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DIVERTIMENTO
Europe: motion, emotion, imagination

DIVERTIMENTO

Diversifying tourism offers in peripheral destinations with heritage-based products and services, stakeholder-skills alliances to internationalize locally operating micro-enterprises

CALL FOR EXPERTS

COS-TOUR-2015-3-04

Supporting Competitive and Sustainable Growth in the Tourism Sector

**THEME 2: DIVERSIFYING THE EU TOURISM OFFERS & PRODUCTS –
PROMOTING TRANSNATIONAL THEMATIC TOURISM PRODUCTS**

WORK PACKAGE 5

Activity 5.3. Testing and enhancing Pilot Project Applications to commercialize heritage offers in the project area

Task 2: Transnational Evaluation Committee



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CALL FOR EXPERTS

The EU project DIVERTIMENTO “Diversifying tourism offers in peripheral destinations with heritage-based products and services, stakeholder-skills alliances to internationalize locally operating micro-enterprises” is looking for **tourism and/or heritage experts** to recruit the Transnational Evaluation Committee and to join the EUROTHENTICA Association of Tourism Enterprises.

PROJECT DESCRIPTION

The project unites the efforts of 7 partners from Greece, Italy, Spain, Slovenia, Romania, Bulgaria and Turkey and is financed from the EU COSME Programme for the Competitiveness of enterprises and small and medium-sized enterprises, Call COS-TOUR-2015-3-04 Supporting Competitive and Sustainable Growth in the Tourism Sector, Theme 2: Diversifying the EU tourism offer & products – promoting transnational tourism products.

The project diversifies tourism offers in peripheral destinations with heritage-based products and services, addressing stakeholder alliances and improving professional skills to internationalize locally operating micro-enterprises, achieve excellence and facilitate their uptake by the global market.

Fully in accordance with the EU2020 Grand Societal Challenges and the new narrative for Europe, 2014, 7 peripheral destinations in the participating countries capitalize on best practices from the international



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TRANSNATIONAL EVALUATION COMMITTEE



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experience to create and launch a locally produced and globally distributed high quality experienced based product in heritage tourism.

The final product is a Trilogy (Cultural Route, iBook, Heritage Games) inspired by the COE Principles for Cultural Routes, exploiting both the technology intense experience and the onsite experience in the territory. It enters the global distribution channel ITB Berlin in 2017 addressing primarily the connected consumer market, the senior and youth market.

TRANSNATIONAL EVALUATION COMMITTEE

Transnational Evaluation Committee shall utilize the capacities of experts working in tourism, culture heritage and communication to provide quality input and standards from the international experience do as to affect the project main deliverables – the Transnational Cultural Route EUROTHENTICA, the iBook and the Heritage Games towards excellence and the acquisition of a brand name.

EUROTHENTICA ASSOCIATION OF TOURISM ENTERPRISES

The Project Legacy with 102 tools will be inherited to the Statutory Association of Tourism Related Enterprises EUROTHENTICA, with seat in Rome, Italy, so as to maintain results and replicate project achievements. The EUROTHENTICA Association of Tourism Enterprises /EATE/ shall work to stabilize the project results transferring the project philosophy at transnational level, to attract newcomers for future actions and to enable parties involved to understand they may contribute towards inclusion of



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state, civil society and economy, to develop an inclusive approach that widens and deepens the involvement of third sector. The EATE is activated throughout the Project's runtime, to benefit the tourism SMEs as direct beneficiaries and as series stakeholders as ultimate beneficiaries such as local government bodies and ministries, regional and local authorities and communities, local action groups, NGOs and the voluntary sector, cultural operators and local heritage organizations and initiatives, professional Unions and Traders Associations involved in tourism in the Project Intervention Area.

EXPERT PROFILE

Experts of any kind working in tourism, culture heritage, communication and culture heritage audiovisuals and the arts independent of study background are asked to recruit the Transnational Evaluation Committee.

Encouraged are also young experts with 3 years of proven experience in heritage management, communication, interpretation, CH audiovisuals and arts or other.

Experts shall complete their curriculum vitae in the Europass format. The Guidelines for completing the Europass and a complete example can be downloaded directly from the following link:

<http://europass.cedefop.europa.eu/documents/curriculum-vitae/templates-instructions>

CVs must be sent to Mrs. Elena Simeonova, project coordinator at the Union of Bulgarian Black Sea Local Authorities, e-mail: assistant@ubbsla.org

All experts shall receive a confirmation email for their expression of interest.

COS/TOUR DIVERTIMENTO/699493

<http://divertimento.unicity.eu/index.php>