

www.inrutou.eu



Innovation in Rural Tourism (InRuTou) Project

The Challenges

- Unemployment
- Social Problems
- Exclusion from the development processes
- Depopulation
- Environmental degradation

Project Aims

- Providing new skills and competencies to rural tourism managers.
- Creating tourism capacities based on local necessities
- Sustainable community-based tourism development

Project Framework

Project Duration: **January 2012 – November 2015**


Participating Countries: **Austria, Italy, Poland, Romania and Ukraine**

Mountain regions: **Alps, Apennines and Carpathians**

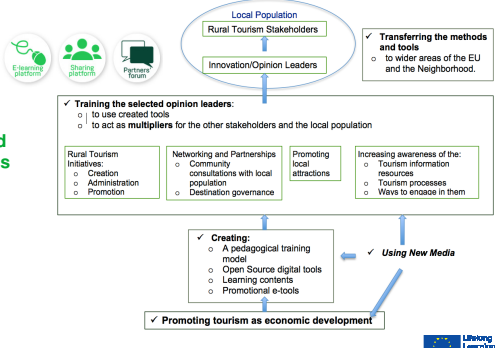
The project InRuTou has been funded with support from the European Commission.



www.inrutou.eu




Innovation in Rural Tourism (InRuTou) Project



Planned Activities

- ✓ **Transferring the methods and tools**
 - to wider areas of the EU and the Neighborhood.
- ✓ **Training the selected opinion leaders:**
 - to use created tools
 - to act as **multipliers** for the other stakeholders and the local population
- Rural Tourism Initiatives:**
 - Creation
 - Administration
 - Promotion
- Networking and Partnerships:**
 - Community consultations with local population
 - Destination governance
- Promoting local attractions**
- Increasing awareness of the:**
 - Tourism information resources
 - Tourism processes
 - Ways to engage in them
- ✓ **Creating:**
 - A pedagogical training model
 - Open Source digital tools
 - Learning contents
 - Promotional e-tools
- ✓ **Using New Media**
- ✓ **Promoting tourism as economic development**

The project InRuTou has been funded with support from the European Commission.



www.inrutou.eu



Innovation in Rural Tourism (InRuTou) Project

The Consortium



The project InRuTou has been funded with support from the European Commission.

