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MINISTRY OF REGIONAL DEVELOPMENT
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Common borders. Common solutions.

Joint Operational Programme “Black Sea Basin 2007-2013” - Our Projects -

BS NTS

Black Sea Network for Sustainable Tourism - Strategies for joint tourism marketing and development in the Black Sea region

Priority 1 - Supporting cross border partnerships for economic and social development based on common resources

Measure 1.2 - Creation of tourism networks in order to promote joint tourism development initiatives and traditional products



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About the project:

Duration: 18 months

Total Project Budget: 654,394.73 Euro

Total Grant ENPI: 447,020.35 Euro

Total Grant IPA: 141,594.40 Euro

Start / End Dates: 01.01.2014 - 30.06.2015

Overall Objective:

The project is aiming to achieve a stronger regional partnership and cooperation among regions in Black Sea Basin for sustainable tourism management and joint marketing strategy.

Specific Objectives:

1. To improve the regional capacities for planning, coordination and implementation of joint strategic documents.
2. To build an effective network infrastructure for promotion and implementation of market orientated tourist products.
3. To improve the knowledge / skills and to develop the tourism products in partner regions, in order to align them to current needs of international markets.
4. To create a cooperative environment for building up a common agenda for sustainable tourism development in the Black Sea Basin respecting regional specificities.
5. To intensify cross-border economic cooperation through tourism.

Main Activities:

- Elaborating Marketing researches.
- Developing the Joint Marketing Strategy for cross-border joint promotion of partner countries' Tour products.
- Realising feasibility studies for new products and cross-border tour projects.
- Creating an effective online platform for joint promotion of tourism products (BS Info Tourism Database, Social Media Platform for tourism projects).

Expected results:

- A network to promote joint and bilateral tourism projects created by stakeholders and experts from 5 countries.
- 16 new researched and/or established links of information, communication, transport and trade: 4 strategies for cross-border tourism cooperation, 1 feasibility study, 5 PPP, 6 specialised marketing researches, 1 functional IT platform developed in the project.
- A functional IT platform, a functional database.
- A minimum of 10 tourist destinations promoted by each PP country.

Partnership:

Beneficiary:

Business Consulting Institute, Republic of Moldova

Partners:

International Business Development and Investment Promotion Center, Georgia

- Burgas Municipality, Bulgaria

Agency for Regional Development, Odessa, Ukraine

Department of Tourism and Resorts of Adjara AR, Georgia

Eastern Black Sea Development Agency, Turkey



Regions of Implementation:



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