

South East Europe Transnational Programme

Project Idea Form

Project idea's title

Development and Promotion of Cultural Tourism

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 Promote the use of cultural values for development _____

Project Idea Promoter

(name of the institution)

Social and Cultural Council of the Prefecture of Magnesia (EKPOL), Greece

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)

The project addresses the issue of developing areas that have rich cultural heritage and the potential of emerging as cultural tourism destinations. Through the project, ideas and tools will be developed in transnational level and a network of cultural tourism destinations in South-East Europe will be established. More specifically, the project will focus on the development of the cultural tourism potential of regional and urban areas, based on common, transnational approach and pilot demonstrations on protection and preservation of cultural heritage, promotion of the cultural assets for attracting cultural tourism, publicity and dissemination activities.

Objectives (main and specific objectives to be achieved)

- To develop the cultural tourism potential of several regions and cities based on common approach, methodology and pilot actions for the protection and preservation of cultural heritage, promotion and marketing of the cultural assets of the areas, demonstration projects, publicity and dissemination activities.
- To involve all the stakeholders active in cultural heritage and tourism development and promotion through a flexible and effective coordinating framework, including spatial planning and the involvement of the private sector as well as the voluntary sector.
- To create a network of cultural tourism destinations in the South-East Europe

Main foreseen activities

Identification and Assessment of Cultural Heritage Assets, Preservation, Protection and Restoration of Cultural Heritage, Development and Implementation of Promotion and Place Marketing Strategies, Establishment and Operation of Visitor Information Centres, Signing of Cultural Heritage Assets and Attractions, Exchange of Experience and Networking, Development and Application of Common Methodologies; Participation in Tourism Exhibitions, Press and Media Events, Involvement of Stakeholders, Dissemination, Publicity and Legacy.

Expected outputs and results

Best Practice Manual on Cultural Tourism Development and Promotion- Visitor Information Centres for Cultural Tourism in each Partner Region (including new communication methods, such as touch screen infokiosks, multilingual multimedia, etc)- Stands at Tourism Exhibitions in the European Union and SEE area- Dedicated overall Website and multilingual websites for Cultural Tourism Promotion for each Partner Region- Multilingual Guides, Books, Multimedia Audiovisual products, for Cultural Tourism Promotion in each Partner Region and Overall- Presentations at International Conferences on Cultural Heritage and Tourism Development- Links with and Inputs to International Organisations (eg World Tourism Organisation, UNESCO, etc)- Participation in and Contribution to the annual European Tourism Forum.

Innovative character of the project idea

Creation of a Cultural Tourism Network in South-East Europe

Partnership

Partners involved at this stage

ERDF Partners	GR
IPA Partners	
ENPI Partners*	

Partners requested

ERDF Partners	SK, BG, RO
IPA Partners	
ENPI Partners	

Estimated Total Budget

1.500.000 Euros

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)

36

☒ 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.

