

ARTOUR WEBSITE

1. About the project

The project “Active Art for Attractive Tourism – ARTOUR” is financed by INTERREG V-A Romania-Bulgaria Programme, which is aimed at the development of the border region between the two countries. The programme overall strategic goal is:

To bring together the people, communities and economies of the Romania-Bulgaria border region to participate in the joint development of a cooperative area, using its human, natural and environmental resources and advantages in a sustainable way.

The eligible Programme territory includes 7 Romanian counties (Mehedinti, Dolj, Olt, Teleorman, Guirgiu, Calarasi and Constanta) and 8 administrative Bulgarian districts (Vidin, Montana, Vratsa, Plevna, Veliko Tarnovo, Rousse, Silistra and Dobrich), as follows:



More information about the Programme can be found at: <http://www.interregrobg.eu/en/>

The project “Active Art for Attractive Tourism – ARTOUR” has the following objective:

“Create a thematic art & culture events tourist product based on the natural and cultural heritage in order to promote the CBC region as more attractive tourist destination and better use the potential of the tourism on the lower Danube”

The project activities include:

- ✓ conducting a study of potential application of art & culture tourist product and services in the CBC region;
- ✓ close consultations with the key stakeholders in identifying particular artists, traditions and sites so that high-quality art & culture tourist product, services and animation can be delivered;
- ✓ development of joint thematic art & culture tourist product with art animation and programme for its pilot implementation in the course of the project;
- ✓ organizing 4 art & culture tourist events as plein-air festivals over three (3) days with the participation of artists (painters, dancers, singers, actors) who will make live

presentations of their arts (2 in BG and 2 in RO) for pilot implementation of the thematic art & culture tourist product according to the elaborated programme;

- ✓ analysis of the pilot implementation of the thematic art & culture tourist product and elaboration of 5-year programme for its implementation after the project completion;
- ✓ development of promotional webpage of the newly created thematic art & culture tourist product and undertaking a wide promotional online and media campaign.

The project outputs are intended to be used by a significant number of key stakeholders such as:

- tour agents that can offer tourists animation services to their clients according to the programme for organizing the art & culture tourist events;
- cruise companies and operators that can include in the schedules of their cruises the thematic art & culture tourist product;
- tourists visiting the CBC region when the art & culture events are organized;
- various artists directly engaged in the art & culture events;
- local business that provide basic and supporting services to tourist sector;
- local population that can also attend the art & culture events.

2. ARTOUR tourist product

The “Art & Culture” tourist product - ARTOUR is realized every year through four 3-day plein-air events (2 in Romania and 2 in Bulgaria), organized at appropriate locations at the Romanian and the Bulgarian territory of the cross-border region with the participation of local artists, painters, writers, musicians, actors, etc. and exhibiting local products, cuisine, drinks, crafts, souvenirs, etc.

The “Art & Culture” tourist product - ARTOUR includes the following elements:

No.	Element	Detailed description
1	Locations	Centres of large cities or other popular cultural or natural landmarks
2	Frequency	Twice a year in Romania and twice a year in Bulgaria or 4 events per year in total
3	Duration of each event	3 days
4	Arts	Drawing/sculpture, music, singing, dances, movies, photography, acting, performances, literature/poetry, crafts/applied arts, etc.
5	Activities	Performances, exhibitions, contests, workshops, training courses, conferences, etc. Kids’ corner to provide for the participation or entertainment of young talents involving them in all activities of the event.
6	Facilities provided	Open air stage with lighting and audio equipment, tents for exhibition and workshops, chairs, tables, advertisement banners.

Materials and consumables for drawing, in the kids' corner, etc.

Allocated space for local companies to exhibit and promote their products and services: local food, souvenirs, crafts, tourist and additional services, etc.

3. Project Partners

Lead partner: Association "Institute for Territorial Innovations and Cooperation - ITIC"

ITIC was established in October 2015 with the following objectives:

- ✓ To support the development of innovations and territorial cooperation in the service of public institutions, citizens, businesses and NGOs.
- ✓ To promote local, regional and cross-border economic development through consultations and training of public institutions, businesses, the public and their associations.
- ✓ To strengthen the dialogue between the local communities and the neighbouring border areas for achieving of sustainable local and regional development.
- ✓ To participate at expert level and as a civil organisation in the drafting of policies at local, regional, cross-border and transnational level.
- ✓ To introduce at the local, regional, cross-border and transnational level, the best practices of the country and other countries, related to innovation, territorial cooperation and sustainable development.
- ✓ To support the activities of state and local public authorities, NGOs and business organisations when they coincide with the objectives of the Association.
- ✓ To promote the experience of other local and foreign organisations with similar objectives and activities in the solving of common problems.
- ✓ To contribute to the realisation of European policy objectives set in the strategic documents and EU programmes supporting the transfer of innovation, regional development and smart specialization, cross-border and transnational cooperation.

The main activities of the Association include:

- ✓ Development and participation in projects to foster innovations and territorial cooperation together with public authorities, NGOs and business, related to local economic and sustainable development;
- ✓ Capacity building at local, regional, cross-border and transnational level to develop and implement policies and measures for economic and sustainable development.

Role in the project

ITIC as the Lead partner of the project is responsible for the overall management of the project in a coordinated manner with the other partner. ITIC is also responsible for the implementation of the following specific activities:

- ✓ Conducting the study of potential application of art & culture tourist product and services in the CBC region, including consultations with the key stakeholders from Bulgaria;
- ✓ Development of joint thematic art & culture tourist product with art animation and 5-year programme for its implementation;
- ✓ Organization of 2 art & culture tourist events as plein-air festivals in Bulgaria;
- ✓ Evaluation of the pilot implementation of the thematic art & culture tourist product and the 5-year programme for its implementation in Romania and Bulgaria after the project completion;
- ✓ Development of promotional webpage of the thematic art & culture tourist product and undertaking a wide promotional online and media campaign.

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Partner 2: Valahia Transalpina Professional Association (PAVT)

The objectives of APVT are as follows:

- ✓ Cooperation with local and central authorities, with the EU authorities and Agencies, etc.
- ✓ Development of partnerships including local and international agreements on specific topics of common interest

The Association develops the following activities:

- ✓ Developing the tourism, arts and crafts in the basin of Lower Danube
- ✓ Assisting elderly people at home
- ✓ Vocational training for adults
- ✓ Assistance for Romanians working abroad
- ✓ Kindergarten and private schools

As regards culture and tourism, APVT is actively involved in activities supporting the development the tourism and culture related to:

- ✓ Refreshing the image of Historical Valachia (from The Banat Region to the Danube Delta and Black Sea Coast Region), including the one of the vlachs (today named Romanians), in a national and international context;
- ✓ Supporting the development of the Lower Danube from the social, economic, touristic, environment, etc., points of view.

Role in the project

Valahia Transalpina Professional Association as the project partner will be responsible for:

- ✓ Consultations with the key stakeholders from Romania related to the study of potential application of art & culture tourist product and services in the CBC region
- ✓ Organizing 2 art & culture tourist events as plein-air festivals in Romania;
- ✓ Participating in analysis of the pilot implementation of the thematic art & culture tourist product;
- ✓ Undertaking a wide promotional online and media campaign in Romania.

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4. Events in 2019

1st Art&Culture Plein-air in Romania

Music and Dance in Calarasi, Dumbrava Park - 12-14 August 2019

Accompanying events:

Art Camp at Ostrov Farms/Constanta County - 11-15 August 2019

Exhibition in Calarasi - 14-19 August 2019

Artists and performers from Constanta, Calarasi, Giurgiu and Teleorman counties are invited, as well as from neighbouring Bulgarian districts.

2nd Art&Culture Plein-air in Bulgaria

Art and Culture in Vidin - 6-8 September 2019

Art schools, performances

Local tourist services and products exhibition

Artists, performers and tourist services providers from Vidin and neighbouring districts are invited, as well as from neighbouring Romanian counties.

3rd Art&Culture Plein-air in Bulgaria

Art and Culture in Veliko Tarnovo - 13-15 September 2019

Art schools, performances

Local tourist services and products exhibition

Artists, performers and tourist services providers from Veliko Tarnovo and neighbouring districts are invited, as well as from neighbouring Romanian counties.

4th Art&Culture Plein-air in Romania

Arts and Music in Craiova /Dolj county/ - scheduled for the beginning of October 2019

Exhibition in "Marin Sorescu" National Art School

Arts and film in Port Cetate /Dolj county/ on Danube riverbank.

Artists and performers from Dolj and neighbouring counties are invited, as well as from neighbouring Bulgarian districts.

5. Gallery

Here you will find photos of activities, participants, performances and works of art during the planned events

6. Video

Here you will find videos of activities, participants, performances and works of art during the planned events