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the European Union



DIVERTIMENTO
Europe: motion, emotion, imagination

DIVERTIMENTO

Diversifying tourism offers in peripheral destinations with heritage-based products and services, stakeholder-skills alliances to internationalize locally operating micro-enterprises

PROJECT FACT SHEET 05

EUROTHENTICA ASSOCIATION OF TOURISM ENTERPRISES

COS-TOUR-2015-3-04

Supporting Competitive and Sustainable Growth in the Tourism Sector
THEME 2: DIVERSIFYING THE EU TOURISM
OFFERS & PRODUCTS – PROMOTING TRANSNATIONAL THEMATIC TOURISM
PRODUCTS



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PROJECT LEGACY

The Statutory Association of Tourism Enterprises EUROTHENTICA /EATE/ is the organization which inherits the project legacy to maintain results and replicate project achievements. The EUROTHENTICA Culture Heritage Route, the EUROTHENTIC iBook, the EUROTHENTICS 7 heritage games as the core of DIVERTIMENTO together with a Cultural Heritage Infrastructure of 102 tools are transmitted into the objectives of EATE:

- To work to stabilize the project results transferring the project philosophy at transnational level and to attract newcomers for future actions
- To convince the parties involved to contribute towards inclusion of state, civil society and economy
- To develop an inclusive approach that widens and deepens the involvement of the third sector
- To benefit the tourism SMEs as direct beneficiaries and stakeholders as ultimate beneficiaries

FOUNDATION

The EUROTHENTICA Association of Tourism Enterprises is founded by the Transnational Partnership and the cooperating organizations, with its seat in Rome, Italy and operation under Italian law. The Partnership and 140 stakeholders has built the Association to sustain achieved results and maintain the links created among the SMEs, stakeholders and actors.

MISSION

The EUROTHENTICA Association of Tourism Enterprises will work on formation of strategic partnerships for culture heritage promotion, conservation, interpretation and dissemination at national and transnational level to ensure multicultural identity and trigger synergies.

BENEFICIARIES

- Government bodies and ministries, policy makers - regional and local authorities and communities
- Local action groups, NGOs and the voluntary sector
- Cultural operators and local heritage organizations and initiatives
- Professional Unions and Traders Associations
- SMEs