

26th–28th
September
2018



LEADER RELOADED

The ELARD conference on the heartbeat
of the LEADER community

Transnational
Cooperation
Project Idea

Greenways - transforming local resources into tourism products

Brief summary of the project idea

This cooperation proposal aims to bring together LAGs with similar objectives that can learn from each other and inspire each other through their initiatives in rural tourism. Focus will be on study visits and workshops, trainings including experts from different kind of related fields, promotion and joint publication or maybe developing common tourism product.

Topics/ keywords of the project

Greenway, eco-tourism, experience based tourism

Initial position / background / local context of the proposed project / the starting situation or local context in which the projects is going to operate

Our territory has an important potential for ecotourism, short term holidays and sport tourism. There are reservations, Natura 2000, HNV fields and castles, monuments, traditional cuisine, local product that could be capitalised through greenways, bicycle routes and events. The fact that our territory is near one of the biggest and most prosperous cities of Romania (Cluj-Napoca), represents a huge opportunity for us that must be exploited.

The need for local, authentic products and values has increased lately, people from the city need a different kind of tourism offer that includes traditional farming, local products, unique activities and experiences. Our LAG finances several projects that include territorial

branding, bicycle routes, eco touristic routes, crafts, etc.

Proposed objectives / target group and activities

- encourage the involvement of local enterprises, NGOs and local authorities in the development and promotion of the greenway product
- increase the flow of tourists (domestic and international) who visit the area
- learn about marketable tourism products in rural areas
- exchange experience in good practices
- encourage the development of small businesses related to bike routes and eco-tourism
- joint publication
- workshops for stakeholders

Country and /or kind of partner you are looking for (ALL EU in case the interest is on any EU country)

All EU

Languages spoken by the LAG staff
Romanian, English, Hungarian

Member State

Romania, Region North-Vest

LAG Name

LAG Somes Transilvan

Incze Laura // lauraincze@gmail.com // +40729038274



European Leader Association
for Rural Development
Brussels, www.elard.eu

Portuguese
Presidency
2018 – 2019



PROGRAMA DE
DESENVOLVIMENTO
RURAL 2014-2020



UNIÃO EUROPEIA
Fundo Europeu Agrícola
de Desenvolvimento Rural
A Europa investe nas Zonas Rurais