

## Offline Project Idea Form for CENTRAL EUROPE

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| <b>Project name</b>  | EWAL - European Water Lands   |   |  |
| <b>Contact Person</b>  | Mrs Donatella D'Anna - Municipality of La Salle (I)   |   |  |
| <b>Lead Applicant Organisation</b>   | Municipality of La Salle  |   |  |
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| <b>Contact phone number</b>  |   |   |  |
| <b>Which of the programme priorities best describes your project:</b><br>(for more information on these priorities please see the About section of the programme homepage) | <input type="checkbox"/>  | Priority 1: Facilitating innovation   |  |
|  | <input type="checkbox"/>  | Priority 2: Improving accessibility   |  |
|  | <input type="checkbox"/>  | Priority 3: Using our Environment Responsibly   |  |
|  | <input checked="" type="checkbox"/>   | <b>Priority 4: Enhancing competitiveness and Attractiveness of Cities and Regions</b> |  |
| <b>What is the aim of your project? What are the issues, problems or opportunities you want to address?</b><br>(max. 1000 characters)                                      | <p>The aim of the project is to improve tourist activity in destinations featuring by an important presence of water. The project pays attention, at the same time, to sustainable development and to effective organization of the local economy. The project should contribute to increase the capacity of attraction of “water based” destinations in terms of investment capital to augment the offer of accommodation and services. It should also produce higher tourist frequentation, while respecting the specific value of natural resources and environment. Three main issues have been defined:</p> <ul style="list-style-type: none"> <li>a) water, especially fresh water, is a <b>scarce resource</b> and it should be protected;</li> <li>b) <b>Tourists seek quality</b> and the attraction of destinations and resorts is related to good services and effective management of the holiday;</li> <li>c) Tourism, that uses water like main element of attraction, needs <b>norms to balance</b> the economic development and environment.</li> </ul> <p>Also some problems have been identified:</p> <ul style="list-style-type: none"> <li>d) « water tourism » is concentrated in “traditional” destinations (sea sites, lake sites, thermal resorts, etc.). New and less developed sites should be promoted;</li> <li>e) often, local tourist management is not so able to confront new challenges produced by globalization and by environmentalist culture. The management of a tourist water site demands a collaborative approach and an effective organization to</li> </ul> |   |  |

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|  | <p>create synergies amongst the stakeholders and to avoid conflicts concerning various uses of water resource;</p> <p>f) often, tourists are not aware enough of the costs descending from a sustainable development choice. High prices in accommodation and services could be motivated by the specific care that the management puts into the respect of the environment, especially water resources.</p> <p>So the project philosophy is: <i>“We can use water for tourism, leisure and sports but water should be not polluted, wasted and it should be available for future uses”</i>.</p> <p>The project could take advantage of these opportunities:</p> <p>g) global economic crisis places all the tourist competitors, more or less, at the same level. It is now the time to launch new activities and new products, to re-think management and to create new collaborations amongst European tourism producers;</p> <p>h) A European network of “water-based” destinations is a great opportunity because of the diversity of experiences and contexts. The diversity is a strength that allows complementary activities;</p> <p>i) ITC gives a lot of opportunities to build and maintain relationships amongst partners spread out over a large area.</p> <p>j) Small destinations that take part to a European network have important advantages to increase their captivity and capacity of attraction, reducing the costs for promotion and innovation.</p> |
| <p><b>Expected results</b><br/>(Either quantifiable or tangible<br/>(max. 1000 characters)</p> | <ul style="list-style-type: none"> <li>▪ Better awareness about the importance of water safeguard strategies in tourist destination;</li> <li>▪ Higher impact in tourist market for small destinations and peripheral territories that would like promote their attraction potential;</li> <li>▪ More effective capacities in tourist management for these destinations that don’t have enough resources to compete</li> </ul>  |

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|  | <p>with “top resorts” of the tourist market;</p> <ul style="list-style-type: none"> <li>▪ A communication strategy, able to innovate the relationship between local offer and guest, emphasizing the added value given by water resource and sustainable approach to the development of tourism.</li> </ul>   |
| <b>Estimated total cost</b><br>(€ if known)  | 3.500.000,00 euros  |
| <b>Estimated project duration</b><br>(in months)   | 3 years   |
| <b>Partners involved at this stage</b><br>(Please indicate if they have experience of INTERREG funded projects and which projects)<br>(max. 1000 characters) | <p>COMUNE DI LA SALLE<br/>Via Col Serena, 9<br/>11015 La Salle (AO)<br/>Tel. 0165 / 86.19.08<br/>Fax 0165 / 86.16.76<br/>email: protocollo@comune.lasalle.ao.it<br/>sito: <a href="http://www.comune.lasalle.ao.it">www.comune.lasalle.ao.it</a></p> <p>CORVINUS UNIVERSITY BUDAPEST<br/>Faculty of Horticultural Sciences<br/>Department of Ecological and Sustainable Production<br/>Systems Villany Str. 29-43<br/>H-1118 Budapest<br/>Tel. 0036 (1) - 482.62.35<br/>Fax 0036 (1) - 482.63.25<br/>email: oko.tansz@uni-corvinus.hu<br/>sito: <a href="http://www.uni-corvinus.hu">www.uni-corvinus.hu</a></p> <p>COMUNE DI SALSOMAGGIORE TERME<br/>P.zza Libertà, 1<br/>43039 Salsomaggiore Terme (PR)<br/>Tel. 0524 / 580.111<br/>Fax 0524 / 580.199<br/>Referente: Dott. Bruschi Luca<br/>email: bruschi.l@comune.salsomaggiore-terme.pr.it<br/>&lt;mailto:bruschi.l@comune.salsomaggiore-terme.pr.it&gt;<br/>sito: <a href="http://www.comune.salsomaggiore-terme.pr.it">www.comune.salsomaggiore-terme.pr.it</a></p> <p>COMUNE DI SANGIULIANO TERME<br/>Via Niccolini, 25<br/>56017 SanGiuliano Terme (PI)<br/>email: <a href="mailto:info@comune.sangiulianoterme.pisa.it">info@comune.sangiulianoterme.pisa.it</a></p> <p>SPORTELLLO EUROPA - CAMERA DI COMMERCIO ITALIANA<br/>PER L'UNGHERIA Vaci Utca Center, 81<br/>1056 Budapest<br/>Tel. 0036 - 1 485.02.04<br/>Fax 0036 - 1 486 12.86<br/>Presidente: Dott. Maurizio sauli<br/>email: info@cciu.com / info@olaszkamara.hu<br/>sito: <a href="http://www.cciu.com">www.cciu.com</a> / <a href="http://www.olaszkamara.hu">www.olaszkamara.hu</a><br/>(thias partner should confirm its participation until the 15th of april)</p> |

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|  | <p>TOURISMUSVERBAND ODER-SPREE<br/>Ulmenstr. 15<br/>15526 Bad Saarow (Germany)<br/>Tel. 0049 33 631 - 868 100<br/>email: <a href="mailto:russig@oder-spree-seengebiet.de">russig@oder-spree-seengebiet.de</a></p>   |
| <p><b>Further partners requested</b><br/>Please indicate the desired partner profile<br/>(country, activity sector, expertise etc.)<br/>(max. 1000 characters)</p> | <p>1 partner from Poland<br/>1 partner from Austria</p>   |
| <p><b>How are the partners going to jointly benefit from this cooperation project?</b><br/>(max. 1000 characters)</p>  | <p>The partners of EWAL project will benefit jointly of project activities and results for the following reasons: a) they can access, through the European network, a lot of information and experiences, best practices and relationships that are important tools to support and to improve the attraction of their tourist territories; b) the network will develop a model for the destination management that is a strategic element to innovate the tourism and to make it more competitive; c) each partner could test new initiatives and services following the experiences built with EWAL exchanges. It's also possible to check the level of competitiveness with a European benchmark.</p>   |
| <p><b>What is innovative about this project?</b><br/>(max. 1000 characters)</p>  | <p>“EWAL” project contains some important innovative elements:</p> <ul style="list-style-type: none"> <li>a) It redefines the concept of “water tourist site”, proposing a new and sustainable approach of use of water for leisure activities. EWAL would like interpret new sensibility towards environment and healthy life style in tourism;</li> <li>b) The project proposes “a standard management method” to guaranty the balance between environment and economy when we use water for tourist activities. EWAL network of WTS (Water Tourist Sites) should adopt the same method to organize its management destination to preserve water and increasing attraction;</li> <li>c) EWAL would reward the positive behaviours of tourists who apply a “green daily life style”. In the EWAL network, people with “green sensitivity” could access to special holiday. If they do not use car, if they pay attention do not waste water at home and in general if they adopt “environmental</li> </ul> |

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|  | behaviours”, they can enjoy “exclusive experiences” with water and nature in EWAL destinations and resorts.  |
| <p>Is your project a follow-up to a previous project, or does it build on results of similar projects?</p> <p>If so - which programme and project?<br/>         (max. 1000 characters)</p> | <p>EWAL benefits from the results of the project DOSTWELL realized in the Interreg IIIC program. This project, where La Salle was charged for communication task, had the aim to promote a European network concerning wellness destinations. One of the most important results was the definition of a “standard” for the wellness water tourist offer. These elements are useful for EWAL initiative because they could be used in a more general “management system” for destination that would valorise water for their tourism. The previous project DOSTWELL has also defined a common logo that is a registered mark and it’s property of the Municipality of La Salle.</p> |
| <p>If applicable, which other EU funding programmes have you applied to with this project?</p> <p>If so - which programme and project?<br/>         (max. 1000 characters)</p>             | Not applicable   |

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