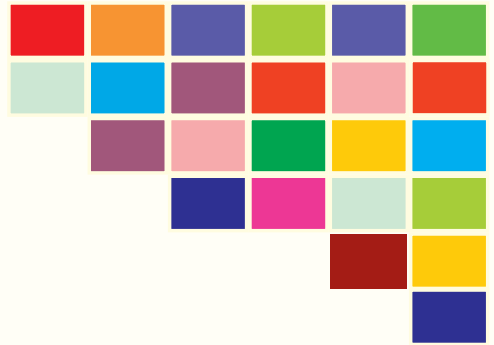


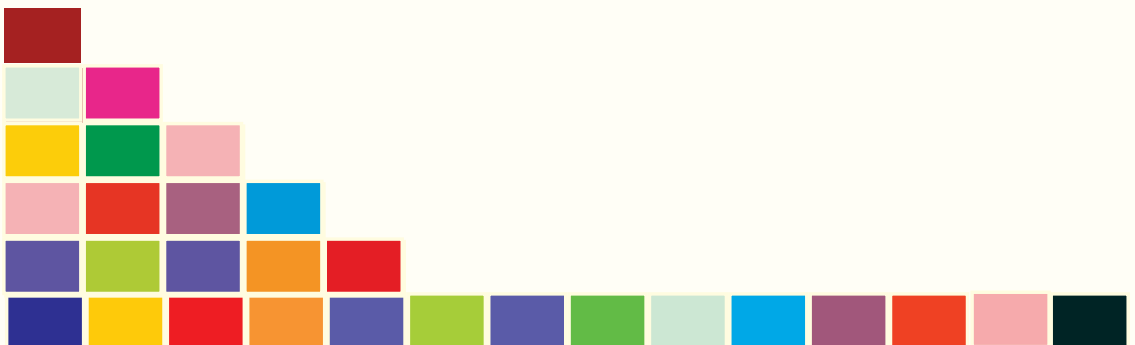
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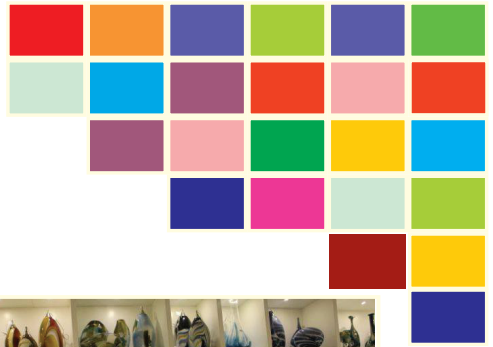
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Towards Excellence in Cultural Tourism Network

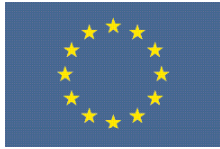
A Shared Vision of Cultural Europe





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.





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Europe for Citizens Programme 2007-2013

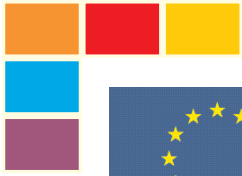
The main objective of the Europe for Citizens Programme is to bring Europe closer to its citizens and to give them the opportunity to be active in the construction of Europe. In this way citizens can get involved through the programme in transnational exchanges and cooperation activities, contributing to developing a sense of belonging to common European ideals and encouraging the process of European integration. This programme supports a wide range of activities and organisations promoting active European citizenship, especially the involvement of citizens and civil society organisations in the process of European integration.

Programme objectives:

General objectives:

- Giving citizens the opportunity to interact and participate, thus developing citizenship of the European Union;
- Developing a sense of European identity, based on common values, history and culture;
- Fostering a sense of ownership of the European Union among its citizens;
- Enhancing tolerance and mutual understanding between European citizens;
- Promoting cultural and linguistic diversity, and intercultural dialogue.





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Specific objectives:

- Bringing together people from local communities;
- Fostering action, debate and reflection;
- Promoting Europe's values and achievements, while preserving the memory of its past;
- Encouraging interaction between citizens and civil society organizations contributing to intercultural dialogue, developing closer ties between citizens.

The programme supports four main types of actions:

Action 1

Active Citizens for Europe: involving citizens either through activities linked to townwinning or through other kinds of citizens' projects.

Action 2

Active civil society in Europe: targeted to civil society organisations either through structural support on the basis of their European level work programme or through support to projects.

Action 3

Together for Europe: including high visibility events, studies and information tools.

Action 4

Active European Remembrance: support to projects aiming at preserving the sites and archives associated with deportations as well as the commemorating of victims of Nazism and Stalinism.

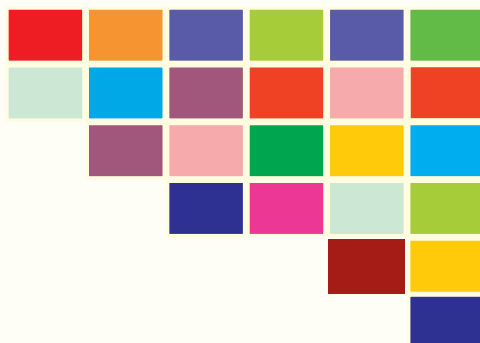
More information is available on the official site of Europe for Citizens Programme: [http:// eacea.ec.europa.eu/europe-for-citizens](http://eacea.ec.europa.eu/europe-for-citizens)





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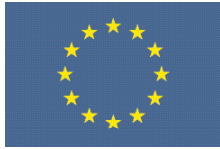


About the Towards Excellence in Cultural Tourism Network

The Network has been established within the framework of the “Towards Excellence in Cultural Tourism” project, co-funded by the Europe for Citizens Programme of the European Union, Action 1 Active Citizens for Europe, Measure 1.2. Networks of Twinned Towns. The project aims at fostering cooperation at European level between municipalities on the theme of intangible cultural heritage preservation and valorization through cultural tourism.

The Municipality of Sandanski is the coordinator of the international initiative and the partners are Hårryda Municipality, Sweden; Local Government Association, Malta; Sociedad de Desarrollo de Santa Cruz de Tenerife, Spain; Municipality of Sepino, Italy, and Municipality of Agia, Greece. Our aim is to jointly raise each local community’s capacity to address the needs of the fast growing cultural tourism sector and develop adequate strategies and products to promote and make use of our tangible and intangible heritage for tourism. For our towns the traditions, folk arts and crafts represent important resources from social and cultural perspective and taking common action for their valorization and continuation is important for achieving inclusive and sustainable growth both of the local communities and the EU as a whole. The international project got together the public authorities, citizens, youth, seniors, artists and small and medium businesses, NGOs, cultural and tourism organizations from the six European states, partners in the project. Six different thematic events will be organized during the lifetime of the project, with focus on active aging and intergenerational learning, valorization and continuation of traditional culture; fostering transfer of knowledge and know-how among generations; traditional culture and entrepreneurship.





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Who we are

Municipality of Sandanski

The Municipality of Sandanski is the initiator of the Towards Excellence in Cultural Tourism Network and the coordinator of the TECT project. The Municipality is situated in the South West region of Bulgaria. The town of Sandanski is the

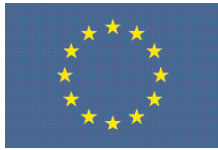


main administrative, cultural and economic centre of the Municipality. A significant advantage of the town is its unique transitional Mediterranean climate. Sandanski is the sunniest town in Bulgaria – nowhere else does the sun shine longer and more affectionate. Surrounded by six



mountains, Sandanski is protected by cold currents and winds throughout the year, and the warm currents from the Aegean keep the temperatures around 5 degrees higher than other places in Bulgaria.

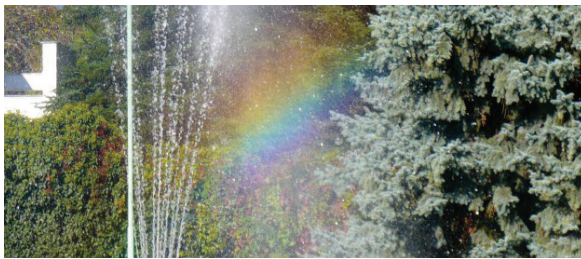
The unique combination of a number of climatic factors in Sandanski – average annual temperature of 14°C, duration of sunshine – over 2540 hours, the lowest content of allergens in the air, low relative humidity – 66% and last but not least the fresh



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mountain breeze, coming from the Pirin mountains, makes the town the best natural clinic for bronchial asthma in Europe. The favorable climate has extremely good influence for treating other non-specific and allergic disorders of the respiratory system, such as: atypical bronchial asthma, chronic bronchitis, chronic pneumonia, allergic rhinitis, sinusitis, pharyngitis, conditions after pneumonia and chronic obstructive lung disease. From the land of Sandanski and its surroundings gush numerous hot



mineral water springs with temperature between 42-81°C, with low mineralization and rich chemical composition, treating many diseases and suitable for outdoor bathing throughout the

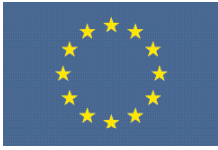
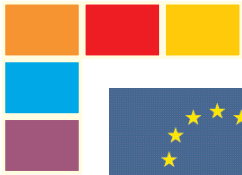
year. Over 50 hotels provide SPA and balneological services, treating a wide range of illnesses, not only of the respiratory system, but also of the musculoskeletal and peripheral nervous system (neuralgia, neuritis, plexitis, rehabilitation after strokes), kidneys and others.

Sandanski has attracted people ever since ancient times. This is the reason for its 3200 years of rich history and the unique archeological wealth.



There are traces of prehistoric, Thracian, Hellenic, Roman, Byzantine, Ottoman and Bulgarian Revival heritage. There are more than 5000 monuments of culture. The most impressive and well-preserved building from IV-VI century – the Bishop's ba-

silica, as well as the Archeological Museum – Sandanski are included in



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the 100 tourist sites of Bulgaria.

Melnik is a fairytale town with unique charm and romance, which has kept in itself a considerable part of its old architecture from the Middle Ages and the period of the Bulgarian Revival. With its specific archeological, architectural and artistic places, the town of Melnik was declared a town-museum as part of a cultural and historical reserve of international importance and is essential for the develop-



ment of tourism on the territory of Municipality of Sandanski.

Melnik Rock Pyramids were declared natural landmark in 1960 and cover

an area of around 1165, 5 ha. They are beautiful sand formations, with specific vertical walls with grass and deciduous trees on their tops. They can reach a height of around 100 m., and besides their pyramidal shape they can also look like mushrooms, cones, needles and more. The



Pyramids are one of the most visited rock pyramids on the territory of Bulgaria.

Rozhen monastery is the biggest spiritual temple in the Pirin region and is one of the oldest spiritual centers in Bulgaria. It was founded in the times of Despot Alexi Slav (12-13 c.) and has preserved to a great degree



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its original architecture and wall-painting.

Sandanski is also famous for its wine production and for its well preserved intangible heritage – diverse folklore, arts, and cuisine. There are several traditional festivals dedicated

to music, wine, arts, folklore, etc.

among wih the famous international music festival „Pirin Folk“.

The authentic folklore has remained part of the life of the local population. There are numerous

formations and folk groups, gathering in the local community centers and organizations. The typical for the region Pirin songs, performed with two voices, and the Macedonian horo dance in 8/8 (fast horo) are well-known to young and old. There can still be seen hand woven, sewn and embroidered Pirin dresses in black and white colour.



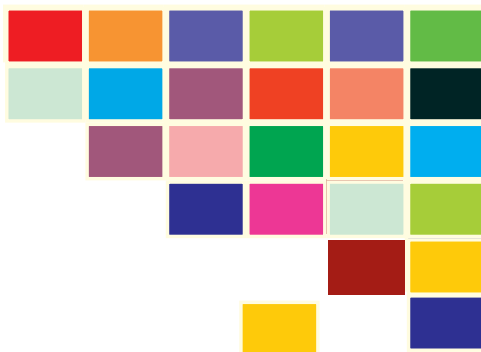
Center of the artistic life in the municipality is Likin art studio, situated on the main street in the town of Sandanski. United by the idea to keep the flame of the beautiful and valuable art from the Pirin region, the creative team has diverse artistic

activities – icon-painting, wall-painting, restoration, painting, stained glass, wood-carving, etc.



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Sociedad de Desarrollo de Santa Cruz de Tenerife

Sociedad de Desarrollo de Santa Cruz de Tenerife coordinates efforts and tourism related initiatives for a competitive, modern, sustainable and responsible tourism sector. It works to create strategies aimed to develop initiatives to create/improve local products, to strength the competitiveness of the local tourism sector and to adopt quality systems, through

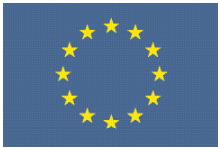


specific projects and encouraging participation by public and private sector.

Santa Cruz de Tenerife is situated at the eastern tip of the island of Tenerife, the largest of the Canary Islands and Spain's most populated island. The municipality covers

an area of 150.56 square kilometers and is divided into two differentiated areas: the Anaga Massif and the southern ramp formed by the ancient lava flows that run down from the Acentejo peak to the coast. Santa Cruz has a subtropical-semi-arid climate, with warm dry summers and moderate winters. Its average annual temperature is 24 °C (75 °F) during the day and 17 °C (63 °F) at night.

Santa Cruz de Tenerife was founded the 3rd of May 1493 on the landing place of the Spanish conquerors, known as Añazoto the aborigines of Tenerife (Guanches), in the Kingdom of Anaga. The history of Santa Cruz can be read in its walls, corners, historical details and architectural monuments. The city has a rich heritage that mixes classic and modern



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architecture and it is very pleasant to stroll discovering its streets, buildings and monuments.



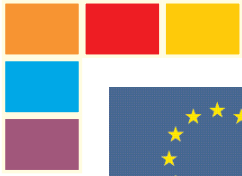
Santa Cruz was in the natural attack route for pirates and corsairs to the former capital, La Laguna, so the Spanish strongly fortified this area to repel the ongoing attacks. A chain of fortresses was built, such as the Castillo de San Cristobal, (demolished 1928; its foundations can be visited under the “Plaza de España”), others

are in ruins or have disappeared, and a few have survived through the centuries to become tourist attractions, such as the “Black Castle” and the “Powder Magazine”.



Important landmarks and buildings from this early era are the church of La Concepción and the Old Quarter, which make up the neighborhood of La Noria. Later significant structures are the Teatro Guimerá, and one of the architectural hidden treasures of the Canaries, the only remaining Masonic Temple in Spain. Recently Santa Cruz has added further assets to its cultural heritage, the Auditorium of Tenerife and the International Centre of Fairs and Conferences designed by Calatrava and TEA (Tenerife Art Space).

Another distinctive cultural heritage is the collection of over 40 sculptures that can be found throughout the city, works by Moore, Miró, Chillida, Dominguez and Caldeer, etc.



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In other hand, people from Santa Cruz have been always considered as a connoisseur of good theatre, all kinds of music and exhibitions thus, together with the aforementioned Auditorium and TEA, the city has several facilities intended for this purpose: Municipal Fine Arts Museum, El Tanque Cultural Precint, Nature and Man Museum, Almeida Military Museum, etc.



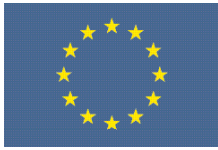
Two important dates to keep in mind in Santa Cruz de Tenerife are February and May. In February the city celebrates the Carnival. Declared International Tourist



Festival in 1980 our carnival is a living example of the openness of Santa Cruz as a port and trading city, with a hybrid culture of European and Latin-American origin, and of the strength of its popular culture: the Carnival is, above all, the great feast of the people of Santa Cruz. The May

holiday, commemorates the foundation of the city, celebrating the traditions and historical heritage through processions, native sports competitions, popular cooking contest, folk festival, etc.

Finally, we cannot fail to appreciate the cultural contribution of green spaces to the city: Garcia Sanabria Park and Palmetum, both with bo-



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tanical garden vocation, and owning the Palmetum one of the largest collections of palms in the world, with over 500 species. But, to top it off, Santa Cruz can boast of possessing one of the richest natural areas in the island: Anaga. This large ecological reserve offers travellers many routes through its deep

ravines, spectacular mountains and the image of different villages scattered occasionally by its corners. Anaga is a great place to taste the local cuisine and keeps many surprises for those sensitive with nature, traditions and customs.



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Municipality of Agia

The Municipality of Agia has extensive experience in networking and European projects management, in cultural heritage preservation, valorization, as well as in tourism related initiatives.



The Municipality of Agia, a semimountainous and rural place with a population of 11, 63 thousand inhabitants (2011) and a total area of 668.26 square kilometers is located in central mainland Greece - Thessaly region - in the eastern part of the prefecture of Larissa, occupying almost all the coasts of the district with a shoreline extending to 60 km. Agia is the seat of the municipality comprising a total of 22 villages. The altitude of these villages ranges from 960 to 5m above sea level.

Our municipality is located, in 37 km distance from Larissa (the seat of the Thessaly Region), 150 km from Thessaloniki (the second largest city in the country) and 350 km from Athens. Access to the municipality is provided via the national road (a motorway) through bypasses at the northern and southern end of the municipality.



The territory of our municipality is well known from the mythological



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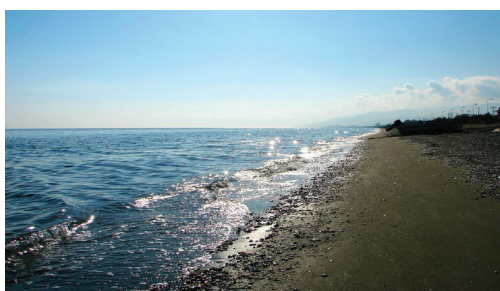
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battle between Titans and Olympians. The archaeological sites, many of which were fortifications, as well as findings from prehistory, bear witness



to the long history of the place: a) the rich waters that facilitated the extraordinary agricultural production, b) the dense woodland resource and refuge c) the possibility of communication (terrestrial and marine) and transport since it is located on the main route from northern Greece to the south

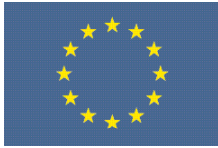
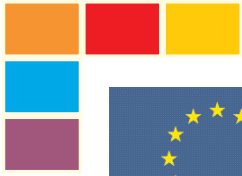
and the east-west axis. The Municipality has a very rich and diverse natural environment - the wetlands of the delta of the river Peneus, with an opening of 13 km, designated as a Landscape of Outstanding Natural Beauty (TIFK) belong to the list of the CORINE habitats (1988) and is an area of “special protection” under Directive 79/409/EEC and Natura



2000 (GR1420002). The grove valley of Tempe, “Kokkino Nero” (Red Water) a spring of thermal water which stains red rocks, “Amyros” river, forests and wildlife sanctuaries on Mt Kissavos, Mt Mavrovouni and the forest of Polidendri a total area of 35,00 square kilometers,

protected under NATURA 2000 (Natura 2000: Aesthetic Forest Ossa - GR 142003 & Carla - Mavrovouni - GR 142004) and designated as Special Protection Areas for Birds - SPA (Mount Ossa - GR 142007, Mavrovouni - GR 142006), the remarkable Blue Flag beaches at the Aegean Sea.

It is also the habitat of rare species of eagles (golden eagles, snakes), hawks and raptors in general, wild boars, deer, hares, pheasants, partridges,



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wolves, etc.

The fertile land and easy access to it, the diversity of the natural environment and its long history shape the profile of economic activities in the region.

The primary production sector, which employs 70% of the economically active population in the region, is based on agricultural farming and arboriculture which produces high-quality agricultural products. Typical products are apples and chestnuts (20% of the total production of the country), cherries, olives, almonds, kiwi, corn, cotton, cereals.

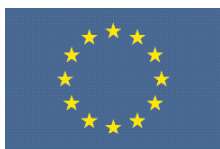


Animal husbandry and fisheries are also developed.



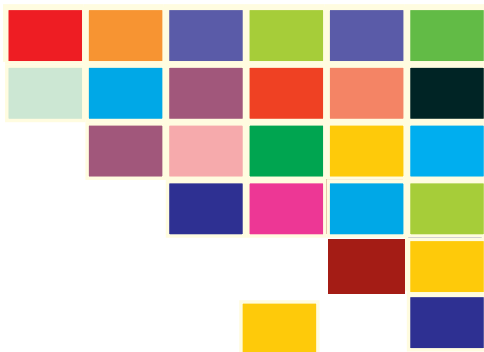
The secondary economy sector in the area is not well developed, and the existing food processing units are only light manufactures. In the tertiary sector, tourism has been developed extensively given the variety of tourist resources (archaeological, religious, alternative tourism-eco-

tourism and agrotourism), that have enabled the region to become a pole of tourist attraction throughout the year.



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Harryda Municipality



Härryda Municipality has approximately 35 500 inhabitants and has Sweden's second largest airport and is located very closely to Sweden's second largest town Gothenburg in the south-west of Sweden. Although Härryda isn't located on the coast itself, the beautiful west coast archipelago with thousands of islands is on the doorstep. Gothenburg also has Scandinavia's largest port, which is of major importance for the region.

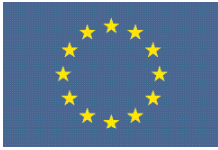
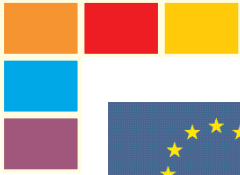
Härryda is a popular municipality for businesses to locate in and the population is growing every year. The municipality employs between 2 500 - 3000 people. Around half of the municipality is covered in forests popular to walk

and ride in. There are around 200 lakes in which you can bathe, fish, canoe etc. Most people speak very good English. The municipality has a young population, a high level of education and relatively low unemployment compared to the rest of



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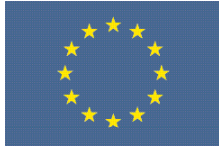
Sweden.



craftsmanship supplemented the poor farming. The second largest - Landvetter has about 7000 inhabitants and the airport is located south of Landvetter and Härryda. Hindås was in the early 18th century an important tourist destination. Many people from Gothenburg came on day trips by train to practice winter sport here. The first railway line came 1894 and was of major importance, as the establishment of the Gothenburg – Landvetter airport was when it came 1977.

The main residential centres within the municipality are Mölnlycke, Landvetter, Härryda, Hindås, Rävlanda and Hällingsjö. The largest one is Mölnlycke, which has about 15 000 inhabitants. The society sprang up towards the end of the 19th century. Before that





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Local Governments' Association Malta

The Local Governments' Association has extensive experience in networking and European projects management as since 2007, the LGA had successfully participated in various EU funded projects under the following programmes: IEE, ICT



PSP, MED, INTERREG, LIFE, Europefor Citizens. The Local Government Association is established in 1994 through the issue of specific Regulations entitled: Local Councils (Association) Regulations, 1994. The aims of the Association

include those of protecting and promoting the common interests of Local Councils as well as offering consultancy services, training on its own initiatives and in conjunction with any other Councils. The association is the single public authority that represents all 5 regions and 68 local councils in Malta and Gozo. The LGA enjoys a high level of competence and it is involved in the national policy development process by regular meetings with the director of Local Government and the Ministry and other relevant stakeholders. Rich history, unique attractions, spectacular entertainment. Malta's got it all. From the oldest temples in the world, to splendid palaces, a stunning Caravaggio work of art, intricate handmade lace creations and numerous state of the art cinemas, the Maltese Islands are the perfect mix of old and new with something for all tastes and ages.



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Malta's Temples and the Hypogeum are UNESCO World Heritage Sites. The imposing Ggantija Temples in Xaghra, Gozo, are the oldest temples



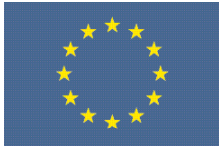
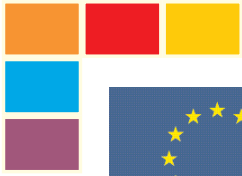
in the world. They are fascinating and mysterious because no one really knows how and why they were built. In the past, some people thought giants built them because of their gigantic stones. Discover more about Malta's fascinating past through its many museums. See the original Sleeping Lady artifact discovered at Hal Saflieni temple in the Museum of Archaeology and get a taste for the simple rural life, crafts and trades of Malta hundreds of years ago at the Folklore Museum.

The buildings housing these museums are also gems in themselves. The National Museum of Fine Arts is housed in an exuberant Rococo building while the Ta' Kola Windmill, still in working condition, promises a step back in time to Malta's rural times.

And let's not forget the magnificent views. Because of its location in the heart of the beautiful Mediterranean Sea and its stunning architecture, Malta has caught the eye of many film directors, featuring in award-winning films including *Gladiator* and *Midnight Express*.

The Maltese are among the oldest Christians in the world and you can find an amazing 365 churches on the islands – a very high number for such a small space.





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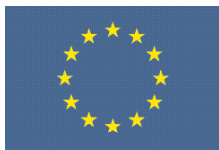
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St John's Co-Cathedral is a gem of Baroque art and architecture and boasts the stupendous painting by Caravaggio called The Beheading of St John. The dome of the Mosta Church is the fourth largest in the world. It is famous because, during



WWII, a bomb pierced the dome and fell to the Church floor without exploding – saving the lives of those parishioners present.

The ornate Mdina Cathedral contains magnificent works by Mattia Preti, while pilgrims and any curious tourist should visit the Ta' Pinu Basilica, which famous for supposedly saving Gozo from the plague and now home to hundreds of mementoes from grateful worshippers.



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Municipality of Sepino

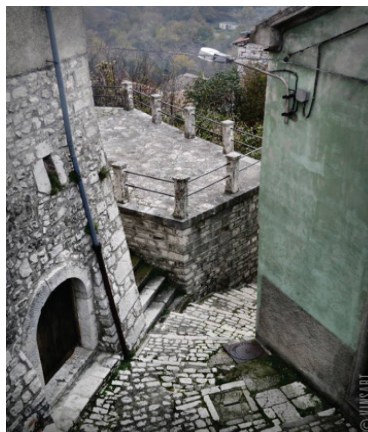


The Municipality of Sepino represents its community, takes care of the interests of its citizens and promotes the development of its population and of its territory. In addition to all the activities that the law gives it, the City is in charge of promotion of the cultural

heritage and the environment, and it also is in charge of services related to the economic development and the commercial distribution.

Sepino is a town of 2,069 inhabitants in the province of Campobasso, Molise, which is part of the circuit of the most beautiful towns in Italy. The name of Sepino comes from “saepio” (fencing in Latin) and is located at 702m above sea level, on a forest hill close to the foothills of the Massif of Matese. Near the village are the archaeological excavations of Saepinum and Saipins.

Saepinum is located in the archaeological zone of Altilia, crossed from the ancient Tratturo Pescasseroli-Candela. The citizens and the guests of the region have the chance





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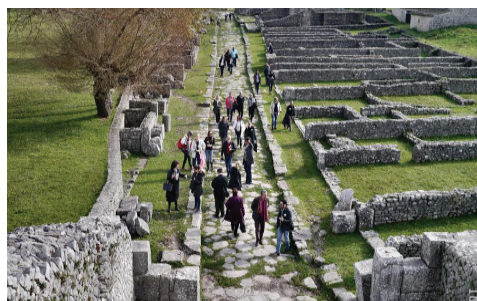
to see the Roman remains, such as the forum, the Basilica, Porta Bojano, the baths, the theatre, the Cardo and the Decumano, the walls, the majestic gates. The archaeological zone annually hosts many tourists and is



now included in the calendar of summer events, offering theatre and dance at international level. Several museums, located at the territory of Altilia are also a big magnet for the tourists.

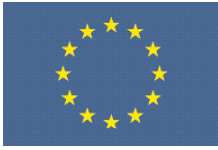
Towards the mountain, about 953 m above sea level, is located Saipins, commonly called

“Acropolis Terravecchia”, which can be reached by paths in the Matese. The significant Samnite centre from the 3rd century BC was defined by Titus Livius as “very strong and powerful”. In the past Saipinis was centre of many bloody battles, later it was conquered and destroyed during the third Samnite war from the console “Lucio Papirius Cursor”. In the centre stands the church of Santa Cristina, perhaps built when the population at the end of the Middle Ages, abandoned Saepinum to establish to-



day's Sepino: Castellum Saepini. The belfry of the Collegiate has the spire in the singular form of “bottle”, built entirely by the artisans of that time. Inside the church are the “cave of Santa Cristina” with the Mysteries, the Treasure Room, a nineteenth-century wooden choir and the parish historical archive, which also retains scrolls of the twelfth century.

The town of Sepino retains the typical medieval features. At large square

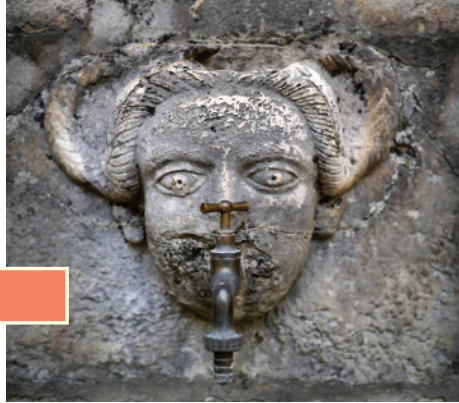


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correspond a certain number of narrow alleys.

There are many fountains, such as the one located in the main square, with taps that indicate the cardinal points, or those of the “Canala” and the “Mascherone”. The medieval town was surrounded by a belt of walls almost with elliptical shape, with four doors, with towers on which the castle stood out. Some

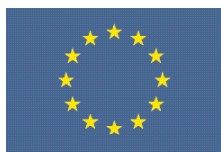


towers and three ports are still preserved: Southern, Eastern door, the door of the Court or Borrelli’ s door. The castle heavily damaged by the earthquake of 1805 was gradually demolished.

Of great interest is the area Campitello di Sepino, where you can enjoy large green areas in a huge wooded area, mainly beech forests. From this plateau you can reach the top of the surrounding mountains (Tre Confini, Mutria and Muschiaturò), areas inhabited by bandits in the past (such as the Routede Zuze), Passo Santa Crocella, where was the famous Benedictine monastery in the Middle Ages (Monasterium Sanctae Crucis), Fountain Rimavota and other destinations on the Matese mountains.

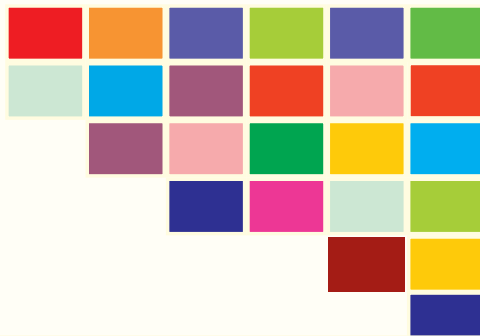
Among the most important rivers, rich in fish such as trout, remember the Tammaro, that gives its name to the namesake valley, and the Tappone that, along a very steep route, gives life to the waterfall Chestnut.

Near the town is the Baths Tre Fontane, whose oligomineral waters have suitable characteristics for kidney stones treatment.



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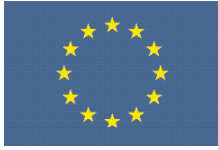
Towards Excellence in Cultural Tourism Network

A Shared Vision of Cultural Europe

Our main objectives are:

1. To build a structural network of towns aiming at developing and preserving the local cultural heritage in a sustainable manner as common heritage of European peoples;
2. To provide for the participation of local communities in the decision-making process;
3. To promote Network members' territories as tourism destinations;
4. To foster international, cross-sectoral cooperation;
5. To optimize cultural tourism through the exchange of good practices;
6. To develop joint projects for the achievement of the objectives of the Network;
7. To increase citizens' knowledge on European policies and the opportunities the EU provides;
8. To show the importance of preservation and valorization of intangible cultural heritage and the opportunities it provides for entrepreneurship;
9. To promote Active Aging and intergenerational learning;
10. To stimulate bilateral exchanges and mutual knowledge between its members;





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What is the project about?

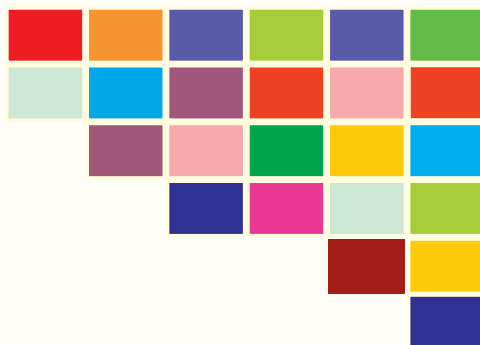
We completed the TECT project with the mission of establishing an efficient European Network of towns, addressing the challenges related to our intangible cultural heritage, its preservation, valorization, and continuation. As both European and cross-sectoral cooperation are of crucial importance for reaching our aims, we sought to actively involve the local stakeholders from each of the partnering towns in the Network's activities. In order to fully facilitate citizens' access to information and to provide them with opportunities and tools for active participation, we set up a shared platform for discussion, experience exchange and cooperation. Starting from February 2014, six public events with different framework and focus were held in different partner countries. This initiative created opportunity for more than 1000 citizens from 6 different states to meet, exchange experiences, start new partnerships, and learn from each other.

Citizens have the possibility to keep track of the latest developments of the network through the multilingual website, which was specifically created during the lifetime of the project. It contains up-to date information, detailed calendars of events, a discussion board and all tangible results were and still are regularly published. Moreover, as the project's main activities were focused on the creation of efficient Network, a "For You" section was created, broken down into thematic sub-sections, containing specific explanatory articles, discussion topics, announcements, and news. It also contains thematic discussion boards and feedback forms, where citizens are able to give us their feedback and communicate with stakeholders in all of the six towns. Citizens can also join the TECT Network through the social media: Facebook, Twitter and Google +.



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The project events

The Kick-off Meeting in Hindås, Sweden

The Kick-off meeting in Hindås, Sweden was the official Towards Excellence

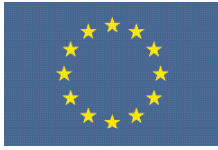
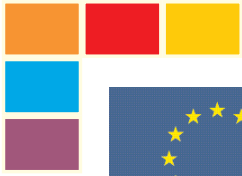
in Cultural Tourism opening event.

In the period 19-21 February, representatives of the 6 European Partners gathered in Hindås, Sweden to draft the structure of the network, its strategic priorities and short-term (within the project lifetime) and longterm (2014-2020) goals. The event reached out to the majority of the local stake-

holders, involving the direct participation of more than 40 local government officials, experts in the fields of tourism, culture, sustainable development and education, as well as artists, artisans and SMEs representatives.

Each of the partners presented their





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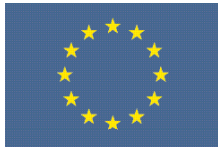
regions, with focus on the cultural tourism offer and the major challenges their respective local communities face. It became clear that for the participating towns the traditions, folk arts and crafts represent important resources from social and cultural perspective and taking action for

their valorization and continuation is important for achieving inclusive and

sustainable growth both of the local communities and the EU as a whole. During the three-day long workshops the partners agreed on the importance of developing coherent strategies and products to promote and make use of their tangible and intangible heritage for tourism. The exchange of experiences and know-how allowed the experts to identify the common ground for cooperation in order to address the needs of this growing sector and distinguish their territories as tourism destinations in the context of globalization. On that basis, the TECT Network administrative structure and its strategies and measures were drafted and submitted



for discussion and amendment to the Local Community in the Municipality of Harryda.



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The partners' representatives and the citizens of Harryda outlined the following major objectives to be featured in the Network's strategy:

- *to establish a sustainable network of municipalities, cultural organizations, small businesses and tourism centers;*
- *to promote sustainability, competitiveness and respect of local identities;*
- *to reinforce the sense of European citizenship by strengthening the relations between European local communities.*

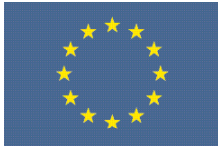
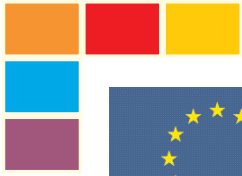
The first version of the Network's structure was also drafted in order to be continuously submitted for improvement during the lifetime of the project.



During their stay in Hindås, the international participants had the chance to discover the local culture, arts and crafts, as well as to meet and exchange know-how and best practices with the citizens of the municipality. The meetings in Hindås began with presentation and

welcoming of the representatives of the 6 European partners. This was followed by a presentation of the history of Hindås, given by the local citizen Andres Fors. Hindås is well known for being popular winter resort therefore the guests were taken for a walk in the neighborhood and to the old ski jump.





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Later the International coordinator presented a short overview of Häredda municipality and the programme Europe for Citizens. The representatives were invited to the dance hall



“Rotundan” where Hindås dansgille did a little performance of their folk dance. The guests were also able to enjoy a group from the culture school that played folk music. On the next day they visited stationhouse while the local artist Mia Branzell presented the activities of the culture association in

Hindås. Later the guests visited to local cultural sites such as an interior design shop – “Helis hem”, the church, the library and an arts and crafts shop “Gyllene Hinden”.

The afternoon was spent at the stationhouse where many creative, local artists and artisans had made an exhibition for the partners and for the public. The event was supplemented by: local musicians, knitting,



paining, wooden sculpturing and pottery demonstrations. On the last day the representatives were able to enjoy a short sight-seeing in Gothenburg city and a visit to the harbor and the opera house.

Following the events in Hindas, the reestablishment of cultural



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connections and communication among the participants started. Mr. Bertil Ottertun, a participant in the events in Hindås Station, shared with us some interesting information about a former initiative supported by UNESCO in 1956. A book entitled “Folk Songs of Europe” contains original songs from



nearly all nations within Europe with their English translations. The Bulgarian “Brave Companion” and the Swedish “There is a Tree” were greatly performed at the Hindås Station meeting. “It should be nice to collect that rich folk music for some kind of documentation and sharing”, said Mr. Ottertun.



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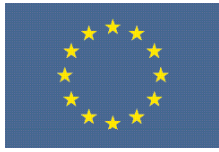
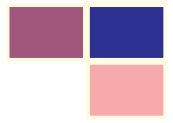
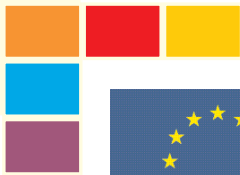
The international workshop held in Santa Cruz de Tenerife, Spain



technical visits, conferences, lectures, and meetings with cultural and tourist agents and local institutions in order to exchange experiences and conceptualize common strategies and measures for the development of their cultural tourism offer.

Florentino Guzman Plasencia, the fifth deputy mayor, opened the workshop and explained that “the project seeks to promote municipal cooperation on European level in the field of preservation of cultural heritage ...” He outlined that the project aims to increase the ability of the municipalities to meet the needs of the rapid growth of cultural tourism and to develop appropriate strategies and products to promote in the future.





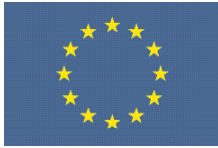
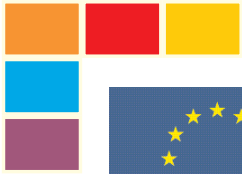
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Along with Florentino Guzman Plasencia, in the workshop participated the manager of OAC, Jerome Cabrera, and the official chronicler of Santa Cruz de Tenerife, Luis Cola. In addition, the fifth Vice President and Minister of Employment and Economic Development Council of Tenerife, Efraín Medina, and the Minister of Museums and Centres, Amaya Conde, were part of the delegation who presented to the international participants the management model of Santa Cruz. The TECT Network members discussed the challenges in the fields of culture, tourism and SMEs development on local, national and European level, shared the policies, addressing these challenges and identified



measures for joint actions in the relevant fields. The measures agreed were incorporated into the strategic priorities of the Network and published for comments and suggestions from citizens. The main cultural tourism sites were presented to the international participants, including: the Guimerá, Tenerife Arts Space (TEA), the Museum of Nature and Man Theatre, Castillo de San Juan and Powder House, the Church of San Francisco, the Museum of Fine Arts.



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The workshop was completed with a conference open to the public, involving the European partners, tour operators and representatives of various organizations and institutions. The conference included presentations and discussions on the following topics:

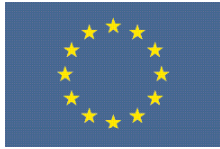


Dr. Eduardo Parra, Institute of Political and Social Science La Laguna University, “Canarias 2020: new

tourism paradigms”; Business Association “Zona Centro”; Dña. Aida Cedrés, Director of the Product Engineering Department of Turismo de Tenerife (Tourism development corporation of Tenerife); “Challenges and Policy of the European Union.”

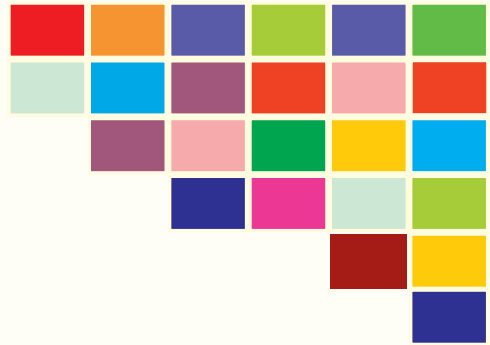
Ilina Yakova Municipality of Sandanski, Bulgaria; Mr Julian Zarb, lecturer at the University of Malta, Institute for Tourism and Culture and representative manager of a NGO of sustainable tourism. “The importance of considering community based tourism and local tourism planning for localities on islands”.





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The Cultural Tourism and Active Ageing Forum in Agia, Greece



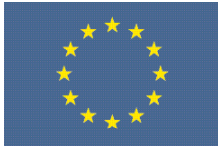
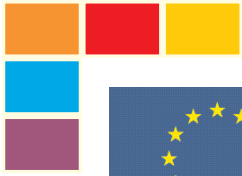
The 3rd meeting of the TECT Network was held in the Municipality of Agia, Greece, 4-6 June 2014 on the theme of ‘Cultural Tourism and Active Ageing’. The main purpose of the forum was to exchange experiences and best practices for both the development of new methods for the social inclusion of older people

and their participation in the development of cultural tourism, and solidarity and dialogue between generations, as well as to help seniors and young people to learn from each other. The history, culture and tradition of the Municipality of Agia and practices in the field of cultural tourism in relation to active ageing, European policies for active aging and economic growth, alternative strategies for the sustainable development of tourism, tourism based on local communities and the importance of active stakeholder involvement are some of the topics that were presented and discussed



during the three-day long forum. The meeting brought together a total of 30 international participants, representatives of the Network members, who had the chance to meet and cooperate with over a hundred local participants – local authorities, business, NGO representatives,





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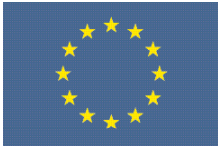
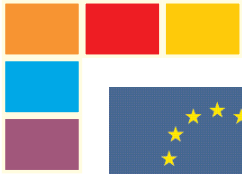


seniors, youth, citizens, artists, artisans, cultural organizations and institutions.

During their stay, the international participants visited historical sites such as Panteleimon Monastery and the Castle of Velika, and thus, got to know firsthand the local cultural tourism offer, the management and

development of the cultural tourism sites and attractions. The first day of the forum took place at the Cultural Center “Pupa” in Agia, where the following topics were presented and discussed: “Archaeological sites and monuments. Emergence and recovery “Stavroula Sdrolia Archaeologist 7th Byzantine Antiquities; “History and Tradition. Promotion through the General State Archives’ Catherine Smith, Historian General State Archives, Local file Agia; “The sustainable development of alternative forms





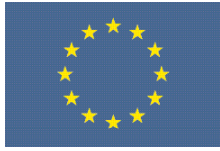
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of tourism destinations Case Agia” Elizabeth Hatzinikolaou consultant on Tourism of the Central Union of Municipalities of Greece; “The importance of the involvement of interested parties to tourism based on local communities” Julian Zarb, Lecturer International Tourism development at University of Malta. The second and third days of the forum were

held in Agiokampo hotel Golden Beach where the topics covered during the forum included: Cultural Tourism and Active Aging; Intergenerational Dialogue and Cultural Tourism and Active Ageing; social integration of seniors.



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The Cultural Tourism Fair in Malta



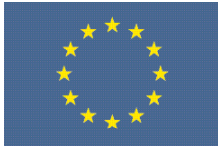
The Cultural Tourism Fair was the fourth project meeting of the TECT Network, which was held in Malta in the period 2nd – 4th July 2014. As SMEs are in the core of the local communities' development, their active involvement in the Network is crucial for the achievement of all the objectives and goals set. There-

fore, the main focus of the international fair was the creation of opportunities for the actors in the fields of culture and tourism and create sustainable partnerships, access new markets, exchange ideas. The Cultural Fair brought together artisans, local authorities and small and medium enterprises representatives from all participating in the Network countries.

During an open for the general public event was presented the Europe for Citizens programme, as well as the Towards Excellence in Cultural Tourism project objectives, achieved results and meeting agenda.



During the workshops, the cultural tourism in Malta was presented by Dr Nadia Theuma, a Senior Lecturer in the Institute for Tourism, Travel & Culture, University of Malta.



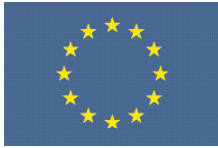
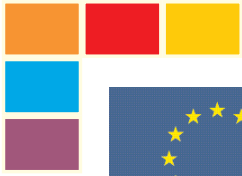
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Mr Jullian Zarb's presentation on the "Cultural Tourism Impact on Local Development and SMEs" was followed by a discussion and the representatives of the different sectors, and citizens shared their opinions, experience and needs. Graziella Vella, V18 Foundation presented the Valletta European Capital of Culture 2018 strategy before the audience. The section covering the promotion of the local products, arts and crafts was opened with a presentation by Lisa Grech – the president of "The Malta Artisan Market". It was followed by presentation of each partner's traditional local products, arts and crafts. Lili Vasileva – a representative of the



Local Governmental Association Malta presented GRISI+: presentation of GPs for promotion of local products and SMEs using ICT. The main goal of the GRISI PLUS is to improve the effectiveness, modernize and enrich public rural development policies in partners' regions by increasing the use of geographical information and geomatic tools promoting local products. After the workshops the delegates had a technical visit to the main cultural sites of the island with a focus on their maintenance,



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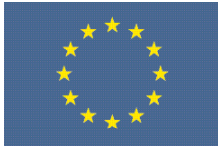
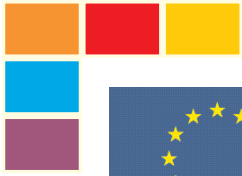
management, and promotion.
The second day of the project event started with a demonstration of good practices of a successful local SME through a visit of the Maypole bread and pastry factory in Qormi. The good practice was presented by Mr Carmel Debono - owner of the enterprise and was followed by degustation

of the products.

The Cultural Tourism Fair was organized in the Birgu Local Council building, where they had the chance to present local products, crafts, food, etc. The fair also included:

- exhibition of traditional arts, crafts and products
- degustation of local products
- networking between representatives of artisans from the partners regions
- presentation of traditional music and videos from Sandanski, Sepino, Harryda, Agia, Tenerife and Malta
- Knights of Malta experience-live performance.





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The fair resulted in promoted local goods, art and crafts, established new partnerships and synergies among participants and visitors. During the third day of the international event the partners and locals held discussions on the following topics:

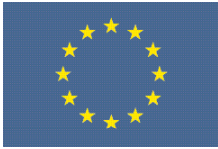
- SMEs: key actors in the promotion of traditional arts, crafts, food
- SMEs: key actors in the development of the TECT network
- the network objectives and short/ long term priorities



- new funding opportunities
- upcoming events: Bulgaria and Italy

The event was closed with a plenary discussion on the results of the Cultural Tourism Fair and conclusions.





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The Festival of Cultures in Sandanski

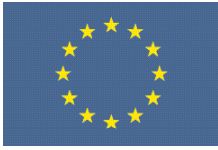
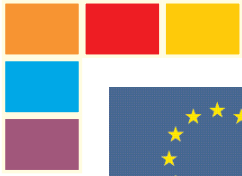
The Municipality of Sandanski, Bulgaria hosted the fifth project event - the Festival of Cultures, which took place in the period 6th - 8th September 2014. It was integrated into the Annual International Festival Pirin Folk Sandanski. The main goal of the project event was to create connections among traditional art-



ists and artisans, and to allow citizens to taste the cultural richness and diversity of Europe. The event brought together 34 international participants and over 150 locals. The project event was also enriched through the participation in all project activities of four representatives of Education, Research &

Consultancy Center – a non-governmental organisation from Lithuania with a major focus of activities in the fields of cultural and innovative tourism, civil society issues. The conference included presentations by all partners, and discussions, of their intangible cultural heritage; a presentation of the trends in European culture and tourism ,





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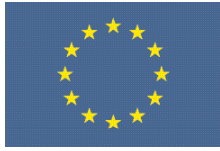
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and a discussion in reference to the future development of the TECT Network; a round table and discussion on the challenges and opportunities for entrepreneurship; the TECT structure and objectives were further enriched with the expertise of the participants and once again published for discussion. A valley of artists and artisans was

also organised during the festival days in the city park of Sandanski. It brought together artists and artisans from all 6 participating countries, allowing them to exchange experiences and discuss opportunities and challenges they encounter in their professional activities. It also allowed to establish connections and discuss future partnerships with their colleagues coming from different parts of Europe. The event also attracted the attention of the citizens and guests of the town of Sandanski, who had the chance to enjoy and discover traditional arts and crafts of 6 European countries. Artists from the partnering countries also took part in the musical program of the festival. Performers from Sweden, Greece, Malta and Italy contributed to the festival program, presenting the rich cultural heritage of their countries to the audience. The audience in Sandanski had the chance to enjoy folk dance from Greece, traditional bagpipes from Italy, as well as folk music and singing from Sweden and Malta. The event was closed by a Gala Dinner in the Festival venues in Sandanski.





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The Closing Conference in Italy

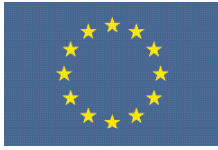
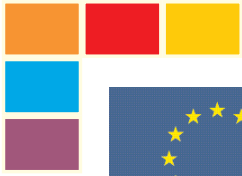
The TECT project Closing conference took place in Sepino, Italy between 26 and 28 November 2014. 30 international and over a hundred local participants came together. During the event the project results, the structure, short-term and long-term priorities of the network were presented and discussed among



project participants and local citizens. Thereafter, the future development of the network was discussed, as well as the opportunities and challenges before it. A set of measures for ensuring the sustainability and development of the network were identified. The agreed network structure foresees

annual change of presidency on a rotational principle among partners, therefore, during the meeting in Sepino, the project partners selected the Local Government Association (Malta) to take over the presidency for the following calendar year.





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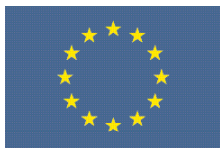
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The main cultural tourism sites were presented to the international participants in order for them to have the chance to evaluate and provide their expertise and suggestions for optimization and further development of Sepino's cultural tourism offer. The international participants visited historical and archaeological sites, such as the

historical city center of Sepino and the archaeological site of Altilia - a Roman city founded along the cattle-track over two thousand years ago and inhabited again nowadays by three families of farmers. Workshops of local artists and artisans were also visited, including the Marinelli bells foundry, considered to be the oldest foundry in the world, the workshop of the master of artistic punctured steel Aldo Perrella, participant in the Festival of Cultures in Sandanski, the Museum of Misteri in Campobasso, where these "machines" summarize not only undoubted artistic and craft qualities but also folklore, religion and popular devotion creating an evocative procession. The local music and dance traditions were presented by a folkloric music and dance group, and the music show that has closed the meeting at the LOTO Theatre with a live music show of a trio of local classical musicians and the performance of a young musician coming from Sweden.





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STRUCTURE AND REGULATION OF THE TOWARDS EXCELLENCE IN CULTURAL TOURISM (TECT)

The TECT Partners have agreed on and signed a Strategic Document containing the Structure, Regulation, aims and objectives of the Network. The text of the Official Strategic Document is as follows:

1. AIMS

1.1 The project „Towards Excellence in Cultural Tourism”, funded by the Europe for Citizens programme of the European Union, lays the foundations of a stable, international, intercultural network, serving as a tool for associating and developing new synergies among citizens, local authorities and businesses from different European towns; enriching their knowledge on intangible cultural heritage preservation and valorization, on the opportunities for entrepreneurship it provides.

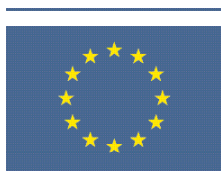
1.2 The Network aims at fostering cooperation at European level between municipalities on the theme of intangible cultural heritage, preservation and valorization through cultural tourism.

2. OBJECTIVES

The objectives of the Network are:

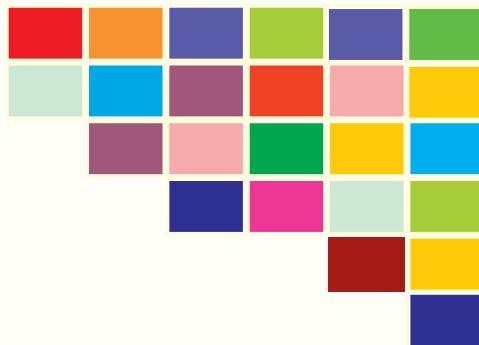
Short-term:

- to build a structural network of towns aiming at developing and preserving the local cultural heritage in a sustainable manner as common heritage of European people;
- to organize six different events, which will allow local communities to participate in the building of the Network;



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- to provide the participation of local communities in the decision-making process;
- to affirm principles of unity and co-operation of the member communities in the light of the process of stabilization in the area.
- 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 develop joint projects for the achievement of the objectives of the Network;
- to increase citizens' knowledge on European policies and the opportunities the EU provides;
- to show the importance of preservation and valorization of intangible cultural heritage and the opportunities it provides for entrepreneurship;
- to promote Active Ageing and inter-generational learning;
- to enable the youth to make new contacts, find potential employers, meet successful entrepreneurs and learn from their experience;
- to stimulate the members to co-operate in different projects;
- to stimulate bilateral exchanges and mutual knowledge between its members;
- to help establishing the SMEs, NGOs, cultural and tourism organizations as key actors in the development and promotion of cultural tourism;
- to help optimize businesses' operational capacity through good practices exchange with their European colleagues and develop new synergies;
- to create a shared platform for discussion, experience exchange, and cooperation, and thus facilitate and increase the international cooperation and partnerships among the different stakeholders.



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3. ETHOS

The Network will be non-party in politics and non-sectarian in religion and will be fully committed to policy of equal opportunity to all irrespective of gender, class, creed, disability or ethnic background.

4. MEMBERSHIP

4.1 The participation in the Network is free and without charge, in a spirit of cooperation, friendship and common sharing of experiences and objectives.

4.2 During the lifetime of the project, the members of the Network are set as follows:

Municipality of Sandanski, Bulgaria

Municipality of Agia, Greece

Municipality of Santa Cruz de Tenerife, Spain

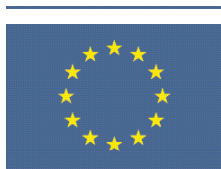
Municipality of Sepino, Italy

Municipality of Hårryda, Sweden

Local Government Association, Malta

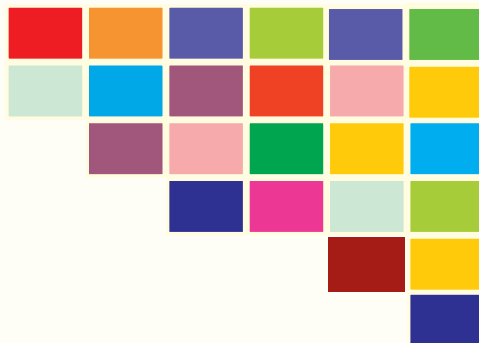
4.3 After the lifetime of the project, membership of the Network is not restricted. Membership will be open to all towns and/or associations of towns that will contribute to the achievement of the aims and objectives of the Network.

4.4 Where the conduct of an individual, group or organization is detrimental to the interests of the Network or their behavior is such as to be likely to bring the Network into disrepute, the Network shall, where it sees fit and having given prior notice in writing to that individual, group or organization, exclude that individual, group or organization from membership of the Network or the support of the Network.



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5. MEMBERS' RESPONSIBILITIES

5.1 Each member will be responsible for:

5.1.1 Complying with the rules of the Network

5.1.2 Organizing the foreseen by the TECT project events and for including as many local participants as suitable throughout the process. Each partner is responsible for selecting the most relevant participants taking into account the themes of the event and the areas of expertise required during the lifetime of the project;

- Involving the local communities in the events, to visit and to participate, to share and exchange experiences, opinions and values;
- Maintaining the project website and project sections on partners' websites
- Promoting the project objectives and progress;
- Promoting European Union, contributing to developing a sense of belonging to common European ideals;
- Providing stakeholders with information and assistance related to the realization and implementation of the Network objectives.

6. MANAGEMENT

6.1 Management Committee

The duties of the Management Committee are to have regard to the overall management and control of the Network.

6.1.1 The activities and meetings of the Network shall be controlled by a Management Committee, which shall consist of 6 members (representatives of each partnering institution).

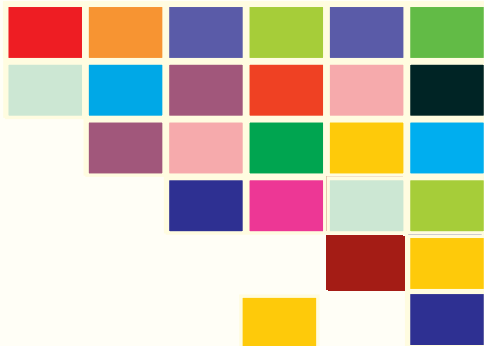
6.1.2 A quorum of the committee shall be at least 50 % +1 member.

6.1.3 Each member will have one vote on the Network. However, there will be no limit placed on the number of representatives from any one member who may attend Network events.



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6.1.4 Each member will nominate a representative, to whom correspondence relating to the Network is to be addressed. It will be this person's responsibility to ensure that their institution is informed of, and represented at Network events.

6.1.5 In the event of a member failing to attend three meetings of the Network, of which they have been properly notified, without apology, they will be deemed to have resigned from the Network.

6.1.6 The official written language of The Network shall be English

6.1.7 The responsibilities of the Management Committee shall be:

- to pursue the aims of the Network;
- to organize and control the meetings;
- to set up the agenda for discussions;
- to draft the annual priorities of the Network;

Each member shall be responsible for the organization of consultations with the target groups of the TECT project in order to ensure the active involvement of the local communities in the process of establishing the annual priorities of the Network. The draft of the annual priorities shall be sent in writing to the other members 1 month before the second annual meeting of the Network.

- to ensure the maintenance of the Web platform;
- to approve new members of the Network;
- to exclude members of the Network;
- members of the Committee will hold as confidential all matters relating to the affairs of the Committee and Network;
- the Management Committee shall have the power to make, alter and revise the rules of the Network;



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- the Management Committee is empowered to respond to media queries which may arise, but no member of the Network/Committee is empowered to make any public statement purporting to represent the views of the Network without the prior approval of the Committee.

6.2 Presidency

6.2.1 The Network shall be chaired consecutively by the different members for 1 year on a rotational basis. The Municipality of Sandanski will assume the function of a chair for the period, covering the duration of the project, followed by Municipality of Agia, Greece, Municipality of Santa Cruz de Tenerife, Spain, Municipality of Sepino, Italy, Municipality of HÄrryda, Sweden, Local Government Association, Malta;

6.2.2 The representative of the member – chair of the Network shall assume the function of a Chairman of the Management Committee;

6.2.3 The announcement of the new chair of the Network shall take place during the annual meetings of the Network.

7. MEETINGS

7.1 The Network's members shall meet at least two times per year – in May and in November, and at such other times as may be deemed necessary in order to:

- discuss the development of the Network;
- share new practices, new opportunities, new perspectives that occurred after the end of the project;
- discuss the development of new partnerships at different levels and in different fields of shared interest inside the Network (rural development, health, research etc.);
- not less than 14 days notice in writing of such meeting will be given to all members before every meeting;



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7.2 The meetings shall be held through the project Web platform or through any other electronic media when no other means is appropriate.

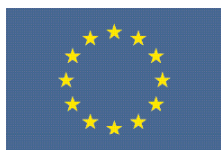
8. AMENDMENTS TO THE CONSTITUTION

Amendments to the Network structure and regulation shall only be made at the annual general meetings. Notice of proposed amendments shall be given in writing to all towns, two months before the date of the meeting. No amendment shall be carried, unless at least two thirds of the towns assent.

TOWARDS EXCELLENCE IN CULTURAL TOURISM NETWORK STRATEGIC PRIORITIES

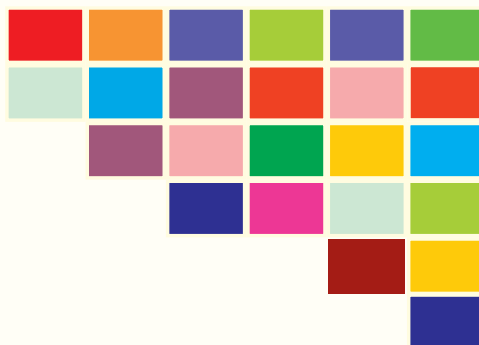
Major challenges:

1. Inability to develop adequate strategies and products to promote and make use of their tangible and intangible heritage for tourism
2. Inefficiency regarding the valorization and continuation of the local traditions, folk arts and crafts
3. Difficulties with achieving inclusive and sustainable growth
4. Insufficient promotion of the perspective of active ageing and inter-generational learning, leading to the progressive disappearance of important cultural heritage and to difficulty to adapt tourism services for the emerging needs of the market



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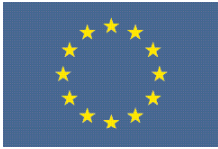


5. Difficulty to promote and distinguish our territories as tourism destinations in the context of globalization
6. Insufficient visibility of the partner's territories cultural tourism offer
7. Weak involvement of the municipalities' rural areas in tourism related activities
8. Insufficient variety and flexibility of the tourism offer and tourism services providers, seasonal distribution of tourist movements
9. Insufficient communication and cooperation among the different stakeholders on local, national and international levels
10. Insufficient know-how on effective marketing and strategic planning, cultural tourism product development, European policies and opportunities for SMEs and creative entrepreneurship sectors growth and expansion.

The Strategy

In order to address the above listed challenges the Network Members adopted long term and short-term strategic priorities to be implemented within the Towards Excellence in Cultural Tourism Network.

The primary purpose of the TECT Strategy is to improve and enhance the Cultural Tourism offer provided by the partnering territories and increase the number of national and international culturally oriented visitors, thus maximize the return to the local communities on their cultural heritage assets. By return, it should be understood the income generated for the local businesses, cultural and artistic organizations, as well as increase in revenues to local governments. The strategy seeks to accomplish this by strengthening the connections between the different stakeholders on local, national and European levels and by implementing joint actions in the following areas:



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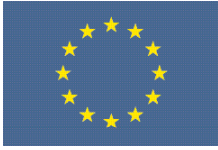


1. Enabling the cultural heritage assets to provide more compelling visitor experiences,
2. Increasing the visibility of cultural tourism assets and products to the target market segments
3. Diversifying the offer the partnering towns have already developed and encouraging the development of new cultural tourism products and attractions, thereby dramatically expanding the potential audience for the local cultural heritage tourism segments.

I. Short-term strategic priorities

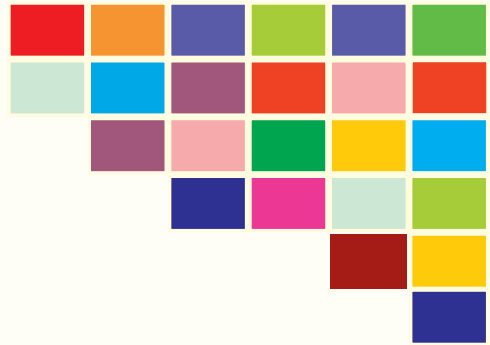
The short-term strategic priorities were accomplished during the lifetime of the Towards Excellence in Cultural Tourism project. As stated in the approved TECT project proposal, we accomplished the following:

1. We built a structural network of towns aiming at developing and preserving the local cultural heritage in a sustainable manner as common heritage of European peoples;
2. We organized six different events, which will allow local communities to participate in the building of the Network;
3. We provided for the participation of local communities in the decision-making process;
4. We affirmed the principles of unity and co-operation of the member communities;
5. We promoted the Network members' territories as tourism destinations;
6. We fostered international, cross-sectoral cooperation;



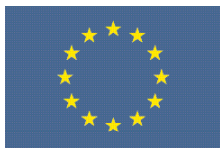
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7. We optimized cultural tourism through the exchange of good practices;
8. We developed joint projects for the achievement of the objectives of the Network;
9. We increased citizens' knowledge on European policies and the opportunities that the EU provides;
10. We showed the importance of preservation and valorization of intangible cultural heritage and the opportunities it provides for entrepreneurship;
11. We promoted Active Ageing and inter-generational learning;
12. We enabled the youth to make new contacts, find potential employers, meet successful entrepreneurs and learn from their experience;
13. We stimulated the members to co-operate in different projects;
14. We stimulated bilateral exchanges and mutual knowledge between its members;





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II. Long – term strategic priorities

The long-term strategic priorities cover the period 2015 – 2020. The long-term strategic priorities are grouped into three major categories:

1. Building visibility,
2. Enhancing existing assets
3. Creating new assets

1. Building Visibility

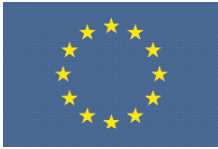
This group of strategic priorities is geared for improving awareness of the Network members' assets among the target market segments. It includes the following:

A. To create and promote a Joint Events Calendar

The Calendar would be the most comprehensive expression of the core idea of the TECT Network, demonstrating the diversity of Cultural Tourism offer available in the partnering towns.

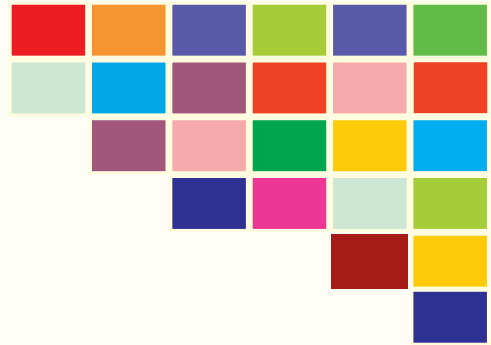
Actions to undertake:

- Promotion of the local territories through “Signature events” in order to allow the members to emphasize existing cultural events and reach wider audiences.
- Promotion of Cultural and traditional Heritage Celebrations: the partnering towns' cultural diversity provides great opportunities for its joint thematic promotion, and thus, leading to diversification of the cultural and tourism offer of the network members.



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B. To engage visitors through the use of ICT:

Thanks to advances in technology, there are numerous opportunities to use digital technology to reach the Network's target market segments. For example, interpretive materials available to visitors at historic sites and trails have traditionally been provided through brochures and maps. The increase of such on-site interpretation is being shifted to digital applications available to the visitor through the Web or through their cell phones.

Actions to undertake:

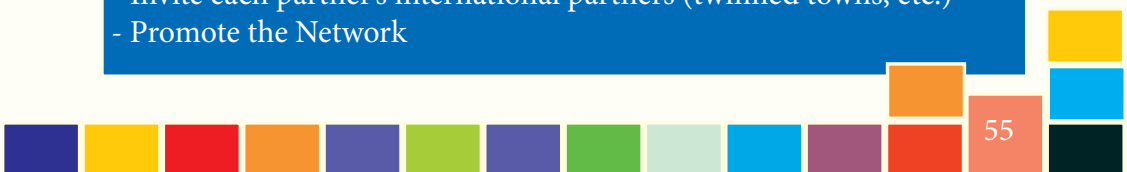
- Development and enrichment of ICT based promotional and dissemination services and products
- Creation of thematic joint ICT based services and products
- Organization of information and education campaigns targeted at local communities for the use of ICT for promotion of business and services
- Development of GIS maps, promoting the traditional local products and cultural events.

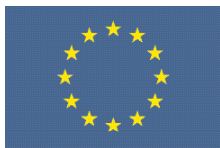
C. To promote and enlarge the Network throughout Europe

The expansion of the Network to other European communities will highly enhance its visibility and will create further opportunities for the promotion of local cultural heritage, business and entrepreneurship development and successful creation and marketing of new cultural tourism products.

Actions to undertake:

- Invite each partner's international partners (twinned towns, etc.)
- Promote the Network





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- Involve new partners in future Network initiatives
- Participate and provide information about the TECT project at ongoing youth activities
- Networking with relevant networks of culture and tourism, as: ECTN

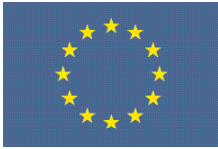
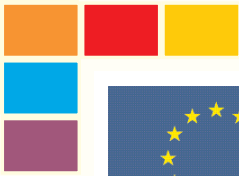
2. Enhancing existing Assets:

The existing cultural tourism offer and attractions can be significantly enhanced if its diverse assets are grouped in packages that appeal to different target groups of culture-oriented tourists.

Actions to undertake:

Enhancing the visitors Cultural Heritage Experience through the targeted use of the intangible cultural heritage through the following actions:

- Linking similarly themed assets, present in the different partners territories, this way promoting them jointly, increasing each partner's tourism offer and encouraging creativity and entrepreneurship through international and cross-sectoral cooperation.
- Emphasizing the importance of active ageing and intergenerational learning through the integration of traditional arts and crafts into already existing tourism assets.
- Promotion and setup of local museums of memory: the setting up of local museums set up through contributions by the local community and managed by a working group, committee or foundation made up of the local community including volunteer guides from the local community.
- Traditional costumes – encourage the research into traditional costumes and folklore as well as tangible and intangible heritage through the community and the inter generational dialogues and informal meetings



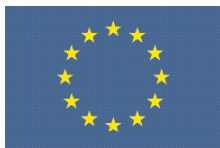
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as a means of keeping this living history and heritage alive within that society as a patrimony for all local residents and visitors.

- Targeting the extended family nucleus for tourism: focussing on intergenerational dialogue by involving all the family in experiences of memory and tradition or folklore heritage through personal experiences.
- Organize in each own town, storytelling through dramatized history tours.
- Creating a documentation database, a list of craft, art forms, musical forms that are endangered. For example bobbin lace, folk dance.
- Create the first European interactive exhibition of arts & crafts.
- Test the import and export of arts & crafts between strategic entrepreneurs among the participating countries.
- Partners should try to implement best practices from other regions from the TECT network: example: Hamrun Local Council is currently implementing a best practice observed during the visit in Agia: a video with traditional crafts/arts performed by the elderly so that the knowledge will be transferred to the younger generation
- Partners should try to contact their regional/national authorities with suggestions for improvement of the cultural tourism sector in their territories.
- Policy commitment is important part for the improvement of the network and members of the network should try to reach the highest level possible: example: Mr Paul Farrugia (president of a region in Malta) will be able to raise certain issues during the Committee of Regions (CoR) sessions.



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3. Creating new assets:

A. To facilitate networking and clustering of cultural and tourism stakeholders

Actions to undertake:

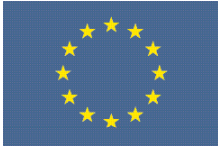
Extending the collaboration among different stakeholders in the Network by 20% involving:

- Business partnerships
- Joint cultural tourism products, initiatives, campaigns
- Joint promotional initiatives
- Joint projects in the fields of education, tourism, culture, active ageing

B. To mobilize the full potential for sustainable tourism of the partnering towns

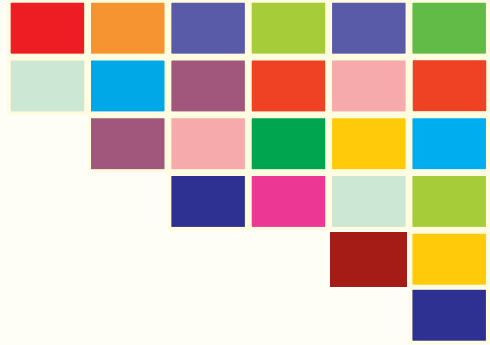
Actions to undertake:

- Developing common strategies and approaches based on environmental and social responsibility, and building on the commitment of various stakeholders
- Facilitating the exchange of best practices
- Development of joint tourism products and projects among the partners with major focus on rural areas.
- Extensive promotion of the Network within local communities
- Organization of citizens' meetings
- Active involvement of professional organizations
- Development of at least one joint initiative annually



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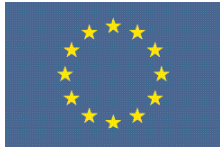
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C. To develop a Cultural Tourism product 'agenda' – a set of events, themes and concepts – both international and regional – on which Cultural Tourism products can be built

Actions to undertake:

- Initiating development of a shortlist of events and 'unifying concepts' around which experience-based offers can be built and promoted.
- Stimulating productive communications among members of the 'supply side' of Cultural Tourism to build products consistent with the needs of the consumers.
- Implement regular, themed meetings with the stakeholders to share insights and ideas around market opportunities and to stimulate joint product development and marketing collaboration.



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