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GA 1. Study and Identification of Cultural Animation Models in the Black Sea Countries

GA 1. Activity 2: Elaboration of common criteria TURKEY

Project 1.3.1.67283.26 - MIS ETC 306

Black Sea Cultural Animation Program

Pilot model for mobilizing the common cultural characteristics for creative destination management in the Black Sea Basin (**BS CAP**)

(Period of implementation 23.08.2011-22.02.2013)

(2) Activity 2: Elaboration of identification criteria, selection and description of the objects of culture animation.

GA 1. Study and Identification of Cultural Animation Models in the Black Sea Countries

Activity 2: Elaboration of common criteria for identification and description of the objects of culture animation.

Model categories of objects; (1) customs and traditions, (2) culture sights and landscapes, (3) culture expositions and fairs and (4) festivals.

20 sites/objects in each partner country, among them 5 (per partner country) must be short-listed and presented in the Catalogue titled "Black Sea Culture Heritage".

*Criteria for preliminary selection of sites/object (eligibility criteria) * :*

- 1. Historical, cultural or religious importance of the site/object*
- 2. Uniqueness (connection to the Black Sea - especially for Bulgaria, Romania and Turkey)*
- 3. Attractiveness for tourists and visitors*
- 4. Additional infrastructure on the site's (object's) location - accommodation and catering conditions for visitors, infrastructure, transports links*

(The preliminary list of sites (the shortlist) will include sites that meet all of the above criteria*

*Criteria for evaluation of shortlisted sites * :*

- 1. Exceptionality - max. 15 points*
- 2. General condition and attractiveness (e.g. when folk ritual is performed by a local community traditionally and need not be revived as performance) - max. 10 points*
- 3. Close proximity to popular tourist sites (can be presented in tourist popular places) - max. 5 points*
- 4. Visitor available on the site's/object's location - max. 10 points:*

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- Identification signs, captions, direction signs (including in foreign language)
 - Souvenirs, leaflets and other materials
 - Guide services: (a) availability of guide services, (b) foreign language competencies of the guides, (c) guides' competencies to adequately present the site, the exposition/artifacts, and their historical/cultural importance
5. Importance of the site for cultural life and the development of culture and education at the local level - max. 10 points.
6. Capacity of the site to demonstrate and/or contribute to the regional identity and culture - max. 15 points.
7. Superstructure near the site - accommodation, places offering food and beverage, additional tourist services (car rental, bike rental, etc.) - max. 5 points
- (*) the shortlisted sites are evaluated on all of the above criteria and can receive a total score of between 0 and 70 points. The final list will include the sites with the total highest score.

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