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MINISTRY OF REGIONAL DEVELOPMENT  
AND PUBLIC ADMINISTRATION



Common borders. Common solutions.

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



### Colaborative Networks of Multilevel Actors to advance quality standards for heritage tourism at Cross Border Level

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: 24 months

Total Project Budget: 1,125,745.44 Euro

Total Grant ENPI: 622,192.22 Euro

Total Grant IPA: 390,978.68 Euro

Start / End Dates: 01.01.2014 - 31.12.2015

**Specific Objectives:**

1. To promote innovation & entrepreneurship and prevent brain drain.
2. To advance human capital and volunteer spirit, community & civil society planning capacities.
3. To invest in human capital by certifying professional skills.
4. To maximise consistency and coherence of public, private, third party sector and the civil society.
5. To create cross-border tourism products and common service standards by labelling quality.
6. To support equality / non-discrimination.

**Overall Objective:**

The project is aiming to invest in human capital and innovation in an effort to achieve stronger regional partnerships and cooperation in the Black Sea, fully realize the socioeconomic potential of heritage resources in the Black Sea Basin and establish a unified quality system for the development of cross-border tourism products and common service standards with acknowledged market value.

**Main Activities:**

- Design and Delivery of professional skills for Heritage Tourism at Cross Border level.
- Assessing Tourism Accessibility in the Project Area.
- Developing a Typology of Heritage Tourism Products and Services at Cross Border Level.
- Developing good practice guidelines for the Accessibility of Heritage Tourism Products & Services at Cross Border Level.
- Standardizing Quality of Heritage Tourism Products & Services at Cross Border Level.
- Implementation Quality Heritage Tourism Products & Services in the Project Area.
- Establishing Alliances of Multilevel Actors at Cross Border Level to enhance regional competitiveness.



### **Expected results:**

- 9 Innovative heritage tourism products created at cross border level.
- ✓ 2 common tools to improve the domain's specific knowledge in heritage tourism planning at cross-border level.
- 1 common methodology developed for the significance of heritage assets, 2 advanced tourism planning methodologies adopted at Cross Border Level and 1 Curriculum in Heritage Tourism Planning.
- 1 common planning tool with high transferability degree.
- 24 Guidelines for the accessibility of heritage tourism products.
- 10 good practices identified for heritage tourism products and services in the Project Area.
- 1 Cross Border Partnership activated.
- 3 Common Management Structures and 8 Common management Standards established.
- 1 permanent info source for heritage planning at cross border level.
- 150 Heritage Experts registered at Cross Border Level.

**Partnership:**

**Beneficiary:**

Drama Development S.A., Greece

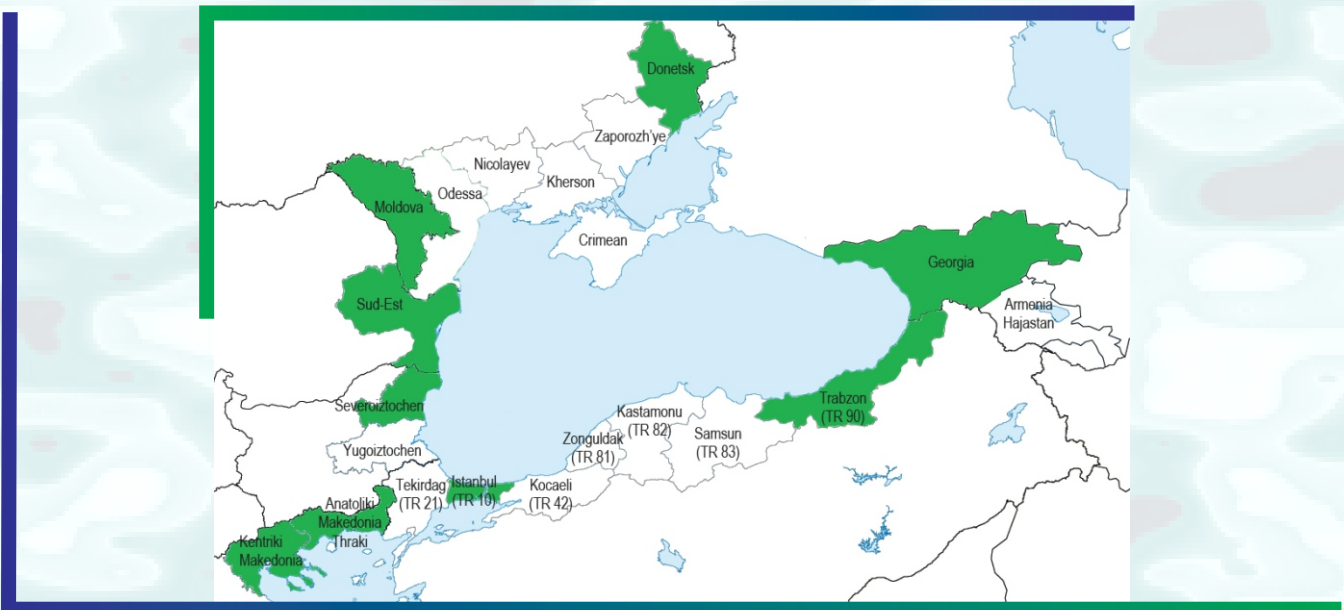
**Partners:**

- The National Authority for Tourism, Romania
- The Union of Bulgarian Black Sea Local Authorities, Bulgaria
- The National Association of Rural, Ecological and Cultural Tourism of Republic Moldova
- Donetsk Civic Organization "Alliance", Ukraine
- The Batumi Archaeological Museum, Georgia
- Governorship of Istanbul, Turkey
- Eastern Black Sea Development Agency, Turkey
- Bahcesehir University / METGEM Development Centre for Vocational Technical Education, Turkey

**Associates:**

University of the Aegean / Research Unit, Greece  
Institute of National Economy, Romania  
Ukrainian Network for Education of Adults and Development of Innovation, Ukraine

**Regions of Implementation:**



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