

SUMMARY

The Project was prepared and submitted under the second call of the Black Sea Basin Programme in partnership with Region of Central Macedonia from Greece.

The **BSB TOUR** project implementation started on **January 1, 2014**.

Duration: 24 months



MAIN AIMS AND OBJECTIVES OF THE PROJECT

- ✚ Establishment of strong cooperation between the partner organizations from different social, economical and regional aspect countries to achieve economic, social and tourism development based on common resources
- ✚ Creating a regional network for the sustainable development of tourism in the Black Sea Basin Area
- ✚ Enhancing the benefits for the producers of traditional products by creating a cross-border network

✚ Organizing events that will promote jointly the dissemination of products at the European and Black Sea Basin market

✚ Promoting traditional tastes and foods of the Black Sea Region.

PARTICIPATING INSTITUTIONS

1. Gavar State University, Armenia
2. Institute of Market Problems and Economic and Ecological Research, National Academy of Science, Ukraine
3. International Center for Caucasus Tourism, Georgia
4. Ecological Counseling Center Cahu, Republic of Moldova
5. District Government of Burgas, Bulgaria
6. NGO Agricola, Ukraine

IPA Partners:

1. Trakya Development Agency, Turkey
2. East Marmara Development Agency, Turkey



SPECIFIC OBJECTIVES

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

GA 2: Organization of events to represent and promote the traditional products in each country

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

GA 4: Management and Coordination of the Action





THE ESTIMATED RESULTS OF THE PROJECT

- Economic Growth through the development of tourism activities
- Achievement of High Level of recognition of the traditional products of the Region
- Resulting to an increase in the tourists; flow into the Regions
- Increasing the work of the tourism operators and the establishment of new, modern types of tourism in the selected areas, like rural and culinary



PROJECT MEETINGS

- ✓ Kick-off meeting in Greece
- ✓ Workshop and Seminar in Ukraine
- ✓ Workshop in Tbilisi
- ✓ Steering Meeting in Odessa
- ✓ Workshop in Tbilisi
- ✓ Workshop and Seminar in Armenia



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TOURISM PATHS OF THE BLACK SEA REGION BSB TOUR



Gavar