

Black Sea Basin Programme

~ Our Projects ~

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

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



Tradition, Originality, Uniqueness and Richness for an Innovative Strategy for Tourism development in Black Sea Region (TOURIST)

South East, Romania - Severoiztochen, Bulgaria - Moldova

About the Project

Duration:

20 Months

Total Budget:

€ 723.721,00

Total Grant:

€ 651.348,90

Start-End Dates:

10/11/2011-
09/07/2013



Press conference for launching the project, Constanta, Romania

The project targets common problems identified in the area of cooperation, in the field of tourism development, and the three cross-border partners designed specific solutions for overcoming these issues: joint strategic framework for supporting, in an integrated manner (“integrated conversation and exploitation” of tourism resources), tourism development in Black Sea Basin, networking for creation and promotion of common tourism products based on area’s potential trainings and exchanges of experience for improving the standards in tourism services and related activities (cross-border campaign for improving and harmonising tourism standards and services).



Overall Objective:

Initiating strategic partnership for supporting sustainable economic development in Black Sea Basin, through valorising, in an integrated manner, tourism potential of the region

Specific Objectives:

1. Impelling cross-border cooperation in Eforie -Negrea-Balchik area, for development and promotion of common tourism products;
2. Increasing competitiveness of tourism sector and related activities in Eforie-Negrea-Balchik area, by improving the quality of services

Main Activities:

- 3 meetings of the consultants on tourism from the three regions, with the goal of elaborating a joint Strategy for tourism that will be distributed in 600 pieces in the target countries and presented during the Tourism Fair and Conference in Romania
- 3 workgroups and exchanges of experience of the tourism sector with the goal of analysing needs and constrains of the tourism sector, proposing tourism packages and innovative modalities for attracting tourists, discussing on the quality of tourism products and services
- 6 meetings under cross-border campaign for increasing quality in tourism with 6 informative materials elaborated and distributed in the target regions in 1800 copies on the following themes: . Developing sustainable economy in Black Sea Basin through high quality of tourism products and services, Financing opportunities for starting up and developing tourism and complementary activities, Increasing the attractiveness of tourism by developing new alternative solutions for tourist entertainment- visits to representatives economic agents, The importance of SMEs and tourism agencies in the development of local and international tourism- visits to representatives economic agents, Workshop- „Tourism Advertising- how to get better results in elaborating tourism catalogues, brochures, flyers, billboard ads, radio and Tv ads, advertising websites”, Round table- Role of public authorities and institutions in supporting tourism sector - competences and actions
- 1 Tourism Advertising Festival in Romania with participants from the target regions



Strategy meeting of the tourism consultants, R. Moldova



Workgroup and exchange of experience in tourism sector, Constanta, Romania

Partnership

Beneficiary:

Eforie Municipality, Eforie, South-East, Romania

Partnership:

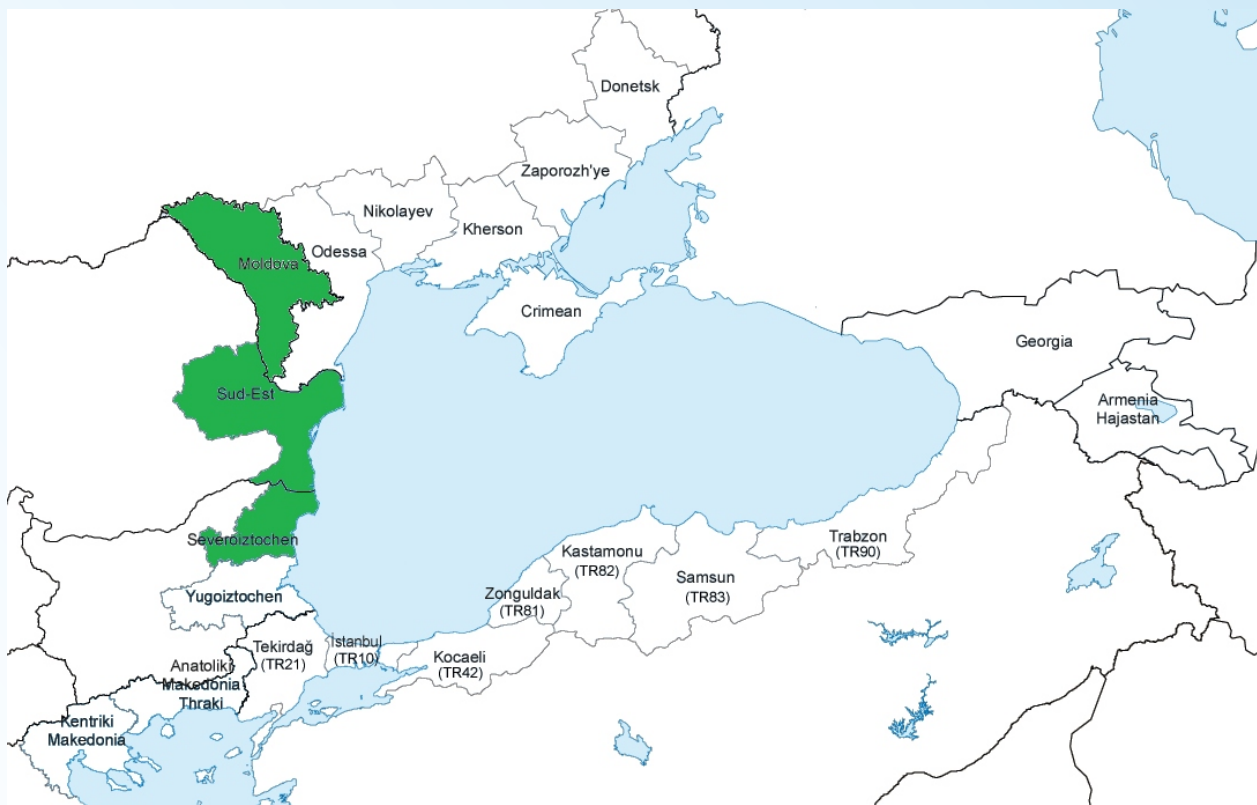
City Hall of Negrea Village, Negrea, Hincesti, Moldova

European Institute for Cultural Tourism EUREKA, Balchik, Severoiztochen, Bulgaria





Regions of Implementation



Contact Person:

Cecilia Cretu
Project Manager

Municipality of Eforie City, Constanta, Romania,
Address: 1, Progresului Street, Eforie Sud,
Constanta
+40733747821
ceciliacretu@yahoo.com
blackseaeforie@yahoo.com
www.bsbefore.ro



Gututui Gheorghe
PR Responsible
City Hall of Negrea Village, Hincesti,
Republic of Moldova
Address: 5, Andrei Saptefrati Street,
Negrea Village
+37378881701
primaria.negrea@yahoo.com

CONTACT DETAILS

Ministry of Regional Development and Tourism

Head of Joint Managing Authority
Mr. Iuliu BARA
Phone: +40 372 111 319
Fax.: +40 372 111 456

Head of Joint Technical Secretariat
Mr. Sergiu Serban
Phone: +40 372 784 182
Fax: +40 372 111 456
E-mail: serban.sergiu@blacksea-cbc.net

Programme Manager
Mrs. Laura Bobarnac
Phone: +40 372 111 323
Fax: +40 372 111 456
E-mail: laura.bobarnac@mdrt.ro

Information and Communication Manager
Mr. Arkam Ograk
Phone: +40 372 784 179
Fax: +40 372 111 456
E-mail: arkam.ograk@blacksea-cbc.net



Publication edited by the Joint Managing Authority of the Joint Operational Programme “Black Sea Basin 2007-2013”, Ministry of Regional Development and Tourism, Romania 17 Apolodor Street, North Side, 5th Sector, Bucharest
Phone: +40 372 111 323 Fax: +40 372 111 456
blacksea-cbc@mdrt.ro
www.blacksea-cbc.net

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