

Annex

Description of project activities

Transnational Cooperation Project

***"Entrepreneurship in Alternative tourism –
Instrument for sustainable development of our rural territories "***

I. Description of the general and specific objectives of the project

The objectives of the project are related with the sustainable DEVELOPMENT of the Territories of the three LAG's, CONTRIBUTING to the achievement of THE objectives and priorities of the CLLD strategies of the RESPECTIVE LAG's from Bulgaria, Italy and Spain and of the PRD 2014-2020.

Through the realization of activities related to whole spectrum of non-traditional and alternative tourism will be achieved the improvement of the European identity of some relatively backward regions, which is in addition to the local, regional and national identity.

The stimulation and expansion of alternative forms of tourism is aimed at the innovative presentation of the rural territories in Europe with multi-planned and multi-layered means and methods. These forms of travel packages or individual tourist services, which are defined as an alternativity of the mass tourism product in the way of offering, running and engaged the Human Resource for commercial and economic purposes.

The project proposal helps the achievement of the objectives of THE CLLD strategies and the Rural Development Programme (RDP) 2014 – 2020. by including training at community risk groups, such as young people and women; capacity building, sharing of experience, exchange of know-how and stimulating the introduction of innovative activities at local level.

The development of alternative tourism aims the support and promote the indigenous territories and Communities, their local products, typical brands, activities, landmarks, etc.

The project ***"Entrepreneurship in Alternative tourism – Instrument for sustainable development of our rural territories "*** has the following objectives:

General objective of the project:

Increasing entrepreneurial capacity among young people and women from the territory of the three partners, through the implementation of joint activities in the field of alternative tourism, leading to the sustainable development of local communities and rural territories.

Specific objectives of the project:

- To build capacity for entrepreneurship in the field of alternative tourism among women and young people from the territory of Lom through training and practice abroad.
- To explore, systematize and to present in an accessible way updated information about the opportunities for development of entrepreneurial ideas in the field of alternative tourism in its entire palette, related to local crafts, agriculture, applied Arts;
- To explore, systematize and promote good European practices in the development of entrepreneurship of young people and women entrepreneurs in the field of alternative tourism;
- To look for innovative solutions, problems related to marketing and advertising of local productions and Services ;
- To increase the expertise of the three partners in the field of support for entrepreneurship and alternative tourism.
- To improve the skills for team work of the three partners in the management of international project and construction and management of a joint innovative product – On-line internet platform with mobile applications.

Expected results:

As a result of the implementation of the project will increase the interest and improve the awareness of a large group of young entrepreneurs, including women the potential of the territories for the development of gastronomy, accommodation, local crafts and representatives of local authorities and institutions from the territories of the partner lags in TERMS of advantages, opportunities and prospects in the development of alternative tourism in the EU and In particular on the territory of the LAG Lom and the two partners in the target territories.

New international contacts will be created between young entrepreneurs and women in different sectors of the economy with a general focus- The tourism sector in its alternative forms. This will promote the production of environmentally friendly foods, taking into account the specific and traditional cuisine and specialties, the development of new for the regions economic activities that will facilitate the marketing and realization of their tourist product .

By forming a partnership and working on common problems, the three partners will inevitably increase their capacity, will have a larger information resource, will have more mechanisms and techniques to achieve the desired result. The establishment of a partnership between the three LAGS will allow them to optimize their activities and multiply the results achieved by the partners in future joint projects, as well as directly in the case of solutions to specific cases arising in their practice.

The implementation of this project will strengthen the partner local action groups as effective management structures for rural development, highlighting the contribution to the development of entrepreneurship of young people and women from rural Territories.

As a result of the project implementation will be created a joint product - Interactive Marketing platform "International Guide for Alternative tourism", based on new routes in the three regions and countries, including mobile application and a handbook on "Hospitality and experiences".

1.2. Description of target groups

The project is aimed at young people up to 30 and women with entrepreneurial spirit, as well as institutions directly or indirectly involved in the development of alternative tourism on the territory of the partner's LAG's.

1.3. Description of activities (including joint activities)

Activity 1. Organization, coordination and project management

LAG Lom, LAG Meridaunia, ITALY and LAG Litoral de la Janda, SPAIN will form a joint team of experts responsible for the implementation, management and coordination of the activities foreseen in the project. The main responsibilities of the team will be related to the operational organization and implementation of the project activities in compliance with the clauses of the grant agreements and the conditions for implementation of the project, compliance with the procedures And the requirements of the Regulations for organizing procedures for selection of contractors of project activities, monitoring and control during the execution of project activities-both in terms of timing and budget and in terms of Correct implementation of the envisaged activities.

The joint project implementation team will include the following partner positions as follows:

- For LAG Lom: Project manager; Accountant, Technical Assistant
- For LAG Meridaunia, Italy: Project coordinator
- For LAG Litoral de la JANDA, Spain: Project Coordinator

During the realization of the project two meetings with partners from Italy and Spain are foreseen – in the first month for the project to be presented and after one year – to take into account the progress of the project.

In implementation of the partnership agreement, a joint Project Management Committee (PMC) will be set up, including two representatives of the managing board of the partner LAG's. PMC aims to ensure the effectiveness and efficiency of the project, by taking key decisions, establishing a common system of communication and coordination, supporting the partners in the activities, achieving the project objectives, monitoring and monitoring of the project, as well as all other issues related to the implementation of the project.

Activity 2: Competition for objects and ideas for creating Thematic routes for alternative tourism

Peculiar workshop for ideas will provoke LAG-LOM to develop ideas and initiatives related to a new, future tourist product for the municipality of Lom. The aim of the competition is to provoke the interest, creative expression and to promote entrepreneurship among Young people and women from the territory by focusing young people towards thinking in depth and perspective for developing and realizing business ideas in the field of alternative tourism.

The association will announce on its website the regulation of competition for entrepreneurial ideas and objects, which can be included in alternative tourism routes in its entire palette – biking, eco, agrarian, wine, river, cognitive, adventure, educational, crafts, etc. . It will be made by a group of Experts in the field of tourism from the municipality of Lom and the Bulgarian Association for Alternative Tourism – BAAT, which will be invited as an associated partner for the project. They will elaborate on the application form, criteria for evaluation and applications. The application deadline will be after 2 months, after that the jury will select 20 viable entrepreneurial ideas.

Target groups will be young people up to 30 years old, women and their organizations, who have potential for development and will be able to compete with each other. The process will be

stimulated as it is announced, so the winners will participate in an Entrepreneurship Education – on site or remotely and in practice in the territory of the LAG partners from Italy and Spain.

The activity supports responsible and inclusive entrepreneurship by providing a range of services, including support for Business plan development and consultation on funding opportunities

Priority support will be given to conceptual projects:

- For the development of: cycling tourism, connected with the Danube bicycle route in Bulgaria <https://www.baatbg.org/docs/Danube.cycling.research.BG.pdf>. *is a practical guide that will be available. The study serves to create a network of tourist service providers that comply with the requirements of the velo-tourists, whose route passes through the municipality of Lom.*
- For sites that will be subsequently certified as recreational places with a green house Sign®. *This is a European brand given in Bulgaria BY Baat for quality, which offers addresses of hospitality, selected because of their authentic reception and care for the nature in the service of their guests. Guaranteed people to experience their journey as a personal discovery and adventure-to enjoy a homely atmosphere and untasted local dishes, to devote themselves to traditional art and to stroll through the surroundings in the fascinating company of the hosts.*

Activity 3. Opening of a transnational TOURIST CENTRE in MiG Lom as a basis for developing a common international tourist product.

Similar to the urban center "Monti Dauni" in Lucera, created by LAG Meridaunia in the city. LOM will be created a center for shared office space, conferences and trainings in the building of commercial logistic Center for the development of cross-border business and trade, where the office of LAG-LOM is located. It is Only necessary to purchase modern computer equipment for two working places. As specific equipment for the purposes of the different types of tourism – eco, biking, Agro, wine, adventure and river will be purchased drone, which will be used for the creation of clips, videos for the objects and events that can be promoted in <https://www.youtube.com>.

The building in Lom is a municipal property, modernized under the project "Joint construction of Centers for cross-border business and trade in Sofia. LOM (Bulgaria) and Damobeni (Romania) "under the cross-border cooperation programme" Romania-Bulgaria 2007-2013 ". It is equipped for the purpose of cross-border business and will be devoted to the LAG for free use during the project by the local government with a decision of the municipal council Lom. This project is fully in line with the intention of Lom municipality to develop entrepreneurial initiatives in the field of tourism on its territory in the long term.

For this purpose will be appointed for 10 months 2 young specialists-providers who will undergo a **course in digital marketing in social networks** for 4 months, 2 times a week in "**Vratsa Software Society**". The organization is chosen because It is with the first shared workspace in northwestern Bulgaria "The nest" and is on the list of Forbes Europe 30 under 30, Google RISE Awards. Their training will end with an examination and a project and will be issued a professional certificate, which allows them to subsequently lead training courses. IT-Specialists will pass and a dick with **for the design of national and European and international private and public funds**.

The aim is for six months to have the preparation to seek financing viable ideas, even within the shared economy, whose subject is constantly growing. The most popular for the modern stage are: short-term accommodation, transport, parking, work place. There are also platforms for shared clothes for specific events (fashion platforms), for providing cash loans on more favorable terms

(P2P lending platforms), incl. for donors. Widespread distribution also acquire platforms for the provision of organic products from producers, which can include producers from Lom.

Their skills will be necessary to enable the two specialists to help finance the best business plans of young people and women in the field of alternative tourism on the territory of the lag-LOM, as well as to train students in entrepreneurship using the [Http://mgames-youth.org/index.php/bg/mobilni-igri](http://mgames-youth.org/index.php/bg/mobilni-igri) platform , thus extending the activity of MiG-LOM. It is clear that the easiest way to reach out to young adults is by the information and basic competencies they need using an easy-to-use tool, close to their habits and lifestyles

Activity 4: Conduct entrepreneurial training.

Entrepreneurship is directly linked to knowledge and management skills, with knowledge to assess a real situation and a "vision" process to increase potential through resource restructuring, adding something new. Entrepreneurship is historically associated with the development of small and medium-sized enterprises, companies such as: restaurants, shops, small productions, services with limited local action, etc.

The approved 20 candidates (women and young people) will be educated on entrepreneurship in two forms – in 2 groups, by an external contractor, selected after a procedure under the PPA. The Training programme will be co-developed with the partners. The training in groups will be physically carried out by the CSC or the Faculty of Agricultural Tourism from the Agrarian University-Plovdiv, and remotely – by lecturers from "international tourism" by the catalogue for "alternative tourism" of New Bulgarian University:

<https://ecatalog.nbu.bg/default.asp?V Year=2019&PageShow=programpresent&P Menu=generalinfo&Fac ID=13&M PHD=&P ID=1107&TabIndex=1>.

The project envisages conducting 300 hours of entrepreneurship education, which will end with the preparation of a business plan. Graduates will receive a certificate of profession associate in small and medium business 345050, specialty small and medium Business 3450501 under the professional Strand 345 Administration and Management – II qualification degree in the criteria of Navo.

The defending best business plan before the trainers will have the opportunity to practice in one of the partner countries of the LAG Lom.

In Italy 5-day internship of young people will take place in professional center for training of staff in the "hospitality and restaurants" sectors in the building of an old castle, transformed into a training center "Castel di Pietra", incl. Complex with restaurant and event halls "Palazzo Ducale" and Piana delle Manrie – a complex for rural tourism (Agriturismo-Piana delle Mandrie).

In Spain, 5 female applications from LOM will learn the secret of the success of the Bodega Sancha Perez Winery (Bodega Almazara Sancha-Pérez).

Activity 5: Creating a marketing interactive platform "*International Guide in Alternative Tourism*" and a mobile application for the new tourist product "*Routes for alternative tourism*"

The three working space centers will allow for active use of LAGS and travel experts for business purposes – engaging in modern models of economic activities such as a shared economy and networking and finding solutions to The existing problems by pooling their efforts and resources.

The LAGS have different experiences, but as the results of the analysis show – they have common and similar objectives, they seek solutions to similar problems, regardless of their remoteness and differences. The established network is a model for the mechanism of interaction of local

organizations and citizens with local authorities to unify the resources available for the development of the region.

A four-lingual online tourism platform will be developed – in Bulgarian, English, Italian, Spanish, containing information about the project objectives, main activities, expected and achieved results, as well as information about the partner Organizations.

The platform is a tool for creating a cross-border network in which the new common tourism product is applied- The routes developed for alternative TOURISM on the territory of the three lags. The creation of this new tourist product and attracting tourists will turn the available resources into a resource for development. In The three countries, the shared economy is developed to varying degrees. In Bulgaria it is in the early stages of development, while in Spain and Italy the shared economy in the field of tourism is widespread. *The main element for its operation are the platforms that provide direct contacts between the service providers (product) and the user. The advantages of presenting entrepreneurial behavior through the shared economy is that the conditions are created for shared resources to bear income for the owner and for the user.*

The aim is for the members of the network to communicate and cooperate with each other, to support joint activities for the promotion of the new tourist product "routes for alternative tourism" in the territories of the three countries, to attract visitors in the regions even by organizing joint events. The platform will advertise only accommodation that is registered according to the requirements of the relevant national legislation.

Separately will be made and mobile application to the site, which will still be associated with the alternative routes. The mobile app will be developed for small handheld devices such as mobile phones, smartphones, tablets, etc. For operating system: AppStore, Google Play, Windows. The new mobile application will show the main routes, trails, places for shelter, natural and cultural attractions on the territory of Lom municipality in Bulgaria and neighboring areas.

The idea is that the platform between the three Partners "international guide in Alternative Tourism" is included in the first marketing interactive application "I Love Bulgaria" and its mobile version on the website of the Ministry of Tourism in Bulgaria, through Joining and switching to subscription service and eventual opening of offices in Italy and Spain in the centers of the LAG-s

Each of the partners will take action on mapping of pre-development initiatives for alternative Tourism in Bulgaria, Italy, Spain to include them in the European network www.earthacademy.eu project will be included in the site of the Danube Competence Centre (DCC), based in Belgrade, which is united by the Danube Association of tourist participants for a sustainable and competitive destination Danube. *The main task of the association is to build and support networks of tourist stakeholders by strengthening transnational cooperation through various tourist activities and promotional activities, while applying and promoting a unique tourist brand for a competitive European region of the Danube.*

A guidebook for alternative tourism will be created in the LAG LOM as part of the "Guide for Hospitality and Adventure", edition of BAAT. With this guide, BAAT strives to promote tourism in rural areas And non-traditional destinations and to support small businesses by encouraging tourists to use local services for sustainable tourist development.

The guide has the ambition to present exclusively sites and places outside the beaten paths of tourism in the region, which in its totality represent the real alternative and are carriers of the vision for sustainable and responsible tourist business and proposals Related to wine and culinary tourism, observation of wild birds, biking, horse riding in nature, etc.

The guide will be developed in an electronic version and published on the website of the interactive platform of the Project "International Guide in Alternative tourism." As a paper version will be printed 500 PCs, which will be distributed on the subjects of the thematic Route of the LAG Lom in order to benefit the tourists. Part of the circulation will be provided to tour operators working in the area, incl. And those organizing cruise tourism along the Danube river such as "Glemer and Joy" LTD. and "Dunav tours" JSC.

The development of the platform and the mobile application for alternative tourism will be entrusted to an external contractor after a procedure under the PPA after the preparation of a certain technical specification with specific parameters. As a resource must be set aside 15 thousand. Lv. Of the project budget and an additional 2 thousand Lv. For online advertising. Analogous is the approach and the mapping of entrepreneurial initiatives and the guidebook, where it will take 16 000 BGN and an external contractor will be selected after a PROCEDURE under the PPA.

Activity 6. Organizing and conducting a visit to the project team from the joint Project Management Committee (SCPS) at the headquarters of the European Tourist Commission in Brussels for advertising purposes.

The European Tourist Commission (ETC) <https://etc-corporate.org/> is a non-profit organisation based in Brussels, established in 1948. It is a member of 33 national tourist organizations from 32 countries in Europe. The Republic of Bulgaria is a member of the ETC since 1993. *THE Structure of the organization includes executive Unit, board of Directors, market Intelligence Group and Marketing Group ("Marketing Group").*

The main activity of the ETC is to advertise and stimulate tourism in Europe as a whole and in particular in each country. The organization offers its members two forms of membership-full and associate, supporting the exchange of experience and cooperation between them and providing up-to-date tourist data.

ETC operates in Europe and 4 major overseas markets – Brazil, Canada, China and the USA. *They are united in the so-called Operational Group (etc. Operations Group) and are chaired by the elected President. Their main duty is to draw up an annual advertising programme for Europe, budget planning and networking with local industries.*

In order to increase their capacity in the new district, representatives of the three LAGS will make a visit to the ETK headquarters in Brussels with the aim of EXCHANGING good practices in the NGO sector in a 3-day stay of 5 representatives of the joint Project Management team will meet with experts from the China Task Force to identify a joint strategy to reach the new tourist product "thematic routes for alternative Tourism "from the three countries – Bulgaria, Italy and Spain to be promoted and advertised in the" window "of European tourism is www.visiteurope.com. and the Chinese market.

New market research shows that the demand for Chinese travel to Europe remains strong, but the preferences of Chinese travelers are changing. A community of semi-independent travelers has emerged, who are more likely to go off the beaten track and explore lesser-known destinations.

These market data, analyses and promotional recommendations for Chinese outbound tourism to Europe were presented jointly by representatives of Tencent culture and tourism industry and the

Trip.com Group during a press conference hosted by the European Tourist Commission (ETC) in Beijing on 5 December 2019

The number of consumers who book European tourism products through the Trip.com Group from 2015 to 2019 increases by more than 30% per year. Although traditionally popular country destinations still dominate – the UK, Germany, Italy, Spain and Turkey have had over 20 million out of a total of 400 million searches for trips to Europe – developing country destinations show significant Growth trend. For example, in the first half of 2019, more than ten countries in Europe were among the destinations with the highest growth of Chinese tourists, including Croatia (with over 100% increase per year), Latvia, Slovenia, Bulgaria, Estonia, Serbia, Malta, Ireland and Denmark.

Activity 8. Publicity and visualization

The activity includes:

- 8 publications and broadcasts in regional media;
- Preparation of informational 3 banners for public events – in the language of the country and in English, respectively;
- Preparation of 3 information boards;

The images and inscriptions, i.e. the overall preparation and workmanship are according to a single manual of the beneficiary for application of the Rules for information and Communication 2014 – 2020, will be provided a strong presence in social media at all stages of the realization of the project (Facebook, Twitter) for discussing and distributing the materials and the results of the project.

1.4. Timetable of activities

No	Activity		Target group/Location	Responsible/participating Partner	Time limit (duration)	Score
	Joint	Local				
1	Organization, coordination and project management		The project partners/ Bulgaria, Spain, Italy	LAG-Lom LAG Meridaunia, LAG Litoral de la Janda,	24 months	1. Appointed joint team; 2. Established joint Project Management Committee(CU); 3.3 meetings held (p); 4. Established organization for effective management and operational implementation of the project 5. Established mechanism for effective control of the project activities 6. Periodic reporting to the funding body 7. Provided in a timely manner for the execution of the project activities; 8. Project Reporting
2		Competition for objects and ideas for creating thematic routes for alternative tourism	Bulgaria	LAG-Lom	2 months	1. Selection of 20 viable entrepreneurial ideas.

3		Disclosure of a transnational tourist centre in the LAG LOM as a basis for developing a common international tourist product.	Bulgaria	LAG-LOM	16 months	1. Established Center for shared office space, conferences and trainings in the building of commercial logistic center in Lom 2. Purchased, supplied and installed computer equipment for 2 workstations. 3. Purchased drone for special orders.
4		Conducting entrepreneurship education.	Bulgaria-Territory of	LAG –Lom LAG Meridaunia, LAG Litoral de la JANDA	4 months	1. Trained 20 young people and female entrepreneurs – physical and remote. 2. Issued and received 10 Certificate and for occupation associate in small and medium business 345050. 3. Prepared 20 and ranked 10 best-developed business plan. 4. Practically trained 5 young entrepreneurs in Italy. 5. Practically trained 5 female entrepreneurs in Spain
5	Creation of a marketing interactive platform "International Guide for Alternative Tourism" and a mobile application for the new tourist product "routes for alternative tourism"		Territory of lag – Lom territory of the Gal Meridaunia, Italy and LAG Litoral de la Janda, Spain	LAG-LOM	16 months	1.Created a marketing interactive Platform "International Guide in Alternative Tourism". 2.Created Mobile application for the new tourist product "routes for alternative tourism" 3. Mapped objects by alternative routes. 4. Established interactive P-Tel on alternative routes. 5. Issued 500 brochures/books-paper In Bulgarian and English.
6		Organizing and conducting a visit to the project team from the Joint Project Management Committee (PMC) at the headquarters of the European Tourist Commission in Brussels for advertising purposes	Territories of the partner lags/ Belgium-Brussels Headquarters	LAG-LOM, LAG Meridaunia, ITALY and LAG Litoral de la Janda, SPAIN	1 month	1. Good NGO practices exchanged in the tourism sector 2. One interactive platform on the European network www.visiteurope.com. 3. Potential for Associate membership of the three partners in the European Tourist Commission
7		Publicity and visualization	Territory Partner LAGS	LAG-LOM, LAG Meridaunia, ITALY and LAG Litoral de la Janda, SPAIN	24 months	1. 8 number of publications and broadcasts in regional media; 2. 3 Information banner for public events 3.3 Pieces of information boards 4. Created pages on social networks Facebook and Twitter

1.5. Breakdown of the budget by activity

No	Activity	Planned maximum budget, BGN	Responsible Partner
1	Organisation, coordination and project management	60 000.00	LAG –Lom, LAG MERIDAUNIA, Italy and LAG Litoral de la JANDA, Spain
2	Competition for objects and ideas for creating thematic routes for alternative tourism	1 000.00	LAG-LOM
3	Disclosure of a transnational tourist centre in the LAG LOM as a basis for developing a common international tourist product.	37 900.00	LAG-LOM
4	Conducting entrepreneurial training	68 200.00	LAG-LOM
5	Creation of a marketing interactive platform "International Guide for Alternative Tourism" and a mobile application for the new tourist product "routes for alternative tourism"	42 000.00	LAG –Lom , LAG Meridaunia, Italy and LAG Litoral de la Janda, Spain
6	Organizing and conducting a visit to the project team from the Joint Project Management Committee (SCP) at the headquarters of the European Tourist Commission in Brussels for advertising purposes	9 000.00	LAG –Lom , LAG Meridaunia, Italy and LAG Litoral de la Janda, Spain
7	Publicity and visualization	6 900.00	LAG –Lom , LAG Meridaunia, Italy and LAG Litoral de la Janda, Spain
Total project budget:		225 000.00	

Exchange rate: 1 EUR = 1.95583 BGN

Total of the project budget in EUR: **115 040.67 EUR**

1.6. Breakdown of the budget for each partner (to be completed for all project partners)

No	Partner Name	Planned maximum budget, euro	Share of total expenditure (contribution to the budget for joint activities) *
1	MIG Lom	95 040.67	
2	Gal Meridaunia, ITALY	10 000.00	
3	LAG Litoral de la Janda, Spain	10 000.00	

*Part of the planned maximum budget allocated to the partner. Note: The difference between the planned maximum budget for the activity and the share of the total costs is equal to the maximum local activity budget of the partner concerned.

1.7. Breakdown of the budget by partner and source of funding

	Project value in Euro						
		Total costs of the cooperation project *	Of which:			If other means are dialed, please indicate:	
N o	Partner		Eafrd	Other public funds	Private funds	Fund name	Contribution of the Fund
1.	LAG Lom	95 040.67					
2	LAG Meridaunia, ITALY	10 000.00					
3.	LAG Litoral de la Janda, Spain	10 000.00					