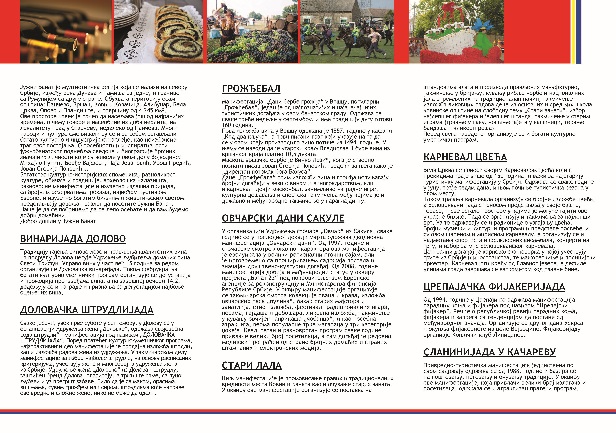
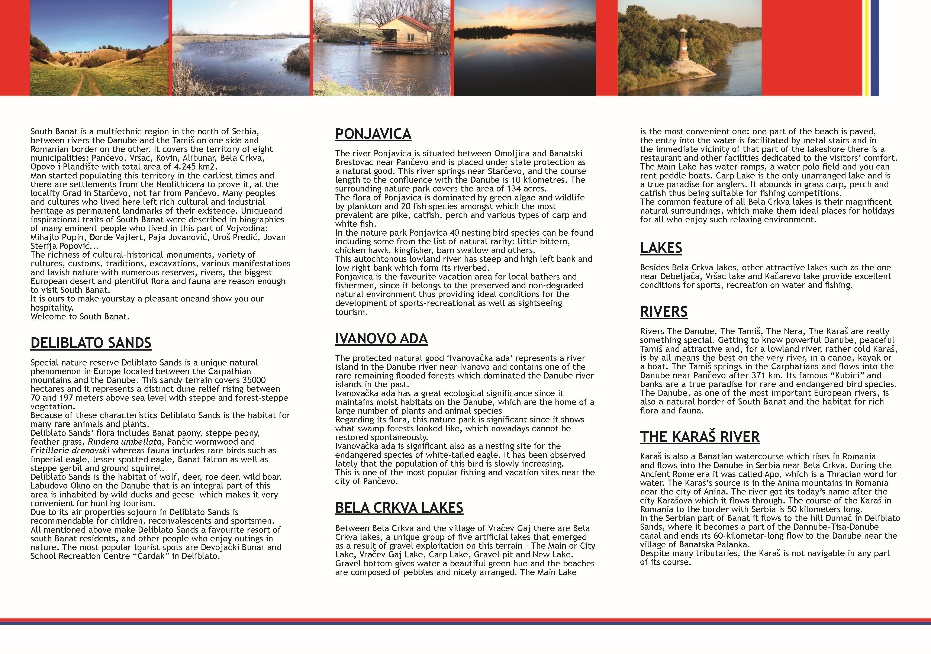
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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Project information** | | | | | | | |
|  | |  | | | | | |
| CALL FOR PROPOSALS | | 1 | | | | | |
| MIS-ETC: | | 1368 | | | | | |
| PRIORITY AXIS: | | 1.Economic and Social Development | | | | | |
| MEASURE: | | 1.2 Develop the tourism sector, including the strengthening of the regional identity of the border region as a tourist destination | | | | | |
| PROJECT TITLE: | | **Effective Measures to Promote Tourism in Banat** | | | | | |
| ACRONYM: | | a week in Banat in 4 versions | | | | | |
| DURATION[[1]](#footnote-1): | | 31.12.2013 – 30.06.2015 | | | | | |
| IPA FUNDS CONTRACTED: | | 260.084,73 | | | | | |
| TOTAL FUNDS CONTRACTED: | | 305.982,04 | | | | | |
| ABSORBTION RATE (%)[[2]](#footnote-2): | | 70,90 | | | | | |
| PROJECT OBJECTIVE(S): | | * Tourism development including strengthening the regional identity of the border region as a tourist destination and improving the quality of life of the border communities. * Raising awareness and interest for the Banat area. * Increasing the overall competitiveness of the economy in the border area and economic and social development. | | | | | |
| SHORT DESCRIPTION OF THE PROJECT: | | The project achieved to develop tourism on both sides of the border by creating 4 tourist routes, a regional development study, organizing tourism fairs and tourism qualification trainings for 130 persons. | | | | | |
| DEGREE OF ACHIEVEMENT OF INDICATORS[[3]](#footnote-3): | | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  | **Indicator value provisioned in the contract** | | **Present indicator value** | | **%**  **6= (5)/(3)\*100** | | **Output indicators**  **(1)** | **UM**  **(2)** | **Quantity**  **(3)** | **UM**  **(4)** | **Quantity**  **(5)** |  | | **Result indicators** | | | | | | | New or improved cross-border tourism products and services | Number of activities, actions, initiatives focusing on promoting tourism in the border area | 4  Proposal for four Tourism routes  Rural tourist  RO 1  Baile Herculane area RO 2  Urban Tourist Route RO 3  Serbia South Banat Route S1 | Number of activities, actions, initiatives focusing on promoting tourism in the border area | 4 | 100 | | Increased SME’s capacity in the border area | Number of activities, actions, initiatives focusing on promoting SME’s activity | 3 Three Tourism fairs organised | Number of activities, actions, initiatives focusing on promoting SME’s activity | 3 | 100 | | Increased importance of R&D/Innovation in the border area | Number of activities focusing on promoting the importance of or dealing directly with R&D/Innovation | 4  Proposal for four Tourism routes  One route in Romania – Rural tourist  RO 1  One route in Romania – Baile Herculane area  RO 2  One route in Romania Urban Tourist Route  RO 3  One route in Serbia South Banat Route | Number of activities focusing on promoting the importance of or dealing directly with R&D/Innovation | 4 | 100 | | 1 Regional Development - Tourism" Study | 1 | 100 | | **Project indicators** | | | | | | | Highly technique equipment for tourism promotion in the region | pieces | 1 | pieces | 1 | 100 | | promotion of the tourist routes | pieces | 2 | pieces | 2 | 100 | | tourist routes RO 1 rural | Swot of the day | 7 | Swot of the day | 7 | 100 | | tourist routes RO 2 Baile Herculane | Swot of the day | 7 | Swot of the day | 7 | 100 | | tourist routes RO 3 urban | Swot of the day | 7 | Swot of the day | 7 | 100 | | tourist routes Serbia | Swot of the day | 7 | Swot of the day | 7 | 100 | | tourism fairs RO1 Resita | Participation list | 1 | Participation list | 1 | 100 | | tourism fairs  RO 2 Baile Herculane | Participation list | 1 | Participation list | 1 | 100 | | tourism fairs  S1 Pancevo | Participation list | 1 | Participation list | 1 | 100 | | Trainings to improve tourism services | course | 7 | course | 7 | 100 | | Hospitality technician - COR 4222.3.1 | participants | 15 | participants | 15 | 100 | | Pension administrator - COR 512113 | participants | 15 | participants | 15 | 100 | | Waiter  - COR512302 | participants | 23 | participants | 23 | 100 | | Bartender  - COR 512301 | participants | 12 | participants | 12 | 100 | | Travel Guide  – COR 349101 | participants | 20 | participants | 20 | 100 | | Seller  - COR 522004 | participants | 30 | participants | 30 | 100 | | Hotel maid  - COR 514201 | participants | 15 | participants | 15 | 100 | | "Regional Development - Tourism"  Study | participants | 1 | participants | 1 | 100 | | Informational materials for the region | Pieces | 34270 | Pieces | 34270 | 100 | | | | | | |
| RESULTS ACHIEVED: | | The tourist routes were identified and tested:  Routes in Romania:  Rural tourist RO 1,  Baile Herculane area RO 2,  Urban Tourist Route RO 3  and one route in Serbia South Banat Route  The Regional Development - Tourism Study was prepared on a detailed basis documentation, made relevant in Caras-Severin – Romania and the South Banat - Serbia, in several sectors and type of tourism (cavers or cycling clubs paragliding, climbing etc.). The base for the study was the SWOT analyses made by the groups and the teams. The study contains evaluations and proposals for a forward tourism approach of the both regions.  Organizing tourism fairs - the fairs were organized in Resita, Baile Herculane and Pancevo and they were an efficient instrument to promote the tourist routes identified.  **Trainings to improve tourism services.** The following trainings were held:  Hospitality technician - Course type: qualification, level III,  B&B administrator- Course type: qualification, level II,  Waiter - Course type: qualification, level II,  Bartender - Course type: qualification, level I,  Travel Guide - Course type: qualification, level III  Seller - Course type: qualification, level II  Hotel maid - Course type: qualification, level I,  **The following promo materials were made:**  Tourist Maps (2.500 pcs),  Tourist Presentation CD (3.513 pcs.),  Postcards (14.400 pieces), Leaflets (5000), Catalogues (2500 pcs), Photo Album (500 pieces), Bags (1300 pcs), Roll-up (5 pcs), Banners (2 pcs). Leaflets (5000) | | | | | |
|  | |  | | | | | |
| **Partnership information** | |  | | | | | |
|  | |  | | COUNTRY | COUNTY/DISTRICT | BUDGET(EURO) | CONTACT DETAILS |
| LEAD PARTNER: | | Directorate of Public and Private Administration Domain of Caras-Severin County | | Romania | Caras-Severin | 206.200,39 | Resita, Piata 1 Decembrie 1918, nr. 7  Tel. +4(0)255228864 |
| PARTNER 2: | | Turistic Club Banatia Foundation | | Romania | Caras-Severin | 66.154,04 | Resita, Piata 1 Decembrie 1918, nr. 7  Tel. 0255-220052 |
| PARTNER 3: | | Tourist Organization of Pancevo | | Serbia | South Banat | 33.627,61 | Pancevo, 2, Sokace  Tel. + 381 13 351 366 |



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)