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COMMON STRATEGY TO PROMOTE THE INTEGRATED TOURISM PRODUCTS

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COMMON STRATEGY TO PROMOTE THE INTEGRATED TOURISM PRODUCTS

This strategy was conducted within financing contract no. 79 732/12.07.2018 for project implementation "Green Tourism Products", ROBG code 291, co-financed by the European Union, through the European Regional Development Fund, under the INTERREG V-A Romania - Bulgaria, Priority Axis 2 "A Green Region", 3rd Call.



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I. INTRODUCTION

“Projects are changing the lives of their promoters and their communities; hence they constitute plenty of potential good news about Europe... But these pieces of news need messengers...[which]... is a shared responsibility of everybody... at EU, national, regional or local level”.

Commissioner Corina CRETU,
Stockholm, November 2016

1.1 Sport events role in promoting CBC touristic destinations

1.1.1 General context of tourism promotion through sports activities

The role of sport events has been evolving over time. If events are still planned to bring people together and to generate economic benefits, they are increasingly used as marketing strategies to help promote, position, and brand destinations in a similar way that events contribute to touristic development through sports activities. This aspect of the role of special events has only been examined recently in the literature. The purpose of this strategy is to show how sports events can contribute to a city's or a country's or a region's touristic development.

Amongst special events, sport events had a privileged position. From the ancient to the modern Olympic Games, from the Football World Cup to the America's Cup, sports have been a fertile ground for bringing people together around an event. Participants, followers, spectators, business people all converge and contribute to make sports events some of the most sought-after opportunities to showcase a destination.

In order to illustrate the interdependence between event and destination marketing, we present in the following chapters of the strategy the connection between the two tourism products developed within `Green Tourism Products` project - marathon and hiking events - and the tourist development of the Romanian-Bulgarian border area.

Sport events tourism is a huge and growing global industry with important economic implications for both the sport events and the impact of travel and tourism related benefits on host destinations. A primary function of a sport event is to provide the host community with an opportunity to secure high prominence in the tourism market place. However, international or regional prominence may be gained with significant social and environmental costs. Hosting sport events has been focused of destination marketers as a strategy to enhance its destination image and differentiate its tourism products.

All over the world, communities are attracted to hosting sport events to draw marketing benefits that will contribute to the success of the destination in the long run by creating awareness, improving their image with visitors and attracting tourism business to generate inbound travel. Starting from this idea, the three partner associations - ACTIS, ARETE-SPORT and `Harald Gormsson` - have developed an innovative project to increase tourism on the riverside cities of the Danube in the Romanian-Bulgarian cross-border area through sports events.

As such, destination images can be influenced by the hosting of sports event and the attributes associated with these. The purpose of this strategy is to outline the role of sport event tourism in the promotion of tourist destinations.

Events can become the most common channel, through which visitors satisfy their desire to sample local foods and traditions, participate in games, or are entertained. Local and regional sport events can have the added advantage of keeping the domestic tourism market active (Getz, 1991).

Sport event tourism is internationally recognized as a substantial and highly desirable niche market (Getz, 2002). Most of the tourism literature concentrates on mega sport events, while regional sport events or specific sport events are less studied.

Considering these international trends, this strategy proves that sport event tourism is an opportunity to improve the touristic profile of CBC area as a tourist destination. The future recommendations are aimed at assisting the destination in getting the most of sport event tourism and help the local authorities to develop appropriate and sustainable strategies.



1.1.2 Literature review

Events can be described by referring to their tangible components. Getz (1991) proposes that the tangible products of an event are actually presented to the public as a `façade`: these are the mechanisms by which a visitor experience is partially created. There is a synergistic process involving these products and many intangibles to create the atmosphere that makes the event.

Further, events are usually produced as a means of achieving some greater goal. Event tourists or visitors can be defined as those who travel away from home for business, pleasure, personal affairs or any other purpose (except to commute to work) and who stay overnight at an event destination (Masberg, 1998).

Even in cases where events have not been planned with tourism objectives in mind, tourism tends to become a strategic factor once the destination managers begin to market, promote or package the event as part of the attraction mix of destination. To become a touristic product, a sport event has to be attractive to specific target segments, high in quality and (if the case) priced right (Hudson, 2003).

Sport tourism is not just an experience of sport activities. It forms a distinct culture of a destination, called by Pigeassou (2004), *sport culture* - a culture that can influence the choice of the destination. According to Oh (2002), sport events can be used as the promotion tool of the tourism in the destination country. Sporting events attract more and more tourists.

In the changing tourists' behaviour sports become a part of tourism, resources that can gradually improve the host country's image and further promote tourism in that country. The development or upgrading of sport facilities may be an effective strategy to access new markets for sport event tourism (Hinch and Hingham, 2004).

From the destination's perspective, sport event tourism is the development and marketing of sport events to obtain economic and community benefits. To the consumer, it is travel for the purpose of participating in, or viewing, a sport event (Getz, 2002). Events have a significant economic impact (Formica, 1998).

Community events are expected to increase the number of tourists and the amount of expenditures (Murphy and Charmichael, 1991). They are believed to bring

social benefits towards community (Getz, 1991; Ritchie, 1984) and last but not the least they lengthen the life cycle of destination (Getz and Frisby, 1998). The enhancement of community and creation of positive image (Jago and Show, 1998) improve destination`s image. Several researches verified that image improvement is associated with hosting different events (Jeong and Faulkner, 1996; Pyo, 1995; Ritchie and Smith, 1991).

Destination gets a wide media coverage as well as advertising. The participants of the events and the attendees of events visit the destination to take part in the event which brings lot of foreign currency to the particular destination.

Events also help to build an image into the minds of tourists who have never visited the place and point their attention to the destination through media coverage. Tourists have several options and the first thing comes in their mind is the brand name which emerges from the level of satisfaction (Jayswal, 2008).

Lasting social benefits are potentially available to the host community through properly planned and promoted special events. These include the enhancement of community spirit and pride, the promotion of cooperation and leadership within the community, the strengthening of support or local cultural traditions, and the building of greater cross-cultural understanding (Getz, 1992).



1.2. `Green Tourism Products` - project description

`Green Tourism Products` project (abbreviation: *Green Tour Pro/* eMS code ROBG 291) is financed through INTERREG V-A programme, Priority Axis 2 `A green region`, 3rd Call. The total eligible value is 498,884.65 EUR, out of which 424,051.94 EUR represents the amount of EU contribution (through European Regional Development Fund), 64,850.04 EUR represents the State Budgets co-financing and 9,982.67 EUR is the partners own contribution.

The financing contract was signed in the summer of 2018 and had an implementation period of 18 months, until January 2020.



1.2.1 Project`s partners

`Green Tourism Products` is a project implemented in partnership by ACTIS Sport Club Association from Calarasi (Romania), as lead partner, together with ARETE - SPORT Association from Belogradchik (Bulgaria) and the Association for Improvement of Inter-Human Relations (AIRI) `Harald Gormsson` from Mavrodin (Romania), as partners.

Together, the three partners had developed in the implementation period new tourism products by organizing ten pilot actions consisting in hiking and marathons events held in the area of natural and cultural sites of the Romanian-Bulgarian cross-border region, in order to promote and capitalize on the cultural and natural heritage, for the sustainable economic development of the border area.



The purpose of **ACTIS Association** and its partners is to organize and develop sports activities, to promote mass sports and a healthy lifestyle, as well as to participate in sports activities and competitions.

The association has relevant experience in the project field, having an important role in the development of essential sports activities, through its knowledge and expertise regarding the sports events logistics and conducting sports activities in a safe and relaxing manner in the touristic areas of the cross-border.



ARETE-SPORT Association aims to promote cross-border, regional, interregional, national and international, local cooperation, through an intelligent, sustainable and inclusive environment, as well as growing and protecting the cross-border identity. The association also aims to promote the sustainable development of the regions, including the cross-border area between Bulgaria and Romania, as well as to encourage, enhance and develop tourism and to protect, conserve, promote and develop cultural and natural resources and heritage.



ARETE-SPORT is an active organization with experience in the field of education in the cross-border area. ARETE-SPORT works to ensure the balance between theory, interactive study techniques and the creation of self-teaching best practices. The approaches and methods provided for the project, as well as the preparation of the association, provided stability and easy traceability of the results of the financing contract.



Starting from the desire to promote the green shores along the Danube river and the cultural and natural heritage from the northern to the southern areas of the Danube, the **Association for the Improvement of Human Relations `Harald Gormsson` (AIRI-HG)** developed new tourist packages, accessible and environmentally friendly, consisting of hiking and marathons in the cross-border area. These two outdoor activities had become increasingly popular in recent years all over the world, and there by `Green Tourism Products` project aims to offer an alternative more accessible touristic package both financially, and logistically for the sports enthusiasts who want to spend their weekends or vacations in the middle of nature, along the Danube river, having also the advantage to be close to the main urban centres in Romania and in Bulgaria as well.



1.2.2 The objective of the project

As part of `Green Tourism Products` project, unique tourism products have been developed for nature lovers and outdoor activities enthusiasts, through hiking and running events in the area of natural attractions and cultural sites in the Romanian-Bulgarian cross-border region.

Through these activities, which combine ecotourism with sports tourism, we aimed to promote areas with unique characteristics for the cross-border region, which, through their extremely rich and varied natural habitats, they are truly unique and priceless.

The target group of the project is represented by the general public, basically everyone who is interested in taking part in hiking and running adventures in the

heart of nature, from amateurs to performance athletes, families, groups of friends or adventurous colleagues etc., who want to participate at outdoor activities, combined with a healthy lifestyle.

These actions will also contribute to the economic growth of both Bulgaria and Romania, creating a closer link between the two neighbouring countries.

The green banks of the Danube in Romania-Bulgaria cross-border area, the woods, wetlands and islands offer an opportunity for diverse outdoor activities and by networking of different stakeholders, diverse products can be developed.

Cross-border touristic offers allow local tourists to meet neighbouring cultures and nature and give visitors from distant countries the unique opportunity to discover a whole new region consisting of various landscapes, ethnicities and traditions.

The project partners identified two new activities that combine green tourism with healthy activities whilst with small costs. These activities had a significant growth in the last years and could have a major impact on the cross-border region, especially the Danube region. The proposed activities are hiking and marathons on the natural and cultural sites that the cross-border region has to offer.

Common hiking standards, which will be introduced to stakeholders from Romania and Bulgaria, aim to draw hiking and accommodation conditions closer to tourist expectations, nevertheless preserving the countries' unique appearance and atmosphere. The marathons will promote the region, a healthy lifestyle and will attract tourists in the region by organizing joint events on important natural and cultural areas.

The projects' specific objectives are the following: development of two common strategies for improving the sustainable use of the natural and cultural heritage; increase in the number of overnight stays in the Romanian-Bulgarian cross-border region, up to 5,140, due to the new integrated tourism products created by the project and the pilot actions developed during the project implementation period and also during its sustainability period.

The new integrated tourism products will focus on attracting school groups, families and friends on weekends and vacations to participate in recreational sports activities by running and hiking, in the cross-border area with vestiges and unique cultural and natural values.

II. ROMANIA - BULGARIA CROSS-BORDER REGION - A TOURIST DESTINATION



The accession of Romania and Bulgaria to the European Union has also led to the fact that the Danube has become more or less a component of the EU, with the few countries crossing the Danube not being part of the European Union (Serbia, the Republic of Moldova and Ukraine). The benefits of this status are now countless.

The Danube as part of the EU can open the Union to the Black Sea region, Central Asia or the South Caucasus. An EU strategy for the Danube basin can be developed which will lead to better economic development, competitiveness, environmental protection and, of course, general security, not just the transport corridors.

The cooperation of the states crossed by Danube river will lead to a better protection of the environment, which in turn will greatly reduce the risk of natural disasters, such as droughts or floods. But important steps need to be taken in this regard, and the modernization of transport interconnections between people is a very good starting point.

The ultimate goal is a better education, a better workforce and a better security, which will lead to the development of the area, in some places (Romania and Bulgaria) being some of the poorest areas of the European Union.

Tourism is perhaps the most important and offering way of development of the area, Danube being all over the world recognized for its natural multiculturalism, created in centuries of history, multiculturalism that generated from cosmopolitan cities to historical sites, more and more varied than in any basin river in this world. With the help of good and sustainable infrastructure, all this cultural mix can be presented to a much larger number of tourists than it is at the moment.



2.1 The tourism potential of CBC region cultural and natural heritage

The cross-border region Romania - Bulgaria:

- 7 counties in Romania: Mehedinti, Dolj, Olt, Teleorman, Giurgiu, Calarasi, Constanta;
- 8 districts in Bulgaria: Vidin, Vratsa, Montana, Plevna, Veliko Tarnovo, Ruse, Silistra, Dobrich.



Romania - Bulgaria cross-border area is characterized by a cultural and natural heritage, which requests a unitary approach and a consequently joint cooperation to overcome national boundaries in the field of tourism. `Green Tourism Products` project aims to enhancing the tourist potential of the cross-border area.

Therefore, offering to the potential tourist some alternatives routes to enjoy nature and discover the cultural and historical heritage from the CBC area, the phenomena of hiking and running can become an ordinary activity for tourists. The variety of natural, as well as cultural heritage along the Danube is huge, waiting to be discovered.

Visitors should get the possibility to widen their horizons and encounter a unique hiking and running experience within a variety of landscapes and regions.

The green banks of the Danube in Romania-Bulgaria cross-border area, the woods, wetlands and islands offer an opportunity for diverse outdoor activities and by networking of different stakeholders, diverse products can be developed.



Cross-border touristic offers allow local tourists to meet neighbouring cultures and nature and give visitors from distant countries the unique opportunity to discover a whole new region consisting of various landscapes, ethnicities and traditions.

◆ The tourism potential of Romanian cultural and natural heritage

Of the 266 historical monuments of national interest, 84,9% of them are on the Romanian territory, which means 69 monuments and archaeological sites and 155 monuments and architectural ensembles.

This is a very important asset for the economic growth of the area, from tourism. It also helps that the monuments are distributed relatively evenly in the counties on the border, being concentrated around places with high urban density as follow: 73 in Constanta county, 34 in Dolj county, 32 in Teleorman county and 13 in Calarasi county.

The natural heritage is an attraction for tourists. Biodiversity offered by the Danube basin, relief, from mountains to meadow, vegetation etc., all represent points of interest for tourists, points on which cross-border tourism can be developed sustainably.



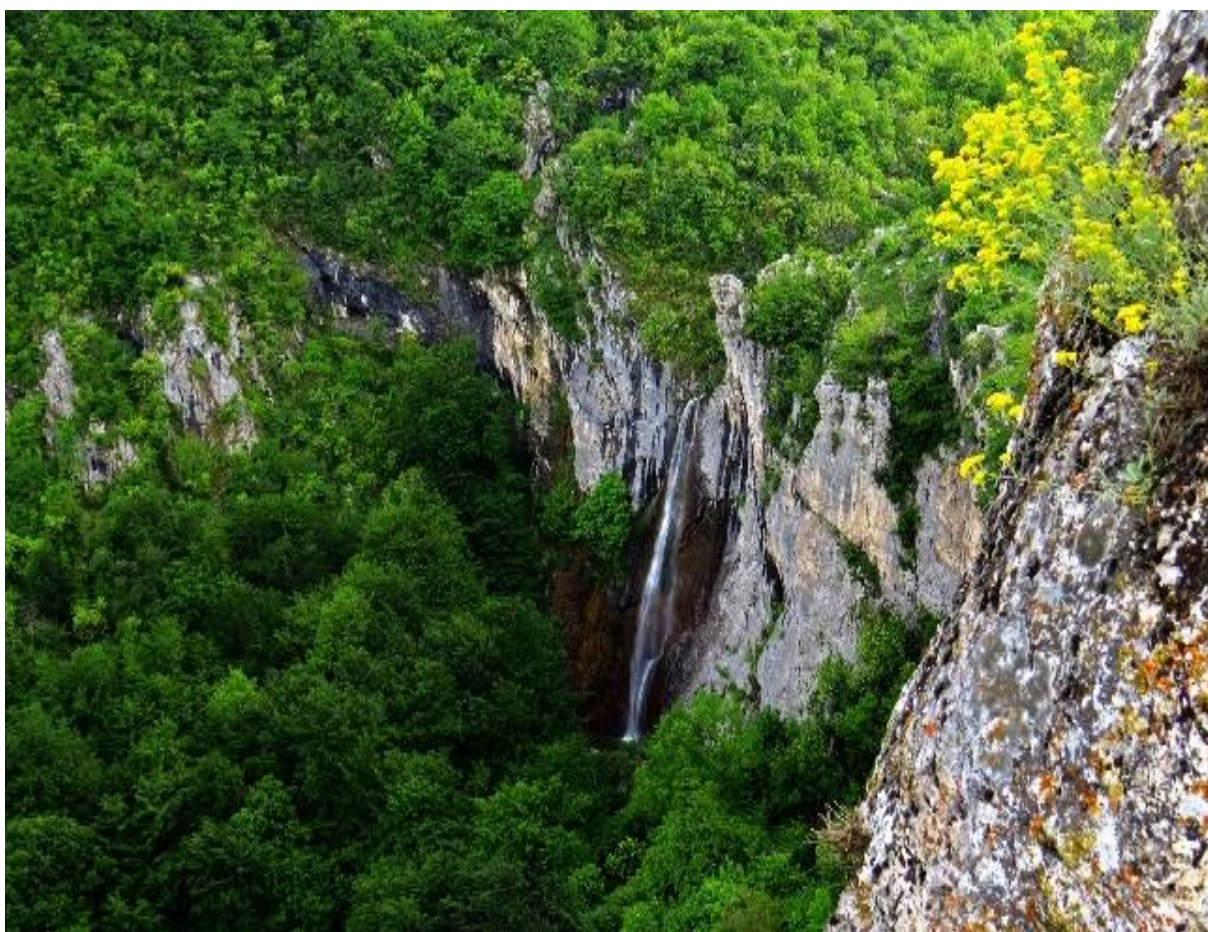
Comana National Park, Giurgiu county - Neajlovului Delta



In the Romanian area there are three natural parks and one national park. Romania also has 15 Ramsar sites, areas of international interest. Natura 2000 sites are mainly concentrated in two counties, Mehedinti and Constanta.

◆ The tourism potential of Bulgarian cultural and natural heritage

The Bulgarian tourism potential is slightly deficient, in comparison to the Romanian one, when it comes to historical monuments of national interest, but it compensates through the natural resources and the high number of protected areas.



Skaklya waterfall, 1,5 km south of Vratsa

It is noted by UNESCO sites in the Ruse and Razgrad districts. In the Bulgarian area the district of Veliko Tarnovo is the one with the most monuments, 10 in number. The district Dobrich has 7, Ruse has 6, and the districts with the least are Pleven, Silistra and Montana, each with 2.

Dobrich district from Bulgaria is the most developed, due to the best infrastructure for the agreement tourism, the only one directly comparable with Constanta county from Romania.



For cultural tourism, Veliko Tarnovo is the leader of the Bulgarian side, here the main tourist flows come. Veliko Tarnovo also dominates the historical tourism side. As part of mountain tourism, it is practiced in Vratsa and Montana districts. In Vratsa, ecotourism is also practiced, and in Montana, business and spa.



Veliko Tarnovo - city view

The districts along the Danube in Bulgaria have 4 natural parks and 6 Ramsar sites. The Natura 2000 sites are uniformly concentrated, unlike in Romania, these being in the mountain area of Montana and Vidin districts and in Silistra, Pleven, Razgrad and Dobrich districts.

Along the Danube there are some natural protected areas, 3 biosphere reserves of international interest, Natura 2000 sites, all of which can be easily included in tourist circuits for a sustainable development of cross-border tourism.

2.2 Running and hiking trails identified to develop sport tourism in CBC green region

The purpose of `Green Tourism Products` project is the creation of new tourist products in the form of hiking and running in the districts and counties of the two neighbouring countries along the Danube shore. These sport activities will contribute to the popularization of the environmental and cultural resources that Romania and Bulgaria have to offer in the project eligible area. The ultimate goal is to increase the number of overnight stays in the region in order to sustainably develop the tourism economy.



In many cases, some areas are not quite popular, except for the coast with Constanta county and Dobrich district, they will be accessible to all tourists who want to visit some cultural sights, admire beautiful landscapes and do all this in a healthy manner, without high costs.

For all these reasons, hiking and running are the perfect formula. They allow everyone, at their own pace, to visit and focus on what they find interesting and to enjoy these cultural and natural resources offered by the Danube area.

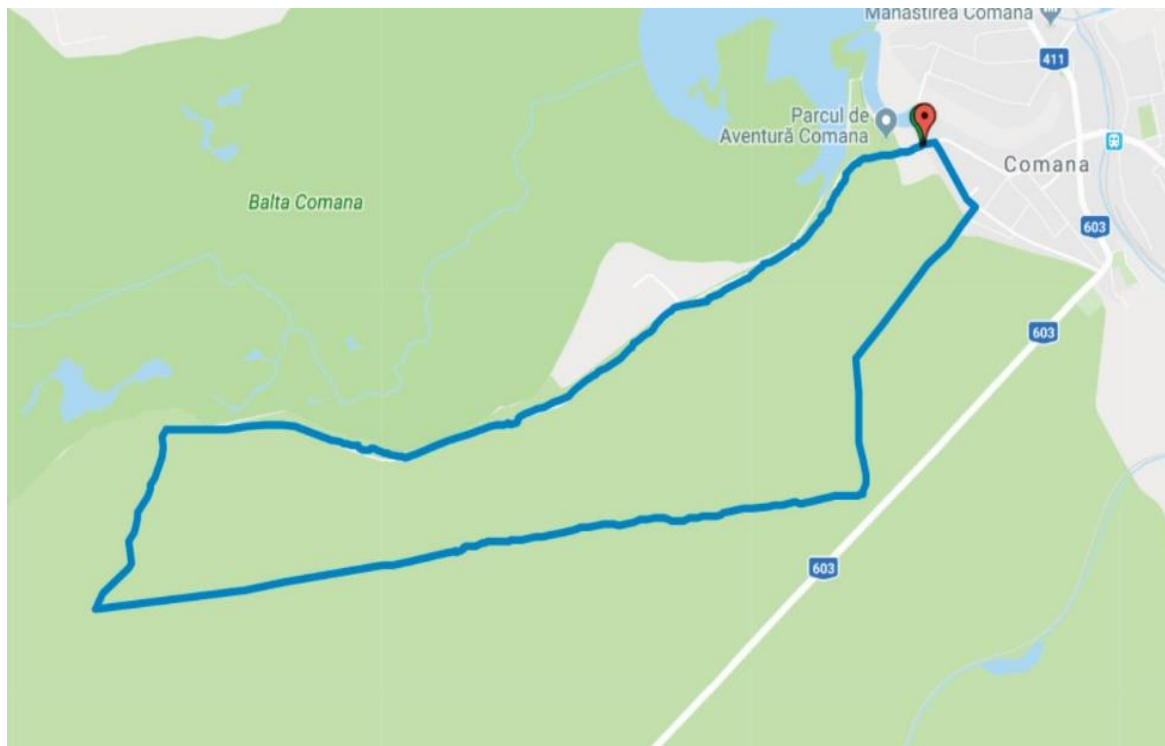
The trails proposed in the study conducted in the project implementation period are 10, half in Romania, half in Bulgaria, divided into 3 3-day hikes with a distance of 10 - 30 km/ day (in total 30 - 90 km) and 2 running trails each - one day for a distance between 3 and 20 km.

The integrated Tourism Products - Marathon and Hiking Trails in Romania and Bulgaria proposed in the study for the identification of routes are the following:

❖ Romania

✓ 1st Integrated Tourism Product - Running Trails

- Marathon Trail in Comana, Giurgiu county



Picture 1. Source - Google maps



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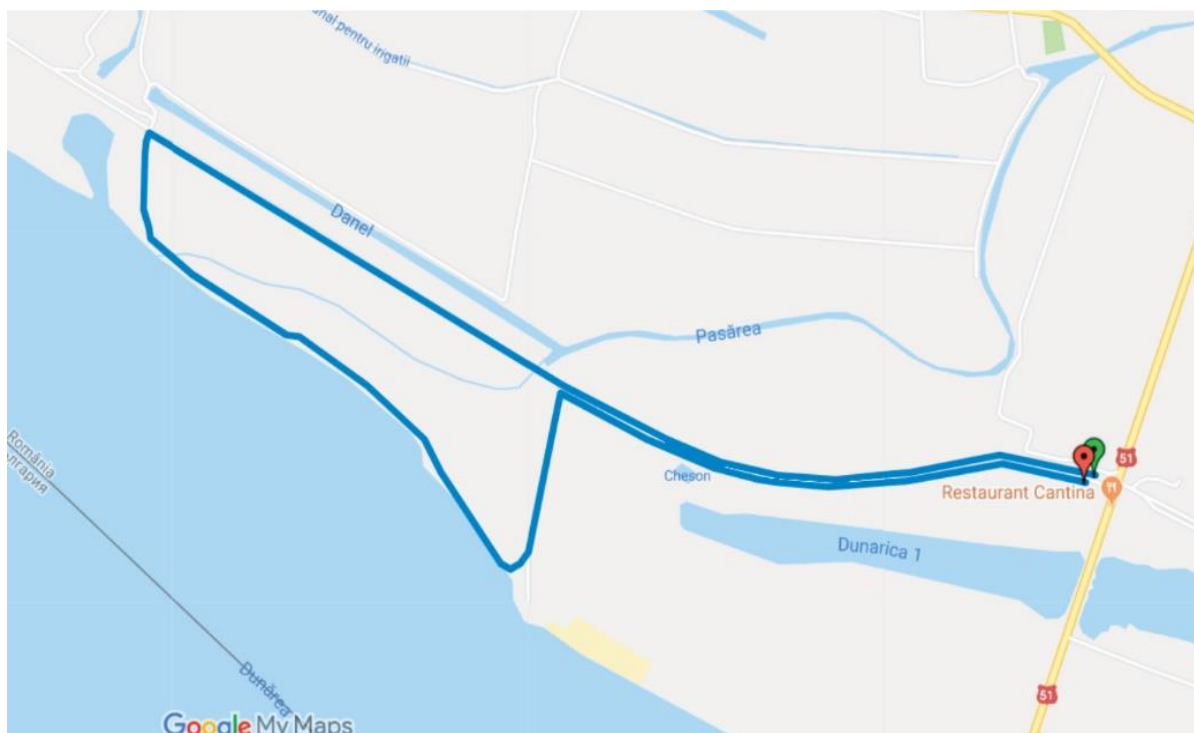


- Marathon Trail in Constanta, Constanta county



Picture 2. Source - Google maps

- Marathon Trail in Zimnicea, Teleorman county



Picture 3. Source - Google maps



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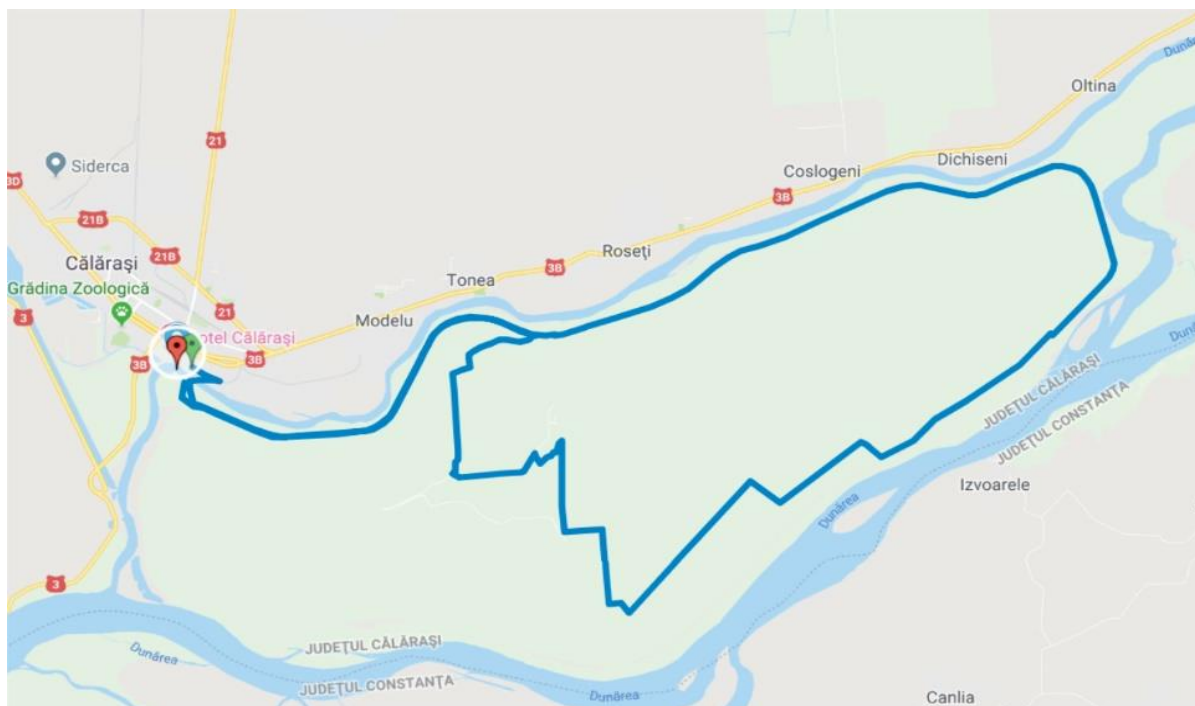
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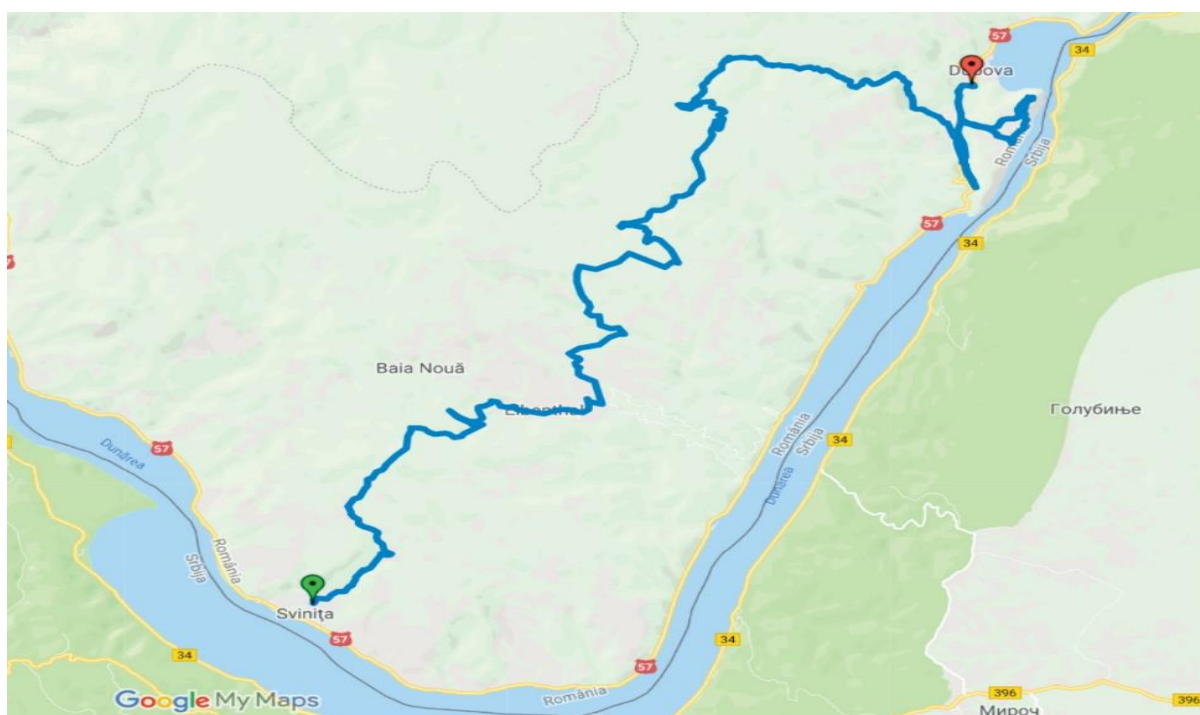
- Marathon Trail in Calarasi, Calarasi county



Picture 4. Source - Google maps

✓ 2nd Integrated Tourism Product - Hiking Trails

- Hiking Trail at Danube Boilers, Mehedinti county



Picture 5. Source - Google maps



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- Hiking Trail on the Black Sea shore, Constanța county



Picture 6. Source - Google maps



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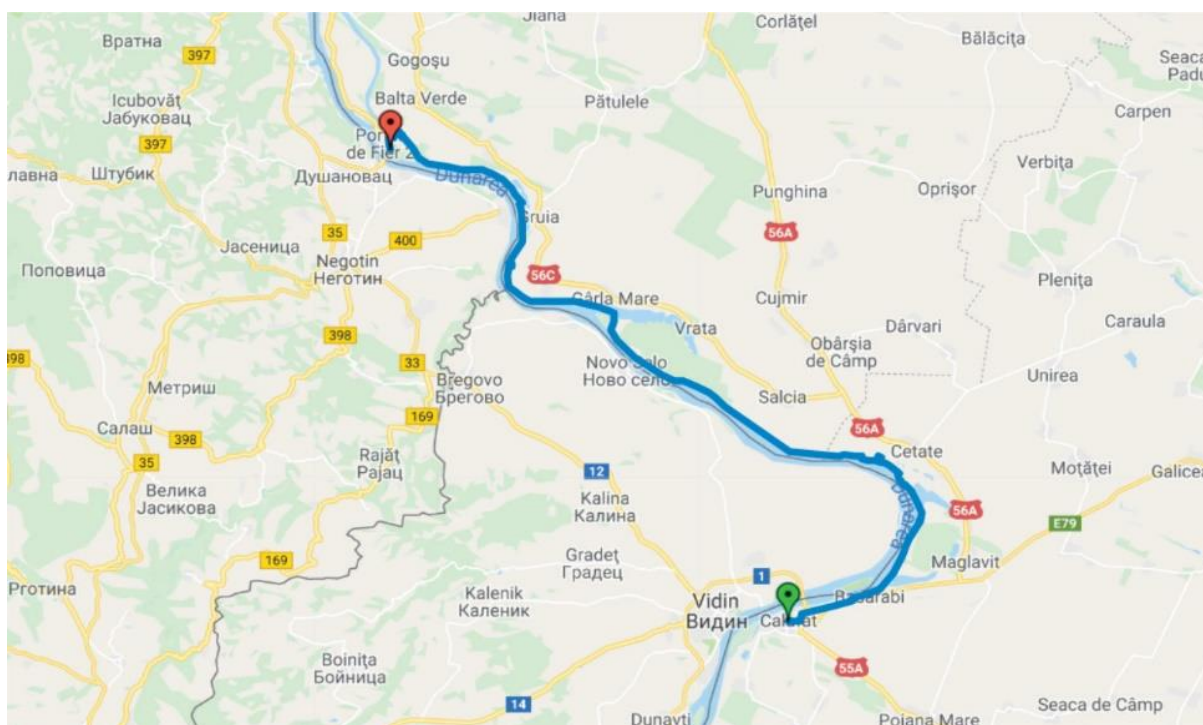


- Hiking Trail on Great Island, Calarasi county



Picture 7. Source - Google maps

- Hiking Trail in Dolj county



Picture 8. Source - Google maps



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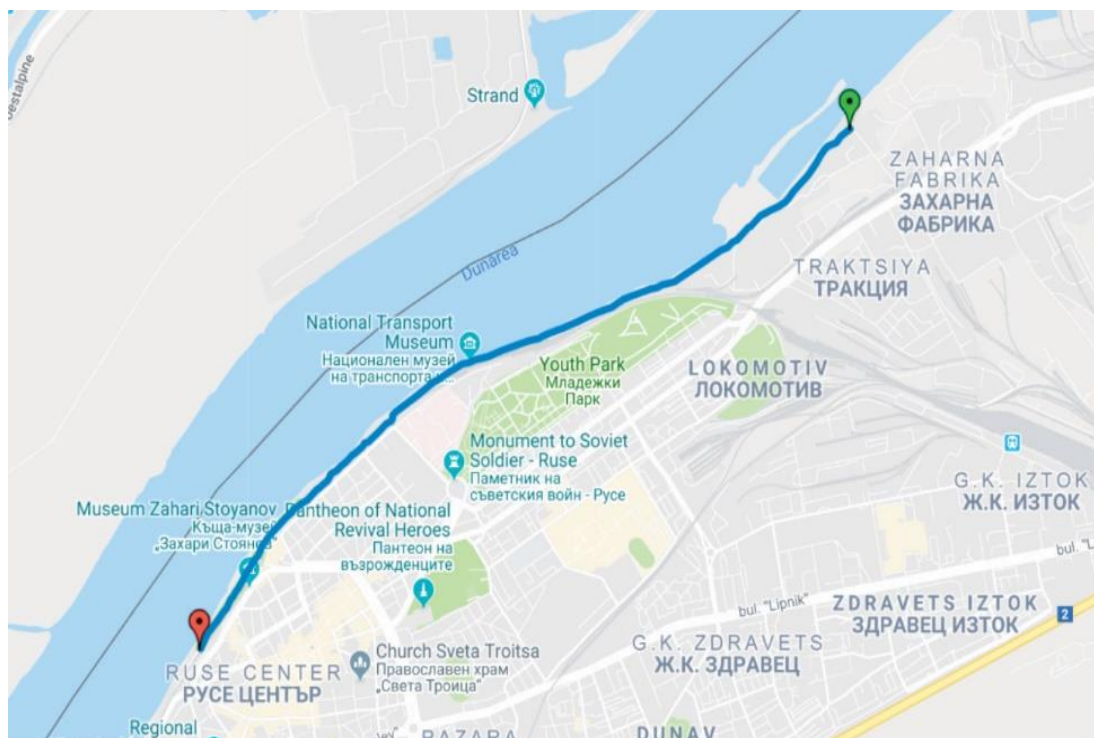
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❖ Bulgaria

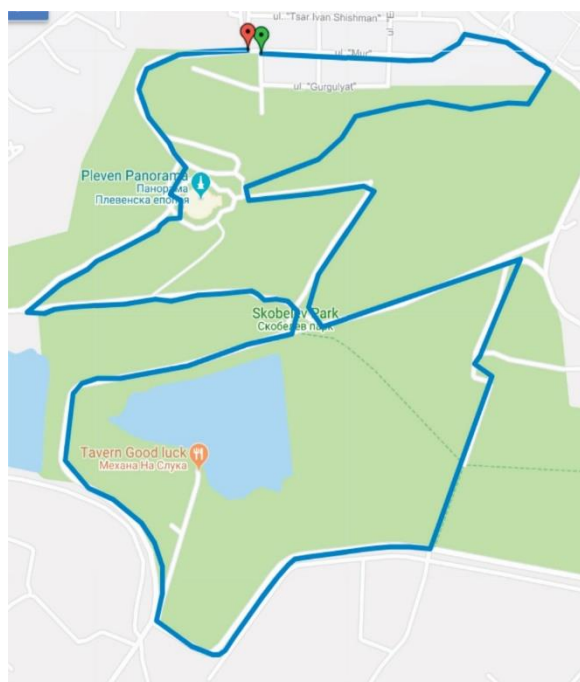
✓ 1st Integrated Tourism Product - Running Trails

- Marathon Trail in Ruse, Ruse district



Picture 9. Source - Google maps

- Marathon Trail in Pleven, Pleven district



Picture 10. Source - Google maps



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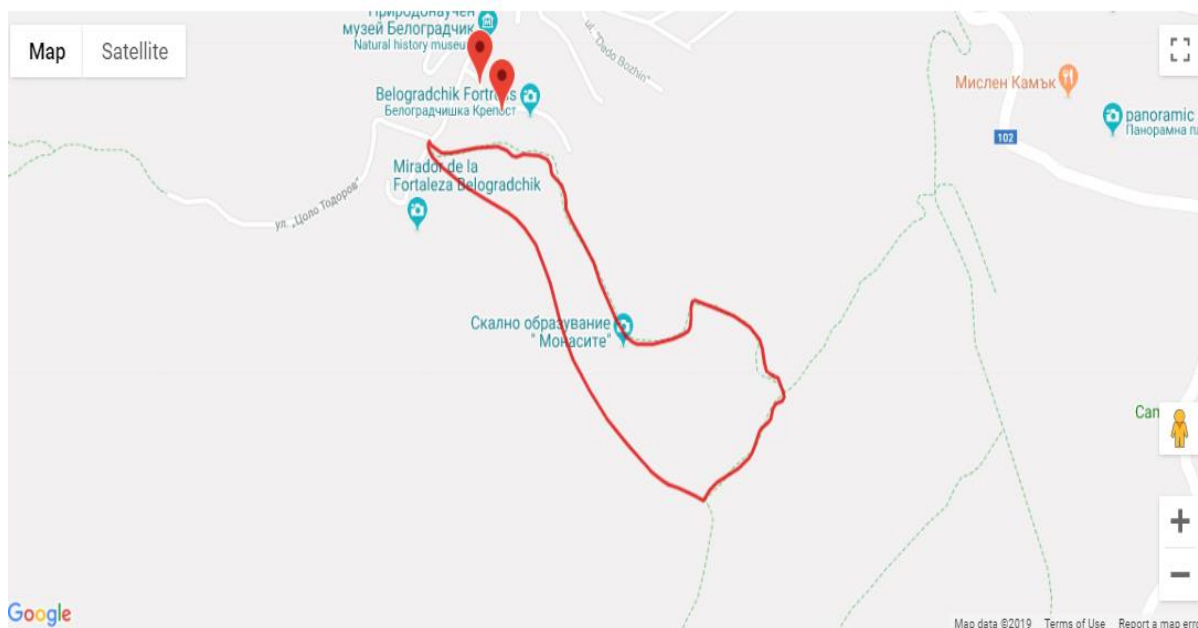
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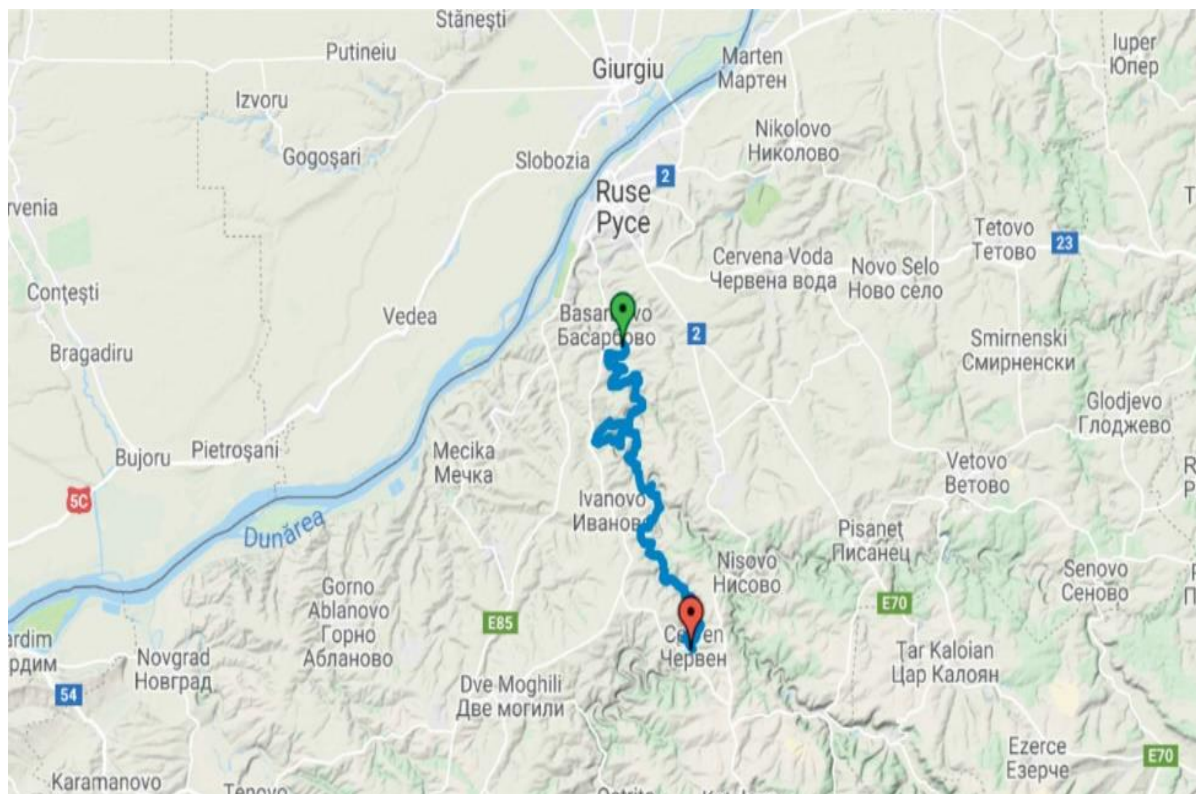
- Marathon Trail in Belogradchik, Vidin district



Picture 11. Source - Google maps

✓ 2nd Integrated Tourism Product - Hiking Trails

- Hiking Trail in Rusenski Lom Park, Ruse district



Picture 12. Source - Google maps



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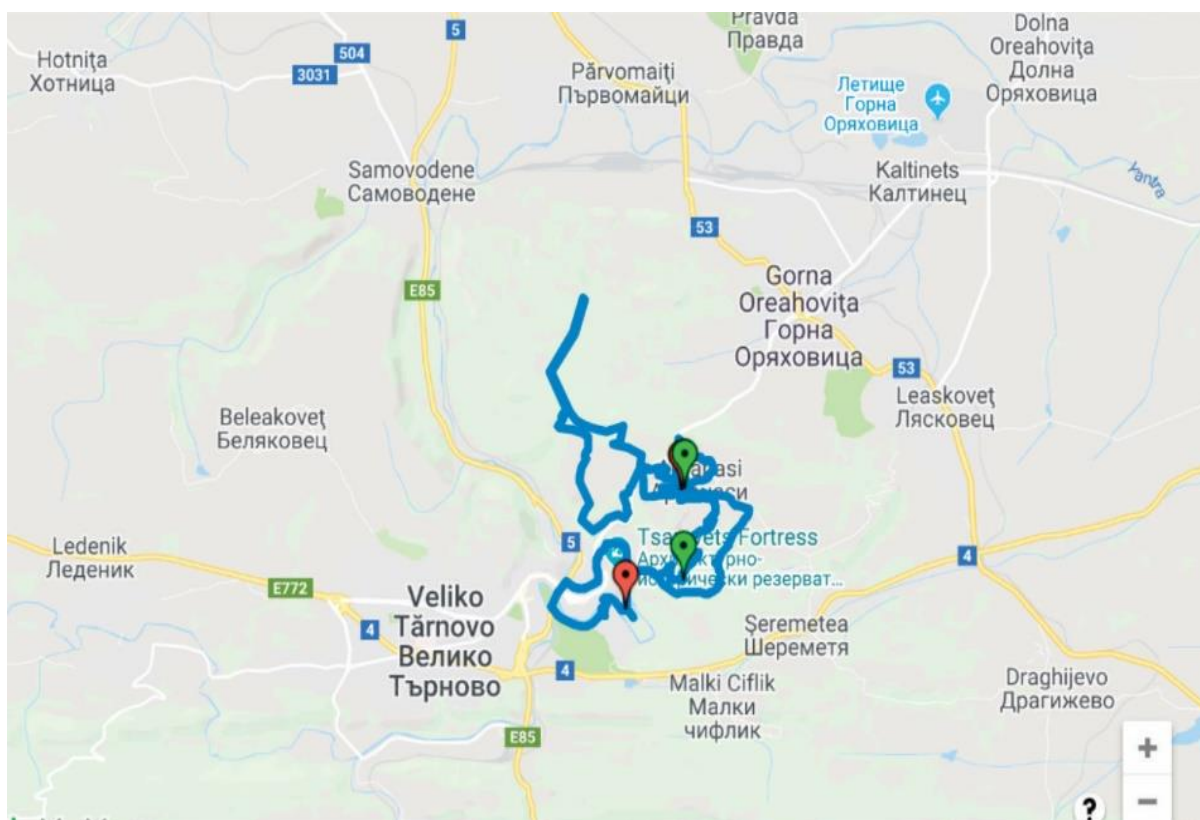
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- Hiking Trail in Veliko-Tarnovo, Veliko-Tarnovo district



Picture 13. Source - Google maps

- Hiking Trail in Belogradchik, Vidin district



Picture 14. Source - Google maps



III. COMMUNICATION MEASURES AND ACTIVITIES CARRIED OUT TO PROMOTE TOURISM PACKAGES IN CBC AREA

Developing an effective communication strategy is an opportunity to promote `Green Tourism Products` project in the CBC region, and even widely.

Strengthening a systematic communication between the project beneficiary partners and the target groups at regional and local level is essential.

The implementation of information and publicity measures for this project takes into account the fact that this is the first time that the cross-border public comes into contact with this type of project that promotes sports tourism, combined with ecotourism. Given these premises, the implementation period of the project is dedicated to familiarizing all target groups with the existence of this project and the pilot actions carried out within.

The project started its actions in July 2018, right after the financing contract was signed, and it ended in January 2020, with the final conference, that took place in Calarasi, in which were promoted all the activities and actions carried out during the 18 months of implementation.

Creating an image for `Green Tourism Products` project

During the project implementation period the first action carried out by the lead beneficiary - ACTIS Sport Club - was to create the project branding. So, it has started by developing a brand personality so every action made after have focus and consistency.

First of all, it was mandatory to create a symbol/design that was easily identifiable as belonging to the project. This symbol/design helped the project to be identified and distinguished from other projects and sporting events.



Branding was an important first step to be taken because it allowed our target group to know what to expect from us. Also, our brand was built to be a true representation of who we are, what the meaning of the project is, and how we wished to be perceived.

All the information materials and advertising products created within `Green Tourism Product` were made using this logo. The logo was created using the K.I.S.S. principle (Keep It Short and Simple). It is fresh, dynamic, and easy to remember and uses symbolic elements for the type of actions carried out within the project.



- **Messages and communication themes**

All the information and promotional materials created and distributed during the project implementation had a series of messages which were repeatedly used on all these materials. These messages respected the communication rules and the visual identity established by the INTERREG V-A Romania - Bulgaria programme:

1. Project`s financing source:

`Green Tourism Products` project is co-financed by the European Union through the European Regional Development Fund, under the INTERREG V-A Romania - Bulgaria Programme, Priority Axis 2 `A green region`



2. Project`s co-financing value:

The total amount of EU contribution (FERD): 424,051.94 EUR

3. Project`s main objective:

The main objective of the project is to develop integrated tourism products based on green and healthy activities with small costs and easy to do in the cross-border region

4. Project`s partners:

ACTIS Sport Club Association - lead partner

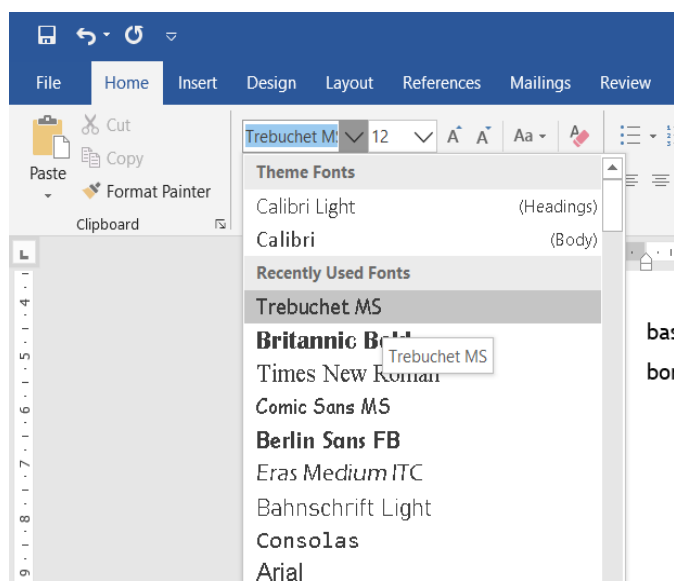
ARETE-SPORT Association - partner

`Harald Gormsson` Association - partner

In general, the communication themes utilised on the information materials envisage promoting the CBC green region, by developing the new tourism packages proposed by the `Green Tourism Products` project, which are based on the development of sports activities such as running and hiking in the middle of nature, in areas less known by active and enthusiastic tourists.

○ **Fonts, colours and disclaimer**

All the materials were made using the Trebuchet MS font. No other font was used, in order to comply with the visual identity rules imposed by the cross-border financing programme, through which the project is implemented.



The identity colours used are 2 types of green, used in the logo. These colours were used on all the project materials - brochures, leaflets, agendas, roll-up, pop-up display, Start/Finish signage, banners etc.

RGB dark green code:

Red - 56

Green - 86

Blue - 35

RGB light green code:

Red - 163

Green - 232

Blue - 52

According to the Visual Identity Manual of INTERREG V-A Romania - Bulgaria programme, all the information materials (including press release, invitation, agendas, presentations, attendance list etc.) had to contain the next disclaimer message:

The content of this material does not necessarily represent the official position of the European Union.

○ **Programme logos**

According to the Visual Identity Manual of INTERREG V-A Romania - Bulgaria programme, all the information materials must contain the logos of European Union, INTERREG programme, and Romanian and Bulgarian Governments, in the language in which the material is edited, as follows:



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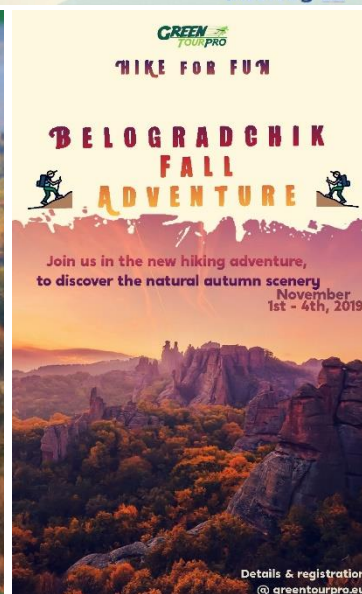
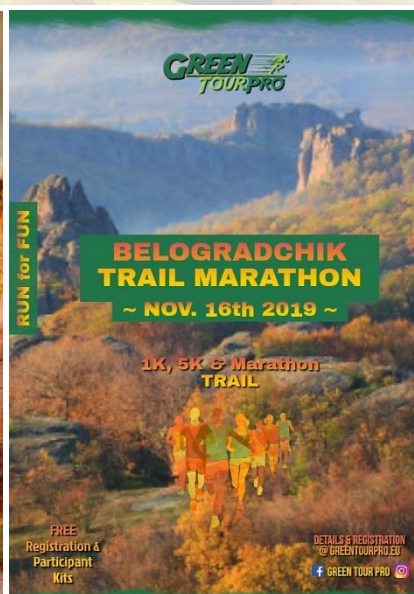
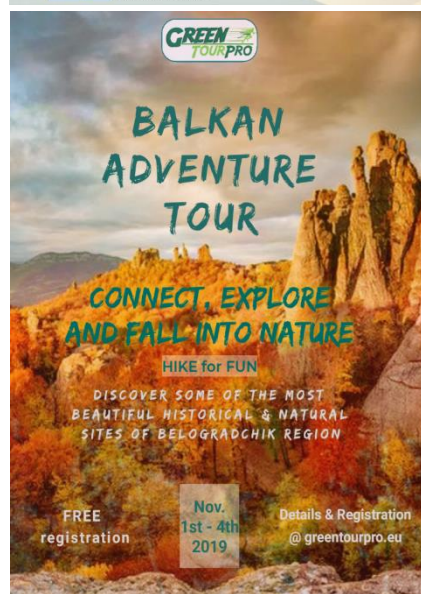


○ Project`s logo

Another element of promotion related to project`s branding was given by the name of the pilot actions, which was created in order to be easily retained by the target audience of the project.



All the events created within the project were *for FUN* ... whether we are talking about running or hiking events, these being not competitions, we chose to make them *for FUN*. And this is how the RUN for FUN and HIKE for FUN events were born, which enjoyed an increased reputation among the target group of the project.



The communication actions were an important and integral part of the project implementation. The general goal of the activity is to widely promote the project and the tourism products, together with the envisaged results.

Project Target Group

The target group of the project is represented by the general public, basically everyone who is interested in taking part in hiking and running adventures in the heart of nature, from amateurs to performance athletes, families, groups of friends or adventurous colleagues etc., who want to participate at outdoor activities, combined with a healthy lifestyle.

Objective of the project`s communication measures and actions

The project partners identified two new activities that combine ecological tourism with sports tourism, at low costs. These activities have known a significant increase in recent years and have the capacity to become a new form of active tourism with a major impact on the cross-border region, especially on the Danube region. The proposed activities are hiking and marathons on the natural and cultural sites offered by the cross-border region.

For a good dissemination of the project and its results, several communication tools were used in order to promote the pilot actions carried out in the period of April - November 2019 in both Romania and Bulgaria.

The communication tools used are: print materials, advertising (press releases in local newspapers), website, e-mail, Facebook, Instagram, YouTube, promotional materials etc.

Through the 2019 RUN for FUN and HIKE for FUN events we have launched a campaign against sedentarism, by promoting a healthy lifestyle and fighting for the sport to become a `compulsory matter` in the people`s lives. We believe in moving the world through sport!

Running has a lot of benefits. Running provides an important metabolic stimulus, as caloric burning increases for a long time even after the run is over. In addition to a higher resting metabolism, a constant running routine improves overall endurance. The more you practice the art of running, the more exercise you



maintain, which in turn allows your muscles to increase their ability to create energy efficiently.

Endurance training can help in all aspects of everyday life, both on the road and outside. Along with endurance, strengthened muscles and increased metabolism, running also supports the health of the most vital organs, most importantly, the heart. Lifting heartbeats for constant periods of time, through activities such as running, strengthens this major muscle and increases the efficiency to pump oxygen throughout the body. Circulation improves as blood vessels dilate and lung capacity increases. Over time, these auxiliary systems - the lungs, vessels, capillaries and cells - adapt to a higher level of energy consumption and increase efficiency in daily life. This leads to better cardiovascular health as a whole, along with a heart that is less demanded by activities in daily life.

Hiking also contributes to overall health, as well as running, but at a lower level, the effort made is not of the same intensity. The effects of hiking are mainly on the psychic level, being proven to reduce the main problems of the modern man, anxiety and depression, managing to calm and disconnect from the daily stress the participant. Hiking is often not done by a single person; it is done in a group and the social component is again very important.

Participating at the hiking events has a great meaning also at the social level, this type of recreation having the power to bring people together and create long lasting friendships.

After carrying out the study to identify the routes, all the necessary communication tools were created to be accessed by tourists, as follows: print materials, promotional materials, events, online communication tools, as website, mobile application, interactive maps, video promotion materials, social media promotion, press releases.

3.1 Print materials

Informative promotion is more common in the early stages of the project life cycle. The informative promotion helped the beneficiaries explain what type of project they developed, describe the activities carried out and inform the target audience about all the activities carried out and also how they can take part in the sport events organised in the CBC green region.



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With all these been said, in order to have a better promotion of the project, the lead beneficiary - ACTIS Sport Club had printed a series of information materials as follows:

- brochures (500),
- address books (500),
- leaflet (2,000),
- roll-up (1).



All the information materials have been inscribed with the project logo and the visual identity elements of the INTERREG V-A programme, respecting the promotion rules imposed by the cross-border financing programme.

3.2 Promotional materials

All the promotional items were realized and inscribed with the visual identity of `Green Tourism Products` project and INTERREG V-A Romania - Bulgaria programme. The partner `Harald Gormsson` had the responsibility to realize all the promotional materials, in order to offer them to the participants at the events organized within the project, as follows:

- t-shirts (1,000),
- caps (1,000),
- eco-friendly pens (1,000),
- memory sticks USB (387),
- key holders (500),



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- waist bag (500),
- rain coats (500).



All the promotional materials have been inscribed with the project logo and the visual identity elements of the INTERREG V-A programme, respecting the promotion rules imposed by the cross-border financing programme.

3.3 Events

During the project implementation period, the project partners organized 12 events (2 conferences for launching and ending the project, 10 pilot actions - 4 marathon events and 6 hiking trips).

Also, for a good dissemination of the project and to make known the pilot activities that had started in April 2019, we participated at tourism fairs organized in the Romanian-Bulgarian cross-border area, to promote our equipment, information materials and to win a large number of participants in the featuring sporting events.

All the organized events and our participation at the fairs had a common purpose: to promote the project and its results at a large number of people from the target audience.

The people invited at the conferences and pilot actions were represented by the partner`s teams, stakeholders, public authorities and the general public, basically everyone who is interested in taking part in hiking and running adventures in the heart of nature, from amateurs to performance athletes, families, groups of friends or adventurous colleagues etc., who want to participate at outdoor activities, combined with a healthy lifestyle.



In the followings, we present the events carried out in the implementation period, in the chronological order in which they took place:

1. Launching Press Conference

Date: March 22nd, 2019

Place: Calarasi, Calarasi county

Target group: media representatives, project partners, public authority representatives, stakeholders

No participants: 58 people

Information and promotional materials distributed: brochures, leaflets, agendas, pens, memory-sticks, key holders



2. `Vacation` Tourism Fair

Date: March 28th - 31st, 2019

Place: Constanta, Constanta county

Target group: general public, media representatives, project partners, public authorities and Romanian Minister of Tourism representatives, stakeholders

No participants: 243 people

Information and promotional materials distributed: brochures, leaflets, agendas, pens, memory-sticks, key holders





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3. RUN for FUN Calarasi

Date: April 13th, 2019

Place: Calarasi, Calarasi county

Target group: general public, from sports amateurs to performance athletes, families, groups of friends or adventurous colleagues, media representatives, project partners, Calarasi public authorities, stakeholders, volunteers

No participants: 240 people

No persons accommodated: 100 people

Information and promotional materials distributed: brochures, leaflets, agendas, pens, memory-sticks, key holders, t-shirts, caps, waist bags, rain coats





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4. RUN for FUN Mamaia

Date: April 14th, 2019

Place: Mamaia, Constanta county

Target group: general public, from sports amateurs to performance athletes, families, groups of friends or adventurous colleagues, media representatives, project partners, Constanta public authorities, stakeholders, volunteers

No participants: 162 people

No persons accommodated: 100 people

Information and promotional materials distributed: brochures, leaflets, agendas, pens, memory-sticks, key holders, t-shirts, caps, waist bags, rain coats





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5. HIKE for FUN Island Trail

Date: June 13th - 16th, 2019

Place: Great Island, Calarasi county

Target group: general public, sports amateurs and nature lovers, families, groups of friends or adventurous colleagues, project partners

No participants: 27 people

No persons accommodated: 20 people x 3 nights = 81 overnights

Information and promotional materials distributed: brochures, leaflets, agendas, pens, memory-sticks, key holders, t-shirts, caps, waist bags, rain coats





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6. HIKE for FUN Danube Trail Adventure

Date: June 27th - 30th, 2019

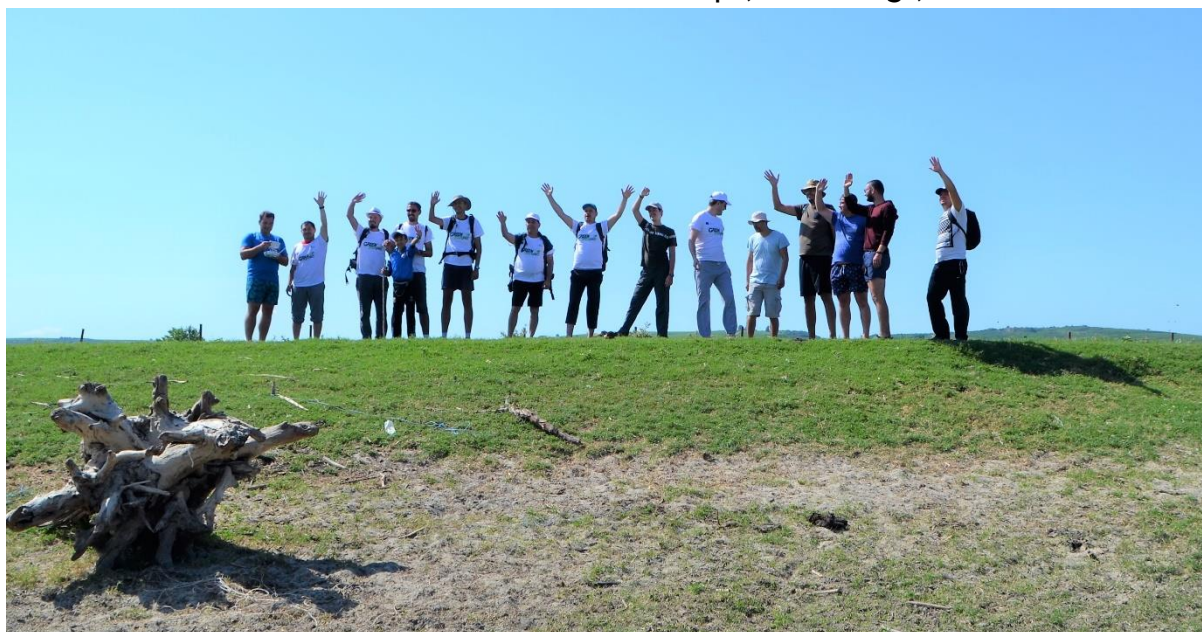
Place: Great Island, Calarasi county

Target group: general public, sports amateurs and nature lovers, families, groups of friends or adventurous colleagues, project partners

No participants: 27 people

No persons accommodated: 20 people x 3 nights = 81 overnights

Information and promotional materials distributed: brochures, leaflets, agendas, pens, memory-sticks, key holders, t-shirts, caps, waist bags, rain coats





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7. HIKE for FUN Danube Boilers Trail

Date: August 6th - 9th, 2019

Place: Orsova, Mehedinti county

Target group: general public, sports amateurs and nature lovers, families, groups of friends or adventurous colleagues, project partners

No participants: 27 people

No persons accommodated: 20 people x 3 nights = 81 overnights

Information and promotional materials distributed: brochures, leaflets, agendas, pens, memory-sticks, key holders, t-shirts, caps, waist bags, rain coats





8. HIKE for FUN Belogradchik Trail Adventure

Date: September 9th - 12th, 2019

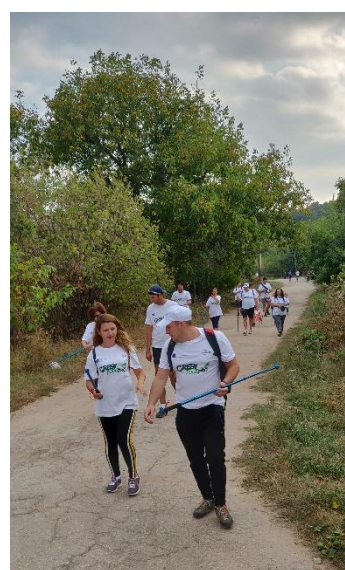
Place: Belogradchik, Vidin district

Target group: general public, sports amateurs and nature lovers, families, groups of friends or adventurous colleagues, project partners

No participants: 20 people

No persons accommodated: 20 people x 3 nights = 60 overnights

Information and promotional materials distributed: brochures, leaflets, agendas, pens, memory-sticks, key holders, t-shirts, caps, waist bags, rain coats





9. HIKE for FUN Belogradchik Fall Adventure

Date: November 1st - 4th, 2019

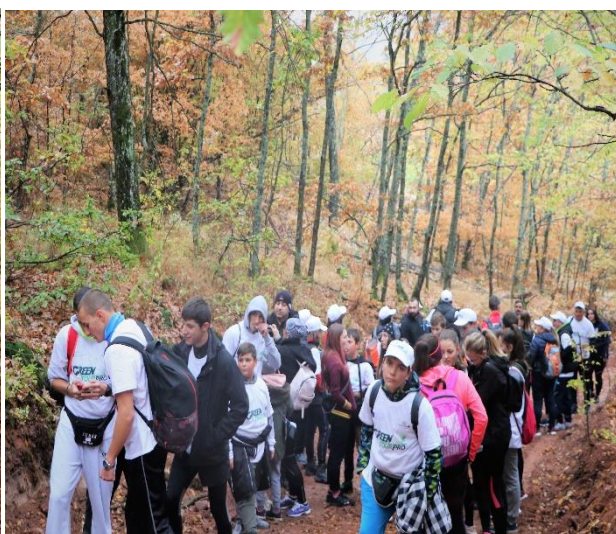
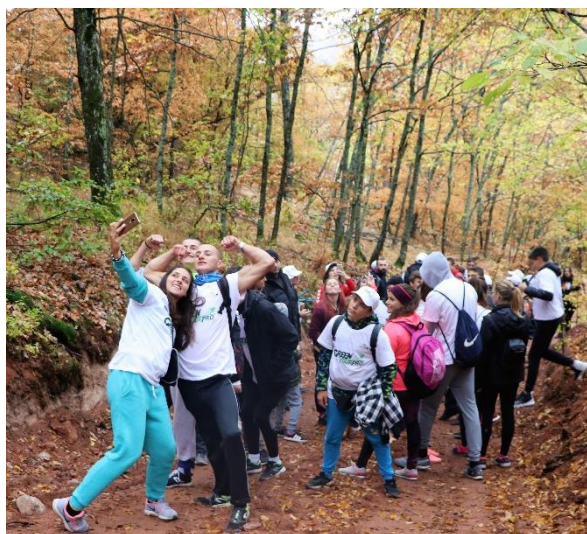
Place: Belogradchik, Vidin district

Target group: general public, sports amateurs and nature lovers, families, groups of friends or adventurous colleagues, project partners

No participants: 20 people

No persons accommodated: 20 people x 3 nights = 60 overnights

Information and promotional materials distributed: brochures, leaflets, agendas, pens, memory-sticks, key holders, t-shirts, caps, waist bags, rain coats





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10. HIKE for FUN Balkan Adventure Tour

Date: November 1st - 4th, 2019

Place: Belogradchik, Vidin district

Target group: general public, sports amateurs and nature lovers, families, groups of friends or adventurous colleagues, project partners

No participants: 20 people

No persons accommodated: 20 people x 3 nights = 60 overnights

Information and promotional materials distributed: brochures, leaflets, agendas, pens, memory-sticks, key holders, t-shirts, caps, waist bags, rain coats





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11. RUN for FUN Belogradchik Trail Marathon

Date: November 16th, 2019

Place: Belogradchik, Vidin district

Target group: general public, from sports amateurs to performance athletes, families, groups of friends or adventurous colleagues, media representatives, project partners, Constanta public authorities, stakeholders, volunteers

No participants: 107 people

No persons accommodated: 100 people

Information and promotional materials distributed: brochures, leaflets, agendas, pens, memory-sticks, key holders, t-shirts, caps, waist bags, rain coats





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12. RUN for FUN Belogradchik City Marathon

Date: November 17th, 2019

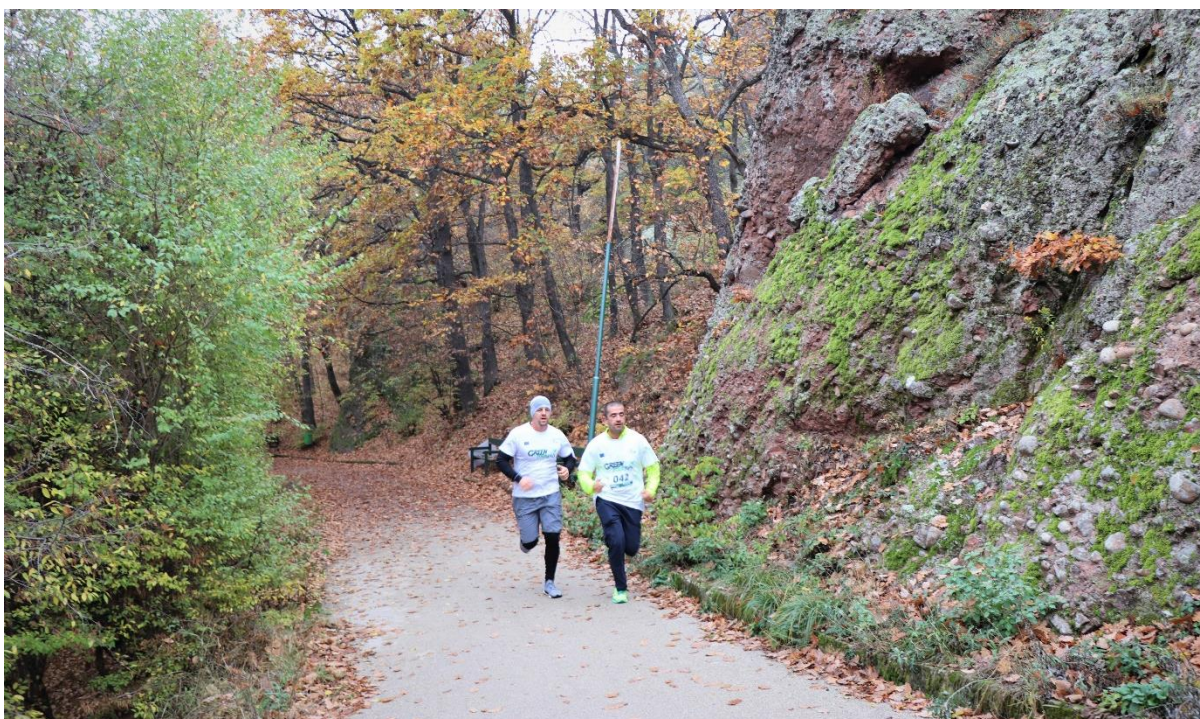
Place: Belogradchik, Vidin district

Target group: general public, from sports amateurs to performance athletes, families, groups of friends or adventurous colleagues, media representatives, project partners, Constanta public authorities, stakeholders, volunteers

No participants: 107 people

No persons accommodated: 100 people

Information and promotional materials distributed: brochures, leaflets, agendas, pens, memory-sticks, key holders, t-shirts, caps, waist bags, rain coats





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13. Winter Tourism Fair

Date: December 21st - 22nd, 2019

Place: Vidin, Vidin district

Target group: general public, media representatives, public authorities and Bulgarian Minister of Tourism representatives, stakeholders

No participants: 24 people

Information and promotional materials distributed: brochures, leaflets, agendas, pens, memory-sticks, key holders



14. Final Press Conference

Date: January 14th, 2020

Place: Calarasi, Calarasi county

Target group: media representatives, project partners, public authority representatives, stakeholders

No participants: 41 people

Information and promotional materials distributed: brochures, leaflets, agendas, pens, memory-sticks, key holders





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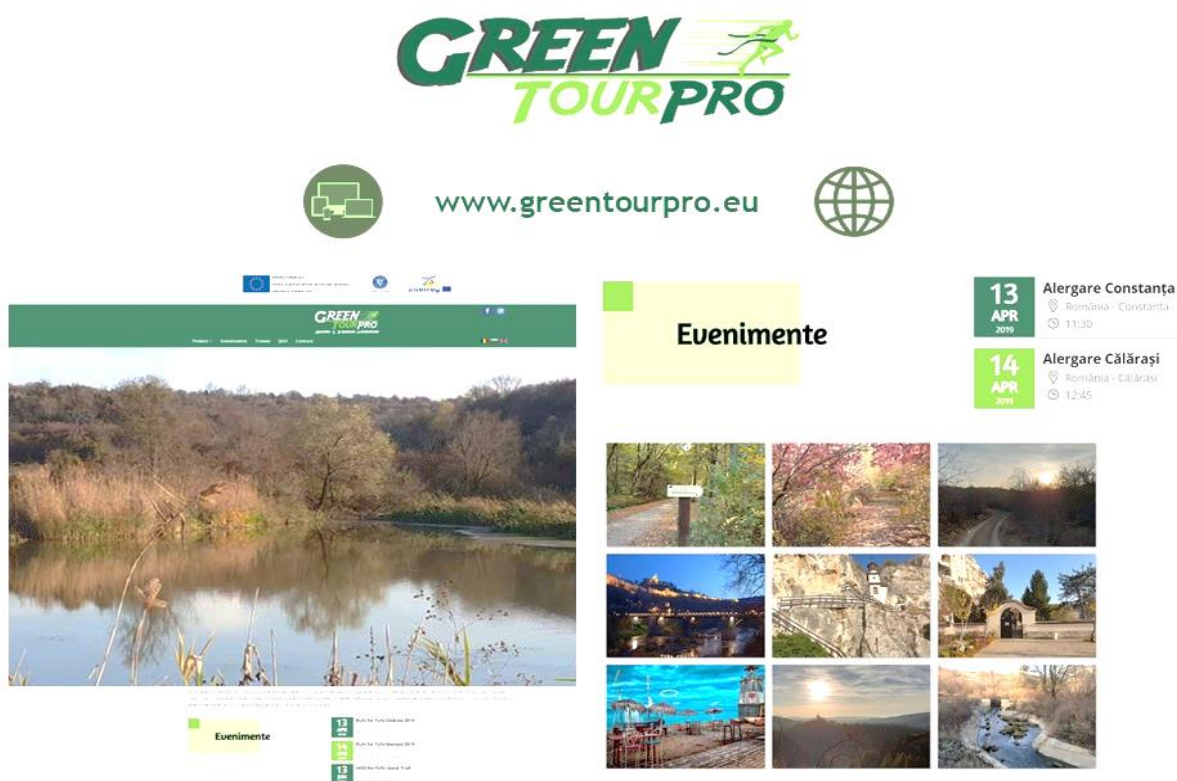
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3.4 Online promotion

3.4.1 Website

During the project implementation period an interactive web portal was created - www.greentourpro.eu - that supports both tourist products - running and hiking trails -, containing all the marathon and hiking routes and the most important and attractive tourist objectives from CBC region, identified along the way.



The web portal created aims to improve the access to information of both stakeholders and tourists. Its` purpose is to attract young people and foreign tourists, as it helps them into providing information about all the rich natural and historical sites from Romanian and Bulgarian shores along the Danube river, much faster and more efficiently than conventional methods, as printed tourist guides and maps.

The site is designed taking in consideration one of the most important communication principle - *K.I.S.S.* - Keep It Short and Simple. It is a trilingual website (Romanian, Bulgarian, English), in order to gather as many visitors as possible from all over the two neighbouring countries, but not only from these.



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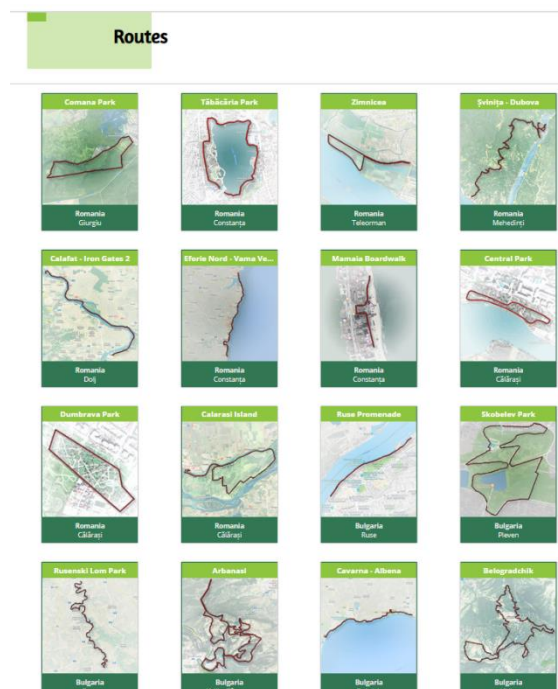
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The website contains information about the project, as well as about the tourist products created and the activities carried out by the members of the project implementation team. It also contains online maps, which reveals all the running and hiking trails identified during the project implementation. All the pilot actions had been organized on the website, being after promoted repeatedly through the photos tagged and the promotional videos edited in the sections of news and media gallery on the website.



GreenTourPro.eu website it is a modern and complete solution for promoting the picturesque cross-border area on the Danube, from the eligible area of the programme, as well as the new integrated tourism products created by the project.

Events	
13 APR 2019	RUN for FUN Calarazi 2019 Romania - Calarazi
14 APR 2019	RUN for FUN Mamaia 2019 Romania - Constanta
13 JUN 2019	HIKE for FUN Island Trail Romania - Calarazi
27 JUN 2019	HIKE for FUN - Danube Trail Adventure Romania - Calarazi
06 JUL 2019	HIKE for FUN - Danube Bellers Trail Romania - Mehadieni
09 SEP 2019	HIKE for FUN - Belogradchik Trail Adventure Bulgaria - Vidin
01 NOV 2019	HIKE for FUN - Belogradchik Fall Adventure Bulgaria - Vidin
01 NOV 2019	HIKE for FUN - Balkan Adventure Tour Bulgaria - Vidin
15 NOV 2019	RUN for FUN - Belogradchik Trail Marathon Bulgaria - Vidin
16 NOV 2019	RUN for FUN - Belogradchik City Marathon Bulgaria - Vidin

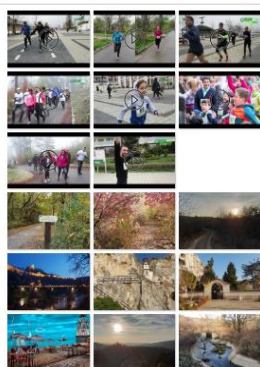


Photo gallery

According to the project, the website must reach a minimum of 4,000 visits. Until the end of 2019 the website reached around 20,000 visits, this fact being another eloquent proof of the success of the project.

The web portal benefits from integration with the main social networks: Facebook, Instagram, You Tube, being done according to the SEO rules imposed by the Google search engine. The beneficiaries have the opportunity to update the content of the website at any time, in accordance with their needs for disseminating

information online for the general public of the project.



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○ Website structure

- *Homepage* - contains the main menu, the portal header consists of an animated slider with representative images, general information about the project, section for news, media elements (photo/ video images), information about the cross-border area, about the Danube area, routes for running adventures and hiking expeditions in the project`s eligible area;



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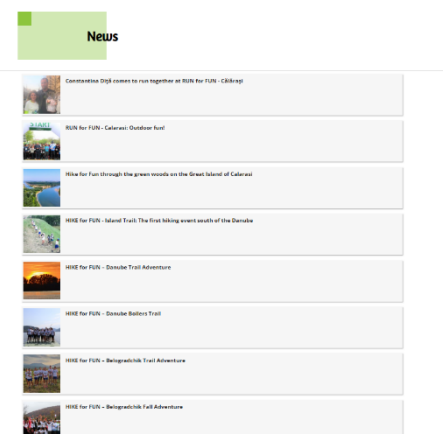
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- Section *About the project* - contains complete information about the activities carried out within the project (the project consortium, the general objective and the specific objectives of the project, activities, results/ indicators, photo/ video galleries etc.);
- Section *Events calendar* - presents the place/ date/ topic of running events and hiking expeditions along the Danube, in the form of a calendar;
- Section *Photo/ video gallery* - mainly contains the video clips edited from the video material made at the events organized within the project along the Danube. It also contains photos tagged from the routes and from the project implementation area and from all the pilot events carried out within the project implementation phase;
- Section *News* - contains information about events/ activities about the project, but not only (news relevant to the project and its target group) updated periodically;
- Section *Contact* - contains all contact details and also, for a better and faster interaction with the project`s target group, a quick contact form.



○ The administration sections

The administration module allows editing the content of the web portal, uploading text, files and images, while the public version remains unchanged, it allows beneficiaries to add/ delete sections, posts and administrators accounts. The updating and maintenance of the portal is entirely performed by the beneficiaries, through the administration module whenever necessary.

From the section of the presentation web portal, administrators can manage whenever and however intended each section presented in the public parts. In other words, the administrator can add, modify or delete texts, images and video clips from any section presented. In principle, each section of the public side has a correspondent in its administration section.

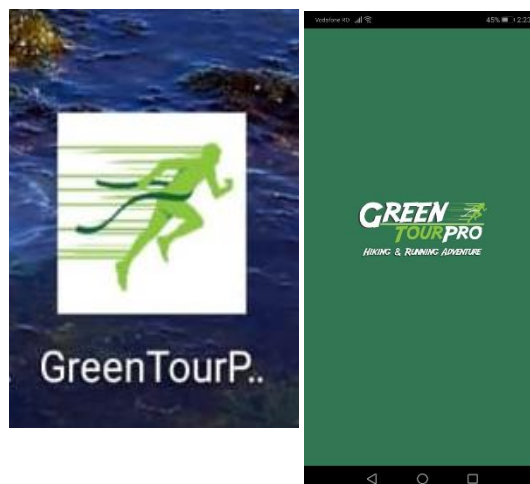
The portal also has functionality that allows the beneficiary to verify the number of unique visits/ visitors for metering and performing other statistical data.

The interface of this section is simple and intuitive. There are two main ways:

- Grid (table) - presents, in the form of a table, all the information in the selected section;
- Forms - through them data can be entered into the system. There is a suite of elements here (text boxes, drop-down lists, text editors, calendars etc.), through which information can be added in an easy and intuitive system.

3.4.2 Mobile application

The mobile app *Green Tour Pro* is available on both Android and iOS (iPhone) platforms and it contains integrated tour packages created and available on the project presentation web portal. It also contains the video clip edited from the video materials made to the pilot actions organized on the Danube, created to promote the new tourism products created.





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The mobile application is the new mechanism used in the project, to attract young people and foreign tourists, as it helps them in to providing information much faster and more efficiently than conventional methods.

The main objective of the mobile application is to promote the project`s touristic packages among the young people and foreign tourists, offering them all the needed information in a much faster and modern manner, which is much more efficient than other well-known conventional communication channels and tools, as printed tourist guides or maps.



The mobile application has a pleasant, useful, easy-to-use design and good, fast, fluent, bug-free performance (as much as possible).

The application is linked to the main web portal, realized within the same strategy of promoting tourism products, and contains all the information and interactive maps of the identified trails in the CBC green region for enthusiastic runners and hikers. At the same time, it has redirection to: the social media channels of the project; emergency phone numbers, hospitals etc., for direct dialling.



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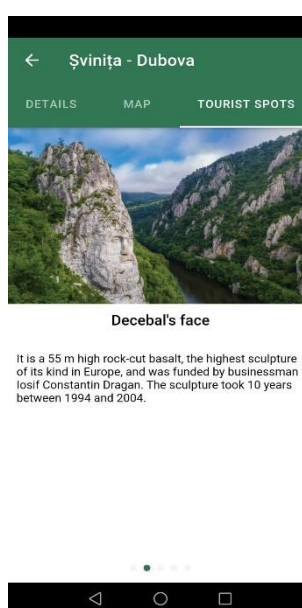
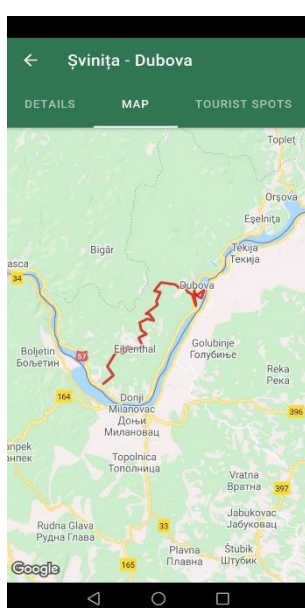
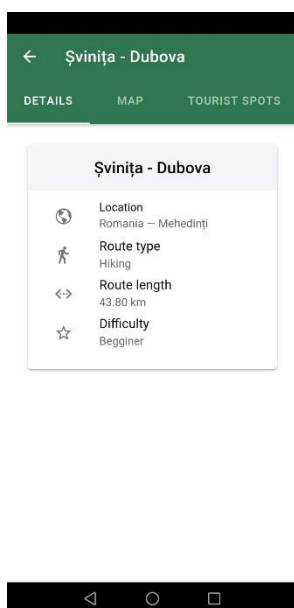
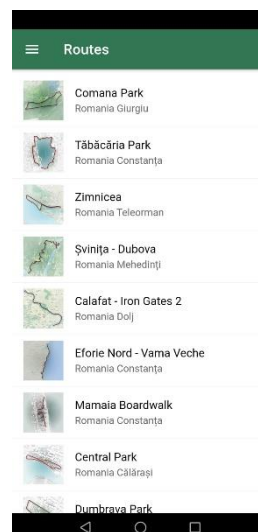
In addition, it has Review/ Star rating functionality of the application by users and functionality that allows the beneficiary to verify the number of users accessing the application and other statistical details.

The application is, the same as the website, trilingual - Romanian, Bulgarian and English -, in order to attract as many active tourists as possible.

The mandatory information that the mobile application contains, the font size and type, logos, technical specifications to ensure the visibility of the project complies with the visual identity rules of the INTERREG V-A Romania - Bulgaria programme, available on the website www.interregrobg.eu, at the following link: <http://www.interregrobg.eu/en/implementation-rules/program-rules/manual-digital-viewer.html>.

○ Sections of the mobile application

- Login;
- User;
- Maps;
- Trails;
- Compass;
- Pictures;
- Video clip to promote integrated tourism products
- News;
- Contacts.





○ Interactive map

The interactive maps reflect the tourist routes in an interactive and easier to understand/ intuitive online option and to be used by the tourist. The information is provided as the app and website, trilingual - Romanian, Bulgarian and English -, thus facilitating the use of the maps and routes described.

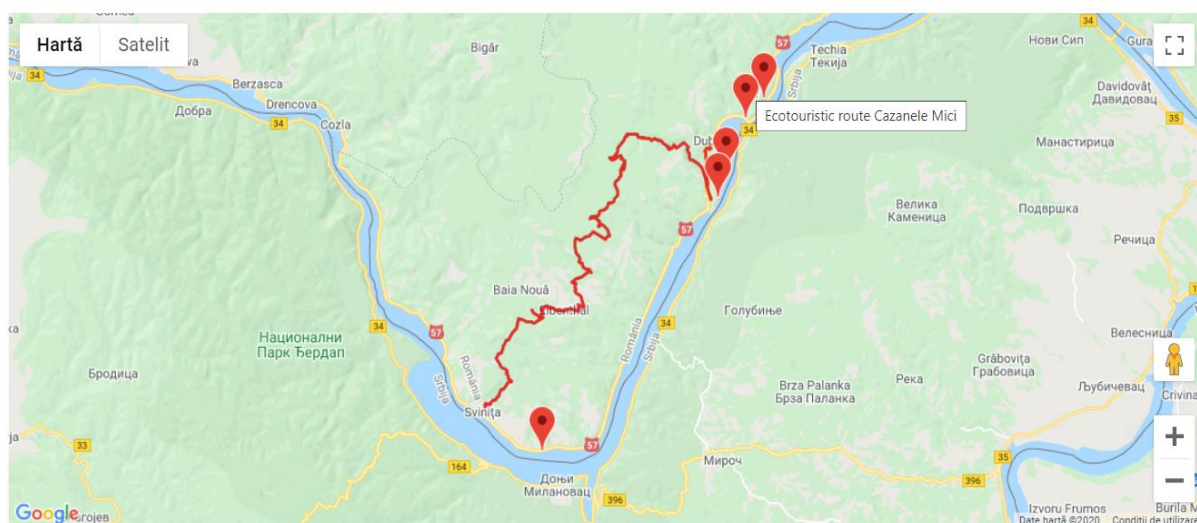
When designing interactive maps, the following were taken into account:

- design development and realization with the prior approval of the beneficiary;
- marking on the interactive map of the routes proposed following the study carried out by the beneficiary;
- distance calculator between the touristic objectives marked on the map;
- interactive map valid in printable version;
- full offline support - option to download certain portions of the map on the phone/ other electronic devices;
- option to add intermediate points from the users (for example: to visit a tourist attraction on the route where is located);
- integration into website, mobile applications, specialized software;
- maps used: Google Maps (in accordance with Google approvals).

Route details

Location: Romania - Mehedinți
Route type: Hiking
Difficulty: Beginner
Route length: 43.80km

Route map





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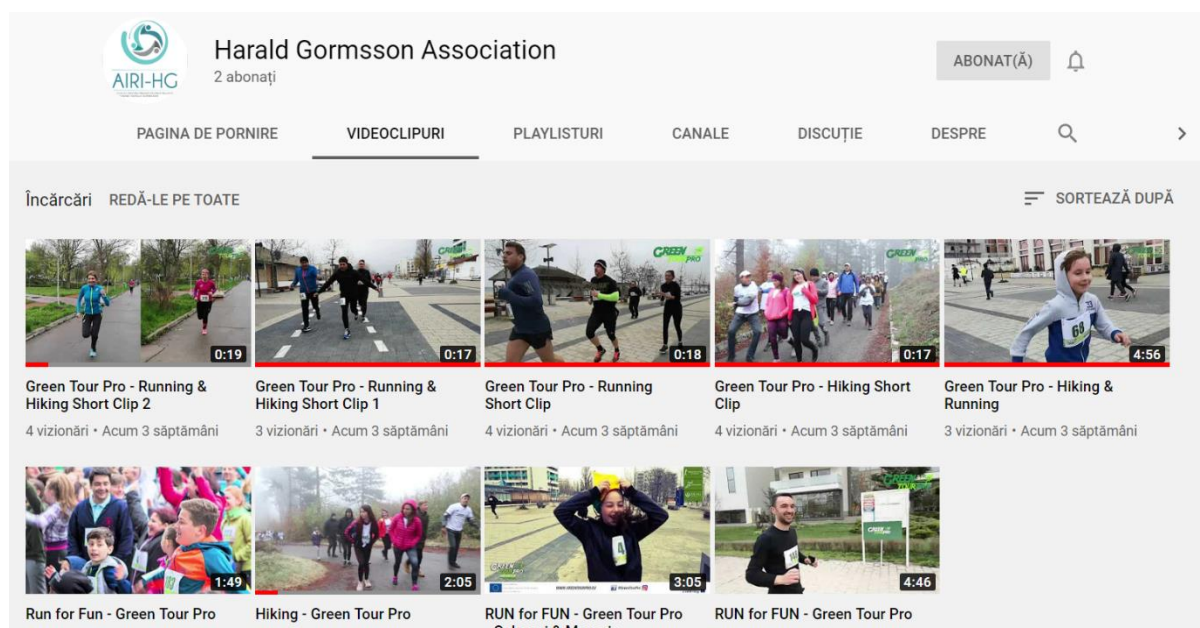
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3.5 Video editing

During `Green Tour Pro` project implementation, `Harald Gormsson` Association made a series of video clips to promote the new tourist packages developed in the Romanian-Bulgarian cross-border area.

In the promotional video clips were used all the photographic and video materials collected from each pilot action carried out both in Romania and Bulgaria, during April - November 2019 period.



According to the promotion video clips contract, is was made a number of seven video materials, as follows:

- **The main promotional video clip**

Duration: 4`56``

Promo objective: promotion of the project, the pilot actions and its results





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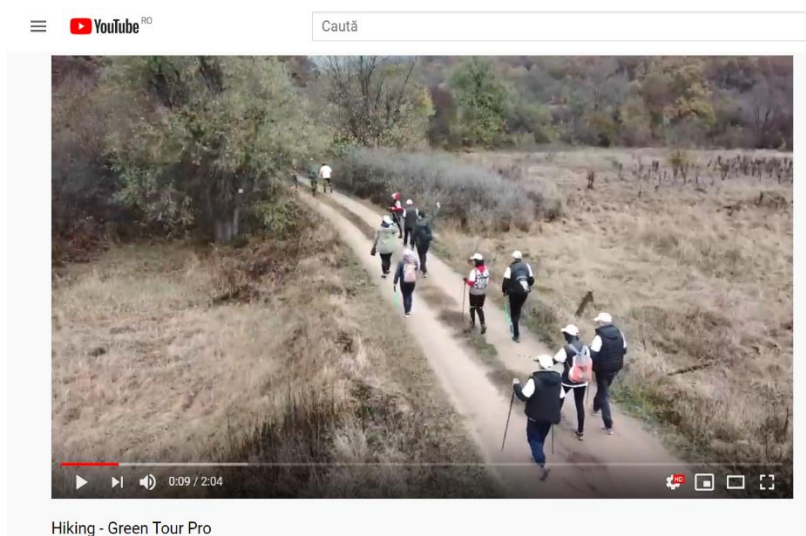
- Promotional video clip for marathon



Duration: 1`49``

Promo objective:
promotion of the pilot
actions carried out to
promote the integrated
tourism product - Marathon
trails

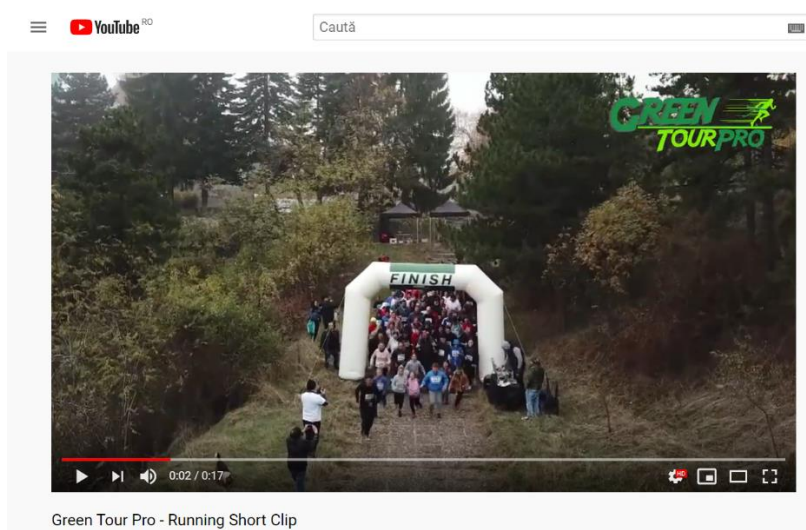
- Promotional video clip for hiking



Duration: 2`05``

Promo objective:
promotion of the pilot
actions carried out to
promote the integrated
tourism product - Hiking
trails

- Teaser video clip for marathon in CBC area



Duration: 18``

Promo objective:
promotion of the running
pilot actions carried out in
Romania and Bulgaria to
promote the integrated
tourism product -
Marathon trails



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- Teaser video clip for hiking in CBC area



Duration: 17``

Promo objective:
promotion of the hiking
pilot actions carried out in
Romania and Bulgaria to
promote the integrated
tourism product - Hiking
trails

- Teaser video clip for sport tourism products in CBC area



Duration: 19``

Promo objective:
promotion of the running
and hiking pilot actions
carried out in Romania and
Bulgaria to promote the
integrated tourism pro-
duct - Marathon and Hiking
trails

- Teaser video clip for sport tourism products in in CBC area



Duration: 17``

Promo objective:
promotion of the running
and hiking pilot actions
carried out in Romania and
Bulgaria to promote the
integrated tourism product
- Marathon and Hiking
trails.

The content of the video clips is made based on the materials provided by the contracting authority and published in accordance with the Visual Identity Manual (MIV) of the INTERREG V-A Romania - Bulgaria programme.

In the video editing process, the following activities were carried out:

- electronic editing and project logo add;
- processing, post computerized video processing;
- graphic editing of titles, transitions, video effects;
- image editing;
- text input;
- computerized front and final image video editing.

In order to ensure the soundtrack of the video clips, the following activities were carried out:

- soundtrack processing;
- audio effects;
- sound mixing - post sound processing and soundtrack.

3.5 Social media channels

All the activities of the project and its pilot actions have been widely promoted. So, in order to have the best coverage and dissemination of the actions of the project, we considered mandatory to have a promotion on the most important social networks.





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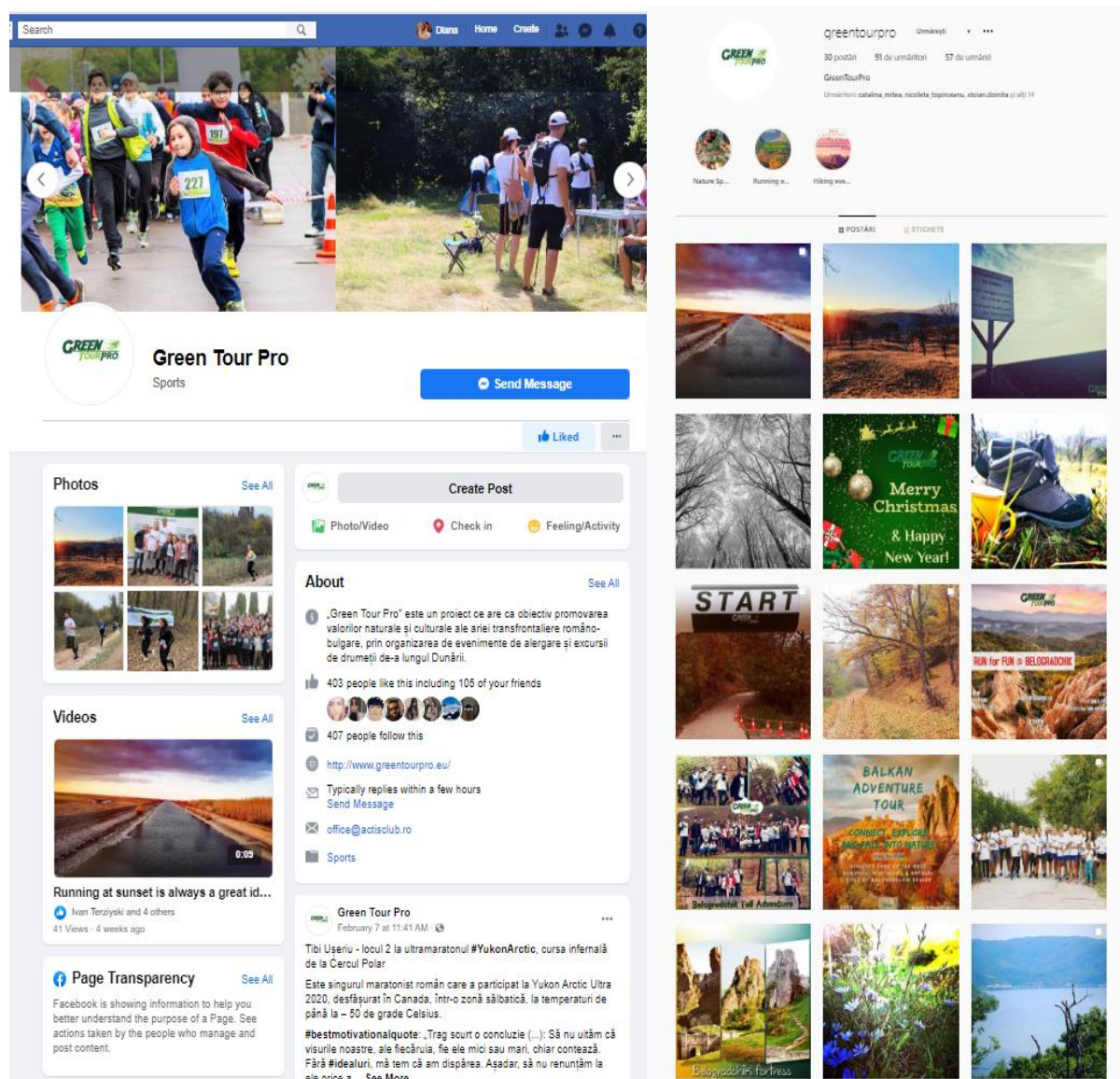
GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



Social networks play a very important role in today`s society. There is a saying that if you are not on Facebook, you do not exist. Starting from this social principle, in order to increase awareness and transparency on the activities carried out within the project, we have chosen to create accounts on the most used social media channels. In this regard, the project `Green Tour Pro` has today a Facebook page and an Instagram account.



Through the Facebook page and the Instagram account we managed to attract over time, at sporting events, a large number of participants. Also, through the two social media accounts we had the chance to interact with many people from the target group of the project and to bring closer the tourist products developed during the implementation period.



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GUVERNUL ROMÂNIEI
GOVERNMENT OF ROMANIA



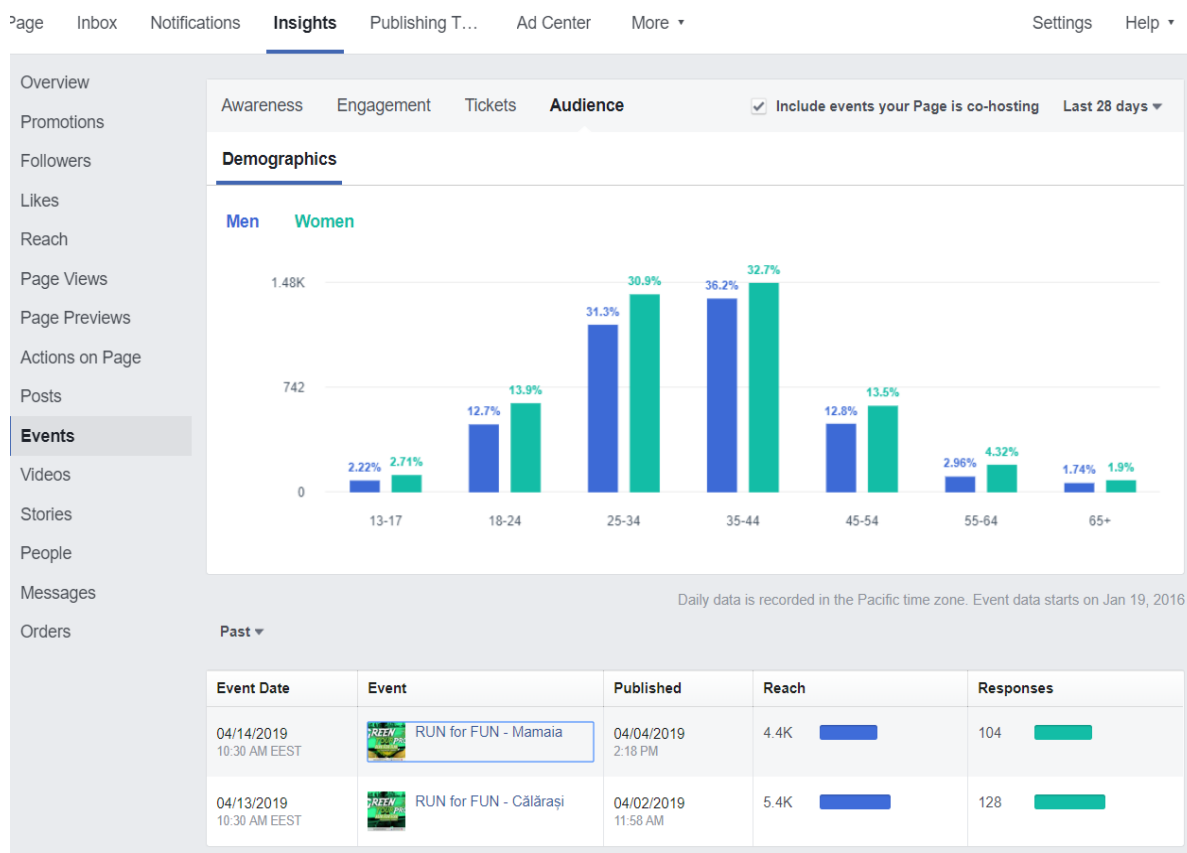
GOVERNMENT OF BULGARIA



The two accounts grew from one posting to another and from one story to other. In the online promotion process, we realized that fresh and constant content are essential in keeping followers and winning new ones.

In the following we will present brief statistics on the two media channels used to promote pilot actions, which come to prove the previously stated.

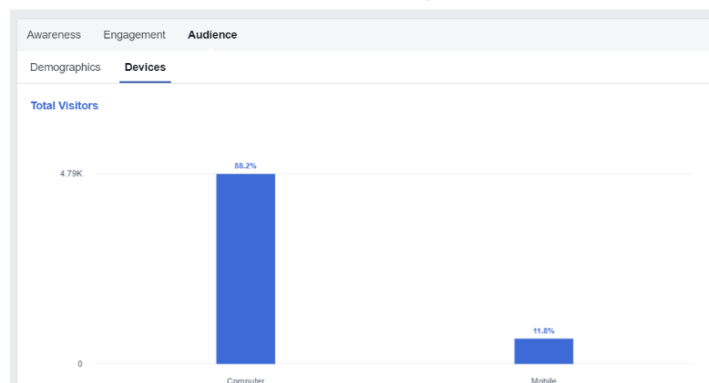
- Facebook page - www.facebook.com/GreenTourPro
403 people like it | 407 people follows it



13 RUN for FUN - Călărași
Sat 10:30 AM · Parcul Dumbrava
5,444
Total Event Reach

128
Total Responses

See All Insights





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Interreg



Post Details

Green Tour Pro
Published by Diana Irima (7) · April 9 · 🌐

♥️ Punem Călărașul pe Harta evenimentelor de alergare, care promovează mișcarea ca stil de viață sănătos!
Vino să petrecem ziua de sâmbătă într-un mod activ, în aer liber, în parcul Dumbrava!

Orice categorie de traseu alegi, oricât de înțesat sau repede alergi, promitem să-ți oferim multe zămoale, voce bună și surprize cât mai FUN!

👉 Nu uita! Vei avea oportunitatea de a alerga alături de Constantina Dita, singura campioană olimpică la maraton a României!

Întră pe site-ul nostru www.greentourpro.eu, citește detaliile despre eveniment și completează Formularul de înscriere din subsolul paginii - <https://www.greentourpro.eu/event/2-run4fun-calarasi>.
PS. Înscrierea este GRATUITĂ!

Hai să RUN for FUN!!! 🏃🏃🏃🏃🏃🏃🏃🏃🏃



Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 23,000 people.

4,010 People Reached 415 Engagements [Boost Post](#)

👍👍👍 Ion Munteanu, Liliana Patra and 29 others 30 Shares

👍 Like 💬 Comment ➦ Share

Performance for Your Post

4,010 People Reached		
167 Reactions, Comments & Shares		
130 Likes	30 On Post	100 On Shares
2 Love	1 On Post	1 On Shares
2 Comments	0 On Post	2 On Shares
33 Shares	30 On Post	3 On Shares
248 Post Clicks		
28 Photo Views	11 Link Clicks	209 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Reported stats may be delayed from what appears on posts

Post Details

Green Tour Pro
Published by Diana Irima (7) · April 4 at 12:20 PM · 🌐

Pe locuri... țig gata... Astăzi lansăm primele evenimente de alergare, la care vă invităm să luați parte - cu mic, cu mare - pentru porția de sănătate prin mișcare în aer liber și 🏃🏃🏃🏃🏃🏃🏃🏃🏃 distracție cât cuprinde în Călărași și Constanța.

#Staytuned
#alergare
#run
#runforfun
#calarasi
#constanta



Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 23,000 people.

1,036 People Reached 129 Engagements [Boost Post](#)

👍👍👍 Gabriel Paul, Elena Preda and 5 others 11 Shares

👍 Like 💬 Comment ➦ Share

Performance for Your Post

1,036 People Reached		
63 Likes, Comments & Shares		
52 Likes	7 On Post	45 On Shares
0 Comments	0 On Post	0 On Shares
11 Shares	11 On Post	0 On Shares
66 Post Clicks		
3 Photo Views	0 Link Clicks	63 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

Reported stats may be delayed from what appears on posts

Green Tour Pro
April 13 at 9:56 PM · 🌐

This is how we roll!
Să vedeți cât de serioși suntem când am vorbit de distracție 😊!



[Boost Post](#)

👍👍👍 Tudor Emanuel, Petrescu Nicolae and 9 others

1 Comment

RECENT ACTIVITY

Virgil Ene shared an album · 2 min · 🌐

<https://www.facebook.com/media/set/...>



PentruCălărași added 294 new photos to the album: RUN for FUN April 13 at 2:45 PM

Susținem sănătatea prin mișcare!
Mulțumim Constantina Dita, singura campioană olimpică la maraton a României, pentru prezență!
Un eveniment organizat de Green Tour Pro!

INSIGHTS

See More

5.4K
People Reached
+3 last 7 days

128
Responses
+0 last 7 days

Track ticket sales on your next event by adding a ticket link

Audience
Women 35-44
26% of total responses

English (US) · Română · Magyar · Español · Português (Brasil) [+](#)

Privacy · Terms · Advertising · Ad Choices · Cookies · More

Facebook © 2019

Post Details

Video

Post

Shares

See metrics for all videos



Green Tour Pro: Run For Fun 2019 / Călărași și Mamaia...

Două evenimente care ne-au umplut de bucurie! Vă mulțumim din suflet pentru participare, ați fost incredibili și ne-ați arătat de la mic la mare ce înseamnă să lubești mișcarea! Vom fi alături de voi și în 2020 cu surprize și aventuri noi! #GreenTourPro

3:05 · Uploaded on 04/14/2019 · View Permalink · Copy Video ID

Performance for Your Post

Minutes Viewed	800
3-Second Video Views	1,148
10-Second Video Views	543
Average Video Watch Time	0:16
Audience Retention	
Audience and Engagement	



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ROMANIA - BULGARIA



Interreg



Green Tour Pro
April 13

Pregeti cu toate de distractie, te asteptam cu drag duminica sa dam
primii pasi RUN for FUN - Mamaia!

Nu-i face griji, curtem pregatit cu pelerine de ploaie pentru tine si prieteni
titi, asa ca nu este o problema sa te ajutam sa faci din aceasta zi o zi frumoasa!

Cel care nu au avut sa se incalzesc in vremea ploii facem duminica
incepand cu ora 7 ne gata in parcare Hotelul Rex, unde vom da Startul
distractiei.

PS: Javet si echipa super mega FUN, puteti sa opti, gata sa te alerge si sa te
distracti!

Nu uita! Inregistrare este gratuita!

AGEST EVENIMENT NU ESTE O COMPETITIE !
Insa recompense pot fi numeroase.

- * Alina si venitul de donatii si stabilirea si obiectivelor;
- * Nu lasa gata niciodata, o sa fi surprins;
- * Casti Mini-Obiective in punctele B si C pentru un plus de distractie;
- * Sistemul aiut pentru tine in cazul in care ai nevoie
de un ajutor sau un transport;

* GREEN TOUR PRO promoveaza miscarea si protectia mediului localitatii.
In rugam sa nu activati modul Road Runner pentru a limita creșterea de noap.

TE AȘTEPTĂM LA FINISH!

14.04
ora 10:30

Green Tour Pro
April 13

Run for FUN - Mamaia
Eveniment susținut de Primăria Constanta

Te asteptam duminica sa ne luam doza de aerisori, zambete si voie buna,
caci sa ne incalzim bateriile pentru o saptamana innoaga (minim 3000 km)
Nu uita! Inregistrare este GRATUITA!

Informații despre eveniment și completează Formularul de Inscrisori
afiat pe site-ul nostru: <https://www.greentourpro.eu/event/1-run4fun-constant>

PS: Oferim suport participantilor din afara municipiului Constanta (cu
domiciliu la o distanță de minim 50 km față de Constanta). Pentru detalii
contactați-ne la: office@greentourpro.eu

Green Tour Pro added a new photo to the album: HIKE for FUN - Danube Trail Adventure.

Published by Danu Iliu 17 - July 4 at 7:05 PM

190 People Reached

3 Likes, Comments & Shares

3 Likes	3 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

69 Post Clicks

35 Photo Views	0 Link Clicks	34 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Event

Events

Calendar

Birthdays

Discover

Hosting

Canada Email

Manage Page Events

Danube Trail Adventure

14.04

GREEN TOUR PRO

Run for FUN - Mamaia

Public

Hosted by Green Tour Pro

Starting on Sunday, April 14, 2019 at 10:30 AM - 1:30 PM

about 4 weeks ago

Mamaia, Constanta, Romania

Hosted by Green Tour Pro

Typically replies within an hour

About

Discussion

Write Post

Add Photo/Video

Like Video

Create Poll

Write something...

2 posts require approval.

46 Went - 58 Interested

Nicoleta, Alina and 2 other friends went

Post Details

Reported stats may be delayed from what appears on posts

Green Tour Pro

June 15

Aventura Hike for Fun a început!

Am intrat în cea de-a doua etapă a proiectului "Green Tourism Products", prin care străbatem cărări neumbrite în lăuna verde a Dunării, cea frumoasă curgătoare!

www.greentourpro.eu

#hike #hiking #drumetie #drumetie #green #greentourism #romaniaturistica #romaniaturism #turismverde #haturia

264 People Reached

19 Engagements

Boost Post

Margareta Popa-Nica, Ionut Nicolescu and 4 others

1 Share

Performance for Your Post

264 People Reached

11 Likes, Comments & Shares

10 Likes	6 On Post	4 On Shares
0 Comments	0 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

8 Post Clicks

2 Photo Views	4 Link Clicks	2 Other Clicks
---------------	---------------	----------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Post Details

Reported stats may be delayed from what appears on posts

Green Tour Pro added 66 new photos to the album: Hike for Fun - Island Trail

June 25 at 5:29 PM

Drumeția este una dintre cele mai bune metode de relaxare activă, de cunoaștere a zonei și de observare a naturii.

Seria de evenimente Hike for Fun a început luna aceasta cu Island Trail, a drumeție frumoasă în care ne-am relaxat, ne-am simțit bine, ne-am bucurat de vremea bună, peisajele și frumusețea insulei din zona Călbășului.

În perioada următoare vom organiza frecvent astfel de drumeții, scadar dacă ești în căutarea unei experiențe personale unice în locuri care să te inspire și să te aducă mai aproape de adevăratele valori naturale, care nu presupun niciun cost, atunci te invităm într-o frumoasă aventură pe traseele propuse de noi, unde vei descoperi destinații îmbietoare pentru tine, amatori de cărări neumbrite și frumusețe autentică!

Performance for Your Post

222 People Reached

27 Reactions, Comments & Shares

19 Likes	19 On Post	0 On Shares
2 Love	2 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
6 Shares	6 On Post	0 On Shares

48 Post Clicks

38 Photo Views	0 Link Clicks	10 Other Clicks
----------------	---------------	-----------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Green Tour Pro

Published to the album: Hike for Fun - Island Trail

Un nou weekend dintr-un A.V.M. cu Hike for Fun!

Green Tour Pro, aducând o "Drumeție Trail Adventure". Zilele acestea în jurul nostru în lăuna verde a Dunării, în apropierea insulei din zona Călbășului, se desfășoară o serie de activități care te vor ajuta să te relaxezi și să te bucuți de natura înconjurătoare.

În jurul nostru, și pe parcuri înconjurătoare de câmpuri, te vei bucura...

Performance for Your Post

1,073 People Reached

358 3-Dimensional Video Views

53 Reactions, Comments & Shares

40 Likes	11 On Post	29 On Shares
1 Love	0 On Post	1 On Shares
1 Comments	0 On Post	1 On Shares
11 Shares	11 On Post	0 On Shares

70 Post Clicks

20 Photo Views	0 Link Clicks	50 Other Clicks
----------------	---------------	-----------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Green Tour Pro

Adventure

HIKE for FUN - Danube Trail

Adventure

28 Photos - Updated 12 days ago

Cel mai bun weekend de drumeție, scadar suta regala Hike for FUN, în lăuna verde a Dunării, pe malul insulei din zona Călbășului, în apropierea insulei din zona Călbășului, se desfășoară o serie de activități care te vor ajuta să te relaxezi și să te bucuți de natura înconjurătoare.

În jurul nostru, și pe parcuri înconjurătoare de câmpuri, te vei bucura...

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53 Reactions, Comments & Shares

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11 Shares	11 On Post	0 On Shares

70 Post Clicks

20 Photo Views	0 Link Clicks	50 Other Clicks
----------------	---------------	-----------------

NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Green Tour Pro

Adventure

HIKE for FUN - Danube Trail

Adventure

28 Photos - Updated 12 days ago

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În jurul nostru, și pe parcuri înconjurătoare de câmpuri, te vei bucura...



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GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA

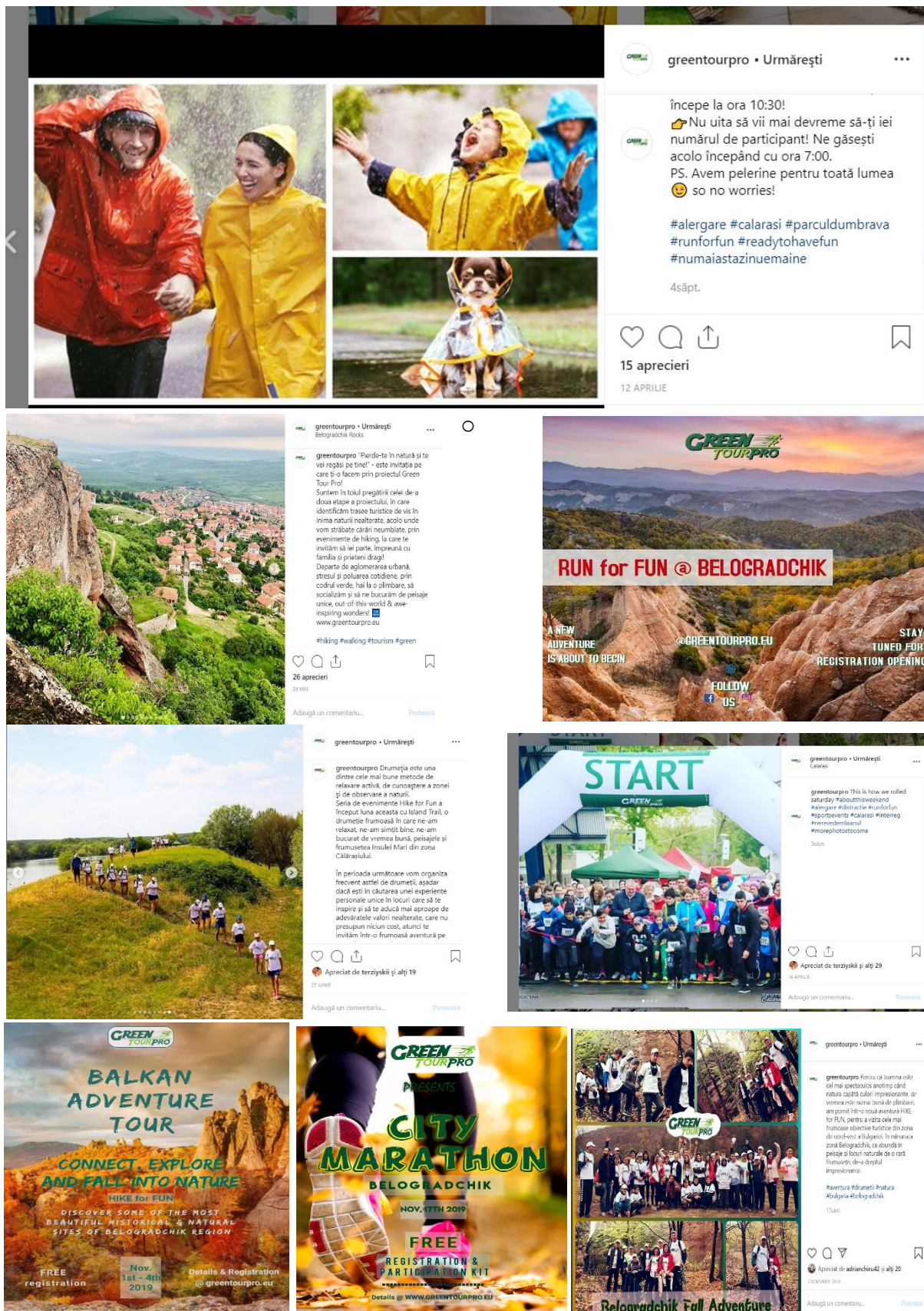


Interreg



- Instagram account - www.instagram.com/GreenTourPro

91 followers





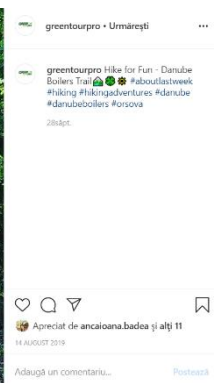
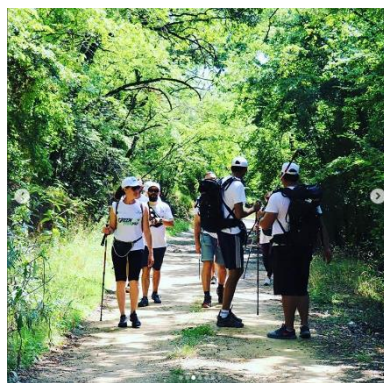
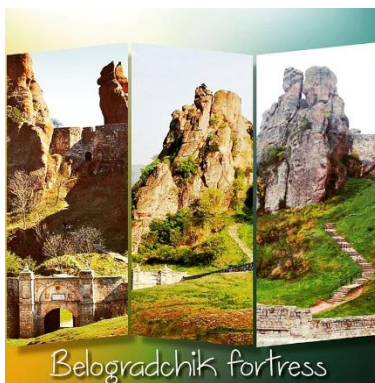
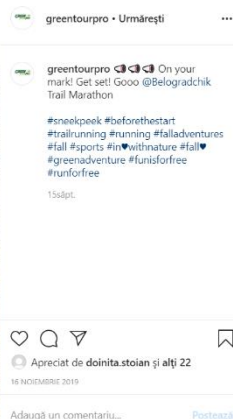
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GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



3.6 Promotion in local media and online channels

During the project implementation period, `Green Tour Pro` enjoyed an intense promotion in the local media. Within the project, a promotion contract with the most important daily newspaper in Calarasi county was made, in order to ensure a widespread dissemination of `Green Tour Pro` among the local community.

This contract was made to promote the financing contract, by announcing the launch and finalization of the project, and to promote the pilot actions carried out during the months of April - November 2019, by publishing photo-reports. A total of 12 press releases were published within the contract, which covered the entire project implementation period of the 18-month.

Apart from these press materials, the project has enjoyed a number of other disseminations in the local media and in the online environment, free of charge, because the project has proven to be of interest to the local communities where the pilot actions took place.

The total number of online materials and press releases is of 17 information materials concerning the pilot actions and the `Green Tourism Products` project and its activities carried out during the financial contract implementation.

In the following we will present the information materials published both within the contract for the promotion of the project, as well as beside it, those free of charge.

- press releases within the promotional contract with the local media



[illegible][illegible][illegible]

Observatori de l'Ebre, no. 104, pp. 37, 10 d'octubre del 2013

CULTURA

EUROPEAN COMMISSION

EUROPEAN UNION - EUROPEAN REGIONAL DEVELOPMENT FUND

ERDF - INTERREG IIIA

RUN for FUN - Belgradskih Trati Maraton

ASSOCIACIÓ ACITES

DEL DELTA DE L'EBRE

Unitat, la sostenibilitat, la salut i el paper social de la zona costera són els filars bàsics d'aquesta iniciativa. El marató de Belgradskih Trati, organitzat per primera vegada aquest any, tindrà lloc el proper 26 d'octubre. L'associació ACITES de l'Ebre, en col·laboració amb el Departament d'Esports de la Generalitat de Catalunya i el Departament d'Esports de la Diputació de Tarragona, organitza aquest marató amb l'objectiu de promoure la salut i el paper social de la zona costera.

El marató de Belgradskih Trati és una iniciativa que té com a objectiu principal el de promoure la salut i el paper social de la zona costera. A més, també té com a objectiu el de promoure la sostenibilitat i la salut de la zona costera. El marató es celebrarà el proper 26 d'octubre a les 9 del matí, a partir del punt de partida de Belgradskih Trati.

Després d'un recorregut a través d'ambdós municipis, tindrà prou de 10 km i acabarà al port de Belgradskih Trati. El marató es celebrarà a les 9 del matí, a partir del punt de partida de Belgradskih Trati. El marató es celebrarà a les 9 del matí, a partir del punt de partida de Belgradskih Trati.

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El marató de Belgradskih Trati és una iniciativa que té com a objectiu principal el de promoure la salut i el paper social de la zona costera. A més, també té com a objectiu el de promoure la sostenibilitat i la salut de la zona costera. El marató es celebrarà el proper 26 d'octubre a les 9 del matí, a partir del punt de partida de Belgradskih Trati.

El marató tindrà prou de 10 km i acabarà al port de Belgradskih Trati. El marató es celebrarà a les 9 del matí, a partir del punt de partida de Belgradskih Trati.

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Observador de Câmbio, 14 mai 2022, număr 22, număr 2

EVENIMENT

PROIECT FINANȚAT DE UNIUNEA EUROPEANĂ
PRIN INTERMEDIUL FUNDULUI DE COEZIUNE

ASOCIAȚIA ACTIS
ASOCIATIEI

RUN for FUN - Împreună cu Chișinău

Râmnicu, 14 mai 2022. A s-a ținut la ora 10.00, în parcul "Ștefan cel Mare", o competiție de alergare în echipă, intitulată "Run for Fun".

Amplasamentul este situat pe o zonă verde, în apropierea lacului "Ștefan cel Mare".

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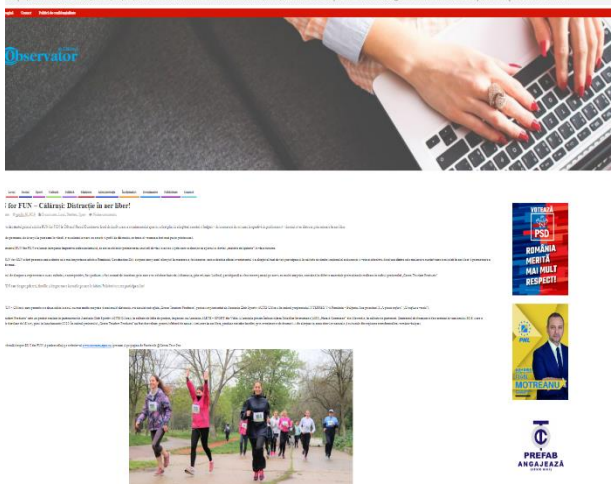
Conținutul acestui document este disponibil în format electronic pe site-ul oficial al Asociației ACTIS, la adresa: www.actis.ro.

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14 mai 2022, număr 22, număr 2

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- **press releases and other materials distributed in online**





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GOVERNUL ROMÂNIEI
GOVERNMENT OF ROMANIA



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Interreg



HEY! WEEKEND EVENIMENTE CURSURI LOCATII KID-FRIENDLY ACTIVITĂȚI PARENTING EDUCAȚIE SUSTINE-NE!



Acasă > Evenimente pentru Copii și Părinți > Evenimente speciale > RUN for FUN - Mamaia @ Constanța

RUN for FUN – Mamaia @ Constanța

Constanța • Duminică 14 Aprilie 2019

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Vă invităm la RUN for FUN pe faleza din stațiunea Mamaia!!!
Evenimentul promovează viața sănătoasă prin practicarea sportului și mișcării în aer liber!
Vrem să revoluționăm SEDENTARISMUL, așa că te chemăm la MIȘCARE și o porție zdravănă de distracție OUTDOOR duminică, 14 aprilie, pe

faleza din Mamaia.
Pe locuri, fii Verde, START!

PS: RUN for FUN nu este o competiție, nu avem podium și nu avem costuri de înscriere, în schimb avem side-quest-uri, distracție, multe surprize și zâmbete cât cuprinde 😊

Oferim suport participanților din afara municipiului Constanța (cu domiciliul la o distanță de minim 50 km față de Constanța). Pentru detalii contactați-ne la office@actisclub.ro.

#kid-friendly
PENTRU ÎNSCRIERI VĂ RUGĂM ACCESAȚI WWW.GREENTOURPRO.EU

Detalii Eveniment

Data:
Duminică 14 Aprilie 2019

Program:
10:30 - 13:30

TRANSLATE PAGE

Selectați limba

Mai 2019						
Lu	Ma	Mi	Jo	Vi	Sâ	Du
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RUN for FUN - Calarasi: Distractie in aer liber!



Observator de Calarasi

Sambata s-a dat startul primei editii a RUN for FUN la Calarasi! Parcul Dumbrava, locul de desfasurare a evenimentului sportiv, a fost plin de alergatori romani si bulgari - de la amatori de miscare la sportivi de performanta - dornici sa se distreze prin

miscare in aer liber.

Peste 250 de persoane, de la copii la persoane in varsta, s-au aliniat la start, cu emotii si pofta de distractie, cu toate ca vremea a fost mai putin prietenoasa.

Prin evenimentul RUN for FUN s-a lansat campania ...citeste toata stirea



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GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



Interreg



RUN for FUN - Mamaia

TIME Sun Apr 14 2019 at 09:30 am to 12:30 pm [Add to calendar](#)

VENUE Mamaia, Constanta, Romania

CREATED BY [Green Tour Pro](#) [Follow](#) [Contact](#) [Organize? Claim this Event](#)

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14.04
10:30

GREEN TOUR PRO
RUN FOR FUN
Zona Hotel REX - MAMAIA

Evenimentul este organizat de Green Tour Pro

Participați la evenimentul Green Tour Pro Run for Fun

Evenimentul este organizat de Green Tour Pro

Participați la evenimentul Green Tour Pro Run for Fun

RUN for FUN - Mamaia

Vă invităm la RUN for FUN pe faleza din stațiunea Mamaia!

Evenimentul promovează viața sănătoasă prin practicarea sportului și mișcării în aer liber!

Vrem să revoluționăm SEDENTARISMUL, așa că te cheamăm la MISCAȚE și o porție zdravă de distracție OUTDOOR duminică, 14 aprilie, pe faleza din Mamaia.

Pe locuri, la Verde, START!

PS: RUN for FUN nu este o competiție, nu avem podium și nu avem costuri de înscris, în schimb avem socializare, distracție, multe surprize și zâmbete cât cuprinde :)

Cădem suport participanților din afara municipiului Constanța (cu domiciliul la o distanță de minim 50 km față de Constanța). Pentru detalii contactați-ne la office@gethclub.ro.

PENTRU ÎNSCRIERII VA RUGĂM ACCESAȚI

WWW.GREENTOURPRO.RO

MAP

Mamaia, Constanta, Romania

Filters 1 1 13-14 May

Constanța, 900001

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ul-green-tour-pro/

Run for Fun Mamaia de astăzi și proiectul Green Tour Pro

14/04/2019 0 No Comments



O nouă zi liberă, o nouă alegere. Căci pe linia asta am tot mers în ultimul timp și m-am făcut rău căci au am dobândit un nou record de viteză, respectiv unul de 21 minute și 42 de secunde pe distanța de 5 Km. În total am alergat 7 Km, conform bidoamando al meu.

Am alergat, cu sălăvă din gesea Senaspoti în stațiunea Mamaia, cu startul din fața hotelului Ibo, într-un cron simplu și fără podium pe nume **Run for Fun**. Cu călăvia ce eu vîrîk ieri de la Mareșorul Argonauților, unde al nostru Iladu Șutugiu a călăgit primul loc. Evenimentul de astăzi a fost unul parte din **Green Tour Pro** al Asociației Club Sportiv ACTIS din Călești, în colaborare cu Asociația pentru Îmbunătățirea Relațiilor Intercomunitare "HARALD GORMSSON" din Miercurea, Teleorman și Asociația ARIET-SPORT din Vidin, Bulgaria.

Asociația Club Sportiv ACTIS a semnat în data de 12.07.2018 contractul de finanțare Nr. 7973072.07.2018 pentru Proiectul "Green Tour Pro", cod proiect RD66-2017, implementat în cadrul Programului INTERREG V-A România-Bulgaria. Proiectul se va implementa pe durata a 78 luni împreună cu Asociația Sport for you and me, Bulgaria și Asociația pentru Îmbunătățirea Relațiilor Intercomunitare Harald Gormsson, România. Valoarea totală a bugetului este de 498.884.65 Euro. Obiectivul principal al proiectului este de a dezvolta produse turistice ecologice bazate pe activități ecologice și sănătoase, cu costuri scăzute și ușor de făcut în regiunea transfrontalieră, conform actualelor.

Asta s-a tradus prin echipamente campanie pe țări europene, materiale de prezentare foarte frumoase întocmite și chiar și mijloace de deplasare pentru evenimentele aferente acestui proiect. Au avut mai multe premii la cei de la Argonauți, din câte am înțeles că la mamaia grădă și am dat de multe oameni foarte simpatici și activi în acest eveniment modern, ce este doar o mică mazăre din întregul activitatei acestora.



Acest proiect se traduce prin trasee de drumetie și alergare în zona naturii, în locuri mai puțin cunoscute, mai puțin exploatare turistică, dar sunt deplin o izvoare și o bogăție naturală și culturală veșnică. Prin aceste fonduri neamurabile europenele alocate zonei de graniță România-Bulgaria, aceste experiențe vor deveni posibile și accesibile altor oameni. Grupul țintă al acestui proiect este divers: sportivi, aventurieri, persoane pasionante de activități în aer liber, yand.

Prin prezenta lor în Comană, am avut ocazie să aflăm că aceștia sunt doar un "mic cupă" în prezent, un start-up, anticipând ceva mai mare pe domeniul turismului și al sportului și al activităților în aer liber. În stadiu în incipient, sate că impresionabile. Ca paralela între țările sunt ei și ce au făcut așa aproape spontan în Comană, au spus că nu dădea Direcția pentru Sport a Județului Comană nu reușe în toată existența lor să facă ce au făcut ei, chiar și ca eveniment minimalist. Cei din spatele Green Tour Pro au avut și materiale promoționale bune și premii de tot soiul (pe care ar trebui să le suplimentăm pe viitor) și fotografii profesionale și toolset ecologic... Se vede că cineva înțeleg cu adevarat Sportul și Direcția prin sport, nu din zădărnici moșteni... În fine, hai să nu mai fiu rău.



Au a fost un eveniment ne-competitiv, înalțică - veterani alergări de pe aici - am câștigat mulețuri, căci știam că ne vom întoarce și cu un câștig de 10 ani dacă se ține în ritmul vau și cu ambreș sa. Pentru mine a fost Fun și dau mai mult din mine și uite că am reușit. Dacă era cu podium, sigur urcam pe podium măcar pentru premiile foarte pentru categoria de vârstă. Pentru mine, acest eveniment a fost unul ce m-a oferit șansa să fiu mai bun. Mișcarea înălțică din partea mea, dar și din partea lor.

Nu i-am aflat numele fetei din organizare, cu ochii verzi ca un cupă tânăr și primăvăratică dintr-o pădure de via, însă își spunea că urmează noi provocări și noi proiecte, ceea ce trăsese inclusiv prin aplicații mobile. Sau eu de ea cândva ca să-mi explice pe lângă ce s-a referit. O să aflăm, căci voi sta abonat pe pagina lor de Facebook. Inclusiv cu să văd pozele de astăzi la unu mult succes!

ETICHETE

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CALENDAR

May 2019

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IV. STRATEGY TO PROMOTE THE INTEGRATED TOURISM PRODUCTS

The project partners identified two new activities that combine ecological tourism with sports tourism, at low costs. These activities have known a significant increase in recent years and have the capacity to become a new form of active tourism with a major impact on the cross-border region, especially in the Danube region. The proposed activities are hiking and marathons on the natural and cultural sites offered by the cross-border region.

The common hiking standards are aimed at developing attractive hiking and accommodation conditions to meet the expectations of tourists, while retaining the unique landscape and atmosphere of the cross-border area.

The marathons are one of the newest forms of tourism, which are welcomed by both locals and enthusiastic active tourists, who enjoy outdoor movement. Through this type of touristic product, the project partners managed to promote the region, a healthy lifestyle and attracted tourists to the cross-border area, by organizing joint events in some of the most beautiful and rich natural and cultural areas from Romania and Bulgaria.

These actions will also contribute to the economic growth of both Bulgaria and Romania, through tourism development, creating a closer link between the two neighbouring countries. Tourism is perhaps the most important and offering way of development of the area, Danube being all over the world recognized for its natural multiculturalism, created in centuries of history, multiculturalism that generated from cosmopolitan cities to historical sites, more and more varied than in any basin river in this world. With the help of good and sustainable infrastructure, all this cultural mix can be presented to a much larger number of tourists than it is at the moment.



The green banks of the Danube in Romania-Bulgaria cross-border area, the woods, wetlands and islands offer an opportunity for diverse outdoor activities and by networking of different stakeholders, diverse products can be developed.

Cross-border touristic offers allow local tourists to meet neighbouring cultures and nature and give visitors from distant countries the unique opportunity to discover a whole new region consisting of various landscapes, ethnicities and traditions.

4.1 A clear vision on green and sport tourism

Tourism is an economic activity capable of generating growth and employment in EU, while contributing to development and economic and social integration, particularly of rural and mountain areas, coastal regions and islands, outlying and outermost regions or those undergoing convergence.

European tourism faces major challenges, which are at the same time opportunities. On the one hand, the industry must adapt to social developments which will influence tourist demand; on the other hand, it must face up to the constraints imposed by the sector's current structure, its specific characteristics and its economic and social context.

The political framework for tourism in Europe identified the following constraints linked to climate change, the scarcity of water resources, pressure on biodiversity and the risks to the cultural heritage posed by mass tourism. Therefore, the green or ecotourism remains the first recommendation of EU for a sustainable and performant tourism in Europe.

Tourism in Romania-Bulgaria cross-border area is focused on the country's natural landscapes and its history, and forms an important component of the economy of the region. Authentic, Natural and Cultural are the words that best capture the essence of cross-border region, a dynamic area rich in history, arts and scenic beauty. It offers countless unique travel experiences that are waiting to be discovered.

Tourism is a major economic activity in the European Union with wide-ranging impact on economic growth, employment, and social development. It can be a

powerful tool in fighting economic decline and unemployment. Nevertheless, the tourism sector faces a series of challenges.

The Danube is the second longest river in Europe with an overall length of 2,880 km. More than 80 million people share the Danube catchment area, making it the world's most international river basin. Nowadays the Danube links Eastern and Western European countries, cultures, people and ideologies on either side of the former Iron Curtain. Romania-Bulgaria cross-border area is therefore full of cultural and historical features which make it a beyond belief landscape. However, there are also many other ways of discovering the Romania-Bulgaria cross-border area and enjoying the natural and cultural heritage outside the big cities. Several national parks, nature reserves, important wetlands and beautiful islands as well as some UNESCO World Heritage Sites shape the unique natural landscape, ideal for active holidays. Less known hiking and running trails lead along the river, but also turn aside revealing beautiful landscapes in the interior of the countries.

The unspoiled small towns and villages in the rural areas keep their authentic way of life, old traditions and customs and offer a great journey through the rich cultural diversity. The Danube river basin also was the site of some of the earliest human cultures and many well-preserved historic sites from different eras and empires are worth visiting. Being an inspiration for numerous musicians, artists, photographers and writers, Danube has become a symbol of the pan-European culture and identity. Different events aim to strengthen this identity as well as cultural exchange, being a great opportunity for tourists to feel the Danube spirit.

The rich cultural heritage has developed due to various invaders settling in the region over the centuries. In the Northern part of the Danube, hiking and running infrastructure is already well established. Hiking and running areas also exist in the middle Danube countries and lower part has a lot of potential to be developed.

Therefore, there is high potential for connecting the existing hiking areas. Visitors should get the possibility to widen their horizons and encounter a unique hiking and running experience within a variety of landscapes and regions.

By fostering hiking and running tourism along the Danube, several marketing benefits for Romania, Bulgaria and other outside organizations arise: networking of existing offers along the Danube, Danube hiking and running web portal, cross-

border offers, common hiking standards, running competitions, online hiking map, international Danube Hiking conferences, cooperation of national, regional and local representatives, cross-border collaboration.

Hiking and running enables tourists to get to know countries and cultures in a direct way. Therefore, establishing cross-border hiking and marathons along Danube should not only support the touristic infrastructure, but also strengthen the bonds between the countries. Bundling forces and working together for a common hiking and running tourism offer along the Danube does not only contribute to strengthening single countries and regions, but the entire Danube basin economically and socially as well as increasing the understanding for its natural beauty.

4.2 Strategy objectives

The main objective of the project is to develop integrated tourism products based on green and healthy activities with small costs and easy to do in the cross-border region.

Specific objectives:

1. Maintaining the 2 tourism centres operational;
2. Maintaining and developing the IT products (website, interactive map and mobile application);
3. Organising new events/ trail adventures.

The project partners identified two new activities that combine green tourism with healthy activities whilst with small costs. These activities had a significant growth in the last years and could have a major impact on the cross-border region, especially in Danube region.

Together, the three partners had developed in the implementation period new tourism products by organizing ten pilot actions consisting in hiking and marathons events held in the area of natural and cultural sites of the Romanian-Bulgarian cross-border region, in order to promote and capitalize on the cultural and natural heritage, for the sustainable economic development of the border area.

The purpose of this project was to create new tourist products in the form of hiking and running in the neighbouring districts and counties along Danube shores.



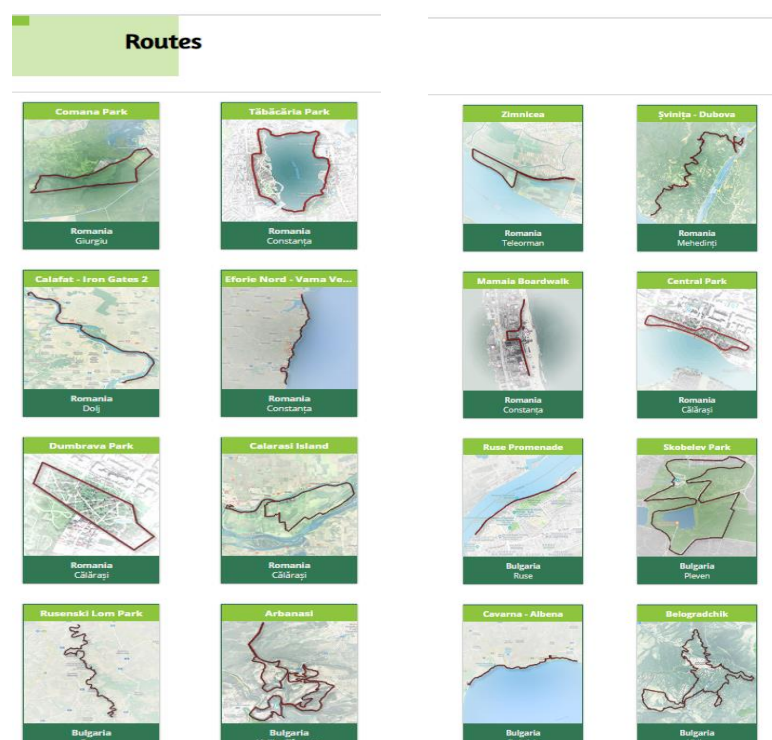
These activities will contribute to the popularization of the environmental and cultural resources that Bulgaria and Romania have to offer in the project eligible area. The ultimate goal is to increase the number of overnight stays in the region, in order to sustainably develop the tourism economy.

In many cases, some areas are not quite popular, except for the coast with Constanta county and Dobrich district, they will be accessible to all tourists who want to visit some cultural sights, admire some beautiful landscapes and do all this in a healthy way, without high costs, and for this, hiking and running are the perfect formula. These allow everyone, at their own pace, to visit and focus on what they find interesting and to enjoy these cultural and natural resources offered by the Danube area.

The routes identified within the study are 10*, half in Romania, half in Bulgaria, divided as following:

- 3 hiking trails in each country (duration: 3 days) with a distance of 10 - 30 km/ day - 30 - 90 km, in total;
- 2 marathon trails in each country (duration: 1 day) for a distance between 3 and 20 km.

*This information, as well as the scheduled events and other information are detailed on the project`s website and mobile application, and also you can find more on our social media accounts.





✓ **Equipment free of use for the new tourism products**

The three partners - ACTIS Sport Club Association, ARETE-SPORT Association and "Harald Gormsson" Association for Improving Human Relations - have started the project implementation by purchasing within the European contract specialized equipment necessary for carrying out ecological and sporting tourist activities in complete safety and leisure conditions.

Thereby, they had purchased the followings:

- all the necessary camping equipment for the hiking adventures:
 - tents, open tents, sleeping bags, camping equipment and equipment, cooking equipment, front lantern
- the necessary equipment for organizing outdoor running events - marathons:
 - banners, pop-up displays, timing system, sound system, open tent, traffic cones, race signalling, Start/ Finish line signalling.

All the specific equipment purchased serve enthusiastic tourists, nature lovers, from both countries. For this reason, all the equipment is located both in Romania, at the headquarters of the ACTIS Association, in Calarasi, as well as in Bulgaria, at the headquarters of Belogradchik Municipality (Vidin district).

Running & Hiking Events

FREE EQUIPMENT

- camping - hiking - running -





✓ **Increased number of overnights in CBC region
through the new tourism products**

The activities developed during and after the project implementation period will increase the number of tourist overnights in the region up to 5,140, covering 0.97% from the programme result indicator for this priority axis.

The project is estimated to increase to 5,140 overnight stays in the Danube area, during the project implementation stage and its sustainability stage, having as target group former sportsmen, enthusiastic athletes, and families with children, practically all the people who like spending time and have sport activities in nature.

The partners predicted that the number of overnights will be increased during the sustainability stage, when minimum one marathon/ minimum one hiking expedition per year in Romania/Bulgaria will be organized either by the project partners, either by other entities which has already gained over time a greater awareness and notoriety through their periodical sports events, that are already well-known by the local communities and active tourists that chose to spend their vacation in an healthy manner in the middle of the nature, discovering on these occasions the local history and all the tourist attractions.

As previously said, the tourism products that will be promoted by the project can be organized by the project partners or could be done individually or by organized groups. For a marathon event or hiking trip, there is no need of an authorized guide and can be done by anyone, as long as they respect the indications made available by the project outputs.

The beneficiaries estimate an increased number of overnights generated also by the project by making available all the project outputs (equipment, web portal, mobile application, running and hiking trails identified in the CBC region, pilot actions etc.) during the 5 years after project completion.

✓ **IT products for the new tourism products**

During the project implementation, an interactive web portal - www.greentourpro.eu - was created to support both tourism products and a mobile



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application - GreenTourPro - with hiking/ marathon routes and other means of online communication (social media accounts - Facebook & Instagram - @ GreenTourPro).

- www.greentourpro.eu



Website launch: march 2019

Website developer: „HARALD GORMSSON” Association

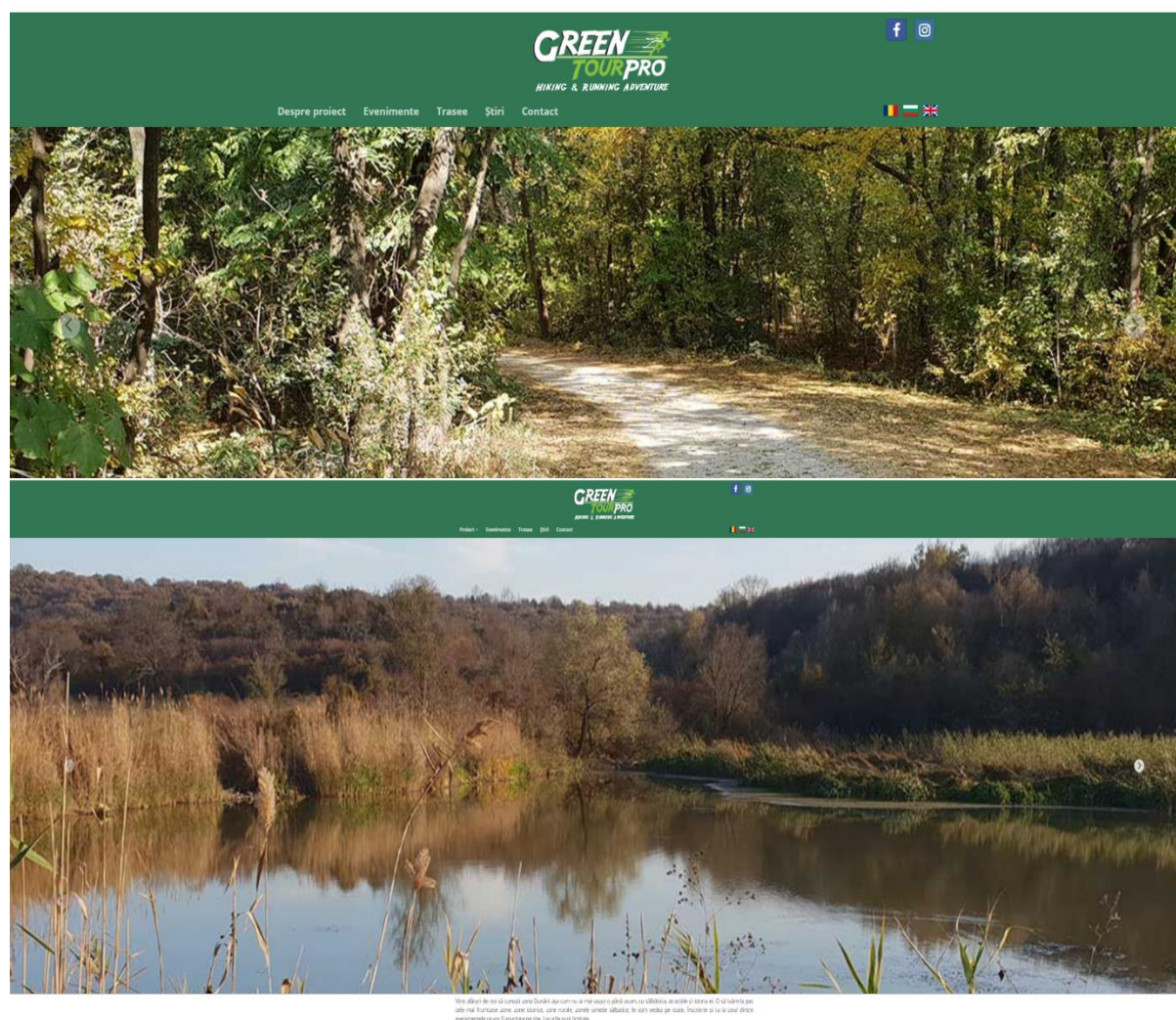
Website objective: the web portal aims to improve the access to information of both stakeholders and tourists

Website reach: 20k visitors*

* Value reached at the end of the project implementation period



UNIUNEA EUROPEANĂ
FONDUL EUROPEAN PENTRU DEZVOLTARE REGIONALĂ
INVESTIȚII ÎN VIITORUL TĂU!



Evenimente	13 APR	100 km PULUI CÂRLEA 2019
	14 APR	100 km PULUI MARE 2019
	13 APR	100 km PULUI CÂRLEA Trail

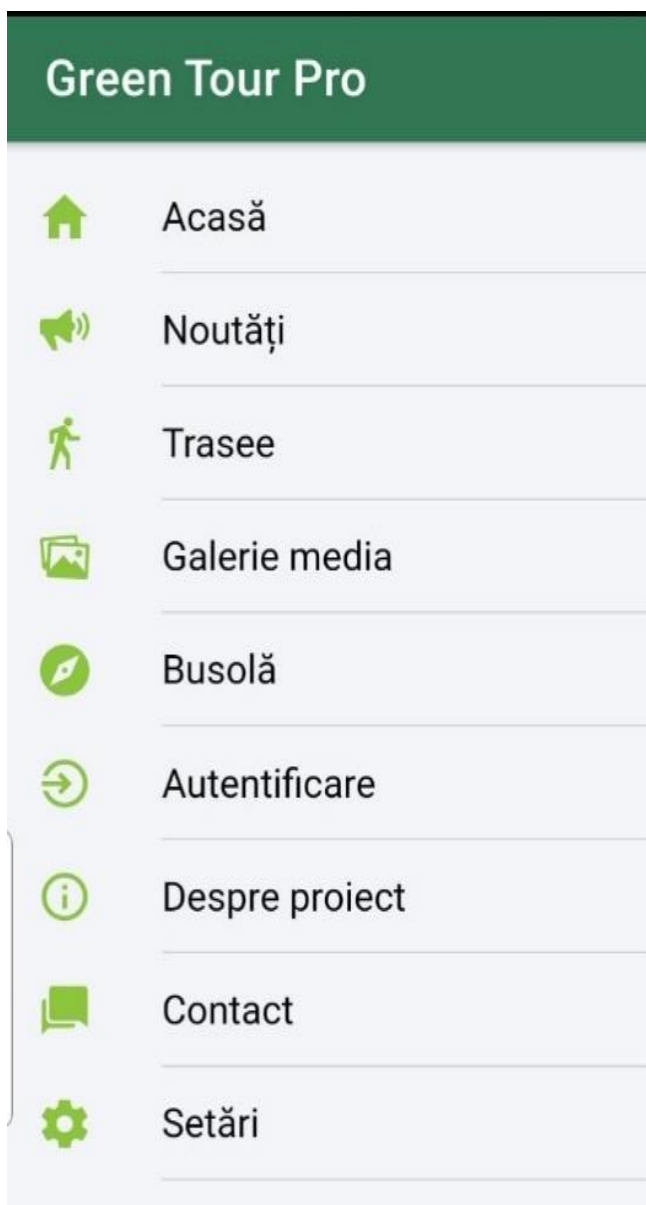
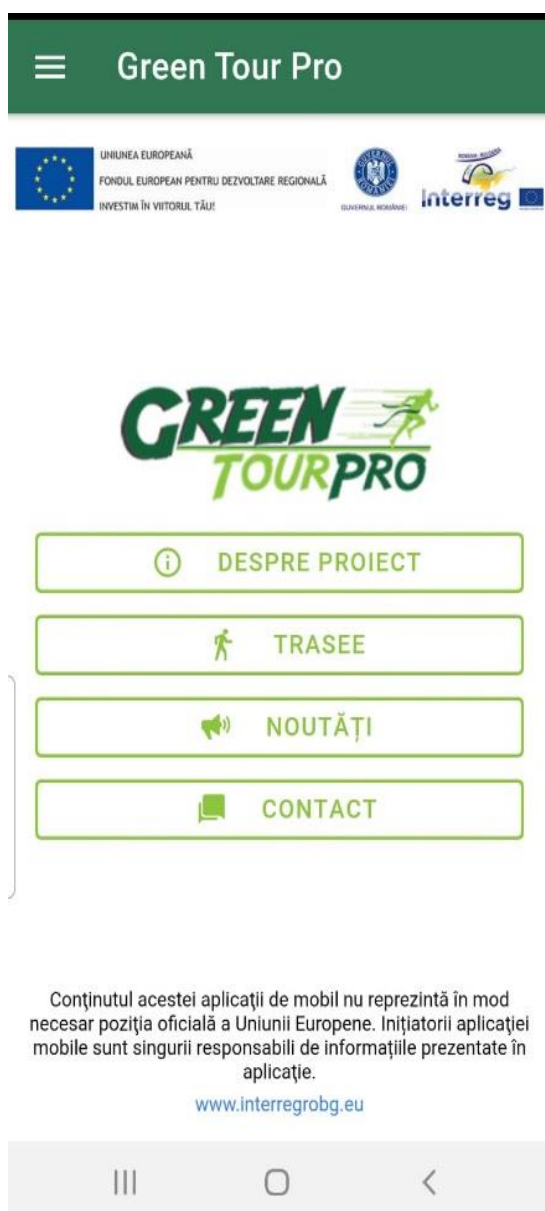
○ GreenTourPro



Mobile application launch: march 2019

Mobile application developer: „HARALD GORMSSON” Association

Mobile application objective: the mobile application is the new mechanism used in the project implementation and after, to attract young people and foreign tourists, as it helps them by providing information much faster and more efficiently than conventional methods.





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○ www.facebook.com/GreenTourPro



FB page launch: January 2019

FB page admin: ACTIS Association

FB page objective: promote *Green Tour Products* project and its activities

FB page likes/ followers: 403/407*

FB page biggest post reach: 9,1k*

* Value reached at the end of the project implementation period

Post Details

Green Tour Pro
Published by Diana Irina [?] · April 9 · G

♥ Punem Călașii pe Harta evenimentelor de alegare, care promovează mișcarea ca stil de viață sănătos!
Vino să petrecem ziua de sâmbătă într-un mod activ, în aer liber, în parcul Duntorești!

Orice categorie de traseu alegi, oricât de înalt sau repede alegi, promitem să-ți oferim multă zămbire, voie bună și surprize cât mai FUN!

🔥 Nu uita! Ve ai avea o oportunitate de a alege alături de Constantina Dita, singura campioană olimpică la maraton a României!

Întâi pe site-ul nostru www.greentourpro.eu, citește detaliile despre eveniment și completează Formularul de înscris din subzola paginii - <http://www.greentourpro.eu/event/2-run4fun-calarasi>.

PS: Înscrisura este GRATUITĂ!
Hai să RUN for FUN!! 🏃‍♀️🏃‍♂️🏃‍♀️🏃‍♂️

Performance for Your Post

4,010 People Reached

167 Reactions, Comments & Shares

130 Like 30 On Post 100 On Shares

2 Love 1 On Post 1 On Shares

2 Comments 0 On Post 2 On Shares

13 Shares 30 On Post 3 On Shares

248 Post Clicks

28 Photo Views 11 Link Clicks 209 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 23,000 people.

4,010 People Reached 415 Engagements

30 Shares

Like Comment Share

Green Tour Pro
Published by Diana Irina [?] · August 6 at 10:54 PM · G

▶ HIKE for FUN - Danube Bolders Trail 🇷🇴🇧🇬🇦🇹🇪🇺 Am pornit, la pas, într-o nouă aventură, pentru a descoperi peisaje îmbietoare într-una dintre cele mai frumoase zone din România - Cazanele Dunării.

Pe traseul Svința - Dubova ne propunem să promovăm turismul verde, prin explorarea, la picior, a unor poteci de munte de pe Defileul Dunării, care este considerat cel mai frumos din Europa.

Datorită curenților puternici și a crevelor de pe fundul apei, în această porțiune Dunărea... See More

Performance for Your Post

679 People Reached

42 Reactions, Comments & Shares

34 Like 11 On Post 23 On Shares

1 Sad 0 On Post 1 On Shares

2 Comments 0 On Post 2 On Shares

5 Shares 5 On Post 0 On Shares

48 Post Clicks

10 Photo Views 0 Link Clicks 38 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
When you boost this post, you'll show it to more people.

679 People Reached 90 Engagements

Boost Post

Flaviu Comanese, Cristina Motorga and 9 others 5 Shares

Green Tour Pro
Published by Ionut Iordache [?] · April 13 at 7:31 PM · G

Astăzi la Calarasi am creat niste amintiri minunate, va asteptam maine în Mamaia (parcare Hotel Rex) pentru o noua runda de distracție!
<https://www.facebook.com/2014431532003888/posts/214292685820831/>

Performance for Your Post

3,521 Views

Green Tour Pro
Published by Diana Irina [?] · April 13 · G

Start RUN FOR FUN Călașii!!!

Mulțumim tuturor pentru participare!! A fost cu adevărat de neuitat!!

PS: Dinează! Începe ploaia de poștări cu foto și video de la eveniment, rămâneți cu ochii pe @greentourpro

Boost Unavailable

Anisoara Ghicolas Dragol, Elena Popea and 7 others 1 Share

Green Tour Pro
Published by Diana Irina [?] · June 29 at 11:42 PM · G

Un nou weekend, o nouă AVENTURĂ! 🏃‍♀️🏃‍♂️🏃‍♀️🏃‍♂️

▶ HIKE for FUN - episodul 2 "Danube Trail Adventure": Ziua străbăteam la picior trasee de drumete în mijlocul naturii, să admirăm spectacolul oferit de fauna și vegetația deosebită de pe malul Dunării, iar seara stăam la povești, în jurul focului, și ne pierdem în constelații pe cerul senin.

To be continued...

Performance for Your Post

1,073 People Reached

358 3-Second Video Views

53 Reactions, Comments & Shares

40 Like 11 On Post 29 On Shares

1 Love 0 On Post 1 On Shares

1 Comments 0 On Post 1 On Shares

11 Shares 11 On Post 0 On Shares

70 Post Clicks

20 Clicks to Play 0 Link Clicks 50 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts 0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Get More Likes, Comments and Shares
Boost this post for \$30 to reach up to 12,000 people.

1,073 People Reached 123 Engagements

Boost Post

Marcel David, Rusen Catalina and 9 others 11 Shares

Green Tour Pro
Published by Diana Irina [?] · April 13 · G

Start RUN FOR FUN Călașii!!!

Mulțumim tuturor pentru participare!! A fost cu adevărat de neuitat!!

PS: Dinează! Începe ploaia de poștări cu foto și video de la eveniment, rămâneți cu ochii pe @greentourpro

Boost Unavailable

Anisoara Ghicolas Dragol, Elena Popea and 7 others 1 Share

Green Tour Pro
Published by Diana Irina [?] · April 13 · G

Start RUN FOR FUN Călașii!!!

Mulțumim tuturor pentru participare!! A fost cu adevărat de neuitat!!

PS: Dinează! Începe ploaia de poștări cu foto și video de la eveniment, rămâneți cu ochii pe @greentourpro

Boost Unavailable

Anisoara Ghicolas Dragol, Elena Popea and 7 others 1 Share



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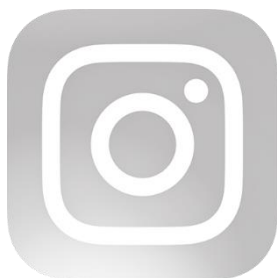
GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



- www.instagram.com/GreenTourPro



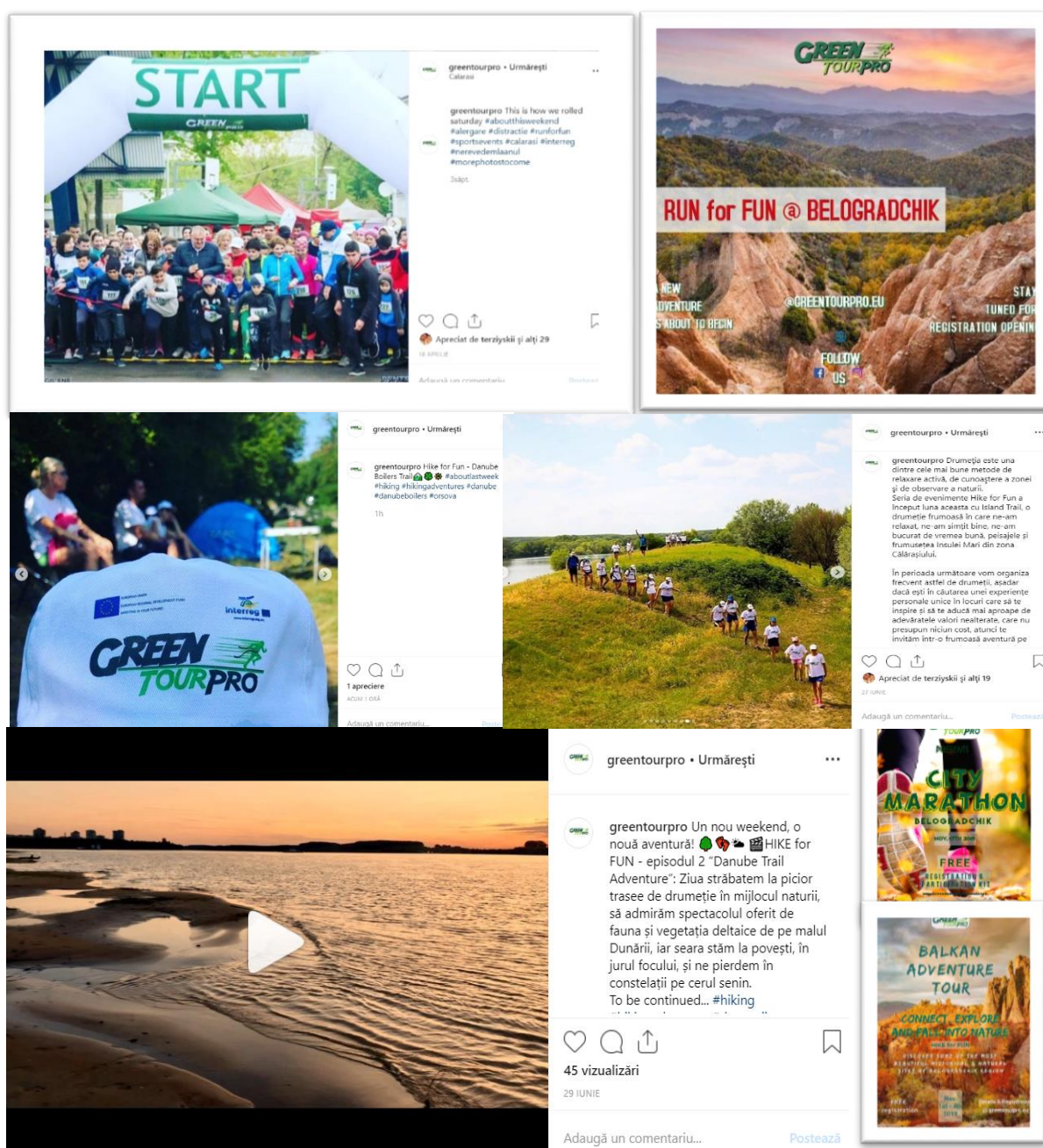
Insta account launch: January 2019

Insta account admin: ACTIS Association

Insta account objective: promote *Green Tour Products* project and its activities

Insta account followers: 90*

* Value reached at the end of the project implementation period





Even if the statistical data are not available individually for the countries bordering the Danube, according to a study by Deutsche Wanderinstitut e. V., the typical hiking/ running tourist can be described by framing the following standards:

- Demographic: 48 years (m & f), higher incomes;
- Tour duration: 9 - 14 km / 2.5 - 4 hours;
- Hiking grounds: nature, tranquillity and relaxation;
- Planning: Internet, recommendations, maps, books for hiking;
- Tours: circular routes and day trips;
- Paths: trails with many attractive points (attractive tourist attractions) and natural routes.

Therefore, offering the potential tourist alternative routes to enjoy the nature and to discover the cultural and historical heritage of the eligible area of the programme, through hiking and running, is to earn a trust and permanent capital as usual tourist activities for those interested in the project area. The variety of natural and cultural heritage along the Danube is immense. There are numerous castles and ruins, beautiful cities that reflect the turbulent historical past or lively cities of urban culture along the river, waiting to be discovered.



These IT products are the main instrument that will be used by the project team in the sustainability period in order to achieve the indicators.

The IT products will be used in as follows:

- news and information in order to promote the CBC region;
- information to promote and raise awareness on maintaining a clean environment;
- good practice examples of ecological activities carried out by volunteers;
- news about the activities carried out by the project partners, relevant for the `Green Tour Pro` target group;
- promotion of the future events that will be held by the project partners.

The project beneficiaries will ensure the availability of the new integrated tourism products for at least the next five years after ending the project implementation period.

Therefore, it is expected to generate a remarkable number of visits to supported sites of cultural and natural heritage and attraction, consequently, to improve the sustainable use of natural heritage and resources and cultural heritage.

All the activities implemented through the project will be developed in the benefit of the communities. The equipment will be available for all the interested participants at our future sports events free of charge; therefore, no costs will be requested by the beneficiaries.

The beneficiaries' main aim is to attract tourists in the CBC area, using the touristic products developed in the project implementation period.

4.3 Financing the activities

The team members from all beneficiaries, after organizing during the project implementation period a number of 10 experimental trips, have the knowledge and experience to promote this type of activities after the project ends.

All the purchases of technical equipment and promotional materials, which has been realized during the project implementation, are designed to ensure the sustainability for at least the next five years.



The following events that will be organized by the beneficiaries of the project or in partnerships will be held without generating financial income for the beneficiaries of the project.

The acquisition for the maintenance of the website is for a period of 60 months from the end of the contract, covering the period of sustainability of the project.

The portal www.greentourpro.eu is hosted on the contractor's server and it benefits from its back-up during the contract period, the materials from the portal are and still will be archived and delivered to the beneficiary, upon request, on electronic support.

4.4 Action Plan

1. Specific objective 1: Maintaining the 2 tourism centres operational

In order to ensure a continuity of this project and to promote after the ending of the financing contract, the beneficiaries ACTIS Sport Club Association and ARETE-SPORT Association created two operational tourist centres for equipment one in Romania, in Calarasi, and the other in Bulgaria, Belogradchik.

These tourist centres have the role of informing tourists who want to explore the CBC region, with its historical and cultural relevance, as well as the natural areas (parks, nature reserves, forests etc.).





At these touristic centres all the interested people can come to find out details about the hiking and running trails identified within the project implementation period:

- the hiking trails envisage routes that are covering distances of about 10 - 30 km / day (approx. 30 - 90 km / a 3-days hiking trip);
- the running trails envisage routes that are covering distances between 3 and 20 kilometres; some routes are in a straight line, others are circular routes, which allow enthusiastic athletes to take as many turns as they please.

On these routes were identified a series of attractive tourist objectives, heritage objectives, spaces of leisure (picnic, camping, long, sandy beaches etc.), structures of accommodation, as well as restaurants in the area. All this information will be made available to tourists when visiting the tourist centres.

At the tourist centres, in the sustainable period of the project, will be the specific camping equipment to be put on disposition of participants in hiking expeditions. All the equipment that will be available free of charge for the enthusiastic tourists that will want to discover our hiking trails along Danube river in the CBC green area, and it consist in:

- tents;
- sleeping bags;
- backpacks for hiking;
- folding hiking chairs;



- tables for camping;
- compact shovels;
- compact axes;
- walking sticks;
- front lanterns;
- first aid kits for hiking;
- cooking equipment (camping bottles, cutlery, dishes, camping grill).



The headquarters of both beneficiaries will be opened to take the necessary equipment and for offering details to the tourists regarding the itineraries.



2. Specific objective 2: Maintaining and developing the IT products (website, interactive map and mobile application) and the social networks accounts

For the dissemination of the project as wide as possible, promotional products have been created, which aim to increase the visibility of the project and to inform as much as possible the potential participants regarding the activities carried out, the website - www.greentourpro.eu and the mobile application - *Green Tour Pro*.

Also, to promote the featuring activities in the online environment, there will be continuous posts and stories on Facebook and Instagram.

All future events will be promoted on the two social media channels, in order to attract as many participants as possible and to increase awareness and transparency regarding `Green Tour Pro` project.

The project website will continue to offer information related to the project activities, the touristic objectives of the cross-border region, and hiking and running sports. Also, it will continue to promote the integrated tourism products and to offer the possibility to the interested people to register online in order to participate at the featuring sporting events.

The IT products are the main instrument used by the project team in the sustainability period in order to achieve the indicators. The IT products will be used in as follows:

1. Periodically news and information will be posted in order to promote hiking and running events;
2. The next events that will be organized will be posted on the website and also pictures and videos will be uploaded;
3. If it's necessary new hiking and marathons routes will be uploaded;
4. The IT products will be updated every time it's necessary.

As we mentioned before, the IT products are correlated between each other and usually they contain almost the same information that is distributed on different platforms or in a different format in order to be visible to a biggest target group.

3. Specific objective 3: Organising new events

The number of overnights is the result of the pilot actions/experimental actions organized in the programme region and of the raised awareness through the project communication channels, during the sustainability stage.

Several pilot actions are foreseen to be developed using the equipment purchased, running and hiking events will be organized the cross-border shore of the Danube river with the support and involvement of all project partners.

The tourism products that will be promoted by the project can be organised by the project partners or could be done individually or by organised groups. For a marathon event or hiking trip there is no need of an authorized guide and can be done by anyone, as long as they respect the indications made available by the project outputs.

The project will be implemented in observation of the principles of gender equality and prevention of all forms of discrimination, as stipulated in the acquis Communautaire and Bulgarian and Romanian legal acts, such as: Employment Equality Directive and Racial Equality Directive, the Social Security Code, Health and Safety Act at Work and the Law on Protection against Domestic Violence.



The sport is a collective activity, but is also an individual activity, because each person must be willing to undertake the effort to attend. When we talk about tourism and sport together, it is understandable that people participate for fun, no matter the sex, religion etc.

Yearly, the beneficiaries will continue to organize adventure trips to support the promotion of the tourism products in the area. The beneficiaries will make use of all the opportunities to promote the tourism products in the cross-border area by attending (if possible) to events/promotional fares etc. organized in the region (e.g. Danube Day, Festivals, National Days etc.).

All the featuring events will be developed keeping the same name used for the pilot actions, as RUN for FUN and HIKE for FUN. These sports events are intended to be developed from year to year, in order to support mass sport and increase the awareness of the residents of the counties and districts from the cross-border region and the surrounding areas on the benefits brought by practicing the movement, especially outdoors.

Hiking and running enables tourists to get to know the two neighbouring countries and cultures in a direct way. Therefore, the established cross-border hiking and marathons trails along the Danube should not only support the touristic infrastructure, but also strengthen the bond between the two neighbouring countries.

These two outdoor activities had become increasingly popular in recent years all over the world, and there by `Green Tourism Products` project aims in the sustainable period to offer an alternative more accessible touristic package both financially, and logistically for the sports enthusiasts who want to spend their weekends or vacations in the middle of nature, along the Danube river, having also the advantage to be close to the main urban centres in Romania and in Bulgaria as well.



V. CONCLUSIONS

Through our project we want the natural border area to become a unique tourist attraction, where the passionate adventurers to enjoy the beautiful wild landscapes on the Danube bank, far from the urban sprawl. Ours trails covers the territory of the entire Romanian-Bulgarian cross-border region and is addressed to nature lovers and those who wish to practice recreational activities through outdoor movement.

Hiking and running trips along the river basin are one of the best ways to get to know Romania and Bulgaria countries discovering their cultural and natural uniqueness and diversity.

The unspoiled small towns and villages in the rural areas keep their authentic way of life, old traditions and customs and offer a great journey through the rich cultural diversity. Hiking and running trips along the river basin are some of the best ways to get to know Romania and Bulgaria countries, discovering their uniqueness and cultural commonality.

Therefore, offering to the potential tourist some alternatives routes to enjoy nature and discover the cultural and historical heritage from the CBC area, the phenomena of hiking and running can become an ordinary attractive activity for tourists. The variety of natural, as well as cultural heritage along the Danube is huge, waiting to be discovered.

Visitors should get the possibility to widen their horizons and encounter a unique hiking and running experience within a variety of landscapes and regions.



Through the two strategies developed, we want to ensure the creation of conditions for meeting the needs of the population of active and cognitive recreation, tourism development and related activities. The organized events and tourist information centres will contribute in the sustainable period to the improvement of the ecological tourism and also to the formation of a healthy lifestyle by participating in the actions organized within `Green Tour Pro`.

These two outdoor activities had become increasingly popular in recent years all over the world, and there by `Green Tourism Products` project aims to offer an alternative more accessible touristic package both financially, and logistically for the sports enthusiasts who want to spend their weekends or vacations in the middle of nature, along the Danube river, having also the advantage to be close to the main urban centres in Romania and in Bulgaria as well.

Together, the three partners had developed in the implementation period new tourism products by organizing ten pilot actions consisting in hiking and marathons events held in the area of natural and cultural sites of the Romanian-Bulgarian cross-border region, in order to promote and capitalize on the cultural and natural heritage, for the sustainable economic development of the border area.

All the three beneficiaries have the capacity to continue the project activities after its ending. `Green Tourism Products` will be considered as a pilot project, because it has a lot of potential, being a green tourism product that had never been before its start professionally organized in the Danube region. Through it will enhance the Danube region potential and will attract a lot of adventurers to the cultural and natural sites of this region.

Following the implementation of strategies for creating and promoting tourism products, tourism activities can be implemented in a sustainable way in the long term, at which all the interested people will have free access to the created products.

For organizing marathons or hiking expeditions, there is no need for an authorized guide and can be done by everyone, as long as they comply with the indications provided by the project results.

All the specific equipment purchased will serve in the next period enthusiastic tourists, nature lovers, from both countries, in all the future events to be organized.

For this reason, all the equipment is located both in Romania, at the headquarters of the ACTIS Association, in Calarasi, as well as in Bulgaria, at the headquarters of Belogradchik Municipality, by ARETE-SPORT Association.

The number of overnights will be increased during the sustainability stage, when will be organized minimum one marathon event/ hiking expedition or adventure trail per year in Romania/Bulgaria:

So, the purpose of all these activities developed during and after the project implementation period is to increase the number of tourist overnights in the region up to 5,140, covering 0.97% from the programme result indicator for this priority axis.

The project is estimated to increase the overnight stays in the Danube area, during its sustainability stage, having the same target group as in the implementation period - former sportsmen, enthusiastic athletes, families with children, practically all the people who like spending time and have sport activities in nature.

This indicator is to be achieved in the sustainable period, when minimum one marathon and minimum one hiking expedition per year in Romania/Bulgaria will be organized either by the project partners, either by other entities which has already gained over time a greater awareness and notoriety through their periodical sports events, that are already well-known by the local communities and active tourists that chose to spend their vacation in an healthy manner in the middle of the nature, discovering on these occasions the local history and all the tourist attractions.

For a marathon or hiking trip, there is no need of an authorized guide and can be done by anyone, as long as they respect the indications made available by the project outputs.

The beneficiaries estimate an increased number of overnights generated also by making available all the project outputs (equipment, web portal, mobile application, running and hiking trails identified in the CBC region, pilot actions etc.) during 5 years after the project completion.

These types of events will follow the methods used in the pilot actions, using the same principles of organizing sports events, which will have the same purpose like the previous ones of promoting the CBC region from a tourist point of view.

The trails identified, the types of actions and all the other tourism products developed in the project implementation period can be further promoted through

events organized by the project partners or through the events carried out by other entities sharing same purposes and values as us.

A marathon event or a hiking trip, using the equipment purchased through `Green Tourism Products`, can be realized by anyone, as long as the indications made available by the project outputs are respected.

In the CBC region, more and more sports events are organized every year, which have gained notoriety over time. For this reason, we have proposed that in the period of sustainability we will join other consecrated events that enjoy a massive recognition. These events already recognized by the locals and not only represent a good opportunity for us to make our project known and promote it to as many people as possible.

This strategy will be used by the project beneficiaries as a practical guide in the sustainable period of `Green Tourism Products`, which is meant to support the project teams to reach their proposed indicators. Also, this material will be made public to other NGOs interested in promoting the cultural and natural values of the CBC region, as well as organizing sporting events in order to promote tourism in the Romanian - Bulgarian cross-border area.

The tourism potential represents the essential condition of the development of tourism in a certain perimeter and can be defined as the assembly of the elements that are constituted as tourist attractions and which are suitable for arrangement for visiting and receiving travellers.

The natural tourist fund as a basic element of the tourist potential is generally composed of elements generated by nature, such as: picturesque forms of glacial, karst and volcanic relief; natural and glacial lakes; rivers and especially their shores, seas and oceans; picturesque valleys and valleys with keys; gorges, waterfalls, caves; forests, meadows; nature reserves and nature monuments; climate through the air temperature of the water, precipitation, duration of sun shine; fauna.

There are many castles and ruins, pretty towns reflecting the turbulent historic past or lively urban culture towns along the great river waiting to be discovered.

Although assessing the degree of exploitation of the tourism potential is a difficult problem, requiring to consider, besides the objective elements and some subjective aspects, difficult to quantify and to express quantitatively, a conclusive



picture can be obtained compared with the existing attractions with the tourist facilities and with demand intensity.

By applying the indicators of characterization of the dimensions and structure of the equipment and, respectively, of the tourist circulation, the degree of capitalization can be determined to a large extent. International comparisons are useful, but also elements regarding the diversity of forms of tourism, the structure and the quality of the services offered.

Through this strategy to promote the new developed tourist packages, we set out to create a framework document, which we will use further to disseminate information about the activities that will be carried out during the sustainability period. Basically, this strategy is intended to be a promotional guide, in which the channels and the communication tools are presented.

At the same time, through this strategy we revealed the communication measures that were made during the project, being successful examples for the featuring events and activities that will be carried out in the next five years, according to the financing contract of the `Green Tour Pro` project.





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Institutul National de Statistica: <http://www.insse.ro/>

Republic of Bulgaria National Statistical Institute: <https://www.nsi.bg/en>

Website: www.greentourpro.eu
Mobile application: GreenTourPro
Facebook: [www.facebook.com/ GreenTourPro](https://www.facebook.com/GreenTourPro)
Instagram: GreenTourPro



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Website: www.actisclub.ro

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Telephone: +359 889 726 793

E-mail: aretessport@abv.bg

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Address: Mavrodin, postal code 147185, Teleorman county, Romania

Telephone: +40 724 813 104

E-mail: sebastian.baranga@live.com

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Editor of the material: ACTIS Sport Club Association
Publishing date: January 2020

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