

COLLABORATION IN ACTION

Posada del Almudí

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www.territoriomudejar.es

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Our consortium has two members: **Posada del Almudí** (Spain) & **Pensiunea Septembrie** (Romania)

Both are rural hotels located in astonishing places, rich in unique cultural and natural heritage

Our digital provider is **Estudio Mique**, a Spanish graphic design studio specializing in branding, packaging, advertising, and communication.

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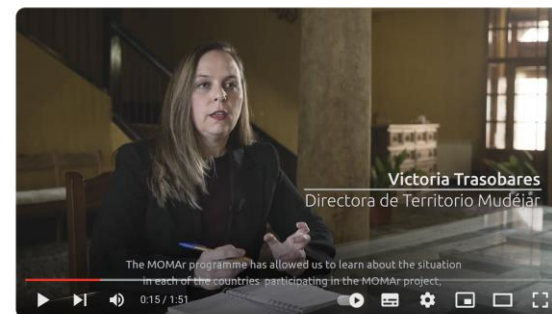
The project is creating a quality label to promote scientific tourism under the coordination of the Association Territorio Mudéjar, specialized in heritage management.



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The idea emerged from the collaborative opportunities that evolved from the **Interreg Europe MOMAr (Models of Management for Singular Rural Heritage)**.

This collaboration has facilitated the **promotion of a vision for utilizing heritage resources that extends beyond conventional tourism objectives**. Providing a diversified range of offerings can enhance the resilience of these locations, which are often affected by pronounced seasonality. Furthermore, it can serve as a catalyst for local businesses to specialize in catering to the unique requirements of these travelers and workers that conform what we have named “Scientific Tourism”.



Zaragoza Good Practice - The Project Digitur



MOMAr will improve the policies and programmes addressing the heritage in rural territories, taking into account the peculiarities and cultural identities of the places where the ecosystems, the history and the culture determine a mode of action. The inhabitants -who maintain the territory alive- will be a central part of the strategies and new projects designed about the heritage.

MODELS OF MANAGEMENT FOR SINGULAR RURAL HERITAGE

www.interreurope.eu/momar

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The project has completed the audit and situational analysis phases and is currently working on the brand architecture.

Once the quality seal for scientific tourism is defined and implemented, these principles can be applied to other rural accommodations that meet the necessary conditions, Promoting new business opportunities that reinforce their resilience and sustainability beyond conventional tourism.



“The territory is the meeting point between humans and their heritage. Without a cultural appreciation of the territory that highlights the uniqueness of its resources and fosters the community's confidence in itself and its creative capacity, it is difficult for a place to take off in its economic development”