



PROJECT ENTRY 07

THE CBC BLACK SEA PROJECT ALECTOR



Collaborative Networks of Multilevel Actors to
advance Quality Standards for Heritage
Tourism at Cross Border Level
2.1.2.73296.282 MIS ECT 2617

The ENPI CBC Project ALECTOR “Collaborative Networks of Multilevel Actors to advance Quality Standards for Heritage Tourism at Cross Border Level”, PRIORITY AXIS1: “Supporting cross border partnerships for economic and social development based on combined resources” and MEASURE 1.2 “Creation of tourism networks in order to promote joint tourism development initiatives and traditional products” funded by the ENPI CBC BLACK SEA JOP, informs on the

The ALECTOR PILOT PROJECT PLANNING TOOLS

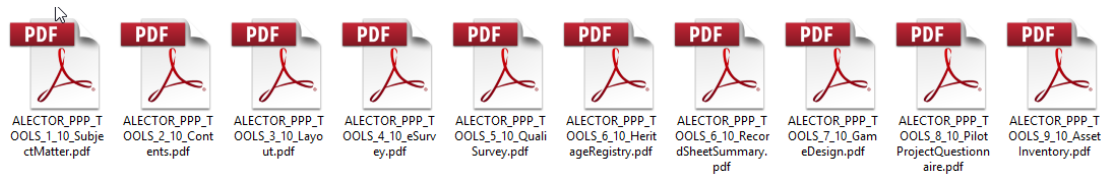
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The Black Sea Programme is co-financed by the European Union through the European Neighborhood and Partnership Instrument



10 PLUS 1 Pilot Project Planning Tools



A toolkit to serve need and requirements of a quality implementation of the ALECTOR Pilot Project at cross border level has been created and disseminated among ENPI and IPA Partners. The Pilot Project Planning Tools convey a quintessential message for the quality of Pilot Project Applications. ENPI and IPA Pilot Projects that do not apply the standards explicitly described within the Toolkit will not be admissible by the Project's Quality Control Committee.

NOMINATION

To be nominated for a Quality Sign Award, Pilot Projects need to clearly answer:

- Significance: does the PP communicate asset significance and values?
- Experience Opportunities: which are the opportunities offered to end-users
- Learning Objectives: what does a Pilot Project want end-users to *know* about assets and their values (societal, environmental, global, community values)
- Emotional objectives: what does a Pilot Project want that end-users to *feel* about the assets and their values for society?
- Behavioral objectives - what do you want end-users to *do* as a result of the
- Economic Usability: does each Pilot Project connect supply and demand?
- Promotional objectives - how does each pilot Project contributes to the marketing of the Open Street Museum ?

The 12 Pilot Project Planning Tools of the ENPI CBC BS Project ALECTOR. It regards all kinds of representation of heritage assets dealt with by Local Pilot Projects and more particular:

- The Project's Open Street Museum
- The Project's Promotional Spot
- The Project's iBook
- The Project's Travel Aider

The principles are fully aligned with the following

- GROUP OF ACTIVITIES
- Activities
- Outputs



GA 1: CREATING THE ENABLING ENVIRONMENT FOR THE DEVELOPMENT OF ACCESSIBLE HERITAGE TOURISM PRODUCTS & SERVICES AT CROSS BORDER LEVEL

Activity 1.2 Design and Delivery of novel professional skills to promote Heritage Tourism at Cross Border Level

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- Output 1: 1 e-Course in Heritage Tourism Planning and Management
- Output 2: 4 in situ lectures in Heritage Tourism Planning and Management
- Output 3: EQF Certification

The HERISCOUT e-Course participants have acquired the essentials in cultural communication and are required to apply the domain specific knowledge. In order to obtain the EQF Certification for their skills the HERISCOUT e-Course participants shall apply the principles of text creation and lay-out across the Project deliverables related to the presentation of heritage assets in the Project's Open Street Museum.

GA 2: IMPLEMENTING JOINTLY DEVELOPED STANDARDS & GUIDELINES FOR ACCESSIBLE HERITAGE TOURISM PRODUCTS & SERVICES AT CROSS BORDER LEVEL

Activity 2.2 Standardizing Quality of Heritage Tourism Products & Services at Cross Border Level

- Development of an Experts' Data Base at Cross Border Level (The Black Sea Pool of Heritage Experts)
- Cross Border Committee for the Quality Assessment of Project Driven applications
- Set of Assessment Criteria for the Accessibility of Heritage Tourism Products & Services at Cross Border Level
- Accessible Heritage Tourism Products and Services in the Black Sea Basin: the ALECTOR Heritage Planning Manual (e-version)
- Development of a Quality Label for Heritage Tourism Products and Services in the Black Sea

Project Partners and selected heritage experts shall consult the guidelines and good practices produced across the Project deliverables related to the presentation of heritage assets. Heritage experts guide the local pilot project teams to utilize heritage assets and create meaningful interpretive narratives.

GA2: IMPLEMENTATION OF QUALITY HERITAGE TOURISM PRODUCTS & SERVICES IN THE PROJECT AREA

Activity 2.3 Implementation of Quality Heritage Tourism Products & Services in the Project Area

- 9 Pilot Project Plans developed
- 9 Pilot Project Plans awarded



- SCRIPTORAMA: The Project's Open Street Museum Permanent Exhibition
- BLACK PEARLS: The Project's Cross Border Travel Aider

ENPI and IPA Project Partners shall complete the 4 Pilot Project Plan Template, which are an indispensable parameter for the creation of a meaningful exhibition and effective interpretive narratives.

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GA 3: FORMATION OF STRATEGIC PARTNERSHIPS TO ENHANCE CROSS BORDER COOPERATION

Activity 3.1 Establishing Alliances of Multilevel Actors to enhance regional competitiveness at Cross Border Level

Output 1: The Black Sea Heritage Register

ENPI and IPA Project Partners and heritage experts consider the Statement of Significance for each asset, while aiming to create an interpretive story or unit related to signified assets. A jointly developed Heritage Classes Taxonomy and a Significance Assessment Process will consolidate the indisputable identities of heritage assets, the only means to export their cultural, artistic and scientific value at global level, acquiring at the same time a distinctive destination image.

PILOT PROJECT TOOLKIT

The Pilot Project Planning Tools in detail are:

ALECTOR_PPP_TOOLS_1_10_SubjectMatter.pdf
ALECTOR_PPP_TOOLS_2_10_Contents.pdf, σελίδες 28
ALECTOR_PPP_TOOLS_3_10_Layout.pdf, σελίδες 39
ALECTOR_PPP_TOOLS_4_10_eSurvey.pdf, σελίδες 37
ALECTOR_PPP_TOOLS_5_10_QualiSurvey.pdf, σελίδες 14
ALECTOR_PPP_TOOLS_6_10_HeritageRegistry.pdf, σελίδες 15
ALECTOR_PPP_TOOLS_6_10_RecordSheetSummary.pdf, σελίδες 15
ALECTOR_PPP_TOOLS_7_10_GameDesign.pdf, σελίδες 55
ALECTOR_PPP_TOOLS_8_10_PilotProjectQuestionnaire.pdf, σελίδες 23
ALECTOR_PPP_TOOLS_9_10_AssetInventory.xls, φύλλα 2

The Pilot Project Planning Tools can be downloaded at:

[THE ALECTOR PILOT PROJECT PLANING TOOLS](#)

The ENPI CBC BS ALECTOR Cross Border Project Team

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