



Culture and
Heritage
Added value to
Regional policies
Tourism
Sustainability

Non-conventional promotion of an existing Heritage route

10 – 15 September, 2014
Agria, Volos, Greece

Only few words

Travel on green wheels

- Promotion of a heritage/ cultural route for tourism niches is done with non-conventional instruments.
- Our project aims to prove how a cultural/historical objective can be accessed by a higher number of tourists based on a non-conventional advertising instrument for a specific tourist: the GeoTours for the geocaching community.
- The purpose of this presentation is to present geocaching as a secondary/alternative activity to other main activities, and **not as the main promotional activity** related to an objective.

What is Geocaching?

www.geocaching.com – the website which sends you outdoor.



GEOCACHING is a free real-world outdoor treasure hunt. Players try to locate hidden containers, called geocaches, using a smartphone or GPS and can then share their experiences online. ([Read our Guide to the Game](#))



1

Browse

Search for interesting
geocaches:

N 44° 30.656 E 026° 01.26

There are 2,007,273 active
geocaches and over 5 million
geocachers worldwide.

2

Discover

Explore the world as you
search for the cache using a
GPS device or smartphone.
Find the cache, sign the
logbook and see what others
have left behind.

([Cache Examples](#))

3

Share

Share your experience with
other treasure seekers.

Example of caches in Greece

el on green wheels


The Acropolis Museum

A cache by [christian7103](#) Hidden : 12/11/2012

Difficulty: ★☆☆☆☆

Terrain: ★☆☆☆☆

Size:  (micro)

 3 Favorites ▼



N 37° 58.152 E 023° 43.668


UTM: 34S E 739615 N 4205908

[Other Conversions](#)

In Greece

▼ S 752.2 km from your home location

 **Print:** [No Logs](#) [5 Logs](#) [10 Logs](#)  [Driving Directions](#)


 **Download:** [Read about waypoint downloads](#)

[LOC waypoint file](#)

[GPX file](#)

[Send to My GPS](#)

[Send to My Phone](#)

 **Please note** Use of geocaching.com services is subject to the terms and conditions [in our disclaimer](#).




Geocache Description:

The **Acropolis Museum** is an archeological museum focused on the findings of the archaeological site of the Acropolis of Athens. The museum was built to house every artifact found on the rock and on its feet, from the Greek Bronze Age to Roman and Byzantine Greece. It also lies on the archaeological site of Makrygianni and the ruins of a part of Roman and early Byzantine Athens.


The museum was founded in 2003, while the Organisation of the Museum was established in 2008. It opened to the public on June 21, 2009. Nearly 4,000 objects are exhibited over an area of 14,000 square metres.

The cache is a magnetic nano.

483 Logged Visits


 434  28  2  4  4  1  7  3


[View Logbook](#) | [View the Image Gallery of 52 images](#)

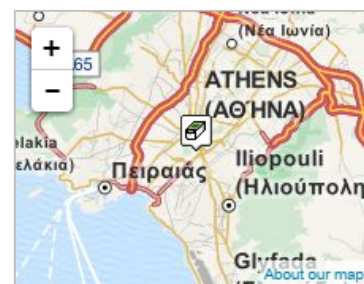
 **Log your visit**

 [View Gallery](#) (52)

 [Watch](#) (5)

 [Bookmark](#)

 [Ignore](#)



Attributes

24/7




[What are Attributes?](#)

[Advertising with Us](#)

Inventory

There are no Trackables in this cache.

[Decrypt](#) 

****Warning!** [Spoilers](#) may be included in the descriptions or links.

Example of caches in Greece

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Why building GeoTours?

The list of partners in the Alsace GeoTour project

OFFICES DE TOURISME PARTENAIRES:

Office de tourisme intercommunal du Pays de la Petite Pierre
22, rue du Château 67290 La Petite Pierre Tél. +33(0)3 88 70 42 30

Office de tourisme de l'Alsace Bossue
90, rue Principale 67430 Lorentzen Tél. +33(0)3 88 00 40 39

Office de tourisme de Niederbronn-les-Bains
6, place de l'Hôtel de Ville 67120 Niederbronn-les-Bains Tél. +33(0)3 88 80 89 70

Office de tourisme Pays de Hanau Val de Moder
89, rue du Général Gourreau 67340 Ingwiller Tél. +33(0)3 88 89 23 45

Office de tourisme de Saverne & sa Région
37, Grand'rue 67700 Saverne Tél. +33(0)3 88 91 80 47

Office de tourisme de Molsheim-Mutzig
19, Place de l'Hôtel de Ville 67120 Molsheim Tél. +33(0)3 88 38 11 61

Office de tourisme de Rosheim
94, rue du Général de Gaulle 67360 Rosheim Tél. +33(0)3 88 30 75 38

Office de tourisme Barr Bernstein
Place de l'Hôtel de Ville 67140 Barr Tél. +33(0)3 88 08 66 65

Sélestat Haut-Koenigsbourg Tourisme
Boulevard Leclerc BP90184 - 67604 Sélestat Tél. +33(0)3 88 58 87 20

Office de tourisme du Val de Villé
14, place du Marché 67220 Villé Tél. +33(0)3 88 57 11 69

Office de tourisme d'Eguisheim
220, grande rue 68420 Eguisheim Tél. +33(0)3 89 23 40 33

Office de tourisme du Canton de Rouffach
124, Place de la République 68250 Rouffach Tél. +33(0)3 89 78 53 15

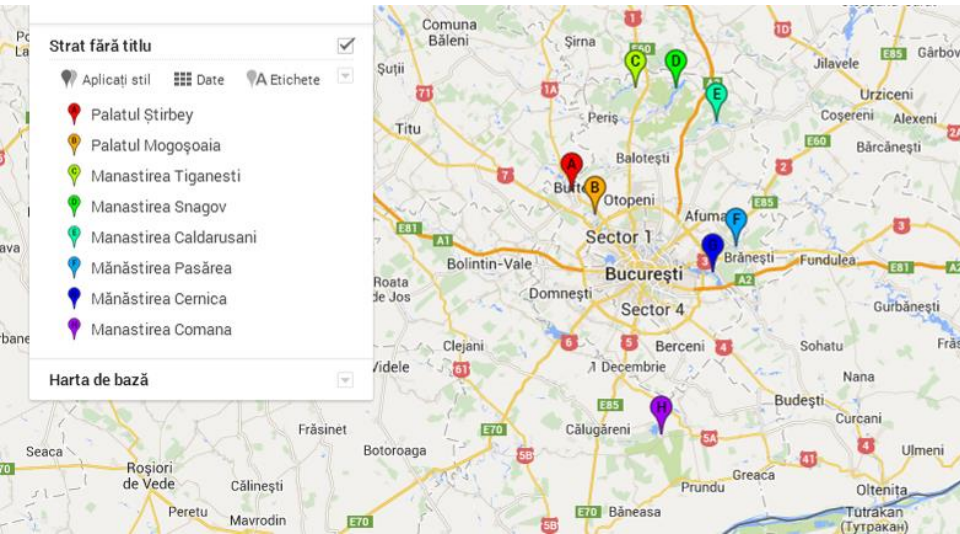
Office de tourisme de la Vallée de Munster
1, rue du Couvent 68140 Munster Tél. +33(0)3 89 77 31 80

Office de tourisme de Guebwiller-Soultz
71 rue de la République 68300 Guebwiller Tél. +33(0)3 89 76 10 63



Potential GeoTours in Romania

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- The Sagittarius project concluded in 2011 with a cultural trail proposal – the main monasteries near Bucharest. The project described in detail all the objectives.
- Our aim is to develop a GeoTour of the main monasteries around the city.



- Another potential GeoTour is the Wine Route in Prahova and Buzau counties (~100 km north of Bucharest). The wine route propose a list of wine related cach along ~100 km trail.

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district 1, Bucharest, Romania

Photos during geocaching activity



șos. București-Târgoviște nr. 22, bl. A, ap. A2
district 1, Bucharest, Romania



vel on green wheels



What happened in our tours...?

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Food



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What happened in our tours...?

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Accommodation



What happened in our tours...?

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Local traditions



What happened in our tours...?

...on green wheels

We are providing lessons about...

...geology



...churches



...history



...old crafts



...village life



...stones and hats



What happened in our tours...?

el on green wheels

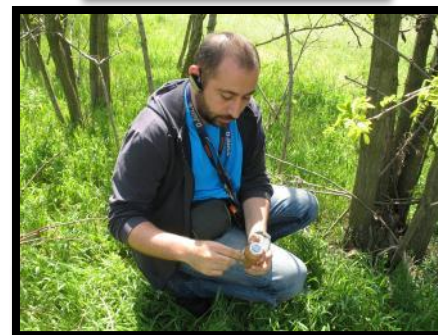
Landscapes



What happened in our tours...?

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...and other activities





CarpatBike

Travel on green wheels

We are using the local resources and the local objectives

Existing infrastructure



Local gastronomy



Traditional accommodation



Non “commercial” objectives



Projects where we are involved

el on green wheels

Descoperă Eco-România

o inițiativă a Asociației de Ecoturism din România

EN RO

ACASĂ ASOCIAȚIA ECOTURISM

MEMBRI ȘI PARTENERI

Furnizori de servicii în ecoturism



ABSOLUTE CARPATHIAN

Tururi personalizate cu accent pe faună sălbatică, paragliding, cățărare și alpinism.



CARPAT BIKE

Tur-operator specializat pe cicloturism și mountain biking



ACTIVE TRAVEL

tururi personalizate pachete de vacanță până la observații Transilvania



CARPATHIAN N.

pensiune în Măgu agenție de turism observare de anir



Iron Curtain Trail - ICT13



SEE TCP SAGITTARIUS

PRIORITY 4: Development of Transnational Synergies for Sustainable Growth Areas

AREA OF INTERVENTION 3: Promote the use of cultural values for development

WP4: HERIDUCATOR: USING A PARTICIPATORY KNOWLEDGE PLATFORM TO GUIDE HERITAGE ENTREPRENEURS UNLOCK THE VALUES OF HERITAGE RESOURCES

Act. 4.2: "Development of Professional Skills in Heritage Interpretation to unlock cultural values (eCourse)"

Output 1: eCourse

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