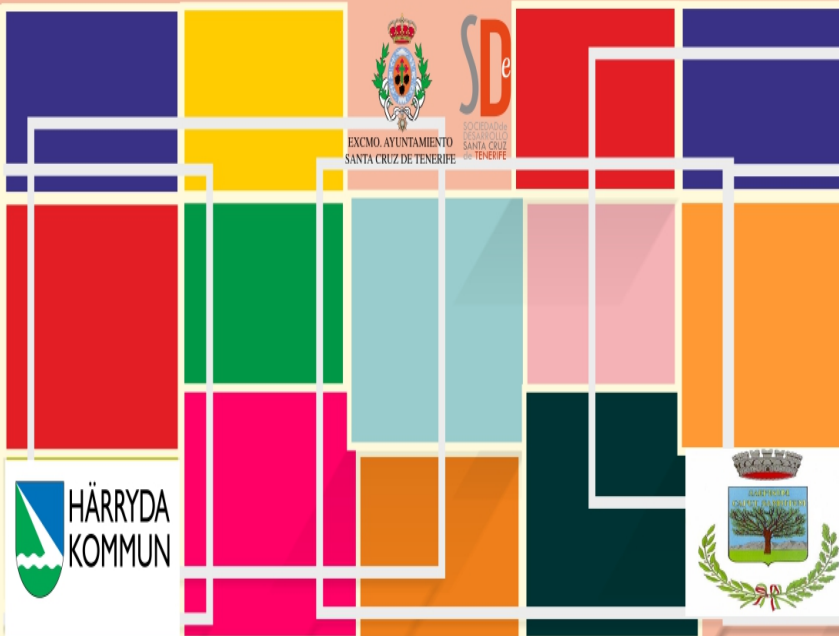


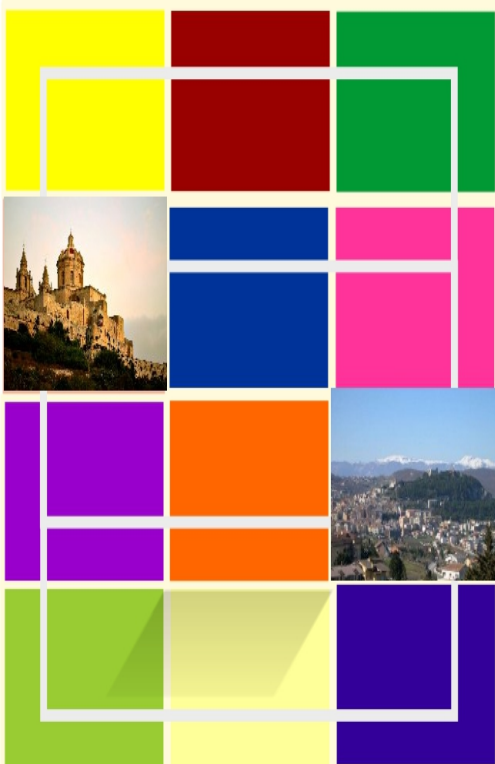


# Europe for Citizens

With the support of the Europe for Citizens Programme of the European Union



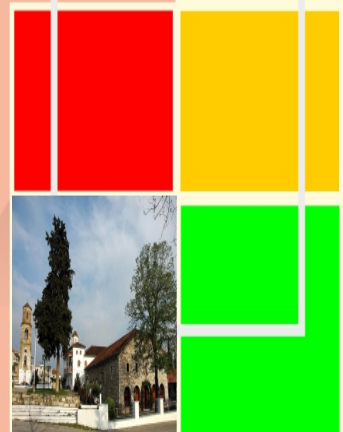
HELLENIC REPUBLIC  
MUNICIPALITY of AGIA



# Towards Excellence in Cultural Tourism

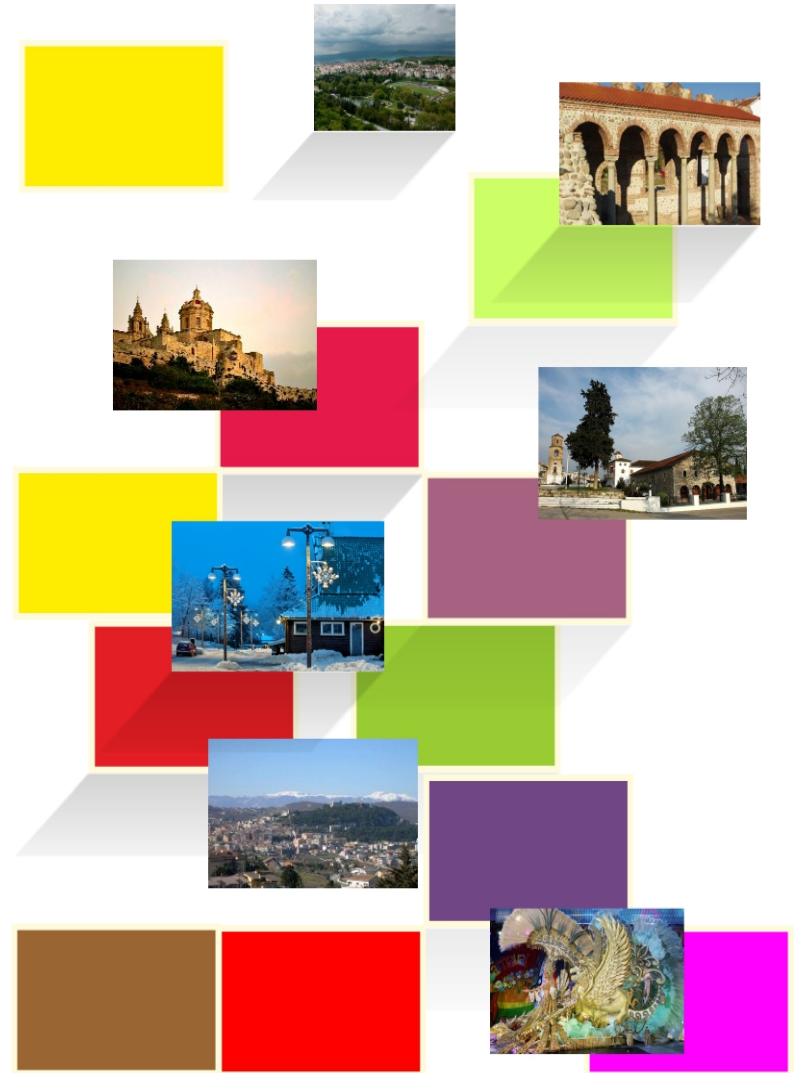


Local Councils' Association



# Content:

- Introduction
- Objectives
- Participants
- Cooperation, networking,  
and dialogue
- Target groups
- Mission
- Visibility
- Meetings





# Introduction



The Network has been established within the framework of the “Towards Excellence in Cultural Tourism” project, cofunded by the Europe for Citizens Programme of the European Union, Action 1 Active Citizens for Europe, Measure 1.2. Networks of Twinned Towns.





# Our objectives:

- to build a structural network of towns aiming at developing and preserving the local cultural heritage;
- to enhance mutual participation and active citizenship processes;
- to promote Network members' territories as tourism destinations;
- to foster international, cross-sectoral cooperation;
- to optimize cultural tourism through the exchange of good practices;
- to show the importance of preservation and valorization of intangible cultural heritage and the opportunities it provides for entrepreneurship;
- to promote Active Aging and inter-generational learning;
- to promote sustainability, competitiveness, and respect of local identities;

# Who are the participants?



- Municipality of Sandanski
- HÄRRYDA Municipality
- The Local Government Association Malta
- Sociedad de Desarrollo de Santa Cruz de Tenerife
- Sepino Municipality
- The Municipality of Agia



# Municipality of Sandanski



- An initiator and coordinator of the TECT project;
- Situated in the Southwestern region of Bulgaria;
- Keeps traces of prehistoric, Thracian, Hellenic, Roman, Byzantine, Ottoman and Bulgarian Revival heritage.





# Härryda Municipality



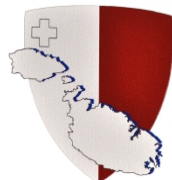
- A valuable network member;
- Experience in incorporating art in all larger building projects;
- Increasing collaboration with neighboring municipalities;
- Covers a valuable historic area, including an old mansion and a park.



# Local Government Association Malta



- established in 1994 through the issue of specific Regulations;
- aims to protect and promote the common interests of Local Councils;
- offers consultancy services, training on its own initiatives and in conjunction with any other Councils;



Local Councils'  
Association



# Sociedad de Desarrollo de Santa Cruz de Tenerife



- coordinates efforts and tourism related initiatives for a competitive, modern, sustainable and responsible tourism sector;
- initiatives for creating/improving local products and strengthening the competitiveness of the local tourism sector;
- encourages participation of public and private sector in specific projects;



EXCMO. AYUNTAMIENTO  
SANTA CRUZ DE TENERIFE



SOCIEDADde  
DESARROLLO  
SANTA CRUZ  
de TENERIFE

# Sepino Municipality

- situated at the foot of the Matese mountains at the center of the Appennino;
- one of the important touristic sites of the region;
- extensive experience in the organization of cultural events;



# Municipality of Agia

- the coastal municipality of the Regional Unit of Larissa;
- known mainly for the dense forests of Kissavos mountain, dozens of springs, lakes, rivers, waterfalls, rare species and rich animal kingdom;



HELLENIC REPUBLIC  
MUNICIPALITY of AGIA

# Cooperation, networking and dialogue



- **On local level** – cooperation and participation in policy-making processes and development of a sustainable and inclusive economy;
- **On European level** - common policies and strategies for development of cultural tourism sector and achievement of inclusive and sustainable growth;





# Who will benefit from the actions and how?



- LOCAL AUTHORITIES
- CITIZENS
- SENIORS
- YOUNG PEOPLE
- SMEs, NGOs, CULTURAL AND TOURISM ORGANIZATIONS





# TECT's mission

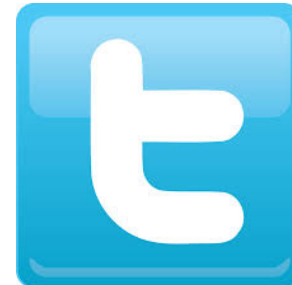


The TECT project's mission is the establishment of an efficient European Network of towns, addressing the challenges related to our intangible cultural heritage, its preservation, valorization, and continuation.



# Visibility of the project

- keep track of the project developments through the multilingual website (to be launched soon);
- Up-to-date information, a detailed calendar, a program of the project events, a discussion board, and all tangible results will regularly be published;
- thematic discussion boards and feedback forms;
- Network newsletter regularly sent via email;
- Follow TECT Network on Facebook, Twitter, and Google+.



# Agenda of the meetings

- **Kick-off meeting in Hindas, Sweden** - draft the structure of the network, strategic priorities, short-term and long-term goals;
- **Workshop in Tenerife, Spain** - presentation and discussion of challenges in the cultural and tourism sector and in SMEs' development; workshop on cooperation in the Network;
- **Cultural Tourism and Active Ageing Forum in Agia, Greece** - focus on inter-generational dialogue and active aging;
- **Cultural Tourism Fair in Malta** - presentation of participants' businesses, products and services, best practices exchange in intangible cultural heritage;
- **Festival of Cultures in Sandanski, Bulgaria** - presentation of the partners' cultural tourism offer through intangible heritage by artists, artisans;
- **Closing event in Sepino, Italy** - presentations, workshop, and discussions of the final results, structure, priorities, and strategies;





# Towards Excellence in Cultural Tourism Network



## Thank You For Your Attention!



This project has been funded with support from the European Commission. This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.