

PARTNER SEARCH

Project “Routes of European Democracy in 3D: Decision-makers, Dates/Documents, eDifice”

Title of the Programme	COSME Work Programme 2014
Title of the Call	COS-TFLOWS-2014-3-15: Facilitating EU transnational tourism flows for seniors and young people in the low and medium seasons. STRAND B
Link to the Call	Guide for Applicants
Applicant	Europe Direct – Euromed Carrefour Sicilia
General objective of the project	Increase the competitiveness of the European tourism enterprises in the low and medium seasons by creating intra-EU travel opportunities for young people
Specific objective of the project	Strengthen young people's sense of European citizenship based on discovering important steps in the EU history, common cultural heritage and youth initiatives
Description of the project	<p>The project comprises a series of activities within five working packages which develop a competitive low-season tourism product for the youth. The activities of the project envisage the research and analysis of the European youth tourism market for a defining traveling needs and priorities of young people of the project territory/Europe. The project partners shall evaluate the research results and develop a tourism concept which is based on transnational students' trips to the “memory sites” which have played a significant role in the history of development of Europe after the II World War towards creation of the European Union.</p> <p>These sites represent the history of the EU in 3 dimensions: 1) <u>D</u>ecision-makers: visiting houses and museums dedicated to Founding Fathers of the EU (e.g. Jean Monnet, Robert Schuman, Alcide De Gaspari, Konrad Adenauer); 2) <u>D</u>ates and <u>D</u>ocuments: visiting places which hosted and witnessed most important events in the history of the EU (Salon de l'Horloge of Quai d'Orsay - Shuman's declaration, Palazzo dei Conservatori - the Treaty of Rome, etc.); 3) <u>eD</u>ifices: visiting sites hosting institutions of the EU (Parlamentarium, the European Parliament, ECB buildings). The project also explores a large amount of activities and festivals of local cultures, rooted to the cultural basis of EU.</p> <p>A transnational network of partners and stakeholders shall be created to select, map and evaluate the relevant tourism sites in order to design a competitive tourism product with involvement of a sub-contracted company.</p> <p>A pilot tour shall be conducted with participation of the target groups of young people from participating countries to test the designed tourism product.</p> <p>The results of the pilot tour shall be evaluated by means of conduction of a survey and a Best travel's diary contest among the target groups of young people. An internal evaluation shall be conducted by the tourist service provider for ensuring the product competitiveness, attractiveness and sustainability.</p>

	<p>The project as well envisages marketing activities (producing marketing materials for promotion of the tourism product, promotion of the product via Internet, elaboration of a business plan) for ensuring sustainability of project results after the end of the project.</p> <p>Activities of the project's Communication Strategy shall give maximum visibility to the project events and activities.</p>
Target groups	SMEs in tourism sector, local and regional authorities, young people (high school students 15-18)
Requested partners	<p>National or regional or local public governmental authorities;</p> <p>a youth or senior organisation/association;</p> <p>a university;</p> <p>a tourism service provider;</p> <p>an NGO;</p> <p>a SMEs acting in the tourism sector</p>
Calendar	Duration of the project: 15 months
Expiry date of the Call	<p>The application must be submitted no later than 15 January 2015.</p> <p>The results of the selection will be received within the following two months.</p>
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