



Harghita County Council

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Description of the project proposal:

Project title: Movie Tourism in European Regions

Aim of the project: diversifying the European tourism offer by supporting transnational tourism products in the area of cultural or industrial heritage. Movie tourism, also known as film tourism or pop-culture tourism is a new type of tourism where visitors are travelling to locations appeared in movies, series or video clips. These locations inspire tourists to experience them and to relive the memory offered by the movie. Several movie locations can be found throughout the whole Europe.

Planned activities:

- Consultation of existing tourist attractions with a movie connection;
- Movie location tours;
- Marketing campaigns for movie scenes;
- Movie-based market analyses for destinations and tourist attractions;
- Movie festivals and exhibitions;
- Organization of conferences, raising awareness events and workshops;
- Dissemination activities (leaflets, brochures, website, audio-visual products, fairs);
- Creation and expansion of networks;
- Exchange of experience;
- Development of practical information for tourists (tourist packages);

Project proposer: Harghita Mountains Intercommunity Development Association, Romania

Partner organisation: association working in the tourism sector

Call for proposal title: SUPPORTING COMPETITIVE AND SUSTAINABLE GROWTH IN THE TOURISM SECTOR

Call for proposal identifier: COS-TOUR-2015-3-04-1

Description of the collaboration:



- a) Two partners in the project consortium must be SMEs - Small and medium-sized enterprises from the tourism sector.
- b) One of the applicants must be a national, regional or local public governmental authority.
- c) And one of the applicants must be an association, a federation or an organization active in any of the following fields: sport, wellness, natural heritage, cultural heritage or industrial heritage.

Expertise sought: the partner organization must have experience in implementation of EU co-funded projects, and also to have access to nearby locations appeared in movies.

Sought partnership: Mostly we are searching for Lead Partners within the mentioned project, but we are open to further discuss the status of the potential partners as well, if the interested parties wish to be project partners only.

Organisation types sought: Public administration, Small or medium-sized enterprise (SME), Non-governmental organisation (NGO).