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NEWSLETTER

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For more information please visit

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Introduction

Dear Readers,

Welcome to the third & final issue of the InRuTou Newsletter!

The InRuTou project was both an exciting and a challenging endeavour. It combined academic and practical work, brought together organizations from seven countries and involved multiple local actors. In this last period of project implementation, we have been hoping to inspire transfer of InRuTou experience elsewhere and look forward to feedback concerning our work on Innovation in Rural Tourism.

The InRuTou Project Team

Sharing Ideas and Experience

InRuTou presence on various European, national, regional and local events included, among others:

November 18th, 2015.

Press Club. Innovation in Rural Tourism: Lessons from the project. Kiev, Ukraine.

July 28-30th, 2015.

Study Visit. Vorarlberg region, Austria.

July 3-8th, 2015.

Carpathian Ethno-Design School. Kosiv, Ukraine.

June 1-3th, 2015.

Meeting of The Baltic Sea Region Network on Education for Sustainable Development – BSRES DN. Tuulinge, Estonia.

February, 3-6th, 2015.

ENTER 2015 Conference. eTourism: Transforming Mobility. Lugano, Switzerland.

November 26-27th, 2014.

Meeting of National Network for Rural Development. Baia Mare, Romania.

InRuTou Networking Event

Foto by Tamara Mitrofanenko, UNEP Vienna



The event was open to interested participants and gathered app. 40 representatives of organizations and individuals engaged in the sustainable development, tourism development and youth entrepreneurship projects.

The networking event followed **InRuTou Partners Meeting** and **Third Meeting of the Trainers** dedicated to the evaluation of activities undertaken in the pilot areas in Italy, Poland, Romania and Ukraine. Partners and trainers also had the opportunity to experience Austrian rural tourism during a study trip.

Final Conference

The **InRuTou Final Conference** was organized in Hotel Bachledówka, near Nowy Targ, Poland on **October 16, 2015**.

The event brought together partners of two projects: 'InRuTou - Innovation in Rural Tourism' and 'Carpathian University of Participation' as well as experts and practitioners in the area of rural tourism development. The conference focused on two aspects of Rural Tourism in Mountain Areas - Innovation & Civic Participation and presented an opportunity to discuss further the development of follow-up activities in the projects pilot communities and by involving other partners and countries of the Carpathians and in other mountain areas.

The event was opened to all interested participants and gathered about 100 representatives of organizations and individuals active in the fields of sustainable development, tourism development and engaging communities.

The Final Conference was accompanied by **InRuTou Partners Meeting** and **Study Visit to Polish Piloting Area** - an opportunity to experience rural tourism in the Carpathians.

Networking Event

The **InRuTou Networking Event** took place at the Vienna International Centre, Vienna, Austria on **July 15, 2015**.

The objective of the event was to develop follow-up of the project in the pilot communities and by involving other partners and countries of the Carpathians and in other mountain areas. Both project ideas and potential funding sources were discussed.

Some of the ideas for follow-up projects included:

- involvement of protected areas in tourism development
- intergenerational practice
- youth entrepreneurship
- creative industries grounded in cultural heritage.

InRuTou Final Conference

Foto by Janusz Marcinkiewicz, Ekopsychologia Assosiation



The Consortium

AUSTRIA | www.fh-krems.ac.at
IMC University of Applied Sciences Krems

ITALY | www.sophiari.eu
SOPHIA Research & Innovation
(filled in for SCIENTER in January 2014)

UNITED KINGDOM | www.bournemouth.ac.uk
Bournemouth University

SWITZERLAND | www.seedlearn.org
Associazione seed

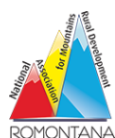
ITALY | www.eurac.edu
European Academy of Bolzano - EURAC

AUSTRIA | www.unvienna.org
UNEP Vienna Interim Secretariat of the
Carpathian Convention

ROMANIA | www.romontana.org
National Association for Mountains Rural
Development – ROMONTANA

POLAND | www.ekopsychologia.pl
Ecopsychology Society

UKRAINE | www.dossier.org.ua
Information Center “Green Dossier”

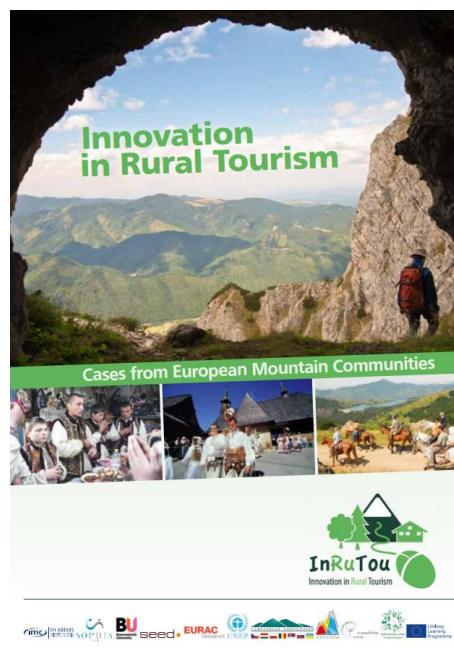
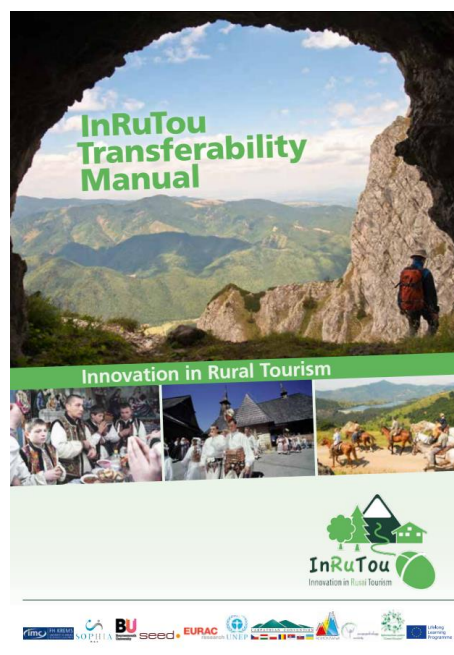


InRuTou Publications

The **InRuTou Transferability Manual** is a methodological publication that explains how the project was developed based on its implementation process as well as background and technical documents.

It strives to support interested organizations in transferring the InRuTou methods to other communities, regions, and countries.

The manual was presented during the InRuTou Networking Event held in Austria in July 2015.



The **InRuTou Final Publication ‘Cases from European Mountain Communities’** compliments the Transferability Manual and introduces the beneficiary communities – pilot sites of the project in Austria, Italy, Poland, Romania and Ukraine and presents the process of the testing and results in each participating area.

The aim of this final project publications to provide inspiration and concrete examples of implementing the InRuTou training.

Both publications should be used together by organizations interested in transferring the InRuTou methods to other communities, regions, and countries.

They can be downloaded from the achievements section on the project website: inrutou.eu/achievements.

InRuTou Pilot Trainings

The InRuTou project was developed to facilitate sustainable tourism in mountainous rural areas, by creating and testing a set of tools and innovative models and by training existing and new local tourism operators, which have various degrees of experience as well as a different professional and educational backgrounds.

The project brought together attendees from six pilot areas located in five countries and across three different mountain ranges:

1) **The Alps**

Austria: National Park Kalkalpen Region
Ennstal & Steyertal

2) **The Apennines**

Italy: Parco dell'Aveto

3) **The Carpathians**

Poland: Beskidy Mountains

Romania: Țara Dornelor

Ukraine: Kosiv District, Starozhynetsky District.

Piloting communities aimed at development of innovative tourism projects using InRuTou tools - e-Learning and Sharing Platforms, a desktop and mobile application, and with the assistance of previously trained local opinion leaders.

Local Tourism Products

Pilot areas located in Italy, Poland, Romania and Ukraine developed about **twenty new tourism products** varying from hiking & biking trips to the itinerary of local cultural & tourism events to local brands.

The combination of different experiences and ideas of local communities scattered around rural Europe enhanced their perspective and influenced the final output. Bringing together various stakeholders in each of the areas and uniting them around a common goal proved to be the important additional value of pilot training and a vital success factor.

InRuTou (m)app

The app allows tourists to search for touristic Points of Interests (PoI) in pilot areas that participated in the project. The aim of the tool is to connect tourists with local entrepreneurs and to promote sustainable tourism in rural areas in Europe. In particular the app was used to:

- promote the rural destination involved in the project
- catalogue all the rural attractions of the pilot areas of the project.

The InRuTou app is multilingual and the content, if available, can be searched in English, Romanian, Polish, Italian and Ukrainian.

The app can be downloaded from Google and Apple stores; there is also the browser version accessible under the address: inrutou.eu/app.



InRuTou (m)app

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