

South East Europe Transnational Programme

Project Idea Form

Project idea's title

SYNCULTOUR –
SYNERGIES OF CULTURE AND TOURISM FOR SUSTAINABLE GROWTH AND INTEGRATION OF REGIONS

Priority

(choose priority and indicate the relative area of intervention)

<input type="checkbox"/> Priority Axis 1	AoI _____
<input type="checkbox"/> Priority Axis 2	AoI_____
<input type="checkbox"/> Priority Axis 3	AoI_____
<input checked="" type="checkbox"/> Priority Axis 4	AoI__4.3. Promote the use of cultural values for development

Project Idea Promoter

(name of the institution)

NATIONAL TOURIST ASSOCIATION OF SLOVENIA

Contact Person

Name: Mrs. Nina PEČOLER
Address: Vošnjakova ul. 5. SI – 1000 LJUBLJANA
Country: SLOVENIA
Tel: + 386 1 300 69 46
Email: nina.pecoler@ntz-nta.si

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)

The SEE area is diverse and very attractive from the point of view of culture: heritage, events, life that give especially the tourism great opportunity to develop tourist-cultural products with European recognition thus enabling the regions faster development, generation of entrepreneurship, income and jobs leading to integration and cohesion of broader region. In Interreg IIIB CADSES a project Transromanica was finished successfully with a Council of Europe award as major Cultural Route of Europe (like St James of Compostella route) and establishment of Transromanica International Association. Slovenian partner was included in Transromanica project and made among others also a survey in Croatia, Serbia, Montenegro, Hungary and Czech Republic, together with their experts and institutions, about their Romanesque heritage thus involving into project work also the partners from the SEE area that now form a partnership of the new project proposal.

Objectives (main and specific objectives to be achieved)

Main objective of the project is to strengthen and balance the development of some regions in SEE countries on the basis of their higher attractiveness using rich and diverse cultural and natural resources; By developing regional economic structures - clusters based on Romanesque and related cultural monuments, suppliers of tourism services and tourism supply chain the regions will benefit in economic growth, new jobs, entrepreneurship and sustainable structures; By linking these SEE regions and partners together, their co-operation and development of joint cultural-tourist itineraries, joint marketing strategy and actions, joint centre of excellence for further development of this itineraries, quality management, trainings of people engaged in the work, support to entrepreneurs and monitoring of the development, they will form an attractive transnational south-eastern European part of

Transromanica – the major cultural route of Council of Europe.

Main foreseen activities

The project foresees the following major activities:

- development of regional structures-cluster consisting of cultural sites based on Romanesque, tourism suppliers, SMEs in supply chain and tourism intermediaries – travel agencies and linking them together in an international structure, being a part of Transromanica International Association;
- development of a joint cultural-tourist itineraries – products in the regions taking part in the project, training of HR involved in development, management and functioning of these itineraries, best practice exchange and study tours, introducing quality management tools, and preparation of proposals for regional policies to support the development of cultural tourism;
- joint management and marketing strategies and operations, introduction of on-line management tools for project partners and all involved parties in cultural-tourist development on transnational level, elaboration of executive marketing plans and marketing activities including production of promotional material, virtual tours, e-support to booking and incentives to tour operators and travel agencies in the field of cultural tourism;
- pilot activities like: development of centre of excellence, bilateral and trilateral development of cultural-tourist itineraries, development and marketing cultural itineraries that combine Romanesque and other cultural and historic values where 3 project partners will be involved in each pilot action.

Project involves also management and coordination activities and dissemination activities.

Expected outputs and results

Expected outputs of the project are:

- sustainable regional and transnational structures – clusters and associations,
- joint management and marketing strategies, analysis of HR and SMEs availability and needs for tourist-cultural itineraries development,
- manual and guidelines for cultural-tourist itineraries development and training material,
- best practice manual,
- marketing tools: brochures, virtual tours, joint and regional web site, web based booking tools, pilot projects' reports with guidelines for further development, newsletters, press releases, reports, minutes etc.

Main results of the project are: development of regions and cultural and natural resources using sustainable tourism development principles; generation of growth of the regions usually less developed and economic and social cohesion of these regions, stable regional and transnational structures and intense transnational cooperation; more than 300 people directly involved and additional 300 indirectly involved in each region in cultural tourism development and supply, thus having more than 3.600 people in 5 PP regions; more tourist suppliers and SMEs in tourism supply chain involved in cultural tourism development, preservation of some traditional historical values, production and events, better recognition of these regions, their higher attractiveness and more tourists visiting these regions; incorporation of cultural monuments from these regions in Transromanica- major cultural route of Europe (recognized by Council of Europe), better information on EU structural policies and programmes;

Innovative character of the project idea

Innovative approaches in the project proposal are: cultural-tourist cluster regional and transnational development, on line management support to all parties in the project (project partners, suppliers and institutions), new marketing niches and tools

Partnership

Partners involved at this stage

ERDF Partners	National Tourist Association (SI), Province of Modena (IT), Ministry of Education and Culture (HU), Ministry of culture (RO)
IPA Partners	Ministry of Economy and Regional development (Serbia), Ministry of Culture (Croatia)

	ENPI Partners*	
Partners requested	ERDF Partners	Bulgaria
	IPA Partners	Montenegro
	ENPI Partners	

Estimated Total Budget

1.900.000,00 EUR

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

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

(in months)

36 months

☒ 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.

* 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.

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