Project title: **Silc Road Local Culture**

Programme Priority: 1.1 Jointly promote business and entrepreneurship in the tourism and cultural sectors
OVERVIEW

The aim of the project is to analyse the **untapped cultural tourism opportunities** that exist along the **Silk Road** in the project study areas and to identify the prospects of **creating new tourism entrepreneurial networks** based on the **Silk Road cultural heritage**.
PARTNERSHIP

Lead Beneficiary
Aristotle University of Thessaloniki,
Research Committee – Special Account for Research Funds, School of Economic Sciences (Greece)

Beneficiary 2
State Educational Institution of Higher Professional Education “Russian-Armenian University” (Armenia)

Beneficiary 3
University of Economics - Varna (Bulgaria)

Beneficiary 4
International Centre for Social Research and Policy Analysis (Georgia)

Beneficiary 5
National Association for Rural, Ecological and Cultural Tourism, Tulcea Branch (Romania)

Partner budget
€ 230 120.62

Partner budget
€ 173 244.13

Partner budget
€ 198 110.50

Partner budget
€ 164 275.82

Partner budget
€ 207 954.70

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EXPECTED RESULTS

- **Silk Road Monitoring System** containing a **geo-location / smart app** and a sustainable **monitoring system**, aiming to record information regarding Silk Road cultural and tourism entrepreneurship;

- **Silk Road Entrepreneurship Network** - an inter-regional network for promoting cross-border business opportunities in the tourism and cultural sectors;

- A **joint strategic marketing plan** promoting **Silk Road cultural and tourism entrepreneurial initiatives** and perspective future development schemes;

- **SILCNECT label** for those entrepreneurs that deal with SILC products to boost local economies and create synergies among Black Sea countries;

- **Silk Road Quality Assurance Guide** for sustainable cultural tourism policies, to strengthen cross-border business opportunities in the tourism and cultural sectors.
Contact Details

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