

MEANING: Metropolitan Europeans in Active Network, Inducing Novelities in Governance

**Workshop: "THE PROMOTION OF AMP HERITAGE ROADMAPS AS A TOURIST
ATTRACTION FACTOR"**
Santo Tirso, 30th march

Date: 30th March 2018	Venue: Santo Tirso, Portugal	N° of participants: 40
Description of the activity implemented: The activity consisted of a workshop, with the participation of stakeholders from public and private institutions, dedicated to the theme "The promotion of AMP Heritage Roadmaps as a tourist attraction factor" The activity lasted for one day, in which 4 thematic scripts were presented, and their respective patrimonial symbols. Stakeholders discussed the relevance of the elements of the roadmaps and suggested some adjustments. It was also outlined a territorial marketing strategy to be adopted to promote the respective itineraries as a tourist attraction of AMP.		
Outcomes: <ul style="list-style-type: none">• Stakeholders involvement in the Promotion of Heritage and the strategy to promote the territories.• Definition of a joint vision for the tourist promotion of the AMP.		
Visibility: Photos: [Please send <u>via email</u> no less than 5 relevant pictures of the event]		