

# HERCULTOUR

Hera trademark,  
**cultural tourism routes**  
 and visitor centres  
 strengthening



**MANAGEMENT AND PROMOTION OF SUSTAINABLE TOURISM IN ITALY AND CROATIA BASED ON COMMON CULTURAL HERITAGE**

**PROJECT DURATION**  
 01/01/2018 - 30/06/2019

**ERDF**  
 € 999.997,29

**TOTAL BUDGET**  
 € 1.176.467,40

## DESCRIPTION

HERCULTOUR project aims at strengthening the existing cross-border cooperation in the tourism sphere between Italy and Croatia and at empowering key policy makers and stakeholders for local planning of enhancement and preservation of cultural and historical heritage, investing in tourism promotion and creating joint tourism offers in different areas.

The project will reinforce the joint management of sustainable tourism aimed at boosting and improving local economies and employment, while respecting high quality and management standards.

## PROJECT PARTNERS

