

NEWSLETTER

CREATION OF A BLACK SEA NETWORK FOR SUSTAINABLE TOURISM DEVELOPMENT IN BULGARIA, ROMANIA, UKRAINE, MOLDOVA AND GEORGIA (BS TOURISM NET)

Title of the joint Action and acronym:

CREATION OF A BLACK SEA NETWORK FOR SUSTAINABLE TOURISM DEVELOPMENT IN BULGARIA, ROMANIA, UKRAINE, MOLDOVA AND GEORGIA (BS - TOURISM NET)

Location(s) of the joint Action:

Bulgaria, Romania, Ukraine, Georgia and Moldavia

Name and country of the Applicant:

Municipality of Varna, Bulgaria

Priority and measure:

Priority 1 - Supporting cross border partnerships for economic and social development based on combined resources

Measure 1.2: Creation of tourism networks in order to promote joint tourism development initiatives and traditional products

Estimated ENPI+IPA total eligible cost of the joint Action: EUR 610.192,00

Total duration of the joint Action: 24 months



Legal status of the Applicant:

Municipality of Varna, Bulgaria, Local public authority

Legal status of the Partners:

Partner 1: Black Sea Economic Centre, Bulgaria - NGO

Partner 2: Municipality of Odessa (Odessa City Council), Department of Culture and Tourism, Ukraine - Local public authority

Partner 3: Black Sea branch of Ukrainian Environmental Academy of Sciences, Ukraine - NGO

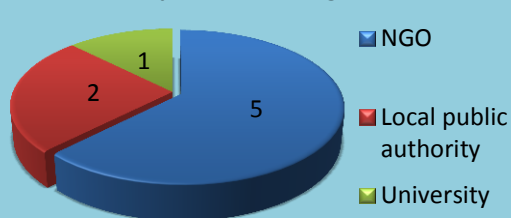
Partner 4: Asociatia Europeana de Mediu (The European Environmental Association), Romania - NGO

Partner 5: Tbilisi State University, Department of Human Geography of the Faculty of Social and Political Sciences, Georgia - University

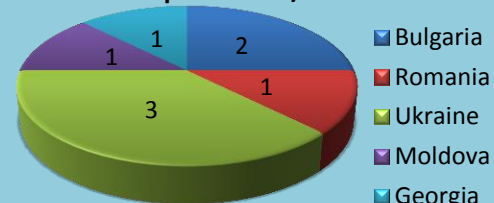
Partner 6: AGRICOLA, Ukraine - NGO

Partner 7: Environmental Association for Quaternary Research "INQUA-Moldova", Republic of Moldova - NGO

Partnership structure/Legal status



Partnership structure/Countries



Overall Objective of the Action

To establish and operate a cooperative and self-supporting Black Sea Network for sustainable tourism comprising data and information providers, policy and decision makers and tourism industry.

Common borders. Common solutions.



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Specific objectives of the Action:

- 1) To improve exchange of knowledge, communication and activities on environmentally sustainable tourism within Black Sea region;
- 2) To improve cooperation between tourism information providers, consumers, policy and decision makers and the tourism industry;
- 3) To increase public understanding and awareness of sustainable tourism;
- 4) To stimulate and promote sustainable tourism potential within the Black Sea region;
- 5) To increase exchange, availability and accessibility of tourism data and information.

Final beneficiaries of the Action:

Black Sea municipalities and regional authorities of all Black Sea countries; Black Sea environmental, economic and tourism NGO's; central, regional and local governments of the Black Sea countries involved in tourism within the Black Sea region including coastal zones, environmental protection and economic development; Black Sea and European society (public awareness of Black Sea regional environment and sustainable tourism); Black Sea Commission and its Permanent Secretariat, Black Sea public administrations involved in local, regional and integrated tourism management, water quality and tourism development; national tourism information providers; tourism industry (tour operators, tourist agencies, travel offices, hotels, restaurants etc.).



Bulgarian Black Sea coast (Balchik)



Romanian Black Sea coast (Cape Aurora)



Ukrainian Black Sea coast (Yalta)

Target group(s):

Municipalities and regional authorities within the Black Sea region; Black Sea NGOs (Black Sea NGO Network); environmental and socio-economic research institutes; tourism industry actors (hotels, restaurants, cafeterias, national and international travel offices and tourist agencies, project developers, beach operators); general public; Black Sea Commission and its Permanent Secretariat.



Georgian Black Sea coast (Sukhumi)



Prut Valley (Moldova)

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Estimated results of the Action:

1. Establishment of trans-national tourism knowledge and expertise network within the Black Sea region to support and contribute to the sustainable development and management of national, regional and international tourism (Overall Objective - Group of Activity 2).
2. Improved coordination and cooperation of organizations involved in tourism within the Black Sea region, resulting in joint tourism activities, such as joint travel programmes and offers with involvement of more countries from the Black Sea region (Specific Objectives 2 and 3 - Group of Activity 4)
3. Strengthening of tourism infrastructure within the Black Sea region through joint activities, joint sustainable tourism programmes and freely accessible interactive internet-based Black Sea Tourism web portal (Specific Objectives 4 and 5 - Group of Activity 5).
4. Improved cooperation and coordination between tourism information providers of the Black Sea region as well as from Europe, through regular end-user and stakeholders consultation and feedback as well as organization of national (information and feedback) workshops (Specific Objectives 2 and 3 - Group of Activity 3).

Aim of the Action: Creation of a



Main activities:

Group of Activity 1: Management and coordination of the Action (Municipality of Varna).

Group of Activity 2: Establishment and operating of Black Sea Sustainable Tourism network (Black Sea Economic Centre, Bulgaria, P1).

Group of Activity 3: End-user and stakeholders consultation and feedback; organization of national information and feedback workshops (Black Sea branch of Ukrainian Environmental Academy of Sciences, Ukraine, PR3).

Group of Activity 4: Development of national, regional and joint sustainable tourism programmes/activities (“tourism offers”) (AGRICOLA, Ukraine, PR6).

Group of Activity 5: Development of interactive web-based Black Sea Sustainable Tourism infrastructure (web portal system) Black Sea Economic Centre, Bulgaria, PR1).

Group of Activity 6: Visibility of the action: Promotion, Dissemination and Public Awareness (The European Environmental Association, Romania, PR4).

Group of Activity 7: Development of sustainable exploitation strategy and exploitation plan Municipality of Odessa - Odessa City Council, Department of Culture and Tourism, Ukraine, PR2).

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KICK OFF MEETING

Varna, Bulgaria, 8-9 November 2013

The kick-off meeting of the project **CREATION OF A BLACK SEA NETWORK FOR SUSTAINABLE TOURISM DEVELOPMENT IN BULGARIA, ROMANIA, UKRAINE, MOLDOVA AND GEORGIA (BS TOURISM NET)** was held in Varna, Bulgaria, during 8-9 November 2013, and was hosted by the applicant: Municipality of Varna. All eight partners attended the meeting and presented a brief outline of their previous activities and experience. The summary of the project was also presented: needs & constraints, the idea, project objective, project structure-overview, group of activities (GAs), planning GAs, budget, administrative issues etc.

Subsequently, all GAs were discussed in detail:

- Summary GA1 including management structure, meetings structure, reporting schedule (Municipality of Varna);
- Summary and approach GA2 (Black Sea Economic Centre, Bulgaria, P1);
- Summary and approach GA3 (Black Sea branch of Ukrainian Environmental Academy of Sciences, Ukraine, PR3);
- Summary and approach GA4 (AGRICOLA, Ukraine, PR6);
- Summary and approach GA5 (Black Sea Economic Centre, Bulgaria, PR1);
- Summary and approach GA6 (The European Environmental Association, Romania, PR4);
- Summary and approach GA7 (Municipality of Odessa - Odessa City Council, Department of Culture and Tourism, Ukraine, PR2).

By the end of the kick-off meeting, a detailed working plan for the first project semester was set. In addition, financial issues, eligibility of costs, declarations, reports etc. were discussed.



Partners at the Kick-off meeting, Varna, 8-9 November 2013



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