

# EU Funding for the Tourism Sector

**Petra Klepo**  
**Director of EU Centre, MICRO grupa d.o.o.**

*Sarajevo, May 28, 2009*



**MICRO**grupa

# Presentation Overview

---

- Presentation of **successful EU funded projects** in Croatia
- Presentation of **projects eligible for EU funding** in the tourism sector
- Upcoming **opportunities for funding** tourism projects from EU programmes
- Examples of **eligible activities**
- Useful **links and institutions**

# Presentation of EU funded projects

---

- **CBC Slo-Hu-Cro / Via Urbium**
- <http://www.viaurbium.com/hr/home/>
- A route “discovering” three attractive towns



- VIA URBIUM is a newly planned three-day program for getting acquainted with the old towns of Maribor in Slovenia, Szombathely in Hungary and Varaždin in Croatia. Emphasis is on the historical cores of the three towns and their cultural offers, other surprises and pleasantries that await visitors are also included.

# Presentation of EU funded projects

## CBC Slo-Hu-Cro / Rural Area Traditional Route – P.O.T.

- <http://www.putevi-hrane.com/>
- **Purpose of the project:**  
To establish a network of family farms in the cross-border area of Croatia and Slovenia to improve the market competitiveness of traditional agricultural products.
- With stronger connections between producers and tourist agencies, tourism in the whole region will also improve and bring additional revenues to family farms.



# CBC Slo-Hu-Cro / Rural Area Traditional Route – P.O.T.

---

## Results of the project

- Established cooperation between family farms and tourist agencies
- Increased recognition of the area on the tourist market
- A marked and well defined network of family farms – rural area traditional route
- Database of family farms, which produce and sell traditional agricultural products
- Database of traditional agricultural products
- Promotional materials: Website, ID cards, leaflets, brochures, maps, signs, posters
- Educated agricultural producers on how to create quality traditional agricultural products and place them on the market

# Presentation of projects eligible for EU funding

---

- **Adriatic New Neighbourhood Programme / Revitalization of the “Pustinja Blaca” Complex and Creation of the Basis for the Development of Cultural Tourism – ReVive**
- **Pustinja Blaca - one of the most important cultural sites on the island**
- **Needs much preservation works, mostly on the paths leading to the complex, spaces for accommodation, concerts and similar events, luxurious furnishings, plaster work, valuable paintings, astronomic apparatus, and rich collections of clocks and weaponry**

# Adriatic New Neighbourhood Programme / ReVive

---

## Overall objective

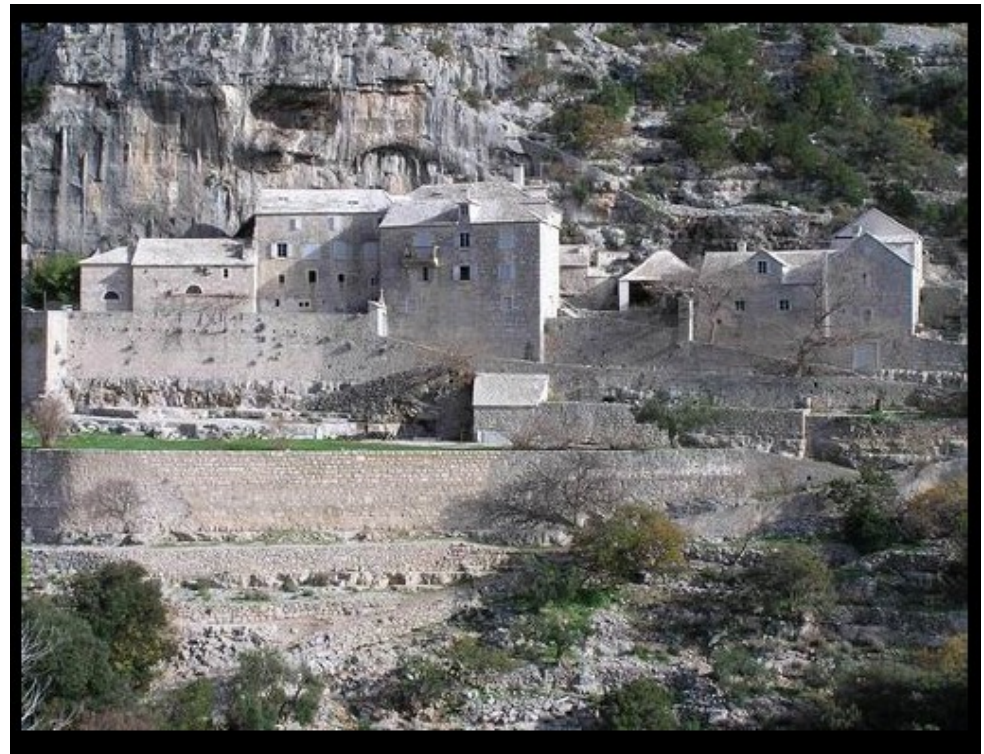
- To preserve the cultural properties of Pustinja Blaca and build capacities of the local stakeholders for the development of the cultural tourism sector

## Specific objectives

- To preserve and effectively manage the protected cultural heritage site
- To develop a region-specific sector of industry; in this case cultural developments give impetus to development of tourism and vice versa
- To educate and raise awareness of the universal value and importance of preservation of monuments of culture, and as a consequence thereof preventing further devastation of historical monuments

# Adriatic New Neighbourhood Programme / ReVive

---



# Presentation of projects eligible for EU funding

---

- **Adriatic New Neighbourhood Programme / Enhancement of cultural heritage and improvement of management structures for cultural tourism - CulTourist**
- **Town of Vrgorac possesses high potential for the development of cultural and rural tourism**
- **An authentic tourist destination filled with interests and cultural monuments**
- **The restoration of towers in the town of Vrgorac, their valuation and quality presentation, will have numerous positive effects on the population of the town**

# Adriatic New Neighbourhood Programme / CulTourist

---

## Objectives

- To ensure a continuous cultural touristic offer, the availability of the respective offer throughout the year
- To create a positive economic climate for the inclusion of the wider area in the tourist flux as well as to network with already known destinations

## Specific objective

- To organize tours and educational programs as well as to create a quality cultural tourism offer
- To create a marketing and management plan that would foresee various thematic events that would enrich the cultural tourist offer of Vrgorac
- To further restore the towers, to protect them, and to mark respective monuments with sign-posts

# Adriatic New Neighbourhood Programme / CulTourist

---



# Opportunities for funding

- **CBC Programmes**
- Croatia – Bosnia and Herzegovina
- Croatia – Serbia
- Croatia – Montenegro
- Bosnia and Herzegovina – Montenegro
- Bosnia and Herzegovina – Serbia
- IPA Adriatic CBC
- **Transnational programmes**
- SEE
- MED programme
- **Community programmes**
- CIP - EIP: Networks for the competitiveness & sustainability of European tourism

# Example of eligible activities

---

## Development of joint tourist offers

- Development of new tourist products/services
- Development of small-scale tourist infrastructure related to thematic routes;
- Complementary training of staff required for the operation of supported attractions and facilities;
- Certification of local products and services
- Joint tourism promotion and marketing initiatives (i.e. promotion of regional identity)
- Integration of cultural heritage into tourism products
- Implementation of modern technology and information systems
- Creation and implementation of common tourism development strategies

# Useful links

---

## European Destinations of Excellence:

- [http://ec.europa.eu/enterprise/sectors/tourism/eden/index\\_en.htm](http://ec.europa.eu/enterprise/sectors/tourism/eden/index_en.htm)

## CIP - EIP: Networks for the competitiveness & sustainability of European tourism:

- [http://ec.europa.eu/enterprise/newsroom/cf/itemlongdetail.cfm?item\\_id=2929&lang=en](http://ec.europa.eu/enterprise/newsroom/cf/itemlongdetail.cfm?item_id=2929&lang=en)

## Eureka Tourism:

- <http://www.eurekatourism.eu/Pages/home.aspx>

## Assembly of European Regions:

- <http://www.aer.eu/main-issues/tourism.html>

## Leonardo da Vinci - EU supplementary qualification in tourism mngmt:

- <http://www.eu-eqt.de/>


## FP6 – Integrated e-Services for Advanced Access to Heritage in Cultural Tourist Destinations:

- <http://www.isaac-project.eu/>



**Petra Klepo**  
**Center for EU Director | Senior Consultant**

**MICRO projekt d.o.o.**  
**Stepinčeva 38, HR – 21311 Stobreč**  
**Phone: 385(0)21 555 412**  
**Fax: +385(0)21 555 419**  
**[petra.klepo@microgrupa.com](mailto:petra.klepo@microgrupa.com)**

 Existing MICRO grupa offices