

Kick-off Meeting Theme 2

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WELL-O-LIVE

**Wellness and wellbeing experience
across the European Routes of the Olive Tree**

**Diversifying the EU tourism offer and products – Promoting
transnational thematic tourism products**

WELL-O-LIVE

Wellness and wellbeing experience across the European Routes of the Olive Tree

1. **Lead partner:** Municipality of Brindisi (Italy)
2. University of Eastern Finland, Centre for Tourism Studies (Finland)
3. Destination Makers S.r.l.s. (Italy) / SME
4. Chambre de Commerce Italienne de Lyon (France)
5. Regional Development Agency DUNEA (Croatia)
6. Directorate General of Tourism, Government of Catalonia (Spain)
7. Cultural Foundation Routes of the Olive Tree (Greece)
8. New Travels Agency Ltd. (Bulgaria) / SME



Short description

Rural destinations are a fertile ground for emerging behavioral patterns of tourists, demanding for a large variety of personalized experiences and conveying a growing interest and concern about **heritage, authenticity, health and environment**.

Tourists travelling to rural destinations seek for **holistic and personal wellbeing** (physical, mental, and spiritual) associated with the recovery of social and cultural heritage of destinations, contact with nature and meaningful relationships with local community's traditions and habits.

WELL-O-LIVE

Wellness and wellbeing experience across the European Routes of the Olive Tree

Short description

- Well-O-live project builds a transnational network linking together **8 private and public actors** from **7 European countries (Bulgaria, Croatia, Finland, France, Greece, Italy and Spain)**.
- They are all committed to develop and implement an innovative model for designing, managing and promoting market-driven thematic products of rural tourism focused on wellness and wellbeing activities across the Routes of Olive Tree.
- The Routes of the Olive Tree has been incorporated into the programme "The Council of Europe Cultural Routes" in 2005

Short description

- The project designs a **European olive-based tourism product** that **mixes together education with entertainment**, making rural destinations more attractive to discover, live, work and invest in, and fostering the transition of their economies from a traditional pattern to a better managed market approach.
- The thematic nature of the tourism product is nurtured by the valorisation of the European Routes of the Olive Tree, which also provides an opportunity to create synergies between different kinds of tourism such as: **rural tourism, wine and food tourism, wellness and wellbeing tourism, cultural tourism, eco-friendly tourism.**

Key points in the creation of the proposal

- The consortium includes partners which have already implemented European and national projects relevant for Well-O-live (i.e. **Prowell, Oléoturisme, Knoleum, Olive-Tourism**). It takes advantage of these best practices to better tackle with the sustainability issue;
- enhances involvement of the Routes of the Olive Tree Cultural Foundation to pay greater attention to the olive oil and tree heritage as a common European symbol of civilization, peace and identity;
- fosters ongoing cooperation with the Council of Europe in the promotion of European Cultural Routes, as the European Institute of the Cultural Routes is involved in the dissemination purpose;

Key innovative elements (1)

The innovative key elements of the project are spread out over specific objectives and activities, that are:

- **integrating site-specific agricultural heritage into rural wellness and wellbeing experiences**, with the aim to enhance differentiation and promote an innovative product;
- strong **emphasis on SME's**, integrated capacity building and innovation in both the product and in the type of approach and dissemination the project suggests;
- promoting innovation and uptake of new information technologies in the tourism sector by implementing **unconventional innovative forms of experiential marketing and promotion (Blogger Experiences)**. They will involve international tourism experts and bloggers, video-makers and opinion leaders expected to cooperate with local SMEs for the supply of enhanced experiences for visitors;

Key innovative elements (2)

- ▶ complying with the changing market expectations by improving skills and capabilities of professionals and workers in the tourism sector. The project is addressed to provide **multidisciplinary experiential laboratories (Experiential Labs)** enabling mechanisms of capacity-building and participation within destinations;
- ▶ enhancing cooperation and dialogue at transnational level by **feeding a storytelling process** around the olive oil and tree as a common European heritage capable of enhancing competitiveness and diversification of European tourism offer and promote sustainability, also through the platform Blogging Europe implemented by the Council of Europe Cultural Routes;
- ▶ allowing to **transfer project practices** among members and stakeholders across the Routes of the Olive Tree.



**Thank you
for the attention!**

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