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European Cultural Tourism Network
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Veneto Region
ITALY



Vidzeme Tourism Association
LATVIA



Region of Central Macedonia
GREECE



Sibiu County Tourism Association
ROMANIA



Region Västra Götaland
SWEDEN



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BULGARIA



County Council of Granada
SPAIN



Intermunicipal Community of Ave
PORTUGAL

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European Regional
Development Fund

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European Union
European Regional
Development Fund



**Environment &
resource
efficiency**



**Culture and Heritage for
Responsible, Innovative and Sustainable
Tourism Actions**

Culture and Heritage for Responsible, Innovative and Sustainable Tourism Actions

2016 - 2020

CHRISTA project is an interregional cooperation project for improving natural and cultural heritage policies in the Interreg Europe Programme, which helps regional and local governments across Europe to develop and deliver better policy by integrated and sustainable impact for people and place.

Cultural and natural heritage is very important at all levels, local, regional, national and European, consisting of several dimensions that can lead to resource efficiency, through deployment for sustainable and responsible tourism development with innovative character. Policies for heritage applications to eco-cultural tourism need to be further developed, implemented and monitored, through interregional cooperation.

The overall objective of the project is to protect and preserve natural and cultural heritage assets and deploy them for the development and promotion of innovative, sustainable and responsible tourism strategies, including intangible and industrial heritage, through interpretation and digitisation, with capitalisation of good practices, policy learning, policy implementation and capacity building.

Priority themes of high value to cultural tourism development: 4 I's



Intangible Heritage -
living cultural heritage



Interpretation Facilities -
a communication process



Industrial Heritage -
remains of industrial culture



Innovation and Digitisation
of cultural resources

Expected Results

- **Capacity building** of partner's key staff, stakeholders and policy makers which will enhance their ability to identify and meet policy instrument improvement challenges.
- **Better cooperation/partnerships** between public and private sectors, tourism and cultural sectors.
- **Improved 9 policy instruments** will ensure sustainable regional development and influence policy makers in other regions.
- **Added value** to the initiatives at EU level with improved policy instruments and influence other Structural Funds programmes

Main Activities

- **4 inter-regional thematic workshops, capacity building with study visits 2016 - 2018**
- **Staff Exchange programme 2016 - 2018**
- **Development and Implementation of 9 Action Plans for policy instruments**
- **18 local dissemination events in 9 regions, 2016 - 2018**
- **Final Conference, 2019**
- **Participation at European level events**
- **Incorporate in the activities of the Year of Sustainable Tourism for Development - 2017 and the European Year of Cultural Heritage 2018**