

**From:**



Co-funded by the COSME programme  
of the European Union



**Letter of Interest – Participation in the CHARMing Villages transnational route**

CHARM is a transnational route of CHARMing villages supported by a consortium of small and medium tourism enterprises and regional stakeholders. The CHARM project aims to position Europe as an integral destination of quality and excellence for cultural tourism, by promoting its most charming rural villages and using the CCIs technologies to provide an unforgettable experience to visitors.

Under the ‘CHARMING Villages’ label, the network-partners develop and promote rural tourism products displaying the diversity of European landscapes with its unique culture and nature. All measures undertaken to achieve the network’s targets follow the principles of sustainable tourism in accordance with the principles of social, ecological, and economical sustainability.

- CHARM Project partners create and promote products and activities aiming the authentic experience of local culture, sports, and nature.
- The CHARM Project products rely on the services of small and medium tourism enterprises in sectors such as accommodation, gastronomy, guided tours, destination management companies, etc.
- The CHARM Project products are developed to maximise social and economic benefits to the local communities as well as benefits to cultural and natural heritage while minimising negative impacts.

**Declaration of interest:**

.....declares its interest to participate in the  
‘CHARMING Villages’ translational route.

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Name and role of the signatory

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Date and Place