

Good Practice on EFFECTIVE PARTNERSHIPS

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Web based toolkit on Good Practices title and it is accompanied by
A Guide, Brochure and DVD video clip.*

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EFFECTIVE PARTNERSHIP

A dynamic stakeholders' collaboration process at different levels and different stages of planning and implementation process of local and regional tourist strategies



Partnerships can work in different ways and there is no model that can be considered to be the 'best'.

There are a number of **key principles** of partnership working:

- Openness, trust and honesty between partners;
- Agreed shared goals and values;
- Regular communication between partners

A role of the partners in the sustainable tourism development

Tourism sector involves many different private and public stakeholders with decentralised competencies.

It is therefore of major importance to respect the principle of subsidiarity and to work with a bottom-up approach, involving those stakeholders who have the competence and power to act.

Partnership is essential for the success of each initiative. A fundamental factor for the development of every process, activity, project or region is the creation of partnership among all stakeholders and attraction of **"key players"** at different levels.



Cooperation between local authorities in the South-East Region of Bulgaria

Why partnership between local authorities?

The partnership among the municipalities is a result of the necessity to offer a whole tourist product based on the variety of resources of all municipalities, elaboration and implementation of common programs, projects and politics facilitating the development of the entire region.

In 2008, four municipalities (Burgas, Sliven, Stara Zagora and Yambol municipality), united around the idea of establishing a partnership.

Mission of the Union of South-East Region Local Authorities (USERLA):

To promote sustainable economic, social and ecological development in the South-East Region of Bulgaria.

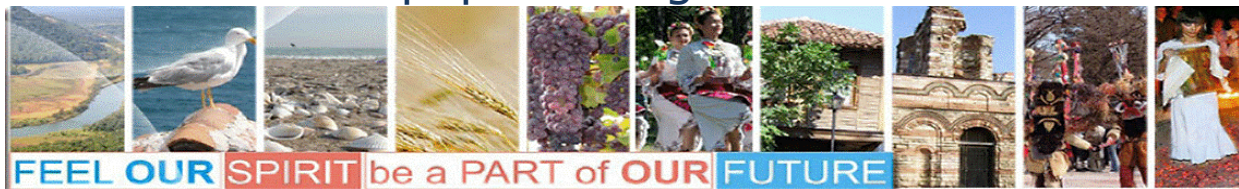


Culture and
Heritage
Added value to
Regional policies for
Tourism
Sustainability



Cooperation between the South-East Region Local Authorities – Bulgaria – Achievements

The basic objective for initiating that partnership is the idea for promoting the South-East region, as the emphasis is placed upon the development of business, investments and popularizing all forms of tourism.



- Participation in the European “Open days” initiatives 2008, 2009, 2010, 2011, aiming to present the potential of the South East Region for tourism, economic development and exploration of the natural resources for renewable energy production.
- Elaboration of promotional catalogues, presenting the possibility for development of various types of tourism;
- Establishment and maintenance of common representative office in Brussels.
- Elaboration and participation in projects and initiatives, aimed at contribution to the sustainable development of the region, including tourism development, cultural heritage preservation, immigrant integration, etc.



Burgas - Candidate for "European Capital of Culture 2019"

Burgas:

Population: 212,902

Territory: 253,644 km²

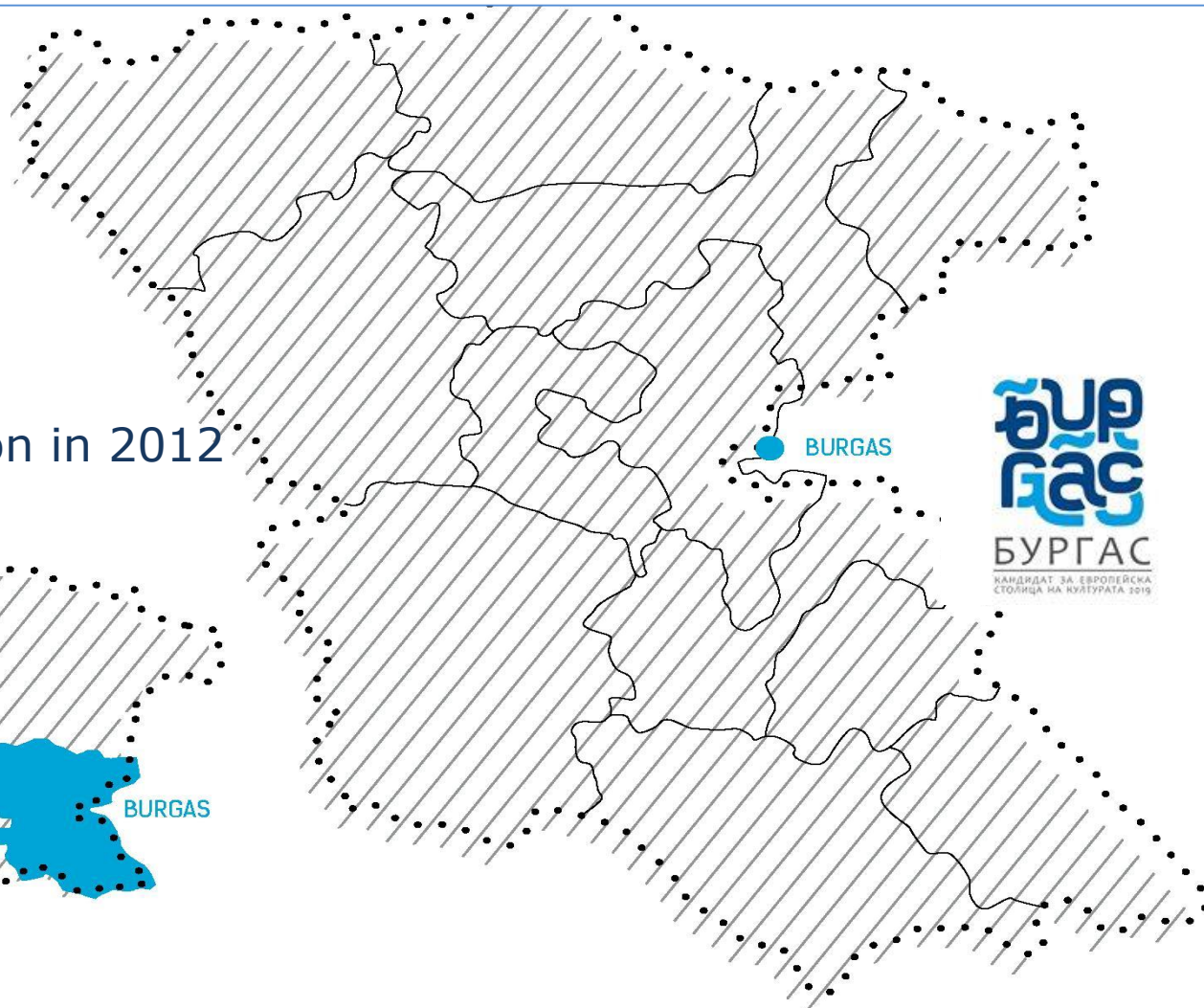
Burgas district:

Population: 409,018

Territory: 7,748.1 km²

Tourist visits in the region in 2012:

1,174,455



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European Union
European Regional Development Fund



“EUROPEAN CAPITAL OF CULTURE”: WHAT, HOW, WHY?

- **THE MOST PRESTIGIOUS TITLE IN THE FIELD OF CULTURE,
REWARDED BY THE EC**
 - **DATES BACK FROM 1985**
 - **OVER 40 CULTURE CAPITALS SO FAR**
 - **EUROPEAN DIMENSION & LOCAL SPECIFICS**
 - **BOOSTS TOURISM**
 - **HELPS DEVELOPMENT OF LONG-TERM PARTNERSHIPS**
- **FOSTER EMPLOYMENT, SOCIAL AND ECONOMIC DEVELOPMENT**





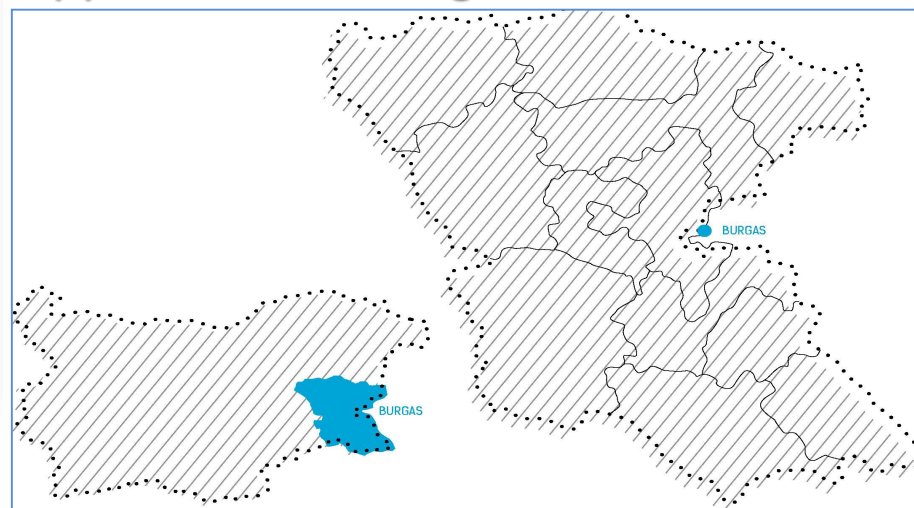
“EUROPEAN CAPITAL OF CULTURE”: Building effective partnerships

**9 MAY 2012,
MAYORS OF 13 MUNICIPALITIES SIGNED
PARTNERSHIP MEMORANDUM**

Association for Development of Burgas
City and the Region (ADBCCR) - Founded
in February, 2013



Main goal: To promote the cities from
the region and their cultural and social
identity as well as to prepare the
application of Burgas for ECoC 2019



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EUROPEAN CAPITAL OF CULTURE: Building effective partnerships

The mayors of all 13 Municipalities are convinced that the partnership is necessary and they strive for it because it is the way to:

- **Unite ideas, people, institutions, authorities;**
- **Stimulate the art, culture and tourism development;**
- **Promote not only the city but the whole region;**
- **Ensure an active public support.**



The main principle, laid down in the process of preparation of the candidature of Burgas for “European Capital of Culture”, included as well in the program planning process is **THE PARTNERSHIP** – between people, territories, ideas and arts.



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Building effective partnerships Support of the region



During the summer of 2013, the “Burgas 2019 Summer Tour” took place within **13 weeks**, in the **13 municipalities** in Burgas District, including **13 different cultural events**.





Building effective partnerships Support of the whole community



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Effective partnerships – Support of international partners

Establishing a cooperation with every European city is one of the priorities of the city of Burgas.

The partnership gives us an opportunity to share ideas and exchange experience.

The Burgas region established a partnership with more than 20 cities and regions, participated in the European Capital of Culture initiative.

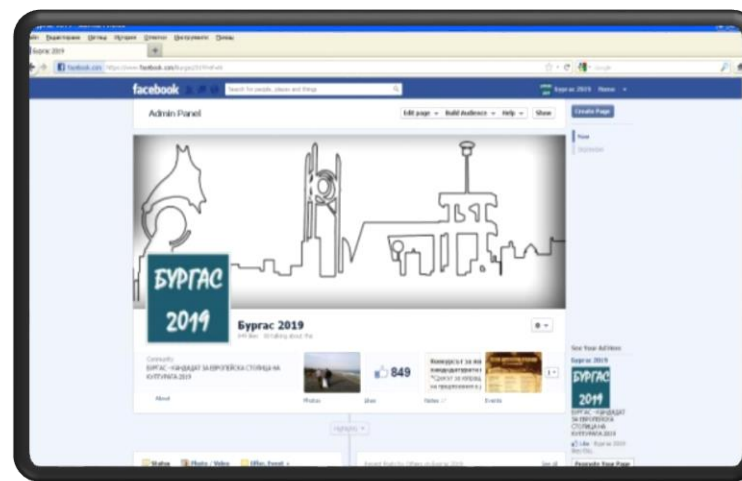




Effective partnerships Common communication strategy



➤ COMMON EVENTS



➤ COMMON COMMUNICATION STRATEGY



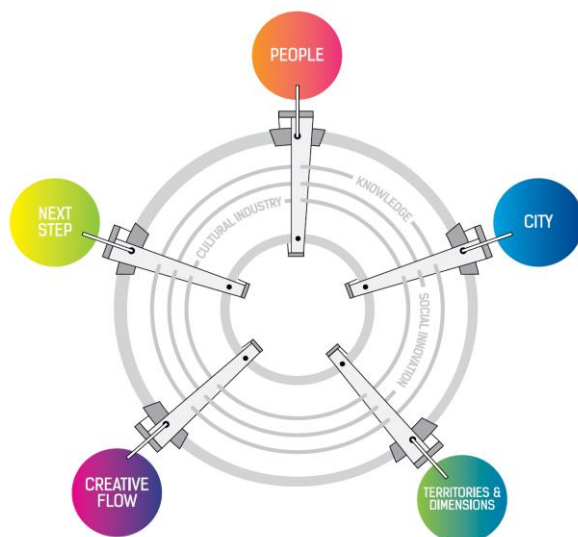
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Effective partnerships – Success of the Bid of the ECoC

“Cultural collider – the slogan of the Burgas’ bid for “European Capital of Culture 2019”.

CULTURAL COLIDER



The Burgas candidature stakes on:

- City and cultural industry development;
- Association of creators, musicians and talents;
- Active participation and support on behalf of citizens;
- Partnership with neighboring territories;
- Encouragement of international cooperation;
- Boosting international partnership;
- Stimulating tourism development.



Effective partnerships – Success of the Bid of the ECoC

The “Burgas Cultural Collider” will function through *Flows*, *Spheres* and *Projects*. The Flows will be sped up in the Cultural Collider in order to collide in the Spheres and produce the Projects. The cyclic nature of the model creates a state which we called ‘sustainable dynamics’.

The city of Burgas comprises a combination of cultural industry, social innovation and knowledge. These exact elements when put together in our collider would give productive results.



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Effective partnerships – Expected Impact

The City – renovation and new infrastructure for culture, improved urban environment and mobility; Boosted cultural tourism in volume and quality, economic growth and increased employment;

The People – improved quality of life, inclusion, education, self-confidence of local citizens; increased participation of NGOs;

Creative Flow – new partnerships developed, international mobility of artists;

Territories and Dimensions - promotion of the whole Burgas region, increased tourism.



Effective partnerships – Expected Impact

PROMOTION OF ATTRACTIVE TOURIST DESTINATION OF THE BURGAS REGION



Effective partnerships – Expected Impact

Promotion and preservation of cultural heritage of the region

Ancient town of Sozopol



*Ruins of ancient Deultum
City of Debel*

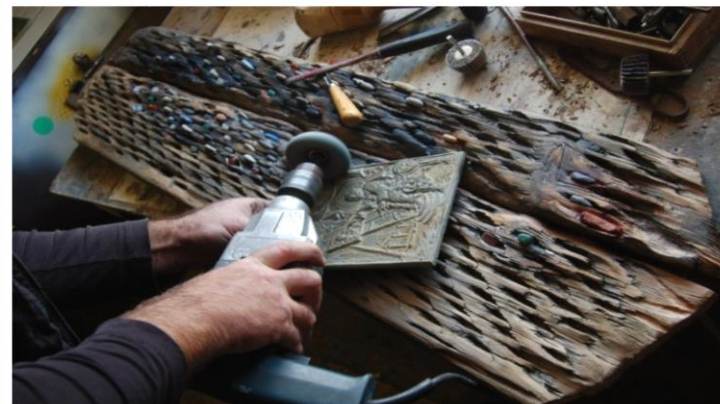


*The three Graces
Local Mineral Baths Aquae
Calidae*



Effective partnerships – Expected Impact

Enhance a collaboration between tradition, cultural heritage and tourism

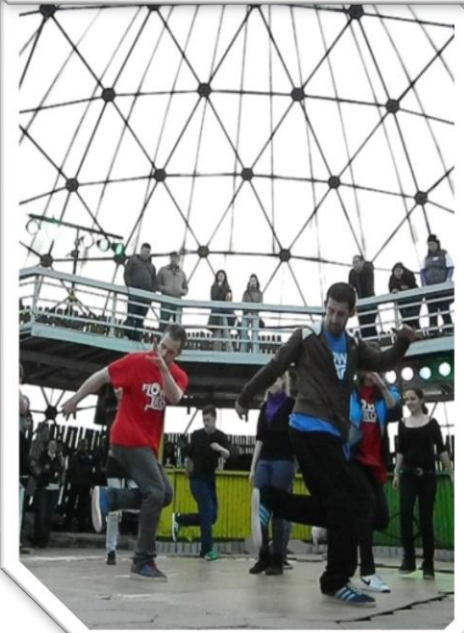


ARTS AND CRAFTS



Effective partnerships – Expected Impact

Establishment of link between culture and tourism



Effective partnerships - Conclusion

The partnership is the key for success of each initiative and could be realised in different forms.

- **Uniting the efforts of the Municipalities;**
 - **Establishment of a link between culture, cultural heritage and tourism;**
- **Elaboration and promotion of common cultural or tourism products with participation of all stakeholders;**
 - **Establishment of networks – regional, national, international;**
- **Implementation of cluster approach;**
 - **Enhance a public-private partnership;**

