



PARTNER SEARCH COSME

Project thematic: Diversifying the EU tourism offer and products - Promoting transnational thematic tourism products	
Funding Programme	COSME
Call for proposal	<p>COS-TOUR-2015-3-04: Supporting Competitive and Sustainable Growth in the Tourism Sector https://ec.europa.eu/easme/en/cos-tour-2015-3-04-supporting-competitive-and-sustainable-growth-tourism-sector-0</p> <p>THEME 2. Diversifying the EU tourism offer and products - Promoting transnational thematic tourism products</p> <p>Under this objective, the COSME programme intends to co-fund project partnerships that will diversify the European tourism offer by supporting transnational tourism products in the fields of a) sport and/or wellness and b) cultural or industrial heritage. Focus on the theme b) related to cultural or industrial heritage.</p> <p>In this case, the transnational tourism product must be conceived and structured around a common theme related to European cultural or industrial heritage and this theme must be clearly identifiable.</p> <p>As possible examples, projects on transnational itineraries/trails/tourism offers related to the following aspects could be supported: cultural or spiritual/religious routes, combination of industrial heritage and living industry (visit of enterprises and their museum), products around world-known historical figures (European or having lived in Europe) or European events or European places (tourism of memory / remembrance, e.g. around World Wars, steps in the European integration, products targeting diasporas (e.g. come and visit the place of your ancestors), routes around high-end/creative products (e.g. fashion, perfumes etc.), gastronomic routes with a European narrative (e.g. where an aliment was first introduced, how it spread through Europe, synergies with commercial routes), “experience-based” tourism (e.g. when tourists live for a moment the life of the hosting community). This list is not meant to be exhaustive.</p>
Applicant	Diocesi Piazza Armerina, an ecclesiastical body – Sicily, ITALY
Description of the project	Develop a transnational cultural tourism product based on cycling, hiking routes within territories that share a common theme. The partner we are looking for are all territories with a strong heritage of the Gothic churches - knightly orders devoted

	<p>to the Virgin Mary. We want diversifying the tourism offers promoting religious itineraries but in the same time promote the peculiarities of the territories around the pillars of the mains attractors.</p> <p>The specific objectives of this theme for the present call are to:</p> <ul style="list-style-type: none"> • Strengthen transnational cooperation with regard to sustainable tourism; • Encourage the diversification of the supply of tourism products and services by the development of sustainable transnational tourism products; • Strengthen cross-border cooperation and the management skills of public or private bodies in charge of developing sustainable thematic tourism products; • Better market uptake and visibility of attractive sustainable European transnational tourism offer; • Better valorisation of the European natural, cultural and industrial heritage and of its potential for the further development of the tourism sector.
<p>Partner sought</p>	<p><i>Confirmed Partners from:</i></p> <ul style="list-style-type: none"> • <i>Diocesi Piazza Armerina (coordinator) that is ecclesiastical body - ITALY</i> • <i>AGEO Viaggi (SME = tour operator and travel agency) - ITALY</i> <p>Looking for partner in Burgos (Spain), Reims (France) or Chartres (France), Koln (Germany). These pilos site have the same characteristic with Piazza Armerina (city in the center of Sicily) Gothic churches - knightly orders devoted to the Virgin Mary.</p> <p>Eligible consortia:</p> <p>a) two SMEs – Small and Medium-sized enterprises - acting in the tourism sector. For the purpose of the present call, SMEs being partners in the consortium have to be active in one of the following fields:</p> <ul style="list-style-type: none"> • tourist accommodation; • catering; • travel agencies and tour operators; • attractions; • leisure (recreational, cultural and sporting activities); • tourism related transport; • other tourism related fields if their relevance for the project proposal is duly justified by the applicant. <p>b) one national or regional or local public governmental authority</p> <p>c) one association, federation or organisation:</p>
<p>Budget</p>	<p>The maximum grant per project will be EUR 250 000. EASME expects to fund approximately 8 project proposals for each THEME. The grant is limited to a maximum reimbursement rate of 75% of eligible costs.</p>

Deadline of the call for proposal	30/06/2015
Deadline for receiving declaration of interest	ASAP
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