

even a ruin can be hope

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Rural Pact Conference
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TEX TOUR

Re-thinking cultural
tourism in Europe and
beyond

Fundación Santa María la Real

Daniel Basulto





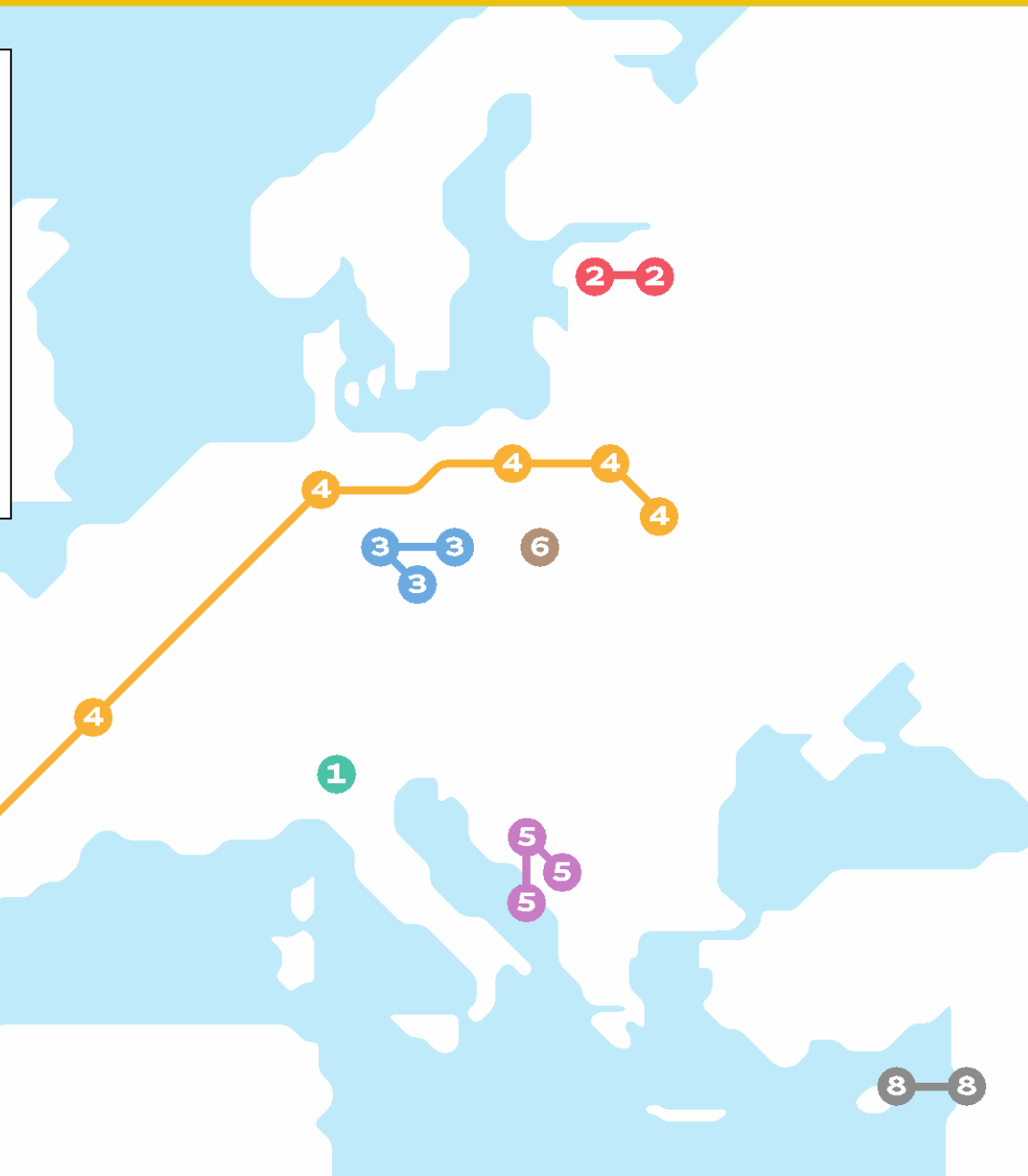
Our goal?
**To integrate cultural heritage,
tourism activities and local
communities - sustainably.**

The result?
**A greener environment, a
healthier economy and happier
people.**

TEXTOUR

Pilot cases and routes

- 1 Crespi d'Adda
- 2 Narva
- 3 Umgebindeband
- 4 Via Regia
- 5 Trebinje
- 6 Tarnowskie Góry
- 7 Vale do Coa - Siega Verde
- 8 Anfeh - Fikardou



Pilots

Eight diverse and complementary “cultural tourism” areas to test a wide range of scenarios



INLAND



COASTAL



REMOTE



RURAL



URBAN