

**Cross border thematics tourism - opportunity for development and promotion of the identity region
 Dolj, Olt, Mehedinti, Vidin, Montana, Vraca, Pleven**

Total budget	697360.19 Euro	EU contribution	591500.91 Euro
Start date	22.09.2012	End date	21.03.2012

1. Partnership

Lead Partner	Romanian Association for Technology Transfer and Innovation		
Lead Partner Address	12 Stefan cel Mare, 200130, Craiova, Dolj County, Romania	Contact person	Gabriel Vladut - President Tel/fax: 0251418882 E-mail:office@ipacv.ro
Partner 2	Cross Border Association E(quilibrum) Environment		
Partner 2 Adress	12, Stefan cel mare Street, room 6, 1 st floor, 200130, Craiova, Dolj County, Romania	Contact person	Gabriel Vladut - President Tel/fax: 0251418882 E-mail:office@ipacv.ro
Partner 3	Perpetuum Mobile Foundation		
Partner 3 Adress	30 Kala Tepe Str., 5 800, Pleven, Bulgaria	Contact person	Gabriela Antonova; tel/fax: 00359064 840803, E-mail: perpetuum_mobile@abv.bg
Partner 4	Association "Regional Partnership for Sustainable Development -Vidin"		
Partner 4 Adress	3 Edelvais Street, Vidin, Bulgaria	Contact person	Yanka Kiriolova, vidin_rpur@abv.bg

2. Project Result:

Through the project implementation have been identified 7 thematic routes: Recreation and Extreme Sports Route- Exploring the Unknown; Cultural - historical route - On the Forerunners' Footsteps; Eco - tourism route (natural parks, protected areas) - Nature's magnificence; Ecumenical - monastic route - The path of faith; Gastronomy route - Bacchus and the Balkan dishes; Traditions and popular crafts route - Eternity was born in the countryside; Sports tourism route - Fishing and hunting.

These routes was promoted through the promotional materials: leaflets, maps, web site, catalogue.

4. Project Story

The communities of the districts of Dolj, Olt, Mehedinti, Vidin, Montana, Vraca, Pleven have mainly an agrarian characteristic. The Oltenia region and the North West Planning Region have several similarities in their development during the transitional proces.

The two regions remain higher than the average for both Bulgaria and Romania. These processes also lead to several negative tendencies on both sides of the border - slower economic and social development process, closed developemet isolated from other regions, lack of traditions for cross-border coopearation, lack of strategic vision for the development of the tourism sector, etc.

The project contributed to strengthening cooperation between SMEs from tourism and between local authorities and SME's. Through the Demo Tours, will be presented to the local authorities the opportunity to developed the thematic tourism and the constraints identify in the cross border area in the field of tourism to be included in the strategy development of the region and to solve them.

Project website

<http://www.innoturism.ro>

Photo
 Gallery



Demo Tour: ECUMENICAL - MONASTIC ROUTE
 23-24 February, Vodita -Monastery, Mehedinti County



Demo Tour: ECUMENICAL - MONASTIC ROUTE,
 23-24 February, Mraconia -Monastery, Mehedinti
 County



Demo Tour: CULTURAL-HISTORIC ROUTE, 05-06 March
 2012, Grivitsa, Pleven District, Bulgaria



Exhibition - Brokerage: Tourism integrated
 services in cross border area, 13-14 March 2012,
 Craiova, Romania