

Call: COS-TOUR-2015-3-04

Title of the project:

Acronym: *GENIUS LOCI*

Project duration and start date: 18 months, started on 1st April 2016

Short description of the project:

The Genius Loci project aims to **valorise the tourism potential of industrial heritage and living industry in order to enhance the tourist attractiveness of the involved territories through the discovery by the tourist of the local Genius loci**. Nowadays, in the industrial heritage sector, there are many programs focusing on ‘trails’ and large industries. While, there are very few who deal with **smaller historic enterprises (SMEs) in towns and rural industries**. So, the Genius Loci project intends to **foster the touristic exploitation of this “forgotten” market** related to on the **industrial heritage of SMES**. Starting from the three common industrial heritage sector of the involved countries, the packages will take into consideration the following, border crossing-transnational themes:

- **Weaving factory and fiber production;**
- **Breweries and distilleries;**
- **Brick and tile work.**

The tourist product will combine two kinds of industrial tourism: active industries and industrial heritage tourism. To the sites involved in the tourist package will be assigned a **E-FAITH labels associated to a QR Code containing multilanguages and multi-media information and contents**. The QR code will ensure to the visitors to have in real time information about the interesting places, the attractions, the museum, the services surrounding the itinerary. Furthermore, a specific thematic network, called INDUSTIANA, bringing together and coordinating individual sites under one umbrella, will be established in order to increase the value of developed transnational product. The sites of the network will be selected, by taking specially into consideration the activities and the places that have been involved in the initiatives implemented during the European Industrial and Technical Heritage Year (2015) and those opened to the public during the 2015 European Heritage Days. The project involves: Belgium, Italy, Malta, Hungary and Spain. The project will last 18 months.

The **main objects** of the project are:

- to acquire a deep knowledge of the development in the field of the tourism based on industrial heritage valorization;
- to provide to the tourism operators specific tools and methodologies in order to increase the tourism flow in the industrial heritage sites;
- to make citizens protagonists of their tourist experience, by enable them to approach new technologies for the choice and the planning of their transnational holiday;
- to realize a benchmark analysis in European countries in order to identify good practices to be transferred in the field of the development of industrial heritage tourism packages and routes;
- to create a web interactive platform where users (both potential customers and tourist operators) could access and interact in order to promote, use and disseminate opportunities for tourism in Europe and in order to promote the involved territories

- to create E-FAITH quality label associated to a QR Code containing multilingual and multi-media information and contents
- to establish the INDUSTRIANA network;
- to realize networking action and training activities to disseminate the methods and materials produced, so that they are accessible to, and used by, a vast number of tourism stakeholder in Europe;
- to carry out training activities addressed to public regional authorities, tourism operator, enterprises in the field of territorial marketing and tourism promotion;
- to enhance the visibility of typical living industries of involved countries.

Lead partner/coordinator:

- APIFORM s.r.l. (Italy)

Partners:

- EUROPEAN FEDERATION OF ASSOCIATION OF INDUSTRIAL AND TECHNICAL HERITAGE (Belgium)
- DIPUTACION PROVINCIAL DE TERUEL (Spain)
- 5 SENSES LTD (Malta)
- LOC8 (Belgium)
- Central Transdanubian Regional Innovation Agency Ltd (Hungary)

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