he/she grows and takes care of them or when visiting an artist

- **Hidden treasures: do the participants experience something which won't be accessible as a normal tourist?** yes, if they take part in the proposed program

- **Understanding culture: do the participants have insights in the local cultural background?**

yes, by taking part in a guided tour through a garden, by taking part at local festivities, by attending a course in tree cutting, by visiting the workshop of a local artist etc.

- **Contact to locals : do the participants get in contact during the activities with local people?** Yes, with the house owners, the garden owners, the visitors of the vinery etc.

- **Social Sustainability: how good social aspects are respected in the action?**

1st: through the contact with local people the guests/tourists have the opportunity to understand the region and it's history in a new way.

2nd: through the contact with nature and the old traditional building (in which they stay) they have the possibility „to come and calm down“ and/or to find inner peace and get in better contact with the inner „I“

3rd: the wives of the owners have the opportunity to learn and develop their personality through taking care of the guests, having contact to different people from all kind of spheres and countries

- **Ecological Sustainability: how good ecological aspects are respected in the action?**

Most of the old houses are built according to ecological values and the owner respect these values in different ways – by making holidays in these houses the guest support these values.

- **Economic Sustainability: how good economic aspects are respected in the action?**

1st: the houses opened up the possibility for the house owners to renovate their old buildings and make some money.

2nd: the wives of the owners are able to earn some additional money for their families and also the artisans in the region get the opportunity to make some extra earnings.

3rd: as the network among partners (tourist boards, vineries, farmers, local food producers etc.) in the region is well organized the whole region can participate in the programs.

## **Apple at it's best**

### **Day 1:**

arrival, evening in a local Buschenschank with apple cider and local food

### **Day 2:**

trip around the „apple road“ in Puch (largest apple growing community in Austria), visit in the Apple House (museum)

lunch at Kirchenwirt with apple menu

visit of an apple farm, walk through the apple garden with the farmer, information about apple growing in the region

tasting of apple products (juices, spirits etc.)

### **Day 3:**

possibility of taking a balloon ride over the apple region in the early morning and/or

afterwards bicycle tour around lake Stubenberg

lunch at a local restaurant

afternoon: course in tree cutting at a local farmer

evening: ride in a carriage around the village with Rudi, a great local storyteller



**Day 4:**

trip to Weiz, guided tour through the historic parts of the small town  
ride on the Feistritzalbahn to Birkfeld, hiking (1 hour) to a small lake  
and picnic, back to Birkfeld and Weiz  
evening in a local winery

**Day 5: departure****Garden dreams****Day 1**

arrival

afternoon walk around the Pöllauberg hill with theme-gardens  
menu at Gasthaus König with beautiful panoramic view

**Day 2**

morning: walking on the path of the local „Hirschbirne“ (autumn pear) – 4,5 hours with  
tasting of the local products

afternoon: visit in one of the private gardens in Pöllau with the owner and tips around  
gardening

evening: local winery

**Day 3**

morning: tour through the historic centre of the village with church and museum

lunch: picnic in the castle park

afternoon: visit at the oil mill – tasting of a variety of different fresh oils

**Day 4**

morning trip to Hartberg (small city nearby), visit in one of the most beautiful private gardens  
in Austria at Isabella Bayer, guided tour with the owner

lunch in Pöllau

afternoon: bicycle trip through Pöllau and environment with E-bikes or  
trip with the Feistritzalbahn from Birkfeld to Weiz

**Day 5- departure**

## 4.7 LAG Raplaama (Estonia)

### 1. General Topic & Title of the project/ initiative

The general topic of our project in Estonia will be « HANDICRAFT & TRADITIONS».

The guests are shown different possibilities to produce handicraft in traditional ways and how Estonians celebrate their traditions. Nature in Estonia is quite wild and very important for us, that's why one trip day is planned in bog.

### 2. What? – short overall description of the action

Our trip take place in winter, February. We hope it can take place time when we have our independence day. Then there is lot of national events and national feelings are really high.

#### Producing handicraft from glass

Järvakandi is the centre of glass art education in Estonia. Glass manufacturing started about 130 years ago. Visitors can see two permanent expositions - one about Järvakandi's history and the second is about glass manufacturing. Both expositions are divided into two, for example Järvakandi's history and life today. Glass manufacturing is shown made in middle ages and how it was made by machines. After visiting the exhibits, visitors can do something practical - blow glass in the glass chamber. There are craftsmen who show how glass is made and in the end visitors can try it themselves. Of course, visitors can buy the art of craftsmen - why not a beautiful vase as a souvenir?

#### Visiting Tohisoo manor and taking workshops

Tohisoo manor is located in Kohila hamlet, near Rapla. Tohisoo is special for different workshops - music, metal, ceramics, needlework, fabrics. Also a music and art school work there. The centre provides various trainings for adult - for example how to perform better in public, fabric knitting, ceramics etc.

#### Visiting Sillaotsa farm museum and taking workshops

In Sillaotsa farm museum, guests are shown historical farm built in the beginning of 20th century. There can be seen variety on buildings and exhibits from that time. The museum was founded by Aleksander Parnabas who was also last resident there. In the living room in the main house are exhibits of last residents in Sillaotsa (Mr Parnabas and his family) and handicraft made by women in the farm in different generations. Visitors are also shown

library, which contains fiction, agricultural books and Mr. Parnabas' own researches on his native place. Nearby is a dendro park, which is famous for almost 200 species of trees and bushes. It is place where you can all information about our traditions and cultural background.

### **Visiting bog**

One day is planned in bog (wetland). It's is magical place, even in winter. We are going to walk there with snowshoes.

### **Accommodation is organized in Toosikannu OÜ.**

Toosikannu is the biggest tourism oriented enterprise in Rapla County. In addition to accommodation, Toosikannu provides a wide range of leisure activities during the stay. For example, ATV tours, a lot of adventure games (Enigma, GPS game etc.), fishing, hiking throughout the year (bikes, cross country skis, sleighs, on foot etc.). Visitors can enjoy three different saunas - Russian, Finnish and smoke sauna. A wonderful experience is guaranteed!

Off-course we are offering traditional foods and have nice party's.

### **3. For whom? – target groups**

Wider audience, in particular day tourists. People who are interested about handicraft and traditions in really different ages.

### **4. Who? – who is organizing the action**

Main coordinator is Raplamaa Partnership.

**Other organizers:**

Toosikannu OÜ

Sillaotsa Farm museum

Järvakandi Glass Museum

Tohisoo manor

Specially trained guides

## **5. Who else? – partners involved in organizing the action (Associations, Accommodations..)**

Rapla Tourist Information Centre  
Rapla County Development and Enterprise Centre  
NGO Rapla County Tourism  
Märjamaa parish administration  
Kohila parish administration  
Käru parish administration  
Rapla parish administration  
transportation company

## **6. Why? – why is this action proposed for CULTrips?**

Give for each of the following CULTrips key values a short indication:

### ***Interactive: are there opportunities to act together with others?***

Workshops and tours are inviting local participants to actively take part and communicate. We think they can connect really well.

### ***Unforgettable moments: do the participants experience special moments during the activity?***

Definitely, nature in bog is incredible and everybody is surprised what you can produce with your own hands.

### ***Story tellers: are the guides of the activity capturing the test persons with stories around their activity?***

We are planning to train special guides. Every action we take is connected with some story or traditions. We are going to tell this stories.

### ***Learning together: may the participants have the impression to learn with and from the others?***

Our programme is built up this way that everyone can take part. We are planning lot of workshops and making stuff with your own hands. It is practical and if you go back home you can do this kind of stuff again. It's more than some souvenir.

***Hidden treasures: do the participants experience something which won't be accessible as a normal tourist?***

Yes, you don't get so good connection with local people. Participants can visit special places like bog. We are developing some workshops special for CULTrips.

***Understanding culture: do the participants have insights in the local cultural background?***

Yes, we are doing traditional handicraft. We are visiting Sillaotsa farm museum where you can see, hear and take part of from our cultural background.

***Contact to locals : do the participants get in contact during the activities with local people?***

We try to involve lot of locals, it is one of our main goals. We say that one of our richness is our people. Communication and interaction with locals give opportunity to understand our background. Guides are also local.

***Social Sustainability: how good social aspects are respected in the action?***

Communication with each other is important to put together good programme for CULTrips. It's helps for co-operation.

***Ecological Sustainability: how good ecological aspects are respected in the action?***

- We are offering local food
- Using local materials
- In some meals we can offer ecologically pure food

***Economical Sustainability: how good economic aspects are respected in the action?***

- We are training guides and they are local people, it offers jobs for locals.
- We can sell packages what we are putting together.
- It gives point of view that tourists want to communicate with locals and hear our traditions. Sometimes simplicity is the key. Tourism outside of Tallinn is possible and we have lot unused resources.

# 5. Financement

Costs CULTrips period sept. 2010 - 30 June 2011

		TOTAL Budget	TOTAL costs 09.10 - 06.11	P1 - LP Luxembourg Redange-Wiltz	P2 - Austria Urfahr-West	P3 - Finland Joensuu	P4 - Finland Jetina	P5 - Italy Umbra e Sibillini	P6 - Austria Ost-Steirisches Kernland	P7 - Estonia Raplamaa
<b>Global project costs</b>										
Coordination		161 449,78	54 547,14	10 083,43	12 316,79	9 130,91	11 933,25	3 300,49	7 656,99	125,28
Staff costs		44 195,00	28 225,54	6 782,94		7 152,02	9 934,08		4 356,50	
administration costs		4 500,00	696,02		16,30	329,72	350,00			
fees - external assisting agency (regional)		48 154,78	9 000,00		9 000,00					
fees - external assisting agency (shared)	webmeeting costs included	64 600,00	16 625,58	3 300,49	3 300,49	1 649,17	1 649,17	3 300,49	3 300,49	125,28
<b>Elaboration concept</b>		<b>125 260,00</b>	<b>20 500,26</b>	<b>3 581,63</b>	<b>4 157,15</b>	<b>2 759,66</b>	<b>3 277,09</b>	<b>3 295,98</b>	<b>3 295,98</b>	<b>132,77</b>
	webmeeting costs included									
	Attention: Works for Concept-Wiki taken in separate budget line									
fees - external agency (shared)		61 000,00	16 611,59	3 295,98	3 295,98	1 647,45	1 647,45	3 295,98	3 295,98	132,77
local investigations & meetings	regional preparing works for elaborating overall concept	21 500,00	3 888,67	285,65	861,17	1 112,21	1 629,64			
Layout & print guide (shared)	print guide 500x 5 working languages - 50 pages DINA4	15 000,00	0,00							
Concept-Wiki (shared)		4 260,00	0,00							
Training for guides		23 500,00	0,00							
<b>Pilot-travels</b>		<b>137 680,00</b>	<b>2 709,96</b>	<b>0,00</b>	<b>0,00</b>	<b>996,26</b>	<b>996,26</b>	<b>288,00</b>	<b>429,44</b>	<b>0,00</b>
elaboration presentation documents from regions		19 500,00	0,00							
Layout in pdf-format		15 750,00	0,00							
Guide Fees	6 visits x 2 guides x 3 days x 8 hours à 30 € (less for Estonia)	8 250,00	0,00							
Web-moderation (shared)	5 evenings à 2 hours x 6 regions visited à 655 €/evening	19 650,00	0,00							
travel costs	5 travels à 12 persons (4 for Finland - 2 for the others)- 1 travel à 10 persons à 300 € (200 € for Estonia)	20 400,00	2 709,96			996,26	996,26	288,00	429,44	
Accommodation	5 travels à 12 persons (4 for Finland - 2 for the others)- 1 travel à 10 persons à 4 nights à 50 € (less for Estonia)	15 600,00	0,00							
Meals	5 travels à 12 persons (4 for Finland - 2 for the others)- 1 travel à 10 persons à 5 days à 40 € / 6 x 3 persons from the visited region x 4 x 40 € (less for Estonia)	15 880,00	0,00							
Visits, participation events	25 € x 3 days x 6 x (13 persons when visiting Finland) - (15 persons when visiting the other regions) / 1000 € per travel for event organizing (less for Estonia)	11 650,00	0,00							
bus rental	4 days à 500 € x6 travels (less for Estonia)	11 000,00	0,00							
<b>Local projects connected to the transnational project</b>		<b>120 000,00</b>	<b>11 864,81</b>	<b>pm</b>	<b>pm</b>	<b>4 288,99</b>	<b>7 575,82</b>		<b>pm</b>	
<b>Meetings working groups, steering group (based on agreed meeting agenda)</b>		<b>115 718,00</b>	<b>40 414,17</b>	<b>7 826,23</b>	<b>3 367,29</b>	<b>7 722,01</b>	<b>8 751,60</b>	<b>5 246,77</b>	<b>6 834,47</b>	<b>665,80</b>
travel costs	150 persons à 300 € (200 € for Estonia)	43 500,00	21 144,91	3 322,28	1 484,38		6 028,10	2 787,34	418,80	132,00
Accommodation	94 persons à 4 nights à 50 € 61 persons à 3 nights à 50 € (less for Estonia)	24 950,00	7 723,40	3 644,90	1 556,00		1 010,50	800,00	216,00	496,00
Meals	94 persons à 5 days à 40 € / 18 persons from the visited region à 4 days à 40 € 61 persons à 4 days à 40 € / 12 persons from the visited region à 3 days à 40 € (less for Estonia)	32 068,00	4 685,51	859,05	326,91	750,00	1 328,00	783,75	600,00	37,80
Meetings	room rental, coffee breaks, interpreters, bus rental, event	15 200,00	6 860,35				385,00	875,68	5 599,67	
<b>Publication</b>		<b>58 500,00</b>	<b>1 302,57</b>	<b>1 302,57</b>	<b>0,00</b>	<b>0,00</b>	<b>0,00</b>	<b>0,00</b>	<b>0,00</b>	<b>0,00</b>
Publication (shared)	web-site / communication platform, final report	35 000,00	1 302,57	1 302,57						
Translation costs		23 500,00	0,00							
<b>TOTAL</b>		<b>718 607,78</b>	<b>131 338,91</b>	<b>22 793,86</b>	<b>19 841,23</b>	<b>24 897,83</b>	<b>32 534,02</b>	<b>12 131,24</b>	<b>18 216,88</b>	<b>923,85</b>
%		100,00%		17,35%	15,11%	18,96%	24,77%	9,24%	13,87%	0,70%

<sup>1)</sup> The Finnish LAGs are collaborating as one single region in the CULTrips activities (half of the normal regional budgets). Just for pilot trips they have 2 more persons - 4 in overall.

## 6. Public relation and communication

### 6.1. Website and logo draft

- Fons JACQUES, LAG-manager and his Luxemburgish team designed a draft for a logo.



- They also designed a website with some English explanations about the goals of the project, the special approach and standards of CULTrips. Also the partner regions are presented as well as a photo Gallery of the different meetings. Additionally special Pilot trip information are available there for the test persons.
- The address of the Luxemburgian website: <http://cultrips.leader.lu>
- [The address of the Finish website: http://maakaista.fi](http://maakaista.fi)

### 6.2. Facebook group

- Esko LEHTO, project manager from the two Finland LAGs created a group in Facebook where all interested people can participate. So the group is open for everybody.
- The Facebook group provides an insight into the activities during CULTrips meetings.
- <http://de-de.facebook.com/pages/CULTrips/122853724458517?sk=wall>

## 6.3. Huddle

- Huddle is a web based workspace tool, which is used for tasks, discussions and administration of files of minutes, concept papers etc.
- Fons JACQUES is the administrator of huddle, but every user can also begin a discussion or put own files on huddle. All minutes, concept papers and results of any surveys of the Pilot Trips can be put on huddle. Also acclamations for minutes and writing comments are possible to upload or download.
- Huddle offers a lot of possibilities for communication or exchange about different themes. CULTrips partner use it mainly for the tasks' agenda, the approval of minutes and uploading of files. Other interactive possibilities such as discussions tools are practically not used. For example there was one short discussion about “the concept of greeters regions” in March, in which only two people took place. In some initiated discussions by Anita AUGUSTIN from TAURUSpro about the concept of guide or the final CULTrips product: “brand, concept or both?”, nobody has participated.
- The access is only possible for internal use.

## 6.4. Publications

### 6.4.1. Press articles in the partner regions

- A lot of articles are published in different partner regions. In the future all partners can put these articles on huddle.

### 6.4.2. Article in a German magazine

- Joachim Albrech wrote a short article in the magazine of the German network for rural development, which will be published in German language in September 2011. The article was reviewed through by Fons JACQUES before sending.



## **7. Conclusions and recommendations for next working phase**

### **7.1. Three month regional report**

- Since July 2011 the regional reports will be filled in every three months, so we will have four reports a year.
- The LAG REWI (Lux) is very active and satisfied, LAG VUS from Italy and the two LAGs from Finland were also satisfied with the results on local and transnational level. The satisfaction in the Austrian LAGs UWE and OK changed for the worse in the last report period (May-June), whereas the other LAG satisfaction with CULTrips enhanced or stayed on the same level.

### **7.2. Number of webmeetings**

- There were some changes in the implementation of the initial planning of the webmeetings. Instead of 10 webmeetings of the CWG, now 13 webmeetings were planned.
- Therefore the number of webmeetings with test persons for preparing the Pilot trips, were reduced from 30 webmeetings to 12.

### **7.3. Inventory**

- There should be a discussion about the use and the necessity of the inventory. Then a decision should be taken, if the inventory is worth to fill in, readapted for more practical needs in the publishing of CULTrips offers or should be simply cancelled. Therefore the added value needs to be clarified.

## 7.4. Pilot Trips

### 7.4.1. Neutral observer

- The CWG noted during the last meeting in Finland, that it is necessary that a neutral observer from TAURUSpro participates in the Pilot trips, because this way the experience of the Pilot trips can be assumed directly in the tourism concept.
- This task may be paid by the saved 10.000 € of the Pilot trip webmeetings.
- In the proposal of TAURUSpro it was not foreseen someone to participate in the Pilot trips. Joachim ALBRECH is asked to calculate the costs.

### 7.4.2. Selection of participants for Pilot trips

- If the target group for CULTrips would be defined during the discussion of the tourism concept, it is necessary that the selected participants for the next Pilot Trips would be part of this target groups.

## 7.5. Tourism Concept

- The Tourism Concept will now be developed and written by TAURUSpro (part of their offer).
- We need a clear definition about tourism – what does it mean for CULTrips?
- A concept for marketing is necessary to know what has to be done by every LAG region.
- We need some decisions about the best target group for CULTrips.

## 7.6. Guides

- Concept for teaching some special guides to story tellers has to be developed. A train the trainer seminar could be organized in Luxembourg by the end of year 2012.

## 7.7. Visiting greeter region in Germany

- The next CWG meeting will take place from 27<sup>th</sup> until 31<sup>st</sup> of March in Luxembourg and may be combined with a visit of the greeter region near Koblenz in Germany, which realizes an interesting approach of involving locals in a touristic concept.  
<http://rhein-ahr-greeters.org>
- Fons JACQUES is in contact with the responsible player of this organisation to check this possibility to visit them.