Innovation in Rural Tourism
INRUTOU

01.2013-11.2015

Aims:

- To capitalise tourism as a development economic opportunity, using New Media

  - To create a set of digital tools and learning contents for Rural Tourism Stakeholders (Tourism Innovators)
  - To promote a comprehensive view of rural attractions via online and mobile promotional e-tools.
  - To support the local population in using created tech. tools

- To transfer the innovative methodology and tools to wider areas of the EU and the Neighbourhood

Aims:

To empower residents of rural areas of **Romania, Poland, Ukraine**, Italy and Austria

- To increase awareness of the tourism – related processes and of ways to engage in them.
- To improve local tourism knowledge, skills and attitudes for the sustainable development of communities.
    - To enhance access to electronic mechanisms of planning, communication and training
    - To foster community consultation processes, networking and destination governance
    - To train a number of rural innovators, selected by the community consultation to act as multipliers of the training
    - To support participating communities in using the developed technical tools.

Project Partners

Partner no	Role	Organisation Name	City	Country
P1	Applicant Organisation	IMC University of Applied Sciences Krems	Krems	Austria
P2	Management co-ordinator	SCIENTER Ricerca e Innovazione per la Fromazione	Bologna	Italy
P3	Partner	Bournemouth University Higher Education Corporation	Pool	United Kingdom
P4	Partner	Associazione seed	Canobbio	Switzerland
P5	Partner	Accademia Europea Bolzano	Bolzano / Bozen	Italy
P6	Partner	United Nations Environment Programme Vienna	Vienna	Austria
P7	Partner	NATIONAL ASSOCIATION FOR MOUNTAINS RURAL DEVELOPMENT	Vatra Dornei	Romania
P8	Partner	Ekopsychology Society	Kraków	Poland
P9	Third Country	International organisation "Information centre "Green Dissier"	Kyiv	Ukraine

Work Packages

WP	Name	Lead Partner
1	Management and coordination	Scienter (IT)
2	Background and context analysis	EURAC (IT)
3	Pedagogical model for local tourism developers	Bournemouth University (UK)
4	Operational Digital Tools for the local tourism developers	SEED (CH)
5	Pilot testing and validation	IMC UAS Krems (AT)
6	Dissemination	Ekopsychology Society (PL)
7	Exploitation	UNEP Vienna – ISCC (AT)
8	Quality and assessment	EURAC (IT)

UNEP Vienna - ISCC responsibilities

- Writing the Exploitation Strategy
- Organizing a Networking Event in Vienna
- Creating the Transferability Manual
- Creating the Final Project Publication
- Promoting and introducing project results