



Be.CULTOUR



*The Route of Stephan the Great and Saint, North-East Romania – Moldova cross-border area*



**Be.CULTOUR**  
Beyond cultural tourism

**Be.CULTOUR stands for “Beyond CULTURAL TOURism: heritage innovation networks as drivers of Europeanisation towards a human-centred and circular tourism economy”.**

Be.CULTOUR targets cultural heritage sites in remote, peripheral or deindustrialized areas, as well as over-exploited areas, focusing on sustainability, wellbeing, relationships, cooperation, regeneration, rather than just tourism.

It expresses the goal to move beyond tourism, building Heritage innovation networks in European regions to co-develop innovative solutions aimed at regenerating cultural, social and environmental capital through cultural tourism.

**Follow our activities and boost the impact on your community!**

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