



“Eco-tourism Innovations for Rural Development”

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With the completion of Activities A4 and A5, the Eco-tourism Innovations for Rural Development project, funded by the Erasmus+ Program, celebrates extraordinary results in promoting sustainable rural tourism in Italy, Cyprus, Denmark, and Romania.

Activity A4: Online Training for a Sustainable Future

Between May and October 2024, each project partner organized five online training sessions targeting tourism operators, local administrators, and community members. These sessions were designed to educate participants on the role of sustainable rural tourism as an economic driver and covered key topics such as:

- **Development of eco-friendly products and enhancement of local resources.**
- **Promotion of sustainable tourism** through innovative strategies and the use of digital networks.
- **Preservation of natural and cultural heritage** as a central element of all tourism activities.
- **Creation of collaborative networks** involving local authorities, producers, and tourism operators.

The program achieved exceptional success:

- **Over 255 total online participants**, including 50 representatives of tourism organizations directly involved.
- **More than 80% of participants significantly improved their skills in sustainable practices.**
- **90% reported positive changes in their behaviour** and expressed confidence in applying the newly acquired knowledge.

Participants highlighted the quality of the educational materials and the relevance of the topics, emphasizing the immediate usefulness of the sessions.



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Activity A5: Final Conference and Activities in Italy

The final conference, held on October 25, 2024, in Valdobbiadene, Italy, at the historic Villa dei Cedri, marked the culmination of the project. The event welcomed **40 participants**, including representatives of local institutions, regional authorities, tourism operators, and entrepreneurs, exceeding the project's initial goals. The conference provided an opportunity to present the project's outcomes, discuss challenges encountered, and plan future initiatives.

Conference highlights:

- Presentation of the key results of the project's five activities, with a particular focus on sustainable practices, testimonials, success stories, and achievements from the four participating countries.
- Expert contributions on **sustainability, networking, and responsible tourism**, including the presentation of the "Carta dell'Accoglienza" (Veneto Region), an innovative tool for promoting sustainable hospitality in Veneto.
- Networking sessions and discussions that encouraged the exchange of ideas and the creation of new collaborations among participants.

Feedback collected from attendees reflects the event's success: **59% found the presented best practices "very applicable,"** and **64% expressed their intention to implement more than one sustainable practice.** Networking opportunities were rated as "extremely useful" by **62% of participants**, underscoring the importance of collaboration in addressing rural tourism challenges.

In addition to the conference, the Activity 5 program included a series of cultural and recreational activities involving European partners, local entrepreneurs, and tourism operators:

- **Guided tours of the Conegliano and Valdobbiadene hills, a UNESCO World Heritage Site**, with stops at agritourisms and wineries adopting sustainable practices.
- **The Cartizze Slow Experience**, an immersive walk through the hills accompanied by an environmental guide, featuring tastings of local wines.
- **Participation in the Festa dei Marroni di Combai**, a traditional event celebrating local culture and flavors, with tastings of typical dishes and experiential workshops.

A Legacy for the Future

The Eco-tourism Innovations for Rural Development project leaves an important legacy for the communities involved. Through the creation of collaborative networks among tourism operators, local authorities, and cultural associations, the project is building a solid foundation for the growth of sustainable rural tourism.

For more information, contact us via email at progettazione@synthesis-srl.com or call us at +39 049 8078751 (contacts: Silvia/Diana).



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