

South East Europe Transnational Programme

Project Idea Form

Project idea's title

Priority

(choose priority and indicate the relative area of intervention)

Project Idea Promoter

(name of the institution)

Contact Person

TRANSCULTURE
Valorisation and management of *water heritage* for cultural tourism in South-East Europe

☐ Priority
Axis 1

AoI _____

☐ Priority
Axis 2

AoI _____

☐ Priority
Axis 3

AoI _____

☒ Priority
Axis 4

AoI__ **Promoting the use of cultural values for development**

MUNICIPALITY OF BOLOGNA (ITALY)

Name PATRIZIA MARANI

Address PIAZZA GALILEO 4 – 40123 BOLOGNA

Country ITALY

Tel +39 051 2194530; 2194268

Email PATRIZIA.MARANI@COMUNE.BOLOGNA.IT

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 areas involved in the project are characterised by a vast cultural heritage and are extremely rich in cultural values. The countries addressed by this Programme are indeed the most heterogeneous of Europe for their cultural, historical, social, environmental, religious, political and linguistic characteristics. The area today is even more important for the construction of the European identity, has been historically a crossroads of civilisations between South and North, East and West and each of them has left its traces in terms of built heritage, traditions, performing arts, craftsmanship, social practices, religions, languages, values, knowledge and practices.

This great diversity has been seen as a negative factor as it has generated conflicts and instabilities over time.

However, it is also what constitutes the identity of the area, the totality of immaterial and material cultural assets as results of century-old cultural exchanges. It is a very important asset that can contribute to the local, interregional and international development, in terms of strengthening of its identity and territorial cohesion and promotion of the mutual knowledge within the area and in whole Europe.

The valorisation and promotion of the cultural heritage provides outstanding possibilities for cultural tourism development and can also support economic development and encourage job creation in a range of fields including tourism, entrepreneurship, urban development, food, music, publishing, cinema, crafts, the performing arts, traditions etc.

However, today this cultural wealth is internationally mostly unknown and locally disregarded as an opportunity for development. For these reasons its preservation is endangered and suffers from bad preservation, loss of

‘memories’, unsustainable management.

The valorisation and promotion of the cultural heritage for tourist purpose in the area also lacks well developed resources, tools and competencies: tourist offers, roads between tourist destinations, incoming services, varied tourist accommodation, skilled and expert tourist staff, co-ordinated local and regional strategies for tourism development and promotion.

Objectives (main and specific objectives to be achieved)

The project aim to preserve and valorise the cultural heritage linked to the use of water through history in urban centres for the development and promotion of cultural and touristic routes.

It will develop integrated tools and methodology for the sustainable management of the water heritage as a comparative advantage for creating an attractive tourism offer. They will be applied in the definition and promotion locally and internationally of cultural routes centred on water heritage.

Water has played an important role in the social and economic history of South East Europe. In various time water, whether sea, river, lake or spring, has defined the fate and wealth of a city, the links with commercial routes, the relations with the surrounding areas and contributed to the development of the material and immaterial assets that constitute the cultural heritage of an area.

The project will reach this aim through the following specific objectives:

1. To improve co-operation between local authorities, tourism enterprises and cultural bodies for the sustainable management of ‘cultural goods’ related to the water tourism.
2. To define an integrated strategy for the sustainable promotion of cultural tourism and the valorisation and management of the key cultural heritage of the cities.
3. To identify and map competencies and skills, training courses and innovative services in the field of cultural tourism in the partner cities.
4. To develop professional training for cultural tourism.
5. To valorise and network enterprises in the field of cultural tourism.
6. To raise local awareness on cultural heritage and identity.

Main foreseen activities

1. Exchange of best practices and local experiences in the promotion of cultural tourism, valorisation and management of cultural values
2. Collection of information (mapping) in the field of cultural tourism with regards to professional figures, enterprises and hotels
3. Design and implementation of vocational training for the development of professional figures
4. Design and testing of innovative and flexible ways to manage cultural values that can promote their use and accessibility
5. Development and implementation of a pilot project for the restoration and valorisation of key areas in each partner city
6. Creation of a virtual and on-site route in the partner cities
7. Dissemination activities on the issues of cultural tourism as a factor of sustainable development in the cities (ie conferences and workshops for all stakeholders, including journalists; media campaigns using also new media tools, etc.)

Expected outputs and results

1. Virtual and on-site tourist route in the partner cities.
2. Recommendations for a strategy of sustainable promotion of cultural tourism in the SEE and for the use of new technologies in the promotion of cultural value
3. Conservation / valorisation of key areas in each partner city
4. Improvement of the cultural/tourist services and offers in each city
5. Improved participation and interaction among stakeholders in the field of tourism
6. Training package for key professional figures in the field of cultural tourism

7. Increased awareness among citizens on the historical and cultural richness of SEE

Innovative character of the project idea

Partnership

Partners involved at this stage

ERDF Partners	Province of Ravenna (IT); Province of Parma (IT); University of Bologna (IT); COSPE (IT)
IPA Partners	City of Tuzla (BiH); Association LINK (BiH)
ENPI Partners*	

Partners requested

ERDF Partners	. Public authorities (local, regional) . Expertise and responsibilities in cultural tourism, cultural heritage, sustainable development . Countries: any ERDF country
IPA Partners	None
ENPI Partners	

Estimated Total Budget

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

☐ Yes. Please, explain in detail what will it be used for and the relevance for the project

☒ No

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.