

**Call:** COS-WP 2014-3-15.03

**Title of the project:** The Heritage of Olive Tree for Sustainable Tourism

**Acronym:** *H.O.S.T.*

**Project Duration and starting date:** 18 months – 1<sup>st</sup> June 2015

**Short description of project**

- The project focuses on the development of a transnational tourism product based on sport activities declined in a rural environment. The four areas involved (Monte Pisano, Tuscany-IT, Island of Lesvos-EL, Obalno-Kraška Region, Koper-SI and Municipality of Zejtun-MT) share the presence of a Mediterranean landscape characterised by the olive tree heritage. The “Virtual Transnational Route of Olive Tree”, a brand new thematic itinerary that the project contributes creating and marketing, will be promoted throughout the organisation of four sports events: 2 marathons (SI and MT) and 2 trails (IT and EL).
- The overall objective of the project is to contribute to the sustainable revitalization of local rural economies with positive impact on population resilience and on natural and cultural heritage conservation. The project will specifically focus on the tourist sector as turning point susceptible to drive economic development. The specific objective is thus to contribute to the sector profitability and sustainability by supporting SMEs competitiveness, coordinate actors, build capacities and promote destinations through territorial branding.

**Partners:**

- FONDAZIONE CAMPUS – STUDI DEL MEDITERRANEO (Italy)
- TIMESIS SRL (Italy)
- REGIONALNI RAZVOJNI CENTER KOPER RRC Koper – Regional Development Center Koper (Slovenia)
- 5 senses LTD (Malta)
- ETAIREIA TOPIKIS ANAPTIXIS LESVOU Lesvos Local Development Company S.A. - ETAL S.A. (Greece)
- MESTNA OBCINA KOPER – Municipality of Koper (Slovenia)

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