

ROBG-143 A CROSS BORDER UNION IN THE SHADOW OF HISTORY

What's the goal?

To improve the sustainable use of the natural and cultural heritage in the target cross-border region Dobrich-Constanta (Harsova - Krushari) through the development and promotion of joint tourism product ZALDAPA-DRY VALLEY-CARSIUM.

What's the budget?

3,202,768.49 euro, out of which 2,722,353.22 ERDF

Target at the half of the implementation period: 93,541 euro for Lead Beneficiary, 114,541 euro for Beneficiary 2, 0 euro for Beneficiary 3 and 67,668 euro for Beneficiary 4.

Who is doing it?

Lead partner: Administrative Territorial Unit HARSOVA TOWN (Romania)

Partner: KRUSHARI MUNICIPALITY (Bulgaria)

Partner: Museum of National History and Archaeology Constanta (Romania)

Partner: Regional Museum of History - Dobrich (Bulgaria)

When is it happening?

Start date: 20.05.2017

End date: 19.05.2020

Duration: 36 months

Where is it happening?

HARSOVA TOWN, Constanta, Constanta County, Romania

Krushari Village, Dobrich, Dobrich District, Bulgaria

How is it going to happen?

- Information and publicity: temporary and permanent panels, joint press conferences, personalized press folders, press releases, TV spots, Radio spots, promotional film, web-site, bilingual posters, leaflets;
- Revitalization of Cultural Heritage in Hârșova through the restoration, conservation and enhancement of Ensemble “Vasile Cotovu” as a Multicultural Center Museum;
- Development of tourism infrastructure of Fortress Zaldapa - Municipality KRUSHARI;
- Development of tourism infrastructure in Dry Valley;
- Setting up an outdoor museum in Krushari Municipality;
- Workshop on the topic: developing and promoting of a cross-border tourism product - advantages and challenges;
- Creation of a joint marketing strategy;
- Establishing of a touristic route and guided tour "Zaldapa-Dry Valley-Karsium”;
- Promotion of the joint tourism product through a presentation film and a web site;
- Preparation of advertising package for joint tourism product;
- Organization of a scientific symposium: recovery of Hârșova Town’s and Krushari Municipality’s Memory;

- Archaeological camp;
- Conducting two promotional events;

What will be the results (what's the contribution to the Programme)?

Programme outputs:

- 1 integrated tourism product;
- 4.000 visits to supported sites of cultural and natural heritage and attraction;
- 1 common strategy;

Programme results: 45 0000 tourist overnights in the CBC region until 2023.

Project status (reflected in progress reports)

Reference period: N/A