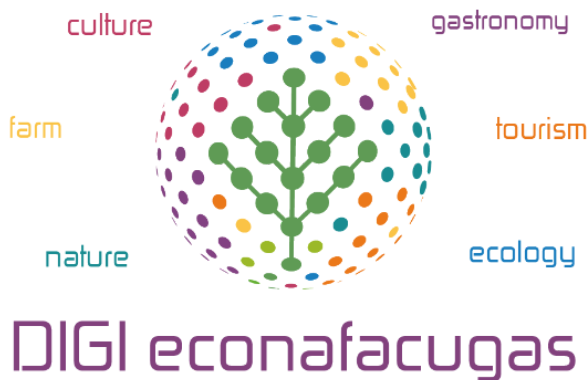


# Press Release

## Kickoff meeting of Erasmus+ Project

ECONAFACUGAS

26 of January 2023



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# Kick-off Meeting for Erasmus+ Project on Sustainable Rural Tourism

The Erasmus+ project "DIGI-ECONAFACUGAS: Tools in Ecologic, Nature, Farm, Cultural and Gastronomic Tourism in Rural Areas" officially launched its activities with a successful kick-off meeting, on 26th of January 2023. This project aims to promote sustainable rural tourism by leveraging good practices and innovative digital tools across Europe.

Key Objectives:

1. Collection of best practices: Identify and document successful rural tourism initiatives in countries with significant potential for sustainable tourism, particularly those linked to extensive livestock farming and other natural values.
2. Digital integration: Analyze and enhance the presence of digital tools in rural tourism to improve visitor experiences and safety.
3. Experience exchange: Facilitate the exchange of experiences among project partners to foster mutual learning and innovation.
4. Tourism demand analysis: Determine the profile of rural, ethnocultural, and ecological tourism demands to tailor actions aimed at attracting these groups.
5. Scenario identification: Design and propose actionable strategies for implementing sustainable tourism practices in rural areas.

Kick-off Meeting Highlights:

- Partners: Lišov Múzeum (Slovakia), FUNDACION CESEFOR (Spain), Fundación Monte Mediterráneo (Spain), Propark-Foundation for Protected Area (Romania) and Hochschule für Agrar- und Umweltpädagogik (Austria) - discussed the project's framework and established the technical teams.
- The meeting featured presentations on the project's objectives, activities, and the responsibilities of each partner. A review of the current state of rural tourism and digital tool integration was also conducted.

### Expected outcomes:

- A comprehensive report detailing the initial meeting's proceedings, including the agenda, discussions, and materials used.
- Enhanced coordination among partners to ensure the project's successful implementation.
- Increased awareness of sustainable rural tourism practices and the benefits of digital tool integration.

The project, running from September 2022 to September 2024, seeks to address rural depopulation and promote sustainable tourism as a viable economic activity. By fostering transnational cooperation, the project aims to empower rural communities and enhance the overall tourism experience through innovation and sustainability.