

Promotion and development of natural and cultural heritage of Bulgarian – Greek cross-border region through smart and digital tools

eTOURIST

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Greece-Bulgaria

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INTERREG V-A COOPERATION PROGRAMME
GREECE – BULGARIA 2014 – 2020

PROJECT PARTNERSHIP

Lead Beneficiary	Regional Municipalities Association "Maritza"
Beneficiary 2	DIMOSSINETERISTIKI EVROS SA
Beneficiary 3	Ethnological Museum of Thrace - Aggeliki Giannakidou
Beneficiary 4	ACTIVE CITIZENS PARTNERSHIP



REGIONAL MUNICIPALITIES ASSOCIATION

MARITZA



ΔΗΜΟΣΥΝΕΤΑΙΡΙΣΤΙΚΗ
ΕΤΑΙΡΕΙΑ ΕΒΡΟΣ Α.Ε.



ΕΘΝΟΛΟΓΙΚΟ ΜΟΥΣΕΙΟ ΘΡΑΚΗΣ
ΑΓΓΕΛΙΚΗ ΓΙΑΝΝΑΚΙΔΟΥ



Συνεργασία
Ενεργών Πολιτών

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Work packages of eTOURIST

Work Packages

WP 1	Project Management & Coordination
WP 2	Communication & Dissemination
WP 3	Integrated eTOURIST methodology for cultural & natural sites and for traditional culinary & wine
WP 4	Development of eTOURIST package
WP 5	Valorization of Haskovo-Evros traditional culinary & wine
WP 6	eTOURIST on the global tourism market

Deliverables of eTOURIST WP1

Action 1.2 Partners' meetings		
LB	Organization of 3 Partners' meeting; participate in 3 Partners' meetings	May, 2018, Jan, 2019 Sept, 2019
PB2	Organization of 1 Partners' meeting; participate in 5 Partners' meetings	December, 2017
PB3	Organization of 1 Partners' meeting; participate in 5 Partners' meetings	Sept, 2018
PB4	Organization of 1 Partners' meeting; participate in 5 Partners' meetings	May, 2019

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Deliverables of eTOURIST WP1

Action 1.3 Project management & reporting	
LB	Staff
PB2	Staff
PB3	External Expertise
PB4	External Expertise

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Deliverables of eTOURIST WP1

Action 1.4 Tender procedures development		
LB	External Expertise	ON GOING
PB2	Staff	
PB3	Staff	
PB4	External Expertise	

Deliverables of eTOURIST WP2

Action 2.1 Publicity events and conferences		
LB	Participation in initial press conference; Organization of the final press conferences and 2-day final scientific conference; Production of package materials for final scientific conference;	December, 2017 September, 2019
PB2	Organization of I Initial press conference; Participation in final press conference and final conference in Haskovo;	December, 2017 September, 2019
PB3	Participation in final press conference and final conference in Haskovo;	December, 2017 September, 2019
PB4	Participation in final press conference and final conference in Haskovo;	December, 2017 September, 2019

Deliverables of eTOURIST WP2

Action 2.2 Production of communication materials and tools		
LB	Production of communication materials and tools (Information brochures for the project – 1000; 1 Logo of the project; 1 Information board; 1 Banner for events; 1 video for cultural and natural heritage, traditional culinary & wine in the CB region) including translation	January – Sept, 2018
PB2	Production of communication materials and tools (1 Information board; 1 Banner for events, leaflets) including translation	Sept, 2018
PB3	Development, production and publishing of a Catalogue of gastronomy over cultural heritage of Haskovo - Evros region	Nov, 2018

Deliverables of eTOURIST WP2

Action 2.3 Media, social media, Internet		
LB	Media publications for promotion of the project and its results - 10 media publications in BG	Jan; May; Sept; Nov; Dec, 2018 March; May; July; Sept, 2019
PB2	Media publications for promotion of the project and its results - 10 media publications in Gr. Social media presentation of the project. Development of project web site in EN, GR, Bg incl. translation	Jan; May; Sept; Nov; Dec, 2018 March; May; July; Sept, 2019 Till June, 2018
PB3	Media publications for promotion of the project and its results - 5 media publications in Gr.	Jan; Sept, 2018 March; May; Sept, 2019
PB4	Media publications for promotion of the project and its results - 5 media publications in Gr	Jan; Sept, 2018 March; May; Sept, 2019

Deliverables of eTOURIST WP3

Action 3.1	
	Integrated eTOURIST methodology for cultural & natural sites and for traditional culinary & wine
LB	Integrated eTOURIST methodology for cultural and natural sites, traditional culinary and wine in Haskovo region - Elaboration of uniform methodology for studying, presenting and developing cultural and natural sites, traditional culinary and wine for tourist purposes incl. translation in EN & GR January - June, 2018
PB2	Integrated eTOURIST methodology for cultural and natural sites, traditional culinary and wine in Evros region - Elaboration of uniform methodology for studying, presenting and developing cultural and natural sites, traditional culinary and wine for tourist purposes incl. translation in EN & BG January - June, 2018

Deliverables of eTOURIST WP3

Action 3.2		
Study of natural & cultural heritage sites		
LB	Study of natural and cultural heritage sites in Haskovo region and evaluation of their importance for the targeted CB region in Bulgaria related to valorization for tourist purposes including translation in EN and GR	June – Sept, 2018
PB2	Study of natural and cultural heritage sites in Evros region and evaluation of their importance for the targeted CB region in Bulgaria related to valorization for tourist purposes including translation in EN and GR.	June – Sept, 2018

Deliverables of eTOURIST WP3

Action 3.3		
Study of traditional culinary and wine		
LB	Study of traditional culinary & wine in Haskovo region to present traditional cuisine & recipes, herbs & spices, traditional food products, traditional culinary events, history of winemaking, characteristics of wine region, unique wine varieties for the region, wine tasting opportunities incl. translation in EN & GR	June – Sept, 2018
PB2	Study of traditional wines in Evros to present history of winemaking, characteristics of wine region, unique wine varieties for the region, wineries & wine tasting opportunities incl. translation in EN & BG	June – Sept, 2018
PB3	Study of traditional culinary in Evros to present traditional cuisine & recipes, herbs & spices, traditional food products, traditional culinary events incl. translation in EN & BG	June – Sept, 2018

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Deliverables of eTOURIST WP4

Action 4.1		
Digitalization of cultural and natural sites and video tours		
LB	Digitalization of cultural and natural sites for the needs of eTOURIST and development of video tours for Haskovo region	Sept , 2018 – Dec, 2018
PB2	Digitalization of cultural and natural sites for the needs of eTOURIST and development of video tours for Evros.	Sept , 2018 – Dec, 2018

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Deliverables of eTOURIST WP4

Action 4.2		
Digitalization of traditional culinary & wine and development of videos		
LB	Digitalization of traditional culinary & wine and development of videos for Haskovo region the needs of eTOURIST	Sept , 2018 – Dec, 2018
PB2	Digitalization of traditional culinary & wine and development of videos for the needs of eTOURIST for Evros	Sept , 2018 – Dec, 2018

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Deliverables of eTOURIST WP4

Action 4.3		
Development of smart application		
LB	Development of software application for smart devices in EN - eTOURIST	January – May, 2019
PB2	Collecting information for Evros region for Etourist according to provided Terms of reference incl. translation in EN	January – May, 2019
PB3	Collecting information for Evros region for Etourist according to provided Terms of reference incl. translation in EN	January – May, 2019

Deliverables of eTOURIST WP4

Action 4.4		
Development of interactive digital web portal		
LB	Development of interactive digital web portal “Cultural and natural heritage of Haskovo – Evros” in BG, GR & EN, including translation	January – May, 2019
PB2	Collecting and providing information for digital web portal according to provided Terms of reference incl. translation in EN & BG	January – May, 2019
PB3	Collecting and providing information for digital web portal according to provided Terms of reference incl. translation in EN & BG	January – May, 2019

Deliverables of eTOURIST WP5

Action 5.1		
Training "Traditional culinary & wines"		
LB	Logistics of 3-day Training "Traditional culinary and wines" in Haskovo for 20 participants (chefs, hotel owners, etc.) aiming to the integration of the traditional culinary and wines in menes of the local business	June, 2019
PB4	Organization of 3-day Training "Traditional culinary and wines" in Greece for 20 participants (chefs, hotel owners, etc.) aiming to the integration of the traditional culinary and wines in menes of the local business (rent of hall, catering, translation, materials, invitations, programme, lecturers, etc.)	June, 2019

Deliverables of eTOURIST WP5

Action 5.2		
Festival "Traditional culinary and wines of Haskovo-Evros"		
LB	Organization of 2-day Festival "Traditional culinary and wines of Haskovo-Evros" in Haskovo (rent of hall, translation, presentation of traditional recipes, presentation of traditional customs for the regions). ; 10 participant in 2-day Festival "Traditional culinary and wines of Haskovo-Evros" in Alexandroupolous	July, 2019 Sept, 2019
PB2	Participation of PB2 to the Festivals "Traditional culinary and wines of Haskovo-Evros" in Haskovo and Alexandroupolis (Travel and accomodation of 10 participants for two trips /Haskovo and Alexandroupolis/ presentation of traditional recipes, traidntional customs of Soufli)	July, 2019 Sept, 2019
PB3	Organization of 2-day Festival "Traditional culinary and wines of Haskovo-Evros" in Alexandroupolis (rent of hall, translation, presentation of traditional recipes, presentation of traidntional customs for the regions).	July, 2019 Sept, 2019
PB4	Participation of PB4 to the Festivals "Traditional culinary and wines of Haskovo-Evros" in Haskovo and Alexandroupolis (Travle and accomodation of 10 participants for two trips /Haskovo and Alexandroupolis/ presentation of traditional recipes, traidntional customs of the region of Rhodopes.	July, 2019 Sept, 2019

Action 6.1	
Participation in 1 international tourist exhibition – Febr, 2019	
LB	2 representatives of the project team for presenting eTOURIST in tourist exhibition BIT, Milano Organization of the participation of the project team in tourist exhibition BIT, Milano to present eTOURIST on the global tourism market (participation fee, rent of exhibition place, equipment & furniture, presentation materials)
PB2	1 representatives of the PB2 for presenting eTOURIST in tourist exhibition BIT, Milano Organization of the participation of PB2 in tourist exhibition BIT, Milano to present eTOURIST on the global tourism market (participation fee, rent of exhibition place, equipment & furniture, presentation materials).
PB3	1 representatives of the PB3 for presenting eTOURIST in tourist exhibition BIT, Milano Organization of the participation of PB3 in tourist exhibition BIT, Milano to present eTOURIST on the global tourism market (participation fee, rent of exhibition place, equipment & furniture, presentation materials)
PB4	1 representatives of the PB4 for presenting eTOURIST in tourist exhibition BIT, Milano Organization of the participation of PB4 in tourist exhibition BIT, Milano to present eTOURIST on the global tourism market (participation fee, rent of exhibition place, equipment & furniture, presentation materials)

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Expected outputs of eTOURIST

- information measures;
- developed integrated eTOURIST methodology for cultural & natural sites & for traditional culinary & wine which will support preserving, presenting & promoting cultural & natural resources of CB region in a uniform way
- eTOURIST package providing access to cultural & natural heritage & to traditional culinary & wine in an innovative way through smart application & through digital sources on the Internet
- knowledge transfer in Cb region related to traditional culinary & wines
- promotion of cultural & natural heritage sites & of traditional culinary & wine of Haskovo - Evros CB region on the international tourism market.

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Expected results of eTOURIST (1)

- The project will contribute to valorization of cultural & natural heritage, traditional culinary & wine in Haskovo-Evros regions for tourist purposes through the implementing activities that support better interpretation of natural & cultural heritage, culinary & wine traditions through ICT application & tools (developed eTOURIST package)
- The smart application through checking QR code at the place presents detailed information to the visitor & guides him for other cultural & natural sites nearby & presents traditional recipes & wine.
- The interactive digital web portal provides a close walk around the cultural & natural heritage sites in CB area & videos for gastronomy & wine through developed video tours, digitalized sites & through videos for the sites.

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Expected results of eTOURIST (2)

- eTOURIST package is based on fast communication & on integration of the most important cultural & natural heritage sites, gastronomy & wine traditions of the CB area at one place. The project will contribute to increasing the interest of tourists to the promoted sites of cultural & natural heritage in the target CB area & thus increase the number of visits to these sites.
- The project will contribute to increasing the interest of tourists to the supported sites of cultural & natural heritage in the target CB area through the promotion campaign & through the participation in international tourist exhibition which will bring the new solutions developed on the project to professionals in tourism sector & also to the wide public.
- The project will contribute to developing cultural & natural heritage sites in the target CB area by assessing the cultural & natural heritage sites which are important for the regions & by addressing the support to them.

2nd Project Meeting

...../...../2018 –, Greece



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