

South East Europe Transnational Programme

Project Idea Form

Project idea's title

Comprehensive Approaches for sustainable tourism

Priority

(choose priority and indicate the relative area of intervention)

☐ Priority Axis 1 AoI _____

☒ Priority Axis 2 AoI Protection and improvement of the environment
Area of intervention 2.3 Promote co-operation in management of natural assets and protected areas

☐ Priority Axis 3 AoI _____

☐ Priority Axis 4 AoI _____

Project Idea Promoter

(name of the institution)

- Arnold Klingeis, Klingeis Consulting.....
- Dorothea Palenberg, Marianne Badura, Eva Zieschank, blue!

Contact Person

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Is the applicant the project's potential Lead Partner?

☒ Yes ☐ No

If not, is the potential Lead Partner already being chosen?

☐ Yes ☐ No

Background (main problems or challenges to be addressed)

- Areas with a high potential for sustainable tourism often lack a comprehensive strategy for development of these assets.

Objectives (main and specific objectives to be achieved)

- | |
|---|
| <ul style="list-style-type: none">- Streamline current needs of regional structural development with objectives of economically viable sustainable tourism strategies- Converge investors, experts for sustainable tourism and Natura 2000 as well as owners and municipalities to a common platform- Create economically viable regional scenarios through integration and boosting of local economy- Cross-link the use of regional structural fund with strategic aim of sustainable tourism- Contribute to best practice pilot implementations and compile experiences and know-how- Integrate regional job creation and tourism development |
|---|

Main foreseen activities

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| <ul style="list-style-type: none">- Assessment of regional framework conditions and existing infrastructure for sustainable tourism- Define and get together of regional actors, stakeholders- Compile regional strategies on the basis of national strategies- Streamline regional marketing strategies and define concrete offers for selected target groups- Connect regional marketing strategies to target group oriented book- Implement pilot activities in selected areas |
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Expected outputs and results

- | |
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| <ul style="list-style-type: none">- Concrete best practice cases created- Implementation guide for communities or investors facing similar challenges- Integration of sustainability aspects into regional tourism strategies |
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Innovative character of the project idea**Partnership****Partners involved at this stage**

ERDF Partners	- Lead Partner: Project Transsylvania e. V., RO
IPA Partners	
ENPI Partners*	
Partners requested	- Further partners: prominent owners or developers of cultural patrimony buildings

* ENPI Funds won't be available for the 1st Call. Partners from Ukraine and Republic of Moldova can be involved by applying for the 10% rule.

IPA Partners	- Further partners: prominent owners or developers of cultural patrimony buildings
ENPI Partners	- Further partners: prominent owners or developers of cultural patrimony buildings

Estimated Total Budget

approx. 2 MIO

Does your project idea foresee the application for the 10% rule*

<input type="checkbox"/> Yes. Please, explain in detail what will it be used for and the relevance for the project	<input checked="" type="checkbox"/> No
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Estimated duration

(in months)

3,5 Years

☒ I would like my project's idea to be published on the Southeast Europe Transnational Programme's website and presented during the SEE kick off event.

* The 20% rule is not applicable for the 1st Call.