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1. Heritour Project

1.1 Summary. Summary. The project aim is to create new itinerary and new tourist route in different European states; to promote areas which at the moment are not part of classic tourist circuit, but are characterized by precious cultural heritage and landscape. This is the overall aim of HERITOUR Project (Cultural thematic route development in rural areas), approved within INTERREG IIB CADSES Neighbourhood Programme (extended area from Middle - Europe to the Adriatic).

The Project lasts 30 months and started in July 2005 involving 14 partners from 6 different countries: Greece, Hungary, Italy, Slovakia, Czech Republic, and Romania. The common consideration which has brought up the Project concerns several areas in these states characterized by strong traditions and many natural and cultural attractions. The implementation of the Project strengthens the values found in these areas, as a matter of fact there has been created the basis for setting up regional cultural thematic routes but in a transnational logic.

1.2. Objective. The project contributes to the social and economic cohesion of all the member states. The short term objective is to develop local and transnational thematic routes, to promote sustainable development, respecting and protecting the environment and promoting cultural values of rural areas. The aim is to bring out the potentiality of these areas as far as attractions and cultural heritage are concerned, so these various thematic routes will become part of the international tourist circuit. Tourism promotion should stimulate also the economy (local, regional and even national, transnational) with generating new job possibilities.

Regarding the concrete results the project's long term objective is to preserve these concerned areas and stimulate the development, respecting all the values of the territory, ensuring a harmonic progress of the areas involved.

In the long term view local communities will benefit from the implementation of the Project. They should acquire the abilities and tools to assess the opportunities of the territory, evaluating local history, their own history and identity and local cultural heritage.

1.3. The partners. Partners of HERITOUR project comprehend public institutions, foundations and other societies. Every single component of the group has developed in autonomy the different phases of the project, identifying at the end of the process their own routes. Different international workshops have stimulated continuous comparison and have developed a common methodology. Partners of HERITOUR project are: New Atlantis Multipurpose Small - Regional Partnership of Local Governments (Lead Partner), Gödöllo and Vicinity Regional Tourism Association, Jászság Multipurpose Small - Regional Partnership of Local Governments, Hungarian National Museum, Veszprem Archbishopric in Hungary; Department for Regional Affairs, Agency for Euro-Mediterranean Cultural Heritage in Italy, EGNATIA EPIRUS Foundation, Chamber of Commerce and Industry, Serres and Regional Company of Social and Tourism Development of Aithikon Municipality from Greece, Foundation Mojmiir in Mojmirovce in Slovakia, Mepco s.r.o in Czech Republic, Sapientia University, Faculty of Business and Humanities and Local Government of Torockó in Romania.

2. News, appointments, information

14/06/2007. Presentation of Heitorur's Project in Aika -Hungary

The New Atlantis Multipurpose Small-Regional Partnership of Local Governments is organizing a one day conference in order to introduce the HERITOUR project and its activity, future plans taking into account also the micro-region's other tourism activities. The venue will take place in Ajka city, Hungary on 14th June 2007 (10 am - 2 pm). The target groups of this conference are: mayors, presidents of other micro-regions, regional development agencies, national authorities, development agency of the county, parliamentarian of the county.

06/2007. Article about Heritour in local newspaper *Mojmírovčan* An informative article about project Heritour and about project outputs will be published in local newspaper called: *Mojmírovčan*.

06/2007 Tourism meeting

FFoundation Mojmir is going to organize 1 day meeting with tourist experts from Nitra region in Manor-house Mojmirovce

07/2007. The route stops in local newspaper "L'amico del Popolo"

In July, on the local newspaper of Belluno, L'amico del Popolo, will continue the reportage on the "Dolomite route" through illustrative boards. Fifteen of them have just been publicized. The journalistic initiative has the intention to inform tourists in a very simple way. Characteristic and difficulties of the paths, historical and naturalistic news, accommodation and eating out.

07/2007. Meeting in microregion Cedron

Foundation Mojmir will participate at the meeting of the micro region CEDRON, which links 6 villages - Cabaj - Cápör, Mojmirovce, Polný Kesov, Svätoplukovo, Štefanovicová, Velká Dolina and legal entity - Kaštieľ Mojmirovce, s. r. o., Polnohospodárske družstvo Mojmirovce, Tauris Nitria, s. r. o., Mojmirovské kroky. They will inform the members of the microregion about planned exhibition, which will be held in Budapest.

07/2007. The common European roots: art for Europe

Manor-house Mojmirovce, municipality Mojmirovce in cooperation with Foundation Mojmir will arrange the art workshop, which will be held in Manor-house Mojmirovce. The art workshop will devote much attention to the topic: " The common European roots", which is closely connected with the main idea of the project Heritour. This interesting event will give the chance to make a promotion of the Heritour project.

08/2007. It will be published the map of the Dolomite Route

The map in scale 1:75 will be published by Tobacco company. It contains maps of places and news concerning route attractions. It will be available in tourist offices, in local offices, in hotels and restaurants.

05/10/2007. Announcement of the final exhibition

In the frame of the Heritour project the Hungarian National Museum will organize an exhibition about the project's results. Expectedly the open day of the final exhibition is October 5, 2007. The exhibition will present the history of travels and of other way of mobilization until the end of the 15th century in Europe and in Carpathian Basin with special respect to the regions participating in the project. The routes of the Heritour project will be presented as a special way of modern travels, that is, the tourist journeys. So, the exhibition gives an historical background to the routes of the Heritour project.

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COUNTRY