



- Strengthen rural areas
- Develop cultural tourism
- Generate employment



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EUROPETOUR aims to improve the professional development of stakeholders in rural areas in order to enhance their cultural tourism qualifications. Ten institutions and networks from all over Europe representing culture, tourism, professional qualification, public administration and economic development combine their experiences and jointly develop a training program. Special attention is given to online marketing of cultural products and services for tourism and the professional use of Social Media for developing a smart communication strategy.

Interested in further information?

Get in touch with the coordinator:

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Co-funded by the  
 Erasmus+ Programme  
 of the European Union

Project number: 2015-1-DE02-KA202-002325

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

