|  |
| --- |
| **Project information** |
|  |  |
| CALL FOR PROPOSALS | 2 |
| MIS-ETC: | 1276 |
| PRIORITY AXIS: | 1.Economic and Social Development |
| MEASURE: | 1.2 Develop the tourism sector, including the strengthening of the regional identity of the border region as a tourist destination |
| PROJECT TITLE: | **Sweet weekend at Devojacki Bunar** |
| ACRONYM: | **“Sweet weekend”** |
| DURATION[[1]](#footnote-1): | 18.11.2015 – 17.11.2016 |
| IPA FUNDS CONTRACTED: | 241.803,75 € |
| TOTAL FUNDS CONTRACTED: | 284.475,00 € |
| ABSORBTION RATE (%)[[2]](#footnote-2): | 87,88% |

|  |  |
| --- | --- |
| PROJECT OBJECTIVE(S): | Achievement of an optimal usage of natural resources and increase of their economic value by improving tourism and promotion of Deliblato Sand and Caras-Severin regions.Quality and capacity improvement of accommodation in Devojacki Bunar resort.Support innovative approaches considering manufacturing, marketing and sales of local products and services.To integrate related economies into one unique rural tourism offer.To raise awareness and interest of the Banat rural communities towards a sustainable tourism rural development. |
| SHORT DESCRIPTION OF THE PROJECT: | Within the project natural and cultural resources of rural tourism in the area were promoted. A tourist offer for Devojacki Bunar was made, which is available at <http://alibunar.rs/swdb/en> , also you can book your accommodation here. The project consisted also of making and adopted procedures for categorization of the weekend houses in Devojacki Bunar therefore five Weekend houses are marked with visibility tables and furniture are marked with stickers. Weekend Destinations Regional Fair was held on June 11th and June 12th 2016. Tourism Information Cross-Border Centre established and equipped for small meetings and presentations in Municipal facility located on Devojacki Bunar. A new organization was established on November 14th 2016, and registered in Business Registry Agency of Republic of Serbia NGO “Devojacki Bunar” is a new organization for management of weekend houses and their marketing.Romanian partner organized Study tour and the Serbian delegation visited rural areas/communities from the Romanian cross-border area. They have met successful local actors and saw how the community flourished due to tourism. Participants visited Garana village situated on 30 km from Resita, village Brebu Nou and Danube Canyon and field visits and discovery to famous locations/tourist attractions: Bigar Waterfall, Mraconia Area, Danube Canyon. |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| DEGREE OF ACHIEVEMENT OF INDICATORS[[3]](#footnote-3):  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Indicator** | **Indicator value provisioned in the contract** | **Present indicator value** | **% 6= (5)/(3)\*100** |
| **Output indicators****(1)** | **UM****(2)** | **Quantity****(3)** | **UM****(4)** | **Quantity****(5)** |  |
| New or improved cross-border tourism products, joint marketing approaches/ activities or joint tourism information services developed | Weekend house rural accommodation in Devojacki Bunar is new cross-border tourism productDuring the project, joint Strategic marketing development plan and jointOperational Marketing development plan will be created.Web-site will provide joint tourism information service. | 1111 | Weekend house rural accommodation in Devojacki Bunar is new cross-bordertourism productDuring the project, joint Strategic marketing development plan and jointOperational Marketing development plan will be created.Web-site will provide joint tourism information service. | 1 (Weekend house rural accommodation in Devojacki Bunar is new cross-border tourism product)1 (website)1 (Strategic marketing development plan) and1 (Operational Marketing development plan) | 100% |
| Improved capacity and cross-border contacts of SMEs and in the R&D sector | Capacity of involved SMEs improved | 10 | Capacity of involved SMEs improved | 10Capacity of involved SMEs was been significantly improved by this project activities. Cross-border contact with colleagues from the same branches was realized. | 100% |
| **Result indicators** |  |  |  |  |  |
| New or improved cross-border tourism products and services | Number ofactivities, actions, initiatives focusing on promoting tourism in the border area | One new rural tourism offer,Two joint marketing activitiesOne jointpromotion tool | Number ofactivities, actions, initiatives focusing on promoting tourism in the border area | 4* Weekend houses rural tourism offer created;
* Strategic and Operational Marketing Plan created
* Weekend houses regional fair conducted
* Web site with on-line booking and joint tourism information
 | 100% |
| Increased importance of R&D/Innovation in the border area | Number of activities focusing on promoting theimportance of or dealing directlywith R&D/Innovation | Five activities on research and development of Codes of Practices,5 events for support to weekend houses tourism offer development with innovativesolutions5 meetings in Caras-Severin with local stake holders in order to develop innovative solutions | Number of activities focusing on promoting theimportance of or dealing directlywith R&D/Innovation | 5 (Code of practice)5 (Workshops support to categorization)(5 meetings in Caras-Severin) | 100% |
| Increased SME’s capacity in the border area | Number of activities, actions, initiatives focusing on promoting SME’s activity. | Five Codes of PracticesdevelopedStudy tour with SMEs as participantsFive Local food and beveragesoffer integrated into weekend house rural accommodation offer | Number ofactivities, actions,initiatives focusingon promoting SME’s activity. | 5 (Code of practice)Study tour with SMEs as participants5 Five Local food and beveragesoffer integrated into weekend house rural accommodation offer | 100% |
| **Project Indicators** |  |  |  |  |  |
| Weekend houses officially categorized asaccommodation | certificate | 5 | certificate | 5 Weekend houses prepared for categorization | 100% |
| Codes ofPractices developed andadopted inMunicipalAssembly | Official Municipal Gazette;Meeting minutes;Documentspublished | 5 | Official Municipal Gazette;Meeting minutes;Documentspublished | 5 (Code of practice adopted in Municipal Board, Official Municipal gazette published that, Meeting minutes was prepared andDocuments are published) | 100% |
| Established anOrganization for managing the whole system of weekend houses rural tourism offer | FoundingAct;Registrationin SerbianBusinessRegistry;Membershipcards | 1 | FoundingAct;Registrationin SerbianBusinessRegistry;Membershipcards | 1New organization “Devojacki Bunar” established,FoundingAct prepared,Organization registered in SerbianBusinessRegistry,MembershipCards are prepared. | 100% |
| Established TourismInformationCross-BorderCenter | Founding Act;Photo and video documentation | 1 | Founding Act;Photo and video documentation | 1Tourism Information Cross-BorderCentre established and equipped for small meetings and presentations in Municipal facility located on Devojacki Bunar.Founding Act prepared.Photo and video documentation prepared. | 100% |

 |
| RESULTS ACHIEVED:  | • Result 1. Five weekend houses received procedures and adopted Municipal decisions for categorization.• Result 2: Weekend houses accommodation offer created in Alibunar Municipality.• Result 3: Devojacki bunar resort and access roads environmentally planned by Plan for controlled waste disposal for both sides of borders• Result 4. Written and adopted documents of Code of Practice (5 documents)• Result 5. Created Information and Promotion package (approved by visibility officer and distributed)• Result 6: Written and adopted documents for Strategic and Operational marketing• Result 7: Created Extended cross-border Banat strategy• Result 8: Promoted Devojacki Bunar rural weekend tourism offer• Result 9. Higher degree of awareness and interest of the Banat rural communities towards a sustainable tourism rural development |
|  |  |
| **Partnership information** |  |
|  |  | COUNTRY | COUNTY/DISTRICT | BUDGET(EURO) | CONTACT DETAILS |
| LEAD PARTNER: | Municipality of Alibunar | Serbia | South Banat | 204.280,00 | Alibunar, Trg Slobode 4Tel. +381 13 642 105 |
| PARTNER 2: | Euroland Banat Association | Romania | Caras-Severin | 80.195,00 | Resita, Al. Galati 4/3/6Tel. +40 745 126 876 |



1. the implementation period (including extensions) [↑](#footnote-ref-1)
2. total funds spent/total funds contracted \*100 [↑](#footnote-ref-2)
3. indicators and level of achievement against targets set [↑](#footnote-ref-3)