



Programme funded by
EUROPEAN UNION



BSB831

HERITAGE ENTREPRENEUR

SHIP

Project title: **Establishing long-lasting partnerships to upgrade heritage-based offers and create new investment opportunities in tourism and the cultural and creative industries at UNESCO designated areas 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 July 2020

Total value

€ 1 289 538.17

ENI contribution

€ 1 186 375.10



heripreneurship.eu

OVERVIEW

The project aims to establish long lasting partnerships to upgrade heritage-based offers for **new investment opportunities in tourism** and the **Cultural and Creative Industries (CCI)** in the Black Sea Basin. It fosters **tourism entrepreneurship** exploiting the rising powers of the CCI to communicate to the connected consumer market the Black Sea heritage tourism narrative.

PARTNERSHIP



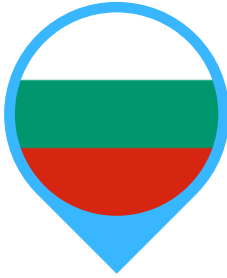
- Lead Beneficiary
- Development Agency of Kavala (Greece)

Partner budget
€ 353 238.31



- Beneficiary 2
- "Danube Black Sea" University Foundation (Romania)

Partner budget
€ 234 214.20



- Beneficiary 3
- Union of Bulgarian Black Sea Local Authorities (Bulgaria)

Partner budget
€ 185 693.10



- Beneficiary 4
- National Inbound Tourism Association of Moldova (Republic of Moldova)

Partner budget
€ 158 059.00



- Beneficiary 5
- Iakob Gogebashvili Telavi State University (Georgia)

Partner budget
€ 161 930.00



- Beneficiary 6
- Eastern Black Sea Development Agency (Turkey)

Partner budget
€ 196 403.56

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EXPECTED RESULTS

- A **Hybrid Learning Toolkit in Tourism Management** to facilitate knowledge transfer;
- An **Interactive Heritage Experience Inventory** entailing different types of documents related to the **UNESO Experiential Heritage Corridor**;
- **60 Story Telling Plots** promoting history, culture and environment of the surrounding landscape and communities;
- An **International Network** for the Uptake of Products with Commercialization Potential
- **4 Heritage Tourism Planning Tools** - the Toolkit for the Design of Experience Opportunities in the project area; the Creative Tourism Planning Manual; the 4 Seasons Heritage Activity Plan; the Cross Border Heritage Mobility Model;
- **5 electric scooter & 1 walking daylight/nightlight guided tours** at UNESCO sites in the project area;
- **1 new product:** UNESCO Experiential Heritage Corridor in the Black Sea Basin: multivision AV Production; iBook; ebook; online-booking app;
- **Small scale improvements** to heritage sites in the project area - 60 Outdoor Signage Labels with QR; QUALISIGN (QR-Quality Label);
- **12 Products with commercialization potential:** 6 Heritage Games; 6 Cultural Tourism Packages.



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