



European Territorial Cooperation

Alpine Space Programme 2007-2013

## PROJECT IDEA FORM

code: **0072\_1<sup>1</sup>**

You have an idea and you want to know if it fits to the Programme's objectives? You are looking for partners to join a project?

Please fill in this form as precise and short as possible and submit it to the Joint Technical Secretariat (JTS) or to the Alpine Space Contacts Points (ACPs).

Contact details		
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Website	<a href="http://www.tarvisiano.org">www.tarvisiano.org</a>	
<b>Project title</b>	Golf Routes in the Alps	
<b>Date of submission to the JTS</b>	2007/07/18	
<b>Priority ASP 2007-2013</b>	Competitiveness and Attractiveness of the Alpine Space	<input checked="" type="checkbox"/>
	Accessibility and Connectivity	<input type="checkbox"/>
	Environment and risk management	<input type="checkbox"/>
<b>Project description: transnational issue<sup>2</sup> the project intends to deal with (max 500 characters)</b>		
<p>At the moment there is no cooperation between golf courses and tourist organizations in the Alps area aimed at the creation of a joint tourist offer. "Golf Routes in the Alps" is a project meant to realize a promo-commercial web for the golf product, proposing an offer uniting golf courses and tourism from a sustainable point of view, conjugating sport tourism with environment respect.</p> <p>The project estimated activities include:</p> <ol style="list-style-type: none"> <li>1. Systemization of the golf offer, of its tourist flows and of a first class accommodation selection</li> <li>2. Computerization plan for the integrated tourist product in order to improve the product enjoyment, access to information and purchase procedures</li> <li>3. Communication plan concerning the activities</li> <li>4. Creation of a trademark for the product identification</li> </ol>		
<b>Main objectives (max 500 characters)</b>		
<p>"Golf Routes in the Alps" aims at the creation of a transnational cooperation between the possible partners committed in tourism and golf promotion, pursuing the following objectives:</p> <ul style="list-style-type: none"> <li>- Development of an eco-sustainable golf tourism in the alpine area</li> </ul>		

<sup>1</sup> Please leave it blank.

<sup>2</sup> See Operationnal Programme on: <http://www.alpinespace.org/2007-2013.html>

<ul style="list-style-type: none"> <li>- Opening toward new potential clients through: <ul style="list-style-type: none"> <li>o Guests exchange thanks to reciprocal publicity</li> <li>o Reciprocal presentation of the joint offer on reference markets</li> </ul> </li> <li>- Improved markets penetration thanks to the common budget</li> <li>- Development of an appealing transnational golf offer</li> <li>- Exploiment of the synergistic effects deriving by the cooperation between hotels and golf courses</li> </ul>	
<b>Envisaged Outcomes (max 500 characters)</b> <ul style="list-style-type: none"> <li>- Creation of a recognizable trademark</li> <li>- Tourism season prolongation</li> <li>- Seasonal adjustment of tourist offer and tourist flows</li> <li>- Increase of tourist presences in hotels and golf courses</li> <li>- Development of tourist flows from new markets</li> </ul>	
<b>Keywords (4 max)<sup>3</sup></b>	
<b>Partners already found</b> (for each of the partner found please indicate: institution/ organisation/ department; field of expertise; country).	<ul style="list-style-type: none"> <li>- Carinthian Tourist Board (A)</li> <li>- Slovenian Tourist Borad (SLO)</li> </ul>
<b>Partners searched</b> (for each of the partner searched please indicate: institution/ organisation/ department; field of expertise; country).	<ul style="list-style-type: none"> <li>- Institutional partners in the tourism and promotion field from France, Switzerland Germany and other Italian Regions</li> <li>- Golf courses of the alpine area</li> </ul>
<b>Estimated total budget (in €)</b>	Yet to be defined
<b>Do you want your idea to be published in the partner search section of the Alpine Space Programme's website<sup>4</sup>?</b>	Yes

<sup>3</sup> The keywords can be related to the thematic field covered, the outputs and results, the methodologies and solutions adopted, which better describes your project.

<sup>4</sup> Please note that a positive result of your idea and the publication on the website is not a guarantee for future funding. Projects are selected on the basis of a complete application and selection procedure. For further information, please check the Programme's website or ask for support to JTS/ACPs.