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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 -



Quality Certification System in Agro-tourism

Priority 1 - Supporting cross border partnerships for economic and social development based on combined 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: 529,648.00 Euro

Total Grant ENPI: 476,683.20 Euro

Start / End Dates: 28.05.2013 - 27.05.2015

Overall Objective:

The project is aiming to promote the agro-tourism in the partners' regions and to improve the quality of the services provided by introducing a common specific quality standard and a certification process.



Specific Objectives:

1. To design and develop a common standard framework and to adapt it to the local specific conditions.
2. To design and establish a common assessment and a certification process.
3. To create a high level transnational group of experts that will be able to support the local businesses and to apply the whole process in the partners' regions.
4. To develop a pilot application of the standard and certification scheme in several enterprises in the agro-tourism sector that will improve their services and act as role models in their areas.
5. To exchange knowledge, experiences and best practices between the partners involved.
6. To achieve a strong interregional partnership and cooperation by creating a network that will manage the application of standardization process in the future and promote the initiative at international level.



Main Activities:

- Realizing a study of the current status in the project regions and of the customers needs and expectations.
- Realising a GAP analysis and a good practices research.
- Developing a good practices database.
- Designing the common standard - framework.
- Establishing local certification schemes.
- Realising a common promotion plan.



Expected results:

- 1 network of cross border partnership created.
- 96 entrepreneurs / economic agents involved in the project.
- 6 local administrations involved in the initiatives for capacity building.
- 1 project partnership that establishes a permanent economic relation between the economic actors from different countries.
- 90 entrepreneurs that adopted innovations and started new products.
- 1 new permanent joint product.

Partnership:

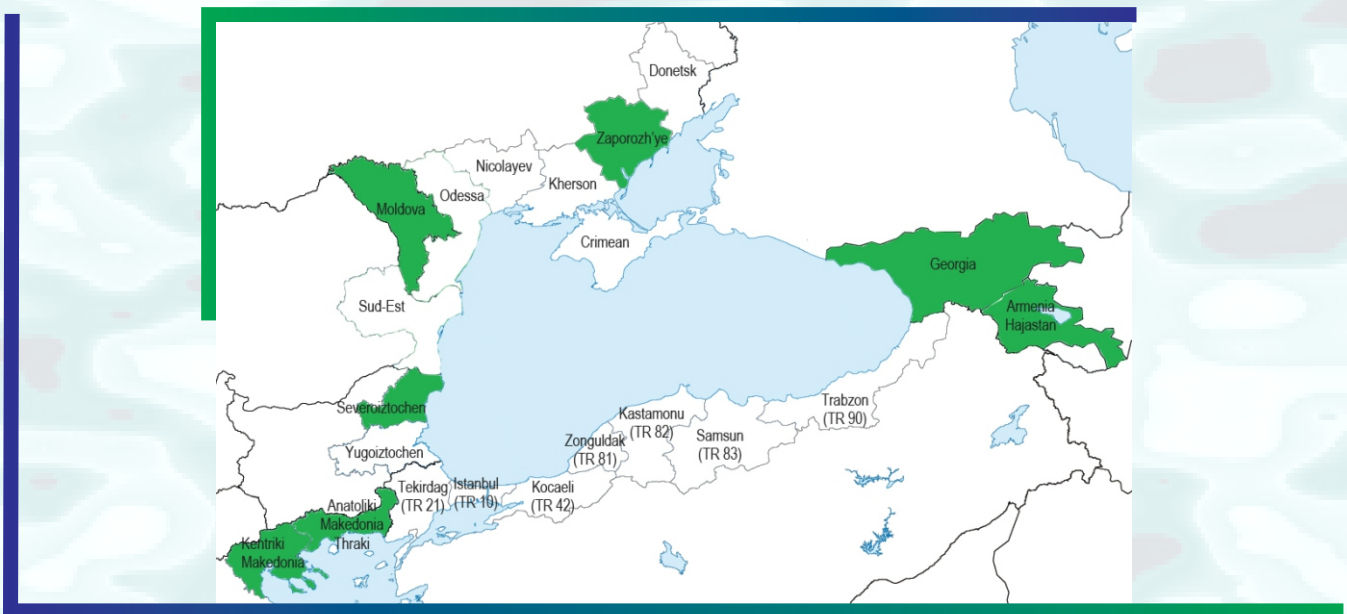
Beneficiary:

Municipality of Xanthi, Greece

Partners:

- Black Sea Economic Centre, Bulgaria
- "Ecotourism Association", Armenia
- International Centre for Social Research and Policy Analysis, Georgia
- Suruceni Village Administration, Republic of Moldova
- Regional Fund for Entreprises Support in Zaporizhia Region, Ukraine

Regions of Implementation:



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