

Project Title
STS INNOREF
Purpose of the project
STS - Sustainable Tourist Services is one of the 8 sub-project in the project INNOREF.
Aims and Achievements
<p>The project is about the formulation and experimentation of a sustainable management model for tourism resources in the rural parts of the project area and the consequent promotion of these resources as an integrated economic product ready to be proposed and marketed. The aim of the project involves, but is not limited to, planning promotional activities for local tourist products. It influences a range of tourism products in order to turn the management of these services (accommodation capacity, hospitality and tourist services) into the management of the territory through a flexible and a participatory process model that transforms, in some way, the citizens and residents involved in tourist trade.</p>
Duration
From October 2005 to June 2007
Total Budget Budget Source:
A total of €401 000, including €80 000 from the Czech Republic and €60 000 from the European Regional Development Fund (ERDF)
Context
In the Hranice region there are a lot of areas which attract tourists without good publicity and a lot of “dead space”. This project uses promotion and planning to increase tourist services and the tourism movement in this region.
Description
<p>MAIN OBJECTIVES OF THE SUB PROJECT</p> <ul style="list-style-type: none"> development of sustainable added value to rural economies through a participatory process; definition of an integrated, cross-sector and bottom-up approach/model of tourism; development and enhancement of local stakeholders’ awareness (local administrators, local economic operators and resident population) about the potentialities of local resources and culture thus increasing the capacity of defining a cross-sector development model; creation of a concrete model and methodology to develop sustainable tourist services; improvement of residents’ life quality of the areas involved thanks to the development of a sustainable growth model. <p>These objectives will be realised through a participatory process approach: cross-sector local workshops will involve local authorities, public and private local economic operators and resident population to discuss and plan a concrete strategy for sustainable valorisation and development local resources.</p> <p>The sub-project consists form the following components:</p> <p>COMPONENT 1 (Management and Coordination) ensures an efficient administrative and financial management of the project.</p> <p>COMPONENT 2 (Cross-sector networks)</p> <p>COMPONENT 3 (Definition of sustainable tourist services) to develop activities on the principle of the participatory process in order to define integrated cross-sector synergism in tourism. This enhances local stakeholder awareness of the active role they play in the sustainable development of their territories and in the improvement of their quality of life. The definition outlines four proposals of packages for sustainable tourist services that respond to the needs of rural areas.</p> <p>COMPONENT 4 (Strategic Information plan) aims to define an integrated territorial marketing plan and to promote the tourism offers defined in component 3.</p> <p>Moreover, it aims at transferring project objectives and possible results and impacts to other local, regional and national administrations as well as economic operators, public and private institutions</p>

in order to influence the future destination of funds and investments.
Further aims are: to increase local stakeholders' awareness about the value and potentialities of local resources and the rural environment; develop cooperation between public and private actors in the rural economy; dissemination of objectives and results of the projects; develop local networks; improve local stakeholders' capacity building; cooperate with projects inspired by the STS methodology and approach; improve social-economic conditions of the areas concerned through the adoption of sustainable models of intervention; enhance tourism in marginal areas; improve professional qualifications in tourism; export an innovative tourism management and service model.

Additional Information

Participants:

Municipality of Sutrio, Municipality of Sangemini, ; EC European Business and Innovation, City of Hranice

Contact Details

Lead Participant:

Municipality of Sutrio

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