

## CONSORTIUM DETAILS

### Partners:

Scientific Research Centre of the Slovenian Academy of Sciences and Arts,  
Anton Melik geographical Institute, Slovenia (lead partner)  
David Bole david.bole@zrc-sazu.si

Pazardzhik Regional Administration, Bulgaria  
Gergana Kaloyanova otdeleirr@pz.government.bg

Autonomous province of Trento, Division for the surveillance and promotion of agricultural activities, Italy  
Federico Bigaran federico.bigaran@provincia.tn.it

Mountain Community Sirentina, Italy  
Giovanni Pizzocchia g.pizzocchia@sirentina.it

Municipality of Jesenice, Slovenia  
Nataša Jovičić natasa.jovicic@jesenice.si

Regional Development Centre, Slovenia  
Dejan Zupanc dejan.zupanc@rcr-zasavje.si

Development Company - Training Centre of Magnesia, Greece  
Tsaknakis Apostolos a.tsaknakis@yahoo.com

Heraklion Chamber of Commerce and Industry, Greece  
Michael Kataharakis katharak@katartisi.gr

University of Novi Sad, Faculty of Sciences, Serbia  
Jasmina Đorđević jasminadordjevic@live.com

Central Transdanubian Regional Innovation Agency, Hungary  
Viktoria Toth viktoria.toth@kdriu.hu

Chamber of Economy of Vojvodina, Serbia  
Milan Stojanov milan.stojanov@pkv.rs

### Associated partners:

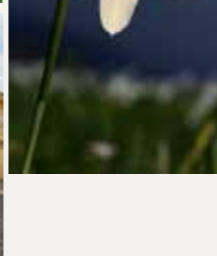
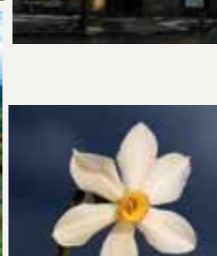
Ministry of Agriculture, Forestry and Food, Slovenia  
New Farmers Union, Greece

Hellenic Organisation of Small and Medium sized enterprises and Handicraft, Greece  
Institute of Agricultural Economics, Bulgaria  
National Institute of Agricultural Economics, Italy  
Association of Tourism Consultants, Hungary

Project duration:  
March 2011 - February 2014

## PILOT AREAS

Pilot Areas for application of the common methodology for management of cultural values in rural areas in SY\_CULTour project: Idrija, Zasavje and Jesenice (Slovenia), Region of Pazardzhik (Bulgaria), Central Transdanubia (Hungary), Vojvodina (Serbia), Magnesia and Crete (Greece), Trentino and Regional Park Sirente Velino (Italy).



## SY\_CULTour

Synergy of culture and tourism:  
utilization of cultural potentials in less favoured rural regions



[www.sycultour.eu](http://www.sycultour.eu)

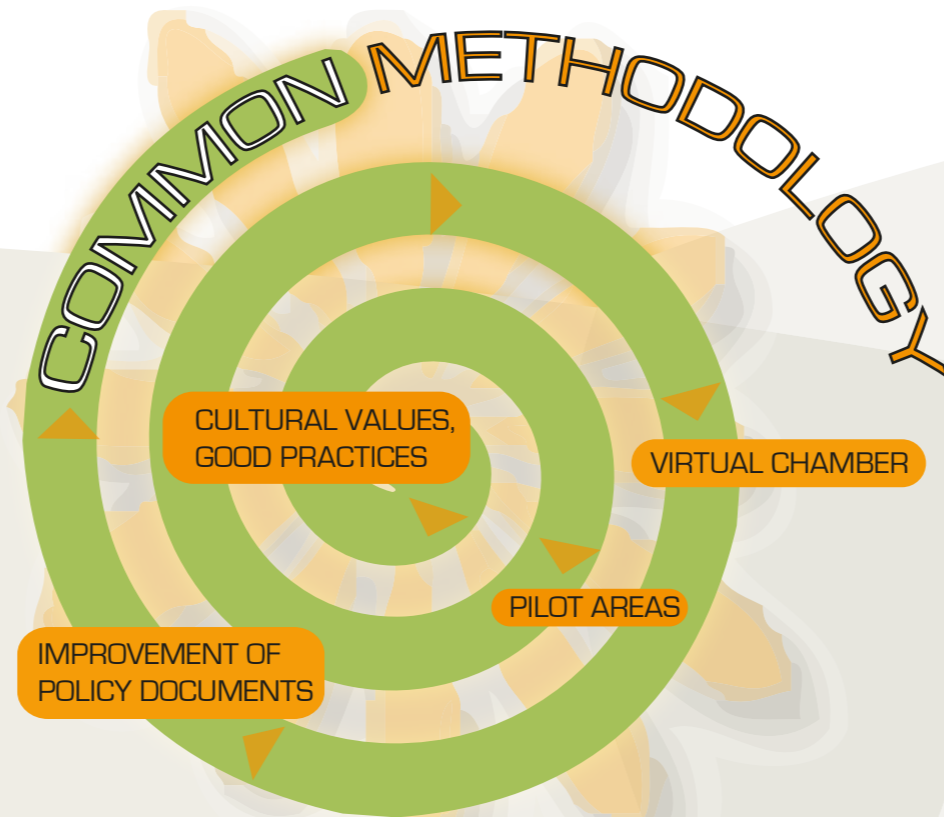
SY\_CULTour aims to improve the management of cultural values in rural areas in order to increase their economic and social development.

SY\_CULTour will develop and promote a common methodology for management of cultural values in rural areas based on a participatory approach to stakeholders.



The methodology will help to create new non-massive rural cultural tourism destinations and consequently generate new income and jobs in tourism.

It will be applied and tested in pilot areas where cross-sectoral networks will be established comprising of local and regional public bodies and tourism providers.



Generation of new income and jobs in tourism by stimulation of creation of new non-massive rural cultural tourism destinations.

The experiences from pilot areas will be used in the development of the European Label for Sustainable Cultural Tourism Destinations. The common methodology will be promoted and transferred to other rural areas in South Eastern Europe by the virtual chamber. This consulting body for tourism developers will function through the internet platform where rural areas will exchange experience and good practices in managing cultural values.



In order to improve policies for better management of cultural values the common methodology will be disseminated to policy makers. Recommendations for concrete local, regional and national policy documents will stimulate economic stability of cultural values preservation, especially through income from tourism sector.