



CHARM

Immersive Experiences in European Charming Villages



Creation of a transnational route with 10 European charming villages

“**CHARM**: Immersive experiences in European Charming Villages”, is a project co-financed by the **COSME** Programme of the European Commission, led by the Catalan Tourist Board in cooperation with 6 partners coming from 6 different European countries representing Destination Marketing Organisations (DMO), Destination Management Companies (DMCs), Research Centres, Software developers and a European network. The project started on March 15th, 2019 and will last until March 2021.

CHARM aims at boosting tourism flows towards rural areas having low tourism density, through the **creation of innovative, responsible and sustainable tourism products**, while preserving and promoting their historical and traditional heritage, their architecture and landscapes through innovative experiences. The incorporation of technologies from the cultural and creative industries, such as augmented reality, will add value to the tourism product by creating immersive experiences for visitors.

IN THIS ISSUE

A NEW EUROPEAN PROJECT HAS BORN!

KICK OF MEETING AT RUPIT (CATALONIA)

DEFINITION OF A COMMON GROUND FOR EUROPEAN CHARMING VILLAGES

OTHER CHARMING VILLAGES AROUND THE WORLD



Kick of meeting at Rupit

The project started with its first international meeting on 29th and 30th April 2019 in Barcelona and Rupit by inviting all partners to one of the hidden gems of this area: **Rupit**. Its personality linked to history, traditions, gastronomy, architectural elements and other cultural and natural assets, made Rupit a potential candidate to become CHARM pilot village.

Definition of a common ground for European charming villages

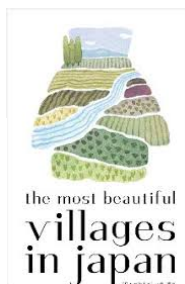
Physical appearance of the village, local community participation, tourism infrastructure, cultural & natural assets, local products and traditions, are some of the **categories** that will define the **selection of the 10 villages** that will form part of the CHARM transnational route. Other additional criteria relate to Quality, Sustainability & Accessibility standards, as well the possibility to apply new IT solutions. The selection in our next issue!



Other charming villages around the world

Check out ones of the other networks of charming villages around the world we studied in our **Benchmark**:

- www.les-plus-beaux-villages-de-france.org
- www.borghipiubelliditalia.it (Italy)
- www.lospueblosmasbonitosdeespana.org
- www.most-beautiful-village.com (Japan)
- www.beauxvillages.qc.ca (Canada)



Co-funded by the COSME programme of the European Union

<https://www.charmingvillages.eu>

The content of this newsletter represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the Executive Agency for Small and Medium-sized Enterprises or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.