

Promoting Innovative Rural Tourism in the Black Sea Basin Region

General information

<u>Sector:</u>	Nature protection
<u>Duration:</u>	18 months
<u>Implementation period:</u>	November 2013 – May 2015
<u>Total budget:</u>	672,266 Euro

<u>Armenian beneficiary institution:</u>	Heifer Project International Armenian Branch Office, Armenia
<u>Participating countries:</u>	Armenia, Bulgaria, Georgia, Turkey

Project description

<u>Overall objective:</u>	The project is aiming to achieve stronger regional partnerships and cooperation through promoting economic and social development in the Black Sea Basin (and especially vulnerable, rural areas) via integrated utilization of physical and human resources and exchange of best practice, aimed at enhancing the standards of product and service delivery
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Achieved results:

- To build effective and replicable networks of capable local service providers in rural tourism as well as sophisticated travel agencies,
- To organize 3 events for project promotion and project awareness raising were organized in all participating countries of the project,
- Study visits to Armenia, Bulgaria, Georgia and Turkey were organized. Overall, 106 people from all four countries participated in their study visits.
- A meeting was held in Bulgaria with 70 representatives, including 42 from Armenia, Georgia and Turkey
- Manual has been developed and published in Armenian and English languages.
- 6 electronic bulletins and 5 thematic brochures were developed and distributed in the languages of all participating countries
- Website was developed and functioning www.blackseatourism.org
- 3 films have been published about the project
- Four key commercials were created and broadcast on project results at Euronews TV channel

Additional information

Promoting Innovative Rural Tourism in the Black Sea Basin Region (<http://blacksea-cbc.net/wp-content/uploads/2015/12/fact-sheet-MIS-2619.pdf>)