



Programme funded by  
EUROPEAN UNION



**BSB570**

# SILC

Project title: **Silc Road Local Culture**

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

**Common borders. Common solutions.**

# ABOUT THE PROJECT

## Duration

30 months

## Start date

10 November 2018

## Total value

€ 973 705.77

## ENI contribution

€ 895 809.29



## 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

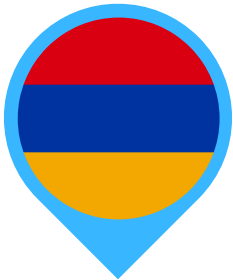


## Lead Beneficiary

Aristotle University of Thessaloniki,

- Research Committee – Special Account for Research Funds, School of Economic Sciences (Greece)

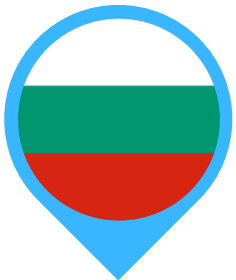
Partner budget  
€ 230 120.62



## Beneficiary 2

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

Partner budget  
€ 173 244.13



## Beneficiary 3

- University of Economics - Varna (Bulgaria)

Partner budget  
€ 198 110.50



## Beneficiary 4

- International Centre for Social Research and Policy Analysis (Georgia)

Partner budget  
€ 164 275.82



## Beneficiary 5

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

Partner budget  
€ 207 954.70

Contact person

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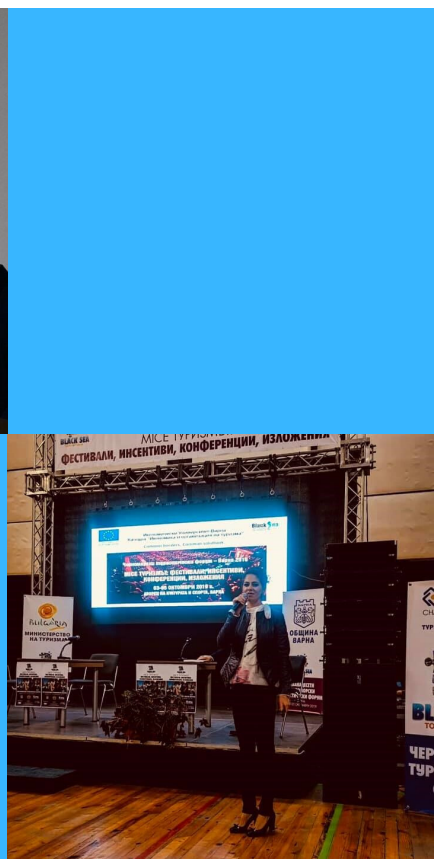
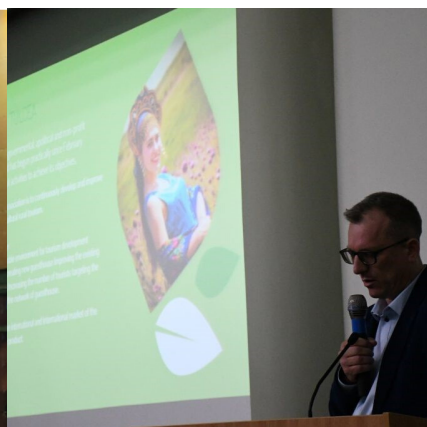
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Website

**[www.culturaltourismsilkroad.net](http://www.culturaltourismsilkroad.net)**

# 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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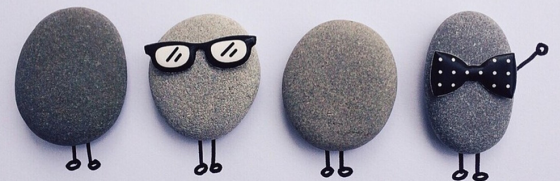
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Joint Operational Programme Black Sea Basin 2014-2020  
Joint Technical Secretariat  
of Joint Operational Programme Black Sea Basin 2014-2020  
June 2019

Joint Operational Programme Black Sea Basin 2014-2020 is co-financed by the European Union through the European Neighbourhood Instrument and the participating countries: Armenia, Bulgaria, Georgia, Greece, Republic of Moldova, Romania, Turkey and Ukraine.

This publication has been produced with the financial assistance of the European Union.

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