



**EPICAH**  
Interreg Europe



European Union  
European Regional  
Development Fund

« Cultural Heritage as an opportunity for sustainable tourism »

## **TWO COUNTRIES, ONE DESTINATION**

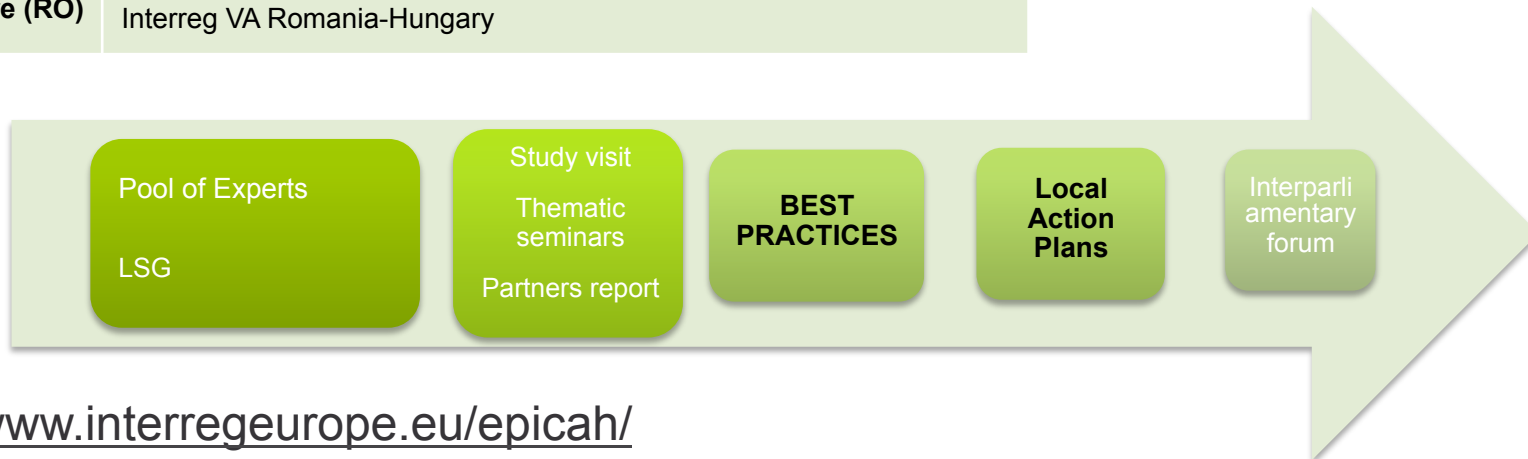
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29 May, 2018 | IE Webinar « Cultural Heritage as an opportunity for sustainable tourism »

# EPICAH PROJECT

Aims to improve **CBC policy instruments** regarding the **management and protection of cross-border cultural and natural heritage**

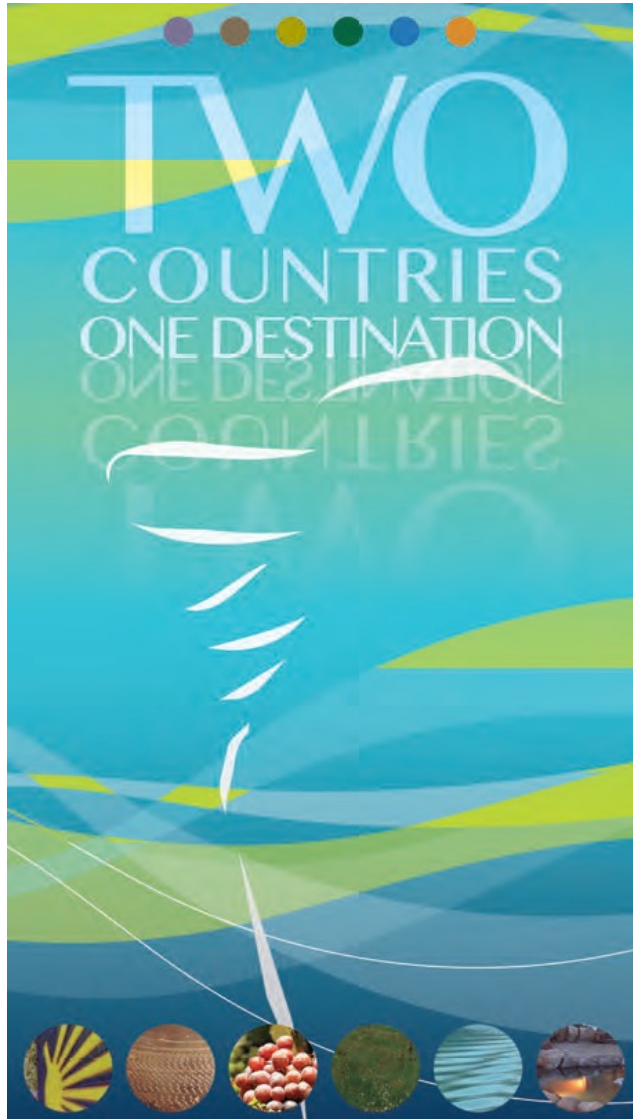
<b>Eixo and AIMRD (ES-PT)</b>	Interreg VA Spain-Portugal (POCTEP)
<b>TOKAJ (HU)</b>	Interreg VA Slovakia-Hungary Cooperation Programme 2013-2020
<b>ASEV (IT)</b>	Cooperation Programme Interreg VA Italy-France «Maritime» 2014-2020
<b>RWM (GR)</b>	ROP 20142020 of Region of Western Macedonia
<b>Peipsi (EE)</b>	Interreg VA Estonia-Latvia
<b>Pilsen (CZ)</b>	European Territorial Cooperation Bavaria-Czech Republic 2014-2020
<b>Satu Mare (RO)</b>	Interreg VA Romania-Hungary



<https://www.interregeurope.eu/epicah/>

# Two Countries, One Destination

The border, an asset for tourism; a guarantee for common heritage



**Tourism** - a **key element** for economic development and to guarantee natural and cultural heritage preservation (valorization)

Border  
=  
An  
Opportunity



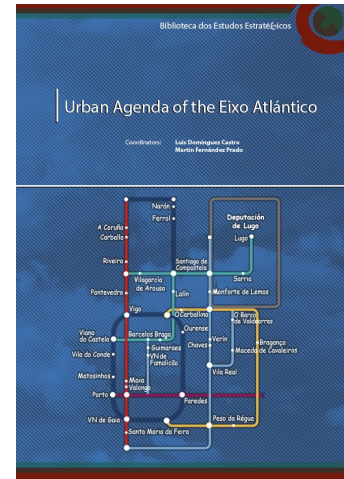
# Two Countries, One Destination

Advantages/innovativeness

*A crossborder  
strategy*

Internal Market = 7 million people

52 weekends/year



Fairs



Guides

Exchange of experience – mutual knowledge

# Two Countries, One Destination

Limitations

*A crossborder  
strategy*



Conditioned to the cities support

Financing

Create complementarities between  
competitors – Common links



*Better promoted by an external body  
(e.g. association of cities)*

# Two Countries, One Destination

## Transferrability

## *A strategy for border regions*



### CRITICAL MASS

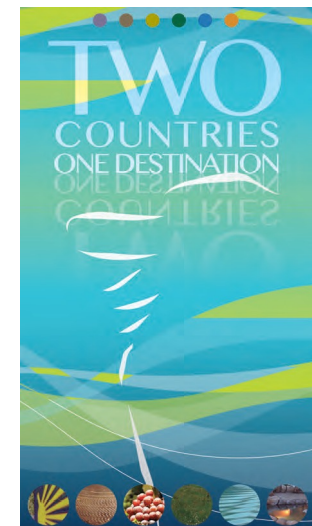
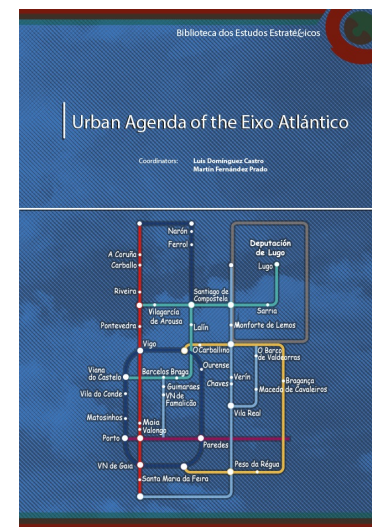
Complementarity to compete

Tourism as a key factor to boost cultural and natural heritage preservation

**More information:**

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# Thank you!

Questions welcomed



*Project smedia*