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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 -

PIRT

Promoting Innovative Rural Tourism in the Black Sea Basin 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: 672,266.51 Euro

Total Grant ENPI: 472,923.43 Euro

Total Grant IPA: 121,313.20 Euro

Start / End Dates: 05.11.2013-04.05.2015

Overall Objective:

The project is aiming to achieve stronger regional partnerships and cooperation through promoting economic and social development in the Black Sea Basin (and especially vulnerable, rural areas) via integrated utilization of physical and human resources and exchange of best practice, aimed at enhancing the standards of product and service delivery

Specific Objectives:

1. To build effective and replicable networks of capable local service providers in rural tourism as well as sophisticated travel agencies.
2. To co-develop, market, and sell a new unique touristic product that encourages inter-flows of visitors intra-regionally and intra-country.
3. To contribute to unprecedented cooperation between national authorities in the region.
4. To sustain the cross-border impacts of rural tourism.

Main Activities:

- Identifying and hiring independent experts to work with the travel agencies and Project Staff on developing the single cross-border visitor package, available both in basic and premium options.
- Leading the travel agencies in developing and presenting a joint marketing plan for advertising and promoting the single cross-border visitor package.
- Connecting the local networks of service providers across the borders and guide them in contemplating a prospective Trans-Border Association of Rural Tourism Service Providers of the Black Sea Basin.

Expected results:

- Increased incomes and living standards within the target rural communities in participating countries, by at least 40-50%.
- Increased flows of tourists intra-regionally, particularly those interested in rural tourism, by at least 30%, for estimates reflecting expectations for the year following the Project closure.
- Enhanced standards of product and service delivery by at least 50%.

Partnership:

Beneficiary:

Heifer Project International Armenian Branch Office, Armenia

Partners:

Heifer International Georgia

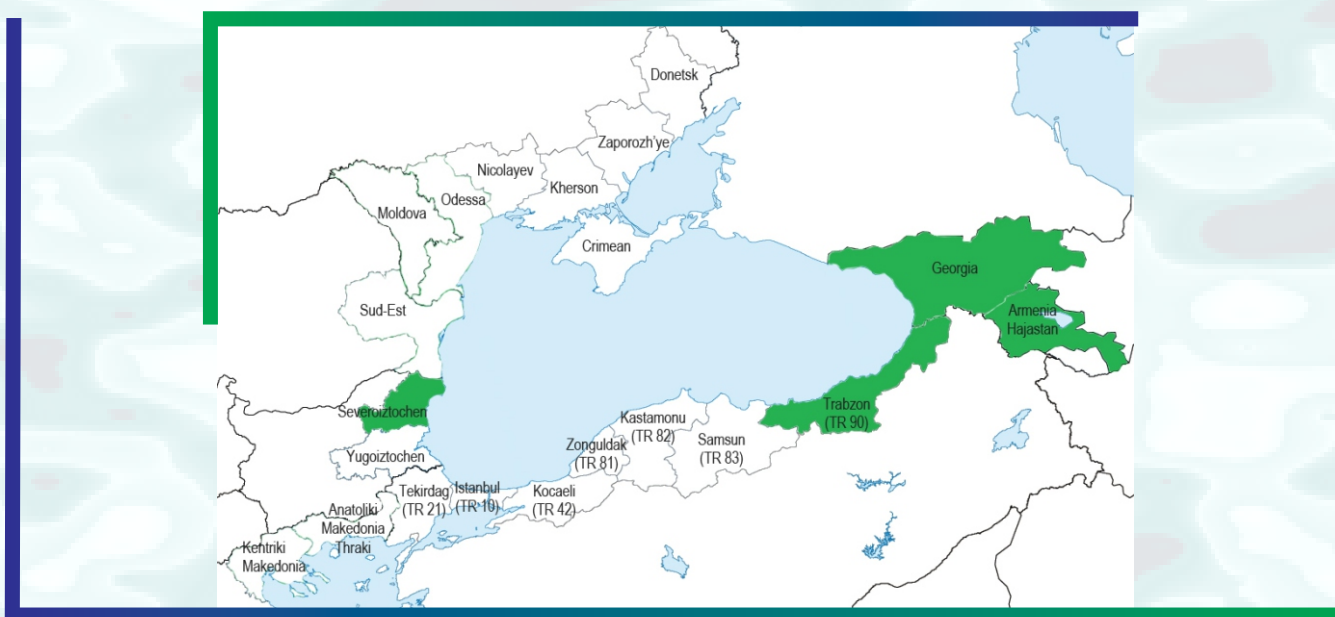
- Varna Economic Development Agency (VEDA), Bulgaria
- Gumushane Provincial National Education Directorate, Turkey

Associates:

Bulgarian Association For Rural And Ecological Tourism, Bulgaria



Regions of Implementation:



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