

SHARE
Interreg Europe



European Union
European Regional
Development Fund

SHARE
INTERREG EUROPE PROJECT
GOOD PRACTICE

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DESCOPERĂ Nord-Est

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SHARE
Interreg Europe

To improve the local policy instruments addressing the urban dimension and the cultural heritage and make them more effective, powerful and close to the needs of European cities.

Good practice

Iasi.travel (result of INTERFACE-IS project)

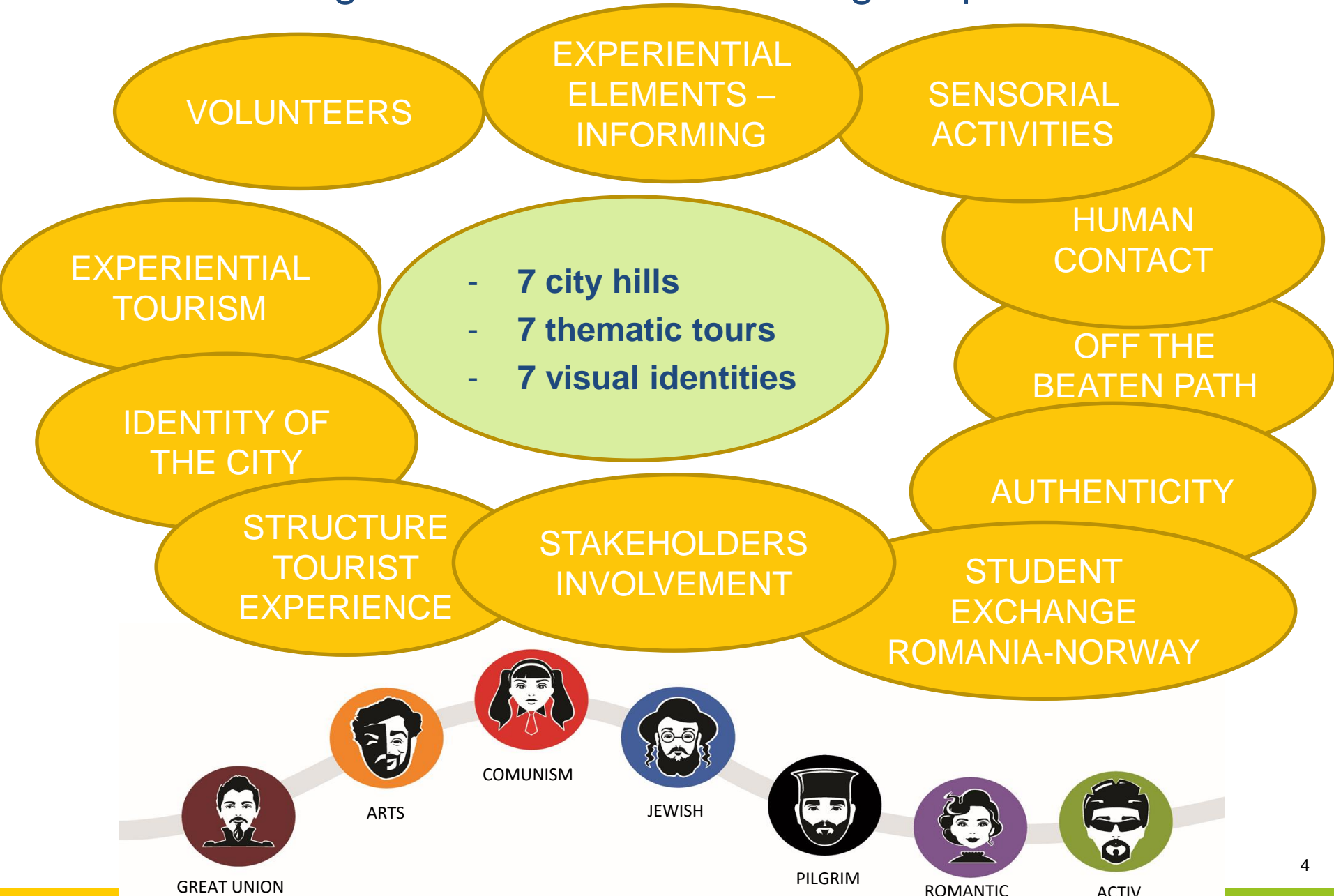
Focus: The project aims the dynamization of tourist activity in Iasi, the town of seven hills, inviting the visitor to discover and try seven thematic itineraries that defines the identity of the city.



Related Project: Proiect Theme Painted Trams – **INTERFACE-IS Tram**



Advantages/innovativeness of the good practice







Limitations of the good practice

Inclusion in a local tourism strategy for ensuring the sustainability

Financing for tourism promotion it is a “must have” of every destination

Transferability could be made easily but depends on stakeholders engagement

Volunteers enthusiasm needed

More awareness of the stakeholders

Budget for “soft activities” and investment correlated

Bureaucracy and financing constraints for exploitation

For whom is this good practice useful, where to get more information from

SHARE PROJECT:
 6 LOCAL ACTION
 PLANS, 1
 REGIONAL PLAN

Destination
 Management
 Organizations

Tourism
 Stakeholders

Local and
 Regional
 Administrations

Traseul Comunismului
 „Amintiri din Epoca de Aur”
 Regimul comunist (1947-1989) s-a remarcat printr-o urbanizare și o industrializare forțată. La Iași, zona centrală, istorică și boemă, a fost în mare parte demolată pentru a face loc blocurilor și edificiilor masive. Dictatura betonului a fost...

Citește tot

- 1 Centrul Civic
- 2 Memorialul Revoluției din 1989
- 3 Casa Pătrată
- 4 Piațeta „La Cub”
- 5 Piața Unirii
- 6 Monumentul Victimelor Comunismului

7 TRASEE TEMATICE
 Unirii
 Artelor
Comunismului
 Pelerinului
 Evreiesc
 Romantic
 Activ
 TOATE

Interface-IS Project
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VISIT INFO website:
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Questions welcome

Thank you!

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