



Programme funded by the
EUROPEAN UNION



MINISTRY OF REGIONAL DEVELOPMENT
AND PUBLIC ADMINISTRATION



Common borders. Common solutions.

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



Black Sea Silk Road Corridor

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



Common borders. Common solutions.

About the project:

Duration: 24 months

Total Project Budget: 1,282,634.26 Euro

Total Grant ENPI: 677,895.88 Euro

Total Grant IPA: 432,351.56 Euro

Start / End Dates: 08.01.2013 - 07.01.2015

Overall Objective:

The project is aiming to establish the Cross-Border Tourism Trail “Black Sea Silk Road Corridor” (BSSRC) in and between Partner states.



Specific Objectives:

1. To support the development of the local economies through tourism in Partner states in the Black Sea basin.
2. To enhance the visitors' experience at tourism sites.
3. To promote cross-cultural cooperation through cross-border partnerships.
4. To encourage the protection of cultural monuments and the biodiversity hotspots through regenerative tourist activities.

Common borders. Common solutions.



Main Activities:

- Marking the BSSRC trail and identifying the cultural, historic and natural destinations on the trail.
- Installing multi-language information panels, directional signs and walking tour / hiking markers / plaques for the trail.
- Creating and installing smart phone APPs and web site for the trail.
- Promoting the BSSRC trail and APPs / web site to the tourist, tourism industry and online / APP users.
- Creating a network base and advertising for local service providers in APPs and web site.

Expected results:

- 1 established Black Sea Silk Road Corridor as a thematic tourism trail with physical information panels, directional signs, and walking tour / hiking markers and plaques, dedicated BSSRC smart-phone APPs and web site highlighting touristic and eco-touristic destinations on the trail.
- Increased tourism activity at the local level by service providers on the BSSRC.
- Increased awareness of the BSSRC at the local, regional national and international level.
- Increased cooperation and sustainable network between tourism industry and local service providers and tourists.
- Increased cooperation between stakeholders across project borders.

Partnership:

Beneficiary:

Armenian Monuments Awareness Project, Armenia

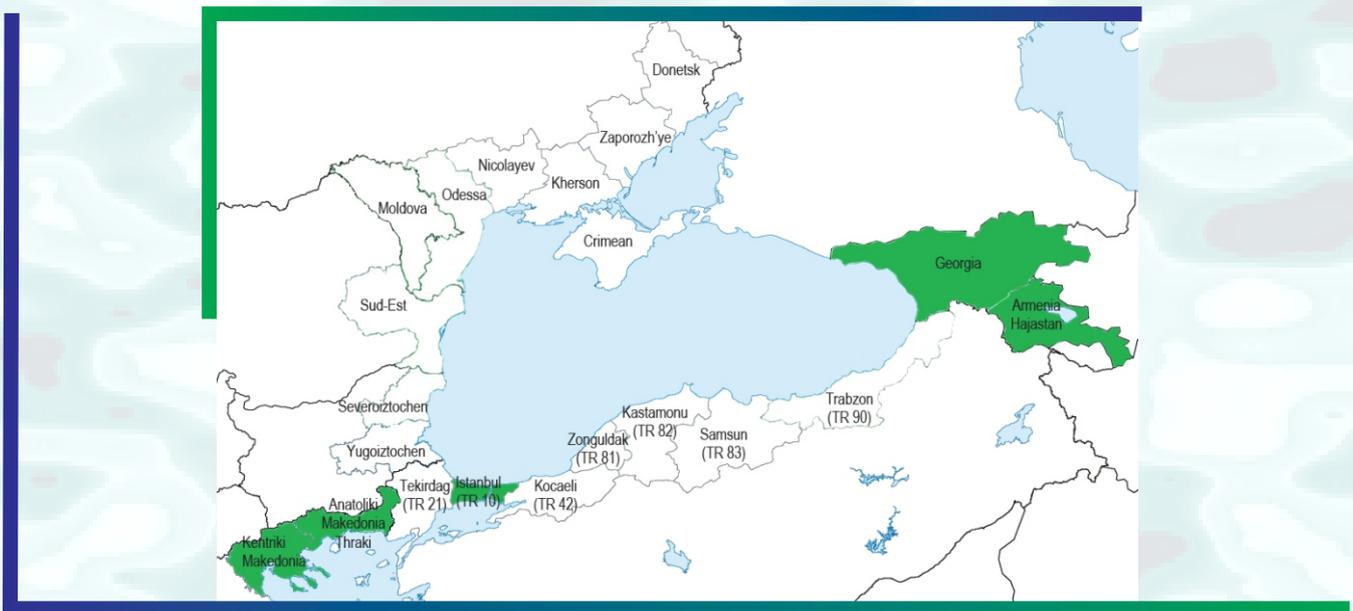
Partners:

- TADZRELI Foundation, Georgia
- Armenian Society for the Protection of Birds, Armenia
- The Economists' Association, Turkey

Associates:

Anadolu Kultur Sanat Tanitim Iletisim Yayin Bilgisayar Egitim Danismanlik Hizmetleri, Turkey
Icomos Armenia

Regions of Implementation:



Contact Person:

Mr. Richard Linus Ney

Address: 101 Pavstos Buzand Street, Entry 1, #6, 0002 Yerevan, Armenia;

Phone / Fax: +374 10 532455; +374 77 628385; +374 10 539 280;

E-mail: rickney.amap@gmail.com

Web page: www.ArmenianMonuments.org; www.ArmenianHeritage.org

CONTACT DETAILS:

Ministry of Regional Development and Public Administration

Joint Managing Authority

Phone: +40 372 111 323

Fax: +40 372 111 456

E-mail: blacksea-cbc@mdrap.ro

www.blacksea-cbc.net



Common borders. Common solutions.

Publication edited by the Joint Managing Authority of the Joint Operational Programme “Black Sea Basin 2007-2013”, Ministry of Regional Development and Public Administration, Bucharest, 17 Apolodor Street, North Side, 5th Sector, Romania.

Joint Operational Programme “Black Sea Basin 2007-2013”
Joint Managing Authority and Joint Technical Secretariat
May 2014

The Black Sea Basin Programme is co-financed by the European Union through the European Neighborhood and Partnership Instrument and the Instrument for Pre-Accession Assistance.

This publication has been produced with the assistance of the European Union. The contents of this publication are the sole responsibility of the Joint Managing Authority and the Joint Technical Secretariat of the Joint Operational Programme “Black Sea Basin 2007-2013” and can in no way reflect the views of the European Union.

Common borders. Common solutions.