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“Collaborative Networks of Multilevel Actors to advance quality standards for heritage tourism at Cross Border Level”



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# THE CBC BLACK SEA JOP 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

TITLE  
SUBTITLE

Common borders. Common solutions.



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# JOP PROJECT

# ALECTOR



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## GROUP OF ACTIVITIES

Description as in the approved Application Form

ACTIVITY:

Description as in the approved Application Form

Output 2

Description as in the approved Application Form

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The ENPI CBC Project ALECTOR ( 2.1.2.73296.282 MIS ECT 2617), co-financed by the European Commission, includes partners from 8 countries: Greece, Bulgaria, Romania, Bulgaria, Ukraine, Georgia and Turkey funded by the ENPI at 90% and national contribution by 10% , of the Project budget). The overall project budget is 1.125.744,69 € (ENPI contribution: 691.324,69 €; IPA (EU and National contribution): 434.420,00 €).

ALECTOR ( 2.1.2.73296.282 MIS ECT 2617) is dedicated to the development and promotion of heritage tourism standards in the Black Sea Basin. The Cross-Border Project will be implemented in 24 months and be finalized by December 2015.

This document does not necessarily reflect the opinion of the members of the European Commission and the JMA of the ENPI CBC Black Sea .

Information on the Project ALECTOR ( 2.1.2.73296.282 MIS ECT 2617) PROJECT and projects can be found at <http://alector.org/>. The web side provides the possibility to download and examine the most recent information produced

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## CROSS BORDER PARTNERSHIP

**ENPI FINANCIAL LEAD BENEFICIARY:** Drama Development D.D.S.A., Drama, Greece

**ENPI PARTNER 1:** National Authority for Tourism, Bucharest, Romania

**ENPI PARTNER 2:** Union of Bulgarian Black Sea Local Authorities, Varna, Bulgaria

**ENPI PARTNER 3:** National Association of Rural, Ecological and Cultural Tourism, Chişinău, Moldova

**ENPI PARTNER 4:** Donetsk Civic Organization "Alliance", Donetsk, Ukraine

**ENPI PARTNER 5:** The Batumi Archaeological Museum, Batumi, Georgia

**IPA FINANCIAL LEAD BENEFICIARY:** Governorship of Istanbul, Istanbul, Turkey

**IPA PARTNER 1:** Eastern Black Sea Development Agency, Trabzon, Turkey

**IPA PARTNER 1:** Bahcesehir University / METGEM Development Center for Vocational Technical Education, Istanbul, Turkey

**ASSOCIATE PARTNER 1:** University of the Aegean, Mytilene, Greece

**ASSOCIATE PARTNER 2:** Institute of National Economy, Bucharest, Romania

**ASSOCIATE PARTNER 3:** Ukrainian Network for Education of Adults and Development of Innovation, Donetsk, Ukraine

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## CONTRIBUTOR:

NAME

SHORT CV

AFFILIATION

PROJECT AFFILIATION:

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# EXECUTIVE SUMMARY

## PROJECT ID

The ENPI CBC JOP Project “Collaborative Networks of Multilevel Actors to advance quality standards for heritage tourism at Cross Border Level” with ACRONYM “ALECTOR” belongs to the ENPI CBC BLACK SEA JOP PROGRAMME and is funded under **PRIORITY AXIS 1**: “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”



## NECESSITY

The need to produce high-added value tourism products and establish novel tourism policies to sustain later on locally produced heritage tourism, is strictly interwoven with the need to let collaborative networks and strategic partnerships emerge at cross border level.

## OBJECTIVE

Fully in accordance with ENPI CBCBS JOP/Priority1/Measure1.2, the ENPI CBC BS ALECTOR ( 2.1.2.73296.282 MIS ECT 2617) focuses on different types of heritage assets and their values as main lever to invest in human capital and tourism innovation in an effort to achieve socio economic development and cooperation with social partners in the Black Sea: a project-driven form of co-operation among multilevel actors at cross border level emerges, fully realizing the socioeconomic potential of heritage resources in the Black Sea Basin and establishing a unified quality system for the development of cross border and international tourism products and common service standards with acknowledged market value.

## PARTNERSHIP

The ENPI CBC BS JOP Project ALECTOR will involve actors from various administrative and social levels, so as to strengthen their capacity to effectively manage heritage for tourism. These collaborative networks will deliver three main outcomes: a) (re) activation of human capital by intense know-how transfer of innovative practices -directly deriving from research conducted, b) local authority empowerment by diffusing policies regarding heritage management

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and tourism planning and c) the development of local and regional strategic partnerships. By delivering local and regional strategic partnerships, ALECTOR encourages various action groups to co-operate, bring together key organizations, stakeholders and actors, from the three spheres of state, market and civil society, to identify further needs and priorities.

## METHODOLOGY

ALECTOR proposes a cognitive and educational framework for using of a place’s assets, which would guide final beneficiaries (regions, communities, SMEs) to identify, signify, valorize and manage their natural and cultural resources, in order to use heritage potential as a vehicle for tourism strictly connected with a unified signage and interpretation system.

Most up to dated innovative know-how will result in visitor-centric communication policies, and policies about the management of leisure time, an issue directly related to the competitiveness of places’ and regions’ in the sector of tourism. These policies will enable final beneficiaries to develop tailor-made heritage strategies and defend their cultural assets against a globalizing world.

By delivering a series of pilot projects to serve regions and localities as best practices ALECTOR helps diffuse project results at a cross border-wide level giving birth to further economic and social development.

## OUTPUTS

### GROUP OF ACTIVITIES 1:

Act.1.1/Output 1: 1st CB Study Visit “Sector Specific Problem Tracing at CB Level”; 1st Evaluation Workshop; 1 Report;  
Act. 1.1/Output2: 2nd CB Study Visit “Sector Specific Good Practice

Identification at CB Level”, ”; 2nd Evaluation Workshop; 1 Report;  
Act. 1.1/Output3: 3rdCB Study Visit “Sector Specific Policy Recs at CB Level”; 3rd Evaluation Workshop; 1 Report;  
Act. 1.1/Output4: 4th CB “Sector Specific Good Practice Applications at CB level” Final Evaluation Workshop; 1 Report;  
Act. 1.1/Output5: Principles & Practice of Interpretive Signage at CB Level: 1 joint online Planning Toolkit;  
Act.1.2/Output2: 1/4 in situ lectures in Heritage Tourism Planning and Management  
Act.1.2/Output3: Curriculum in Heritage Tourism Planning  
Act. 1.2/Output1: 1 e-Course in Heritage Tourism Planning and Management  
Act. 1.2/Output2: 3/4 in situ lectures in Heritage Tourism Planning and Management;  
Act. 1.2 The ALECTOR Mediathek;  
Act. 1.2/Output4: Certification of Attendance (project partners and satellite partners)  
Act. 1.3/Output1: 1 joint Tourism Accessibility Study in the Project’s Intervention Area  
Act. 1.3/Output2: E- and Quali Survey on Local Heritage Consumption;  
Act. 1.4: The ALECTOR Heritage Tourism Typology Study  
Act. 1.4/Output2: The Quality Visitor Experience Planning Manual

### GROUP OF ACTIVITIES 2:

Act. 2.1/Output1: The ALECTOR Interpretive Signage Manual for Heritage Tourism Products & Services (e-version);  
Act. 2.1/Output2: The ALECTOR Tourism Accessibility Handbook  
2.1/Output5: Quality Label for Heritage Tourism Products and Services in the BS;  
Act. 2.2/Output1: Development of an Experts’ Data Base at CB Level (The BS Pool of Heritage Experts);  
Act. 2.2/Output2: CB Committee for the Quality Assessment of Project Driven applications;  
Act. 2.2/Output3: Set of Assessment Criteria for the Accessibility of Heritage

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Tourism Products & Services at CB Level Act.

Act. 2.2/Output4: Accessible Heritage Tourism Products and Services in the BS Basin: the ALECTOR Heritage Planning Manual (e-version);

Act.2.3/Output1: 9 Pilot Project Plans developed

Act.2.3/Output2: Pilot Project Plans awarded

Act. 2.3/Output3: SCRIPTORAMA: The Project’s Open Street Museum;

Act. 2.3/Output4: BLACK PEARLS: The Project’s CB Travel Aider (5000 copies)

### GROUP OF ACTIVITIES 3:

Act.3.1/Output1: The BS Heritage Tourism Charter;

Act.3.1/Output2: The BS Heritage Register

Act.3.1/Output3: 1 Host Event per Partner (1 Daily Seminar, 1 Round Table). 9 Total;

Act.3.1/Output4: 1 Data Base of Multilevel Actors;

Act.3.2/Output1: Project Driven Outreach Strategy Plan for the Voluntary Sector;

Act.3.2/Output2: The Register of Voluntary Heritage Organizations and Initiatives in the Project Area

Act.3.2/Output3: The ALECTOR Volunteer e-Forum

Act.3.2/Output4: The ALECTOR Volunteer Award Event;

Act.3.2/Output3: Development and Implementation of a Heritage Strategy to ensure quality operation of the BS Heritage Observatory;

Act.3.3/Output1: 340 Project-driven Multilateral Co operation Agreement

### GROUP OF ACTIVITIES 4:

Act. 4.1 / Output1: The Project’s joint multi-component Website;

Act.4.2/ Output1: 1 Joint Transparency Strategy Document and Communication Protocol Guidelines;

Act.4.2/ Output2: Communication with the JTS and Programme Management Structures;

Act.4.2/ Output3: 24 Project Fact Sheets

Act.4.2/ Output4: The Common Visibility, Communication and Dissemination Plan (CDV);

Act.4.2/ Output5: The Project’s International Conference

Act. 4.2/ Output6: 11 Press Conferences

Act. 4.2/ Output7: 6 Newsletters

Act.4.2/ Output8: The ALECTOR Blog: Showcasing and Sensitizing

Act. 4.3/ Output1: The ALECTOR Visual Identity and Project Logo

Act. 4.3/ Output2: The ALECTOR Visibility Kit

Act. 4.3/ Output3: The ALECTOR Promotional Spot

Act. 4.3/ Output4: 9 Project Info Days (1 Info Day Per PP)

### GROUP OF ACTIVITIES 5:

Act.5.1/ Output1: Grant Contract; IPA Contract, Partnership Agreement between Applicant and ENPI Partners; Partnership Agreement between the Applicant and IPA FLB)Act.

5.1/ Output2: Organizational Chart Act.

5.1/ Output3: 3 Project Committees (SGC, QQC,TC);

Act.5.1/ Output4: The ALECTOR PM Toolkit

Act.5.2/ Output1: CB Kick-off Meeting;

Act.5.2/ Output2: 1/4 Project Committees Meetings;

Act.5.2/ Output3: 4 Project Activity Meeting with Project Management Structures;

Act.5.2/ Output3: Project Close-out Meeting;

Act.5.3/ Output1: 4 Progress Reports

Act.5.3/ Output2: 1 Interim Report;

Act.5.3/ Output3: 2 Audit Reports

Act.5.3/ Output3: Final Report; Act

Act.5.3/ Output4: Project Record compiled

### CROSS BORDER LOCATIONS

- Greece, Region of Eastern Macedonia and Thrace, Drama
- Turkey- TR10 Istanbul, Sile
- Turkey, TR 10 Istanbul, Agva

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- Turkey, TR90, Trabzon wider area
- Romania, Constanta
- Bulgaria, Severoiztochen, Varna
- Moldova, Chişinău, Chişinău
- Ukraine, Donetsk Regiona, Mariopol Area
- Georgia, Adjara, Batumi

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# GROUP OF ACTIVITIES OVERVIEW

## GROUP OF ACTIVITES 1 CREATING THE ENABLING ENVIRONMENT FOR THE DEVELOPMENT OF ACCESSIBLE TOURISM PRODUCTS & SERVICES

<b>Activity 1.1:</b> Experience Exchanges and Good Practice Transfer in the Heritage Tourism Sector at Cross Border Level	Activity Lead: ENPI PP1 (NAT)
<b>Activity 1.2:</b> Design and Delivery of professional skills for Heritage Tourism at Cross Border level	Activity Lead: IPA PP2 (METGEM)
<b>Activity 1.3:</b> Assessing Tourism Accessibility in the Project Area	Activity Lead: Activity Lead: ENPI PP1 (NAT)
<b>Activity 1.4:</b> Developing a Typology of Heritage Tourism Products and Services at Cross Border Level	Activity Lead: ENPI PP3 (ANTREC)

**GA1 LEAD: ENPI PP1 (NAT)**

## GROUP OF ACTIVITES 2 IMPLEMENTING JOINTLY DEVELOPED STADARDS & GUIDELINES FOR ACCESSIBLE HERITAGE TOURISM PRODUCTS & SERVICES AT CROSS BORDER LEVEL

<b>Activity 2.1:</b> Developing good practice guidelines for the Accessibility of Heritage Tourism Products & Services at Cross Border Level	Activity Lead: Activity Lead: ENPI PP1 (NAT)
<b>Activity 2.2:</b> Standardizing Quality of Heritage Tourism Products & Services at Cross Border Level	Activity Lead: IPA PP2 (METGEM)
<b>Activity 2.3:</b> Implementation Quality Heritage Tourism Products & Services in the Project Area	Activity Lead: Lead Applicant (ANED)

**GA2 LEAD: Lead Applicant (ANED)**

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## GROUP OF ACTIVITES 3

### FORMATION OF STRATEGIC PARTNERSHIPS TO ENHANCE CROSS BORDER COOPERATION

<b>Activity 3.1:</b> Establishing Alliances of Multilevel Actors at Cross Border Level to enhance regional competitiveness	Activity Lead: ENPI PP2 (UBBSLA)
<b>Activity 3.1:</b> Activating Social Economy Forces in the Project Area	Activity Lead: ENPI PP4 (ALLIANCE)
<b>Activity 3.3:</b> Ensuring viability of Project Results at Cross Border Level	Activity Lead: ENPI PP2 (UBBSLA)

**G.A3 LEAD: ENPI PP4 (ALLIANCE)**

## GROUP OF ACTIVITIES 4

### CROSS BORDER PROJECT COMMUNICATION

<b>Activity 4.1:</b> The Project’s Main Public Medium, Permanent Information and Transparency Source	Activity Lead: IPA PP1 (DOKA)
<b>Activity 4.1:</b> Communication Strategy for multiple Target Publics	Activity Lead: ENPI PP2 (UBBSLA)
<b>Activity 4.3:</b> Dissemination of Project Outputs and Project Branding	Activity Lead: IPA FLB (Gol)

**G.A. 2 LEAD: ENPI PP2 (UBBSLA)**

## GROUP OF ACTIVITIES 5

### CROSS BORDER PROJECT MANAGEMENT

<b>Activity 5.1:</b> Cross Border Management and Administration	Activity Lead: Lead Applicant (ANED)
<b>Activity 5.2:</b> Cross Border Project Coordination	Activity Lead: Lead Applicant (ANED)
<b>Activity 5.3:</b> Cross Border Project Monitoring and Implementation	Activity Lead: Lead Applicant (ANED)

**G.A. 1 LEAD: Lead Applicant (ANED)**

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# 1 INTRODUCTION

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# 2 CHAPTER

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# 3 CHAPTER

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# ANNEX I

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## ANNEX II

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