HIKING EUROPE

Discovering Rural Europe through hiking trails

Project number: 699540 (COSME-TOUR-2015-3-04)

Kick-off Meeting Theme 2
19 April 2016, EASME, Brussels
What is Hiking Europe?

A transnational network of rural touristic routes structured in several hiking itineraries across Europe, unveiling the cultural and natural heritage of the partnering regions.
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Partners:
1. Catalan Tourist Board ES
2. Emilia Romagna Region IT
3. DUNEA Dubrovnik-Neretva HR
4. Donegal County Council IR
5. Pirineu Emoció Agencia de Viatges ES
6. Institut Für Tourismus-Und Bäderforschung in NordEuropa Gmbh GE
7. Naturfreunde Internationale AU
8. Universitat de Girona ES
Key Points

- Transnational cooperation: To face mass tourism
- Territorial balance: Sustainable, responsible
- Competitiveness: SMEs skills and capacities
- Europe, tourist destination: Local diversity and uniqueness
THE FRAMEWORK OF HIKING EUROPE

From mass tourism to sustainable alternatives

Healthy lifestyle and European local reality
OBJECTIVES

1) To identify, valorise local assets
2) To build a strategic consensus with all relevant stakeholders identified
3) To design and structure the transnational network of hiking routes
4) To develop a joint promotional and commercial strategy
5) To improve the professional skills of SMEs and to promote its internationalization
6) To enhance the institutional framework
MAIN EXPECTED RESULTS

- Set of Technical criteria
- Mapping of local assets
- Engagement of SMEs
- 1 international seminar
- HikingEurope network
- HikingEurope product
- 18 Holiday Packages - 4 Road Books
- Web Platform
- Communication Plan
- Business and Management Plan
- SMEs Training
- Indicators system
The secret of getting ahead is getting started.

Mark Twain

Thank You!