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# Short presentation of the BSB- TOUR

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# “Tourism Paths of the Black Sea Region” BSB-TOUR



- ✓ Supporting cross border partnerships for economic and social development based on combined resources
- ✓ Creation of tourism networks in order to promote joint tourism development initiatives and traditional products



The goal is to make the tastes of the Region, a success ticket for a new Touristic Product



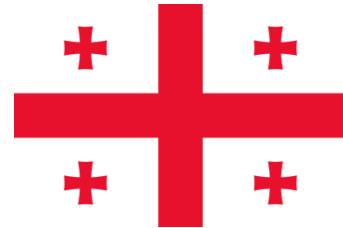
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## PARTENRS



• Institute of Market Problems  
and Economic & Ecological  
Research of the National  
Academy of Science  
•NGO Agricola



International Center for  
Caucasus Tourism



Ecological Counseling Center  
Cahu



District Government of Burgas



Gavar State University



East Marmara  
Development agency  
Trakya development  
Agency



Region of Central  
Macedonia

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# “Objectives of the joint Action” BSB-TOUR



Creating a network of all the tourism factors of the region for the sustainable development of tourism in the Black Sea basin Area

Enhancing the benefits of the producers of traditional products by creating a cross-border network

Organizing events, to promote jointly their products on the European and Black Sea Basin market

Promoting traditional tastes and foods of the Black Sea Region

Establishment of strong cooperation between the partners' organizations from different social, economical and regional aspect countries in order to achieve economic, social and tourism development based on common resources

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# Target groups



- Tourism organizations and unions
- Producers of traditional products
- All the organizations closely connected to the tourism initiatives or supported tourism activities
- All the organization connected to the field of food and its preparation
- Local Authorities, supporting the establishment of this kind of activities and finding in this opportunity for development and introduction of something new, tourism public authorities
- Universities and research centres active in tourism and the promoting of traditional tastes



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# Target groups



- Civil-society organizations and local community organizations
- Associations of tourism agencies and operators
- Tourism Organizations
- NGOs active in supporting and promoting cross-border tourism, developing new tourism products and standards, promoting accessibility and sustainable tourism
- Euroregions
- Other public or non profit organizations



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# Final Beneficiaries

- Rural traditional products cooperatives
- Entrepreneurs who either produce or trade traditional products
- Tourism agents and operators
- Sector Experts (e.g. agronomists, ecologists, tourism development agencies)
- NGOs from the area operating in the field of tourism
- Local Authorities, supporting the establishment of this kind of activities and finding in this opportunity for development and introduction of something new, tourism public authorities
- Universities and research centres active in tourism and the promoting of traditional tastes



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# Estimated



- Economic growth through the development of tourism activities. It is expected to be achieved a high level of recognition of the traditional products of the Region and an increase on the tourists flow into the Region.
- Increasing the work of the tourism operators and the establishment of new, modern types of tourism in the selected area, like rural and culinary
- Trade Balance Improvement
- Better relations and communications between organizations from the BSB countries
- Establishment of strong cooperation between organizations working in the same sector from different countries





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# Expected Outputs

- 7 Cross-border Partnerships of local development – one in each participated country
- Over 500 entrepreneurs will participate in the promotion activities indirectly (through their entrepreneurship organization) and more than 200 directly
- Over 15 training meetings – including workshops, exhibition, festivals.
- 7 local administrations involved in the project indirectly and 2 involved directly. Each partner-not local authorities-will involve the local authorities of its region
- 1 common research will be done in order to study the current situation of tourism sector of the selected areas



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# Main character of the joint Action

## Joint Development

all partners' ideas and suggestions were taken into account

## Joint implementation

the activities of the Action are distributed among the partners in a balanced way

## Joint Staffing

the partners of the action will decided jointly on the individuals that will comprise the Project Staff

## Joint financing

each partner will contribute to the financing of the project with 10 % of the total requested amount  
(10 % co-financing).

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# “ Group of Activities (GA)”

**GA 1: Tourism and traditional products current status assessment and acknowledgement**

**Activities:**

- Preliminary gathering and systematization of all relevant information available in each country, as a preparation of the presentation in the first workshop
- Group of Expert Workshops (one in each country) for the detailed presentation of the situation and discussion of the problems
- Carry out a research in all partners' countries
- Managed by: Greek Leader partner and the Turkish IPA beneficiary

**GA 2: Organization of events for the representing and promoting the traditional products in each country**

**Activities:**

- Organization of an exhibition with the participation of local authorities where the participation of private and/or companies will be free of charge during the programme's actions
- Organization of a festival including clever games, ending with Press Conference
- Group of Expert Seminars in each country about the tourism products
- Responsible partners :LP from Greece and Turkey

**GA 3: Actions to increase the awareness of the current situation regarding tourism and traditional products in Black Sea Basin**

**Activities:**

- Publication of a sectoral magazine
- Preparation of information guides (based on the outputs of the research) to be distributed to those concerned
- Preparation of an Internet Forum to pave the way for the website and the success of the project in general
- Creation of website where tourism and traditional products will be demonstrated, giving the opportunity to visitors to make online purchases/reservations

**GA 4: Management and Coordination of the Action**

**Activities:**

- First Partner meeting
- Partner meetings for coordination of the project
- Preparation of an Internet Forum to pave the way for the website and the success of the project in general
- Evaluations reports and final report
- Responsible partners :Lead Organizations from Greece and Turkey

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# Partner's responsibilities

- participation in the preparation activities of the project in order to be created one common project proposal reason of the group work of the experts from all the partners
- ensure the implementation of the Joint action's activities under their responsibility according to the plan of the Joint Action and the contract signed;
- cooperate with the Applicant and the other partner organizations in order to be reached the common aims
- Cooperation in the implementation of the Action, it's monitoring and reporting
- provide financial and progress reports, including all the supporting documentation, to the auditors /controllers for the verification of the expenditures
- assume responsibilities for the preparation of the seminars, workshops and meetings
- assume responsibilities for the organization of the visibility of the project



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Thank  
You

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