



Programme funded by
EUROPEAN UNION



BSB1145

PROEXTOUR

Project title: **Promoting Heritage- and Culture-based Experiential Tourism in the Black Sea Basin**

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

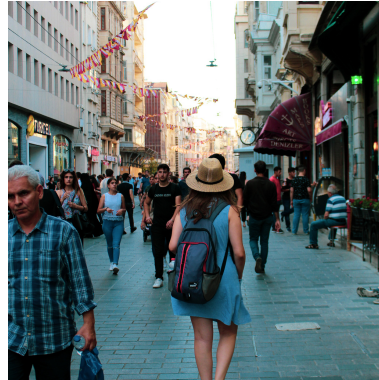
1 June 2020

Total value

€ 913 380.00

ENI contribution

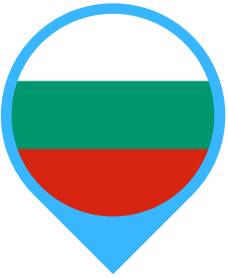
€ 840 309.60



OVERVIEW

The project aims to promote **experiential tourism** as a sustainable development pathway for **tourism business** in the Black Sea Basin capitalising the potential of the **indigenous heritage and culture, innovative solutions** and cross-border cooperation.

PARTNERSHIP



Lead Beneficiary

- Varna University of Management (Bulgaria)

Partner budget
€ 171 671.00



Beneficiary 2

- Aristotle University of Thessaloniki - Special Account for Research Funds (Greece)

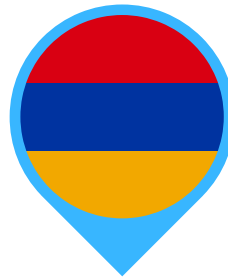
Partner budget
€ 197 615.00



Beneficiary 3

- Georgian Arts and Culture Center (Georgia)

Partner budget
€ 193 640.00



Beneficiary 4

- Yerevan State University (Armenia)

Partner budget
€ 193 672.00



Beneficiary 5

- Culinary Arts and Hospitality Association (Bulgaria)

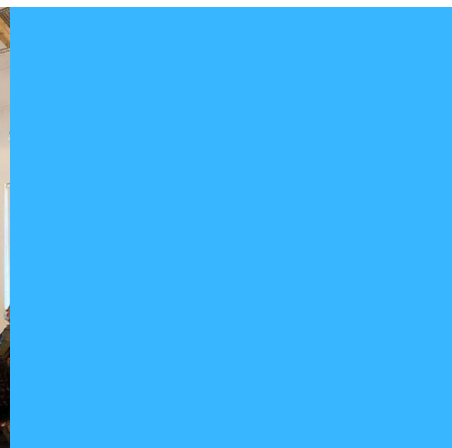
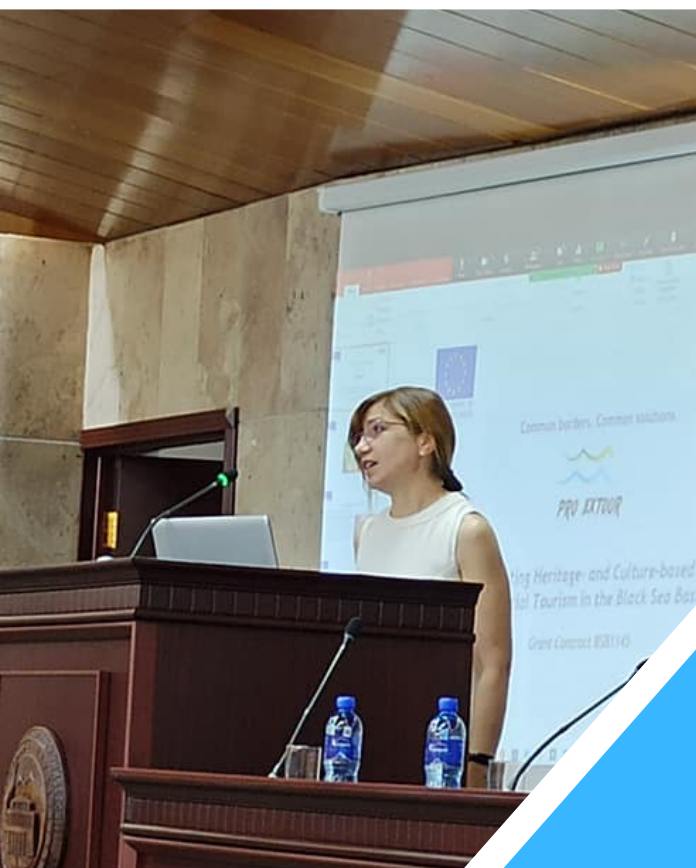
Partner budget
€ 156 782.00

Contact person
Vessalina Dimitrova
Phone
+359 52 300 680

E-mail
projects_dept@vumk.eu
Project website:
<https://proextour.eu/>

EXPECTED RESULTS

- **Regional Needs Assessment Report** for the development of **experiential tourism** in the project countries and a **Regional Action Plan** for encouraging the **heritage and culture-based experiential tourism**;
- **Inventory of Business Models for experiential tourism** in the Black Sea Basin;
- **Pilot Inventories of heritage and culture activities and events** in the Black Sea Basin;
- **On-line repository of resources and tools for experiential tourism** in the Black Sea Basin;
- **Network of Black Sea Hubs on Experiential Tourism**;
- **1 International Fair on Heritage and Culture-based Experiential Tourism**;



CONTACT DETAILS

Managing Authority: Ministry of Development, Public Works and Administration

*16 Libertatii Blvd, Bucharest 050706,
sector 5, Romania*

Phone: +40 372 111 323

Fax: +40 372 111 456

E-mail: blacksea-cbc@mdrap.ro

Joint Technical Secretariat: South-East Regional Development Agency

*48 Tomis Blvd, Constanta 900742,
Romania*

Phone: +40 341 452 836

Fax: +40 341 452 841

E-mail: office@bsb.adrse.ro



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