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Triple P Tourism: Promotion, Policy and Pilots

1st Call for Proposals

Info Days

Tourism Development & Promotion Project

Good.
Better.
Regional.

Triple P Tourism Promotion, Policy and Pilots:

- Duration: 3 years (2018-2021)
- Funds: € 5 million
- RCC implemented - EU Funded
- Regional Platform in Charge: RCC's Tourism Expert Group (government and private sector)

Triple P Tourism Promotion, Policy and Pilots:

Objective: To increase employment and sustainability of SEE economies through regional tourism development

Priority area:

- Area 1: Product Development and Promotion
- Area 2: Policy development
- Area 3: Pilot Projects - **Small Grants**

Priority themes:

- Cultural tourism
- Adventure tourism



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Tourism Development & Promotion Project



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Priorities of the Programme:

CfP Objective: To contribute to increase of employment and sustainability in SEE economies, through regional tourism development

Priorities:

Cultural tourism, and in particular the **themes** of

- a. the **Crossroads of Civilizations** as regional identity - fortifications to be the first product archipelago to introduce the identity
- b. **Archaeological sites** from Roman period
- c. **Art and design of post-World War II monuments** - establishing the new product regional route

Adventure tourism:

- a. Via Dinarica including related programmes (i.e. Trans Dinarica)



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Guidelines for Applicants:

- Funds available under the 1st CfP amount to
EUR 540,000
- Projects eligible for 1st CfP are those whose budgets are between
EUR 20,000 and EUR 54,000
- **Minimum 10% co-financing participation**

Eligibility of applicants:

In order to be eligible for a grant, applicants must belong to one of the following categories:

- non-governmental or non-profit making organisations;
- associations or foundations;

Also the applicant must:

- be a legal person or a local authority;
- be established in WB6 economies
- be directly responsible for the preparation and management of the action, not acting as an intermediary.

Type of applicants:

Elaboration of the above type of organisations that are eligible would include, but not be limited to:

- local and regional tourism development organisations;
- tourism clusters;
- educational and training organisations actively engaged in tourism development;
- national and nature parks.



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Other organisations and/or institutions involved in the project:

Collaborators - have an actual role in the implementation of activities but cannot receive any part of the grant.

- An applicant **may not submit more than one application** under this Call for Proposals.
- An applicant may at the same time be collaborator - in another application. Collaborators may take part in more than one application.



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Duration and location of the action:

- **Duration of the projects: between 2 and 7 months**
- **Locations: Albania, Bosnia and Herzegovina, Kosovo* , Montenegro, Serbia and/or The Former Yugoslav Republic of Macedonia²**

Regional projects implemented on territories of 3 and more economies will be considered an asset.

**This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo declaration of independence.*

² Beneficiary economies from the Western Balkans on a territory of the RCC Triple-P Tourism in SEE: Promotion, Policy, and Pilots



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Eligible activities:

Within priority areas:

- Mapping out trails, sites and locations of interest for priority themes above, either as each route separately or as all routes together within a specific geographic area;
- Assessment of tourism readiness for specific sites and locations of interest for priority themes, (in particular the cultural heritage priority themes), either as each route separately or as all routes together within a specific geographic area;
- Storytelling as a vehicle for heritage promotion and interpretation in relation to the priority themes above;



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Eligible activities:

Within priority areas:

- Comparative analysis of Roman heritage sites against the requirements of the certified cultural routes of the Council of Europe that are active and present in the WB6 region, and that deal with heritage of the Roman period;
- Analysis and development of a regional coordination structure for Via Dinarica, including proposals for long-term business models;
- Identification of needs and development of training programmes for specialised adventure guides (i.e. hiking, rafting, mountain biking, kayaking, climbing, paragliding, etc..) or other service providers;



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Eligible activities:

Within priority areas:

- Development of plan of promotion for Via Dinarica and/or related programmes for 2018/2019 promotion period, that could include but not be limited to development of promotional materials, attendance at trade events (fairs), organisation of promotional visits by trade or media and similar.



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Eligible costs:

are actual costs incurred by the Beneficiary which meet all the following criteria:

- they incurred during the implementation of the Action;
- they are indicated in the estimated overall budget for the Action;
- they are necessary for the implementation of the Action;
- they are identifiable and verifiable, in particular being recorded in the accounting records of the Beneficiary and determined according to the accounting standards and the usual cost accounting practices applicable to the Beneficiary;
- they comply with the requirements of applicable tax and social legislation;
- they are reasonable, justified and comply with the requirements of sound financial management, in particular regarding economy and efficiency.



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Submission of Concept Notes and Applications:

Restricted Call for Proposals: only Concept Notes must be submitted for the evaluation, applicants whose Concept Notes have been pre-selected will be invited to submit a Full Application.

Concept Notes submission:

1. Grant Application Form (Concept Note) in accordance with the instructions;
2. Completed and signed Declaration (scan version);
3. A copy of a valid certificate of registration of the entity in eligible economy (for the project applicant).

Concept Notes submission:

- Concept Note together with the documentation must be submitted electronically to the e-mail address: tourism.grants@rcc.int
- E-mail heading “**Application - CfP 1 2018**” (all relevant documents are to be scanned and attached to the email)
- **Deadline for submission of Concept Notes: 16/08/2018, 14:00 h**

Indicative Timetable*:	Date:
Publication of 1st Call for Proposals	16/07/2018
Info sessions	16/07/2018 - 26/07/2018
Deadline for requesting any clarifications from the RCC	26/07/2018
Last date on which clarifications are issued by the RCC	02/08/2018
Deadline for submission of concept notes	16/08/2018
Information to the applicants on the results of the concept note evaluation and invitations to the successful applicants to submit the full applications	30/08/2018



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Indicative Timetable* (continued):	Date:
Deadline for submission of full application forms	27/09/2018
Information to applicants on the evaluation of full application forms and notification on award and request for administrative documents	12/10/2018
Complaints period	12/10/2018- 26/10/2018
Contract signature	26/10/2018

Further information: <https://www.rcc.int/tourismgrants>

* Provisional date. This indicative timetable may be updated by the RCC during the procedure. In such cases, the updated timetable will be published on the RCC website

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Q&A:

- Period for Q&A: 16/07-26/07/2018
- Questions can be submitted electronically to the e-mail address:
tourism.grants@rcc.int
- Answers will be shared under FAQ section at
<https://www.rcc.int/tourismgrants>
- Evaluation grid for the Concept Note is part of the Guidelines for Applicants



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How to fill in Application Form?



Microsoft Word
Document



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How to prepare Project Budget?

Interested candidates will co-fund their projects with minimum 10% co-financing participation.

Grants allocated within this call may finance administrative costs and staff costs to a maximum of 30% of the requested amount.

The remaining 70% of the funds should be foreseen for costs directly related to the implementation of project activities.



Microsoft Excel
97-2003 Worksheet



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CULTURAL TOURISM

Tourism Development & Promotion Project

CULTURAL TOURISM

Main goal

- At least one cultural route developed with relevant tourism offer along
- contribute to the overall economic growth
- increase employment and sustainability through regional tourism development

UNLOCK THE POTENTIAL OF CULTURAL HERITAGE FOR DEVELOPMENT!

Tourism Development & Promotion Project

CULTURAL TOURISM

3 Priority themes:

- **Crossroad of Civilizations** as regional identity - fortifications to be first product archipelago to introduce the identity
- **Archaeological Sites** from the Roman Period
- **Art and Design of the Post WWII Monuments** - establishing the new product regional route

CULTURAL TOURISM

Indicative project activities:

- Mapping out trails, sites and locations
- Assessment of tourism readiness of sites and locations
- Storytelling as a vehicle for heritage promotion
- Comparative analysis of Roman heritage sites



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Regional Cooperation Council

CULTURAL TOURISM

To keep in mind:

- Monuments and sites' readiness for inclusion
- Existence of basic public infrastructure, public tourist services and other tourist products and services
- Impact on the local community development
- Target market potential
- Regional component
- New and innovative ways of interpretation

- Be creative!



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ADVENTURE TOURISM



Tourism Development & Promotion Project

Adventure tourism advantages

- Sustainable financial source for:
 - Rural and mountain communities
 - Incentive for new creative businesses
- Tourist and host
 - Tourist pays for entertainment
 - Host gets paid while entertaining
- Nature and community
 - Nature is better maintained
 - Community appreciates the place they belong to

TEG resulted with support for

- Via Dinarica as a regional brand / corridor

As such, Via Dinarica strives to be:

- Regionally sustainable and responsible
 - Underdeveloped regional coordination and management structure and
 - Content needs to be more uniform and streamlined for marketing purposes



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ADVENTURE TOURISM

Activities lines under grant proposals could be:

- Mapping of trails, assessment of tourism readiness of specific sites
- Joint and targeted promotion of product
- Specific needs for training

Things to keep in mind:

- Regional coordination and partnership
- Regional standards
- Show clear linkage of your project / idea with the region



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ADVENTURE TOURISM

Why Joint Product is of benefit?

- Independent travelers already tailor all regional economies in their travels
- Common platform and joint local potentials attract more tourism
- Standardized regional content

Our goal is to:

- Have minimum one sustainable joint adventure travel route
- Have local economy stronger through longer visitor stay in the region and increased local spending all the while contributing to growth in employment
- Have increased local awareness of the economic power of tourism and boost entrepreneurial initiatives



Thank you!

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