

“GIFT”

a proposal to give future to the past, to our thermal cities




from Ourense to EHTTA, involving innovation and you people

PROPOSAL “GIVES FUTURE TO THE PAST” EHTTA/ETR

OBJECTIVES:

- 1. INVOLVE YOUNG PEOPLE**
- 2. DEVELOP AN INNOVATION STRATEGY**
- 3. EXPAND THE CONCEPT OF THE HISTORICAL THERMAL TOWN**



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SCALES:

- 1. GLOBAL: Recognition and promotion**
- 2. EUROPE: Support and funds**
- 3. LOCAL: Involve local agents and people**

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FIRST PROPOSALS:

- 1. A World Thermal Tourism Network**
- 2. Teaching the Thermal Teachers**
- 3. Atlas of the Thermal Towns**
- 4. The Thermal Businesses**
- 5. Master in Thermalism**
- 6. Thermal Staying**
- 7. High Schools**

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PROPOSAL. **World Thermal Tourism Network**

- Developing conclusions of the International Congress in Thermal Tourism Ourense 2011 expanding over the world the thermal concepts
- Involving World Travel Organization UNTO-WTO and International Academy of Tourism
- Supporting by the World Bank / Unesco

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PROPOSAL. Teaching Thermal Teachers

- Teaching managers of our cities in the development a cultural itinerary for better results of the Historical Thermal Towns Cultural Route
- Involving European Institute of Cultural Routes of Luxembourg
- Supporting by every council, and EICR

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PROPOSAL. Thermal Atlas of Europe

- Create an Atlas, that show in a common basis of an Geographical Information System, all the resources (cultural and natural) of our cities, in an innovative perspective, presenting to the UE our strength and value
- Specialized Universities in Landscape, Urbanism, Heritage, Geography, etc.
- Supporting by Call for Proposals UE

PROPOSAL. Thermal Businesses

- Interchanges between our thermal companies to cooperate and promote new lines of actions, products, and services to improve a better offer, and innovative products
- Involving public and private companies, Chambers of Commerce, and fairs.
- Supporting by export agencies of every country, and eventually europe founds

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PROPOSAL. Masters in Thermalism

- Developing grants in the areas related with tourism, architecture, culture, marketing, medicine, etc. and interchanging students
- Involving universities of our cities, and private thermal companies
- Crossed Scholarships

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PROPOSAL. Thermal Staying

- Promoting interchanges of students, in different faculties and curses related to thermal tourism and management of our cities
- Involving universities of our cities
- ERASMUS program UE
- LEONARDO DA VINCI program UE

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PROPOSAL. High School interchanges

- Working with the most young people, connecting our cities, on the basis of the first international travels and remembers
- Involving Highschools of our cities
- COMENIUS program UE
(F.e. High Schools)

DEVELOPMENT.

- Stakeholders
- Working groups
- Involving the UE programs
- Ourense coordinate and support
- Presentation in Thermal Cities Meeting 2012

We would like any suggestions to:

mario@crecenteasociados.com

OURENSE