

EXPERIENCE
PEOPLE & CULTURE
IN EUROPE



Pesto –Conference

Graz 2014 2nd to 3rd october

Idea behind the project

Developing of a new sustainable tourism approach based on sociocultural aspects:



- **promoting the intercultural dialogue**
- **promoting the cultural diversity as an unique strength of Europe**
- **learning from each other**

Historical review: before the project start

- **2007** - Incorporation CultTrips idea in LEADER-strategy Redange-Wiltz
- **2008** - Search for partners
- **2009** - Development of a common project proposal

➡ Nov. 2009 first meeting with potential partner regions in Luxembourg





Joensuu (FIN)

Central Karelia Jetina
(FIN)



Raplamaa (EST)



Redange-Wiltz (L)

Urfahr-West (A)

Oststeirisches
Kernland (A)



Valle Umbra e Sibillini
(I)



EUROPE

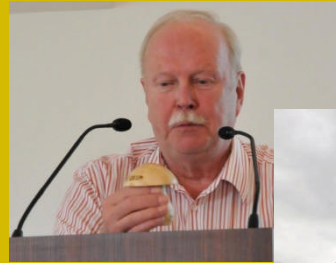


Similarities of the regions

- Rural areas & partly no touristic activities
- Strengthen rural economic development
- Integrate locals in rural development processes
- Openness to a new innovative participative tourism approach

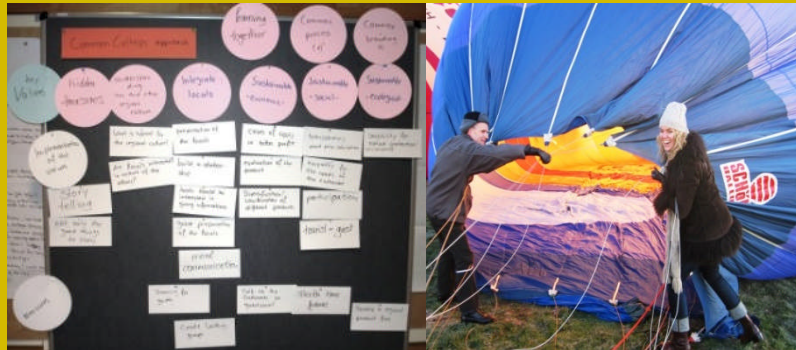
CultTrips Milestone meetings 2010

Kick-Off event
with Quintana
tournament



KICK OFF - VUS
Sep 2010

CWG - OK
Nov 2010



Key values
development
and contact
to Creative
Tourism



CultTrips Milestone meetings 2011 (Part 1)

Learning process
– Understanding
the demands
and habits of the
different regions

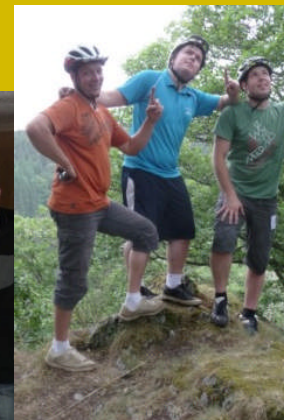


CWG – JET/JOEN
June 2011

1st Pilot Trip - REWI
July 2011



First Pilot Trip -
becoming more
concrete and
focused



CultTrips Milestone meetings 2011 (Part 2)



Testing CultTrips products: truffles hunt, cooking session, olive harvest, tournament



**CWG/ Steering Committee –
UWE Sep 2011**

**2nd Pilot Trip - VUS
Nov 2011**

Target group discussion,
getting the key values clear,
contact to kreativreisen
Austria



CultTrips Milestone meetings 2012 (Part 1)



Meeting the greeter network, SWOT-Italy, Logframe, regional learning process



CWG - LUX
March 2012

3rd Pilot Trip – JOE/JET
Aug 2012



Involvement of local actors, raising motivation for CultTrips

CultTrips Milestone meetings 2012 (Part 2)

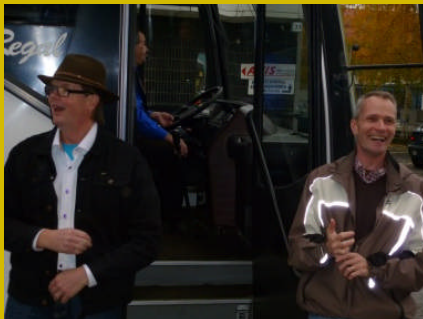


Integration of
existing
interactive
modules in
CultTrips
offers



4th Pilot Trip - UWE
Sep 2012

Steering Committee – JOEN/JET
Oct 2012



CultTrips concepts get
a concrete face,
marketing discussion,
fixing transnational
Train the Trainer
session,
after-LEADER



CultTrips Milestone meetings 2013 (Part 1)

Experiencing
winter offers in
Estonia



**5th Pilot Trip – RAPLA
Feb 2013**

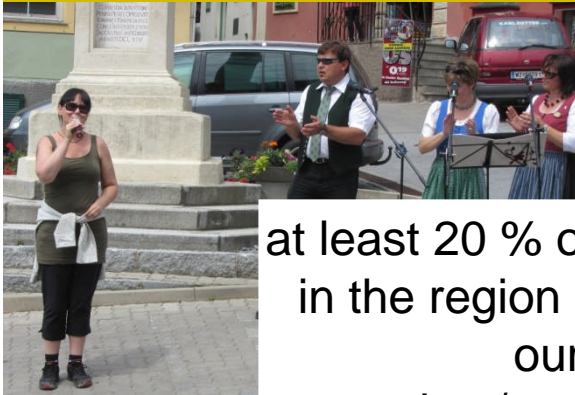
**Train the Trainer
March 2013 Wiltz (L)**



CultTrips values,
Intercultural
Learning,
Storytelling,
Integral Marketing



CultTrips Milestone meetings 2013 (Part 2)



at least 20 % of the guests
in the region appreciate
our
product/our approach
(this means there is
potential!)

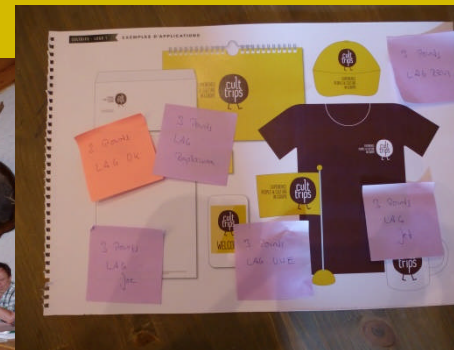


6th Pilot Trip – OK
June 2013

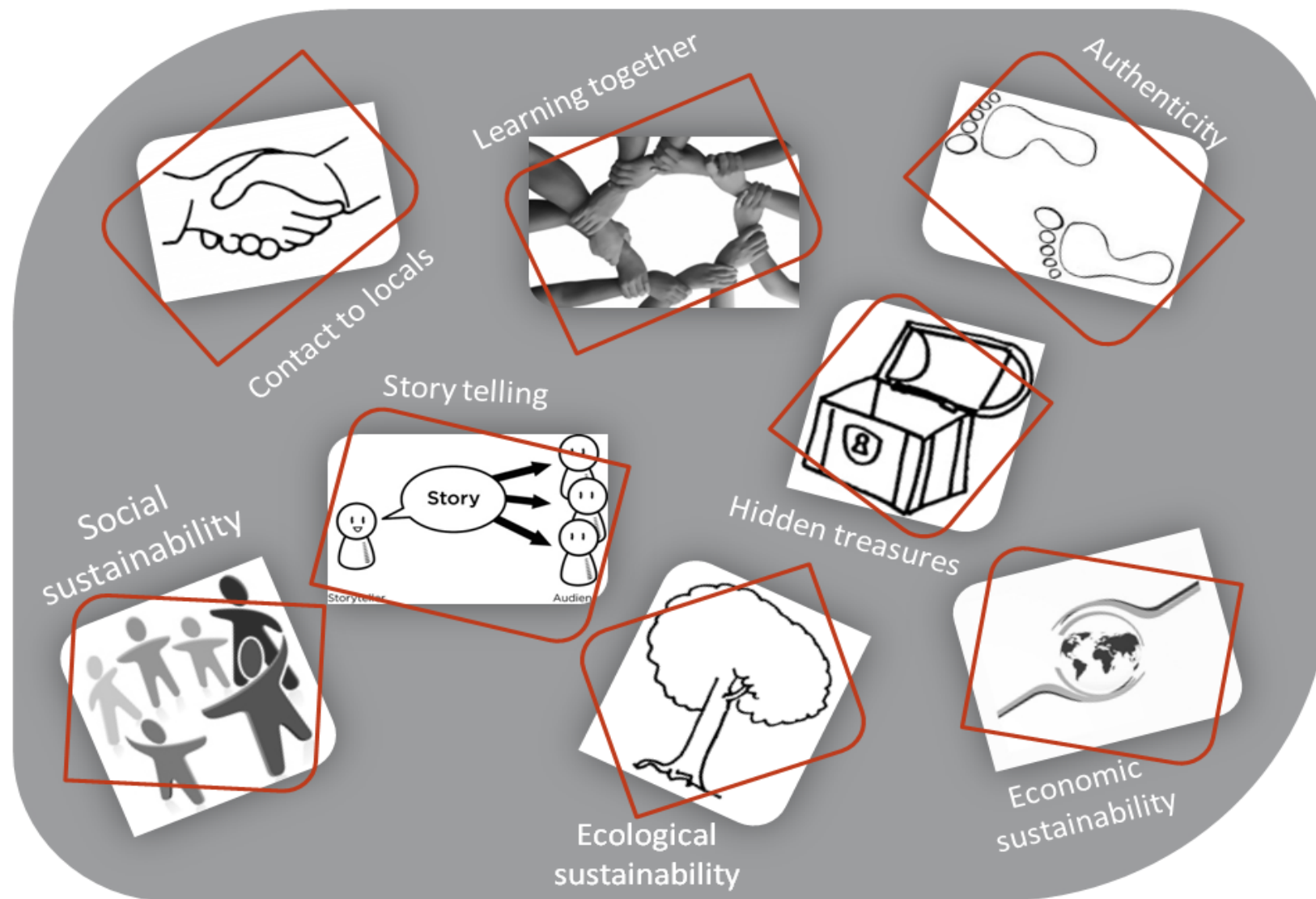
CWG – RAPLAMAA
June 2013

Closing meeting - REWI
Luxemburg Sep. 2013

Tourism Concept
and Manual are
ready, corporate
logo selection,
discussing after-
Leader phase



CultTrips Key Values



Tourism Concept paper

serves as an
extensive basic
methodological
paper
with a new concept
for cultural trips in
Europe



.....Section Break (Continuous)

.....Section Break (Next Page)

CULTrips·Tourism·Concept· Draft·July·2013¶

Local·Action·Group·Redange·Wiltz¶

LEADER-office·Eschdorf¶

23,·an·der·Gaass¶

L-9150·Eschdorf¶



TAURUS·Gesellschaft·für·Umwelt-,·Regional-·und·Wirtschaftsentwicklung·mbH¶

Universitätsring·15¶

D-54296·Trier¶



Tourism Manual

serves as a template
for similar projects
in other regions

EXPERIENCE
PEOPLE & CULTURE
IN EUROPE



tourism manual

Manual for the development
of a participative cultural tourism concept
in rural Europe



The European Agricultural Fund
for Rural Development
Europe investing in rural areas



Train the Trainer session & Manual

“The workshop was a great step in bringing the CultTrips philosophy to a practical level. It provided effective tools to continue the development work in the CultTrips project in my area.”

Hannele Autti,
LAG Joensuu/ Finland

CULTguides - Training 2013



„How to implement participative cultural tourism“

Getting to know the LAG regions
CULTrips values
Intercultural Learning
Storytelling
Integral Marketing

Luxemburg, 17th – 22nd March 2013



Joachim Albrecht
Taurus Gesellschaft für Umwelt-, Regional- und Wirtschaftsentwicklung mbH
Universitätsring 15, D-54296 Trier



Andrea Adler-König
Hauptstraße 48, 8061 St. Radegund bei Graz, AUSTRIA
www.adler-marketing.at

Hannele Autti – Local theatre director Finland/Joensuu

Offers

- Experiencing offers of half day and one day modules in 2014/2015; the modules must be tested and professionally developed



Die Transparenz des Apfelstrudel

Meisterlich kneten Mia Heils Hände die Mischung aus Mehl, Wasser, Öl und Salz. Hundertmal werden die einzelnen Zutaten aneinander gedrückt. Unermüdlich und professionell wird die Masse so in der Schüssel dem immer ähnlicher, was weitläufig als Strudelteig bekannt ist. Dieses hauchdünne, fast durchsichtig-transparente Phänomen, das sich angenehm warm um Äpfel, Rosinen oder wahlweise auch andere Früchte schmiegt. Doch dazu muss die Masse erst ausgezogen werden. Das fragile Äußere kann zwar gemein sein, doch die Bäuerin kennt alle Tücken.

Zwischen Streuobst und Großfamilie

Auf dem Höllmüller Hof am Rabenwald, bäuerlich umringt von Äckern, Wiesen und Streuobstbäumen haben die Heils ihr Zuhause gefunden. Als Gruppe zieht man aus und entnimmt dem Gras das kostbare Gut: Äpfel uralter Sorten, robust und reif. Nicht gepflückt, sondern eingesammelt, jede Faser ausgewachsen und bereit, verarbeitet zu werden. Wie gemacht für den Apfelstrudel.

Die Bäuerin kennt alle

WO?
Beim Höllmüller
in der Backstube

WANN?
Zwischen August und Mai.
Bitte spätestens am
Vortag bis 13 Uhr buchen.

WIEVIEL?
25 Euro pro Person

WER?
Maria Heil
Rabenwald 97
8225 Pölla
www.mariaheil.at

DISCOVERING
TEXTILE HANDCRAFT
IN THE NATURE PARK
OF UPPER SÜRE



Outlook

- Aspects to focus in a next phase: the marketing of CultTrips touristic products, cooperation with tourism offices, cooperation with existing (international) networks, enlarge to neighboring areas, training guides, motivate accommodation owners
- Ongoing investigation about possible EU-project calls fitting to the goals of a second project phase



“CultTrips is like the essence/culmination of the touristic product development in the region” (OK-region)

**Looking forward,
slowly & softly
but for sure....!**



Thanks for your attention!

www.culttrips.org