

CERA-DEST - Ceramic destinations for sustainable tourism

The project is about the creation of a new competitive and sustainable tourism offer for the “European Route of ceramics”, capitalizing on the specific industrial and cultural heritage of ceramic territories.

Overall objective: Improve the attractiveness of ceramic destinations, through the development of a tourism offer around the theme of ceramics.

Operational objectives:

- develop pilot packages and set-up the tools for their market uptake, through joint-communication actions;
- set the base for a long-lasting and inter-sectoral cooperation of tourism authorities and stakeholders;
- create new knowledge about transnational sustainable tourism.

Project duration: 1 April 2013-30 September 2014

Coordinator: City of Limoges (France)

Partners:

City of Stoke-on-Trent (United Kingdom)

City of Faenza (Italy)

City of Delft (Netherlands)

City of Höhr-Grenzhausen (Germany)

Porzellanikon Museum of Selb (Germany)

Anderen Limited (United Kingdom)

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website: *no website for the moment but to be developed during the project*