

EUROPE TOUR





Empowering rural areas to harvest the potential of cultural tourism.

A European initiative aimed at unlocking the economic potential of Europe's outstanding cultural treasures.

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the EUROPETOUR project

The territory of Europe is made up by a staggering majority of rural areas (about 80% of the surface), home to some 4.500 small towns and villages of less than 20.000 inhabitants each. Most of them have culturally important monuments, such as historic houses, living traditions, and cultural attractions of many kinds.

To this end, the EUROPETOUR project aims at improving the professional qualification of actors in the cultural tourism market of rural areas. It does so by qualifying staff and local stakeholders in creating attractive offers and in using social media marketing. The project equally targets actors from the tourism as well as cultural & creative industries, careful about a holistic and integrative approach to include all relevant actors and unlock the economic potential for forthcoming, sustainable business opportunities across Europe.

CONTACT:

DR. KARIN DRDA-KÜHN

Kultur und Arbeit e.V.

Goethestr. 10 · 97980 Bad Mergentheim

Tel. 07931 5636374 · Fax 07931 992731

www.kultur-und-arbeit.de

info@europetour.tips

www.europetour.tips



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