

New sustainable tourism itineraries in Asia

Call for participation to verification missions and business development

COSPE and **LOCAL-GLOBAL** are proud to invite Tour Operators committed to sustainable tourism development to participate in verification missions and business development in Asia. The **BRIDGE-IT** project, financed by EuropeAid for the scope to enhance the sustainable tourism sector in Mongolia, China e Nepal has developed 15 new itineraries for responsible and sustainable tourism. The offer contains a tourist package of 15 differentiated itineraries in unique and unspoilt areas, where cultural, sporty and recreational activities blend authentically with experiencing local communities. Our proposal addresses specialized tour operators and agencies, who are interested in collaborating directly with the Asian operators in the long term, in order to widen up their offer of tourist products with new and fascinating itineraries.

The direct involvement of the local tour operators and of the local population in planning the itineraries, assures a concrete and real cultural exchange, the guaranteed diffusion of the economic benefits in the territories and environmental sustainability.

The table resumes some of our destinations:

	CHINA	MONGOLIA	NEPAL
Areas	<ul style="list-style-type: none"> ● Hunan ● Guanxi ● Shaanxi ● Beijing area ● Jangsu 	<ul style="list-style-type: none"> ● Ulaanbaatar city ● Arkhangai ● Tuv ● Ovorkhangai ● Omno Gobi, Dundgobi and Bayan Gobi 	<ul style="list-style-type: none"> ● Kailali ● Mustang ● Dolpa ● Kathmandu city
Territories	<ul style="list-style-type: none"> ● Hangzhou ● Zhangjia jie ● Fenghuang ● Shuobrook National Reserve ● Jishou ● Xian ● Tianmen Mountain ● Yangshuo ● Nanjing ● Hangzhou ● Mongdom river 	<ul style="list-style-type: none"> ● Khunvsgul ● Murun ● Khorgo ● Tsagaan nuur ● Kustai Huruu national park ● Els sum ● Tsagaan Suvrag ● Yole valley ● Khara Khorum ● Khongor Sand Dune ● Terkhin Tsagaan lake ● Khuvusgul lake 	<ul style="list-style-type: none"> ● Tropical forests of Terai ● Ghoda Ghodi Lake ● Tikapur ● Karnali river ● Raj Kada, Juphal ● Dunai ● Shey-Phoksundo National Park ● Rahagaon ● Parella Bhaktapur ● Pokhara ● Numa La pass ● Baga La pass



AIM OF THIS CALL:

The project is currently entering its final phase in which the newly created tourist products are distributed among European actors of the tourism sector. Aim is the establishment of long-term business relations between European Tour Operators and Agencies and our Asian partners.

Therefore the BRIDGE-IT has **foreseen the visit of interested European Tour Operators** and Agencies **in the destinations** in China, Mongolia and Nepal, where the itineraries can be tested and first contacts with local partners been built up.

ORGANIZATIONAL DETAILS:

The project will be able to partially cover the overall costs of the verification mission. In particular, international transfer will be covered by the project, whereas local costs will have to be financed by the participating Tour Operators themselves.

The period foreseen for the visit is **September-October 2009**. Three missions will be organized in

- China
- Mongolia
- Nepal

Latest application shall be received by **September, 7th 2009**. Please fill in the application form in order to participate in the selection process.

For any further information about the project and the itineraries, please visit our web site <http://www.local-global.it/project/bridge-it/> or write us! Contact: bridge-it@local-global.it.

We have much more details about the program and the guarantee for sustainability, traceability and transparency of the developed products.