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PRESS RELEASE

The first partner meeting under a project of International Management Institute and International University College was opened by the Deputy Minister of European integration issues of Georgia

On September 19th and 20th, 2011, in Tbilisi, Georgia, the first partner meeting was conducted under the “Black Sea programme for cultural animation: Pilot model for mobilizing the common cultural characteristics for creative destination management in the Black Sea Basin” project (1.3.1.67283.26 - MIS ETC 306) of International Management Institute and International University College (<http://www.vumk.eu>). The project is among the first approved initiatives in the framework of the Joint operational programme “Black Sea 2007-2013”, which supports sustainable development, economic and cultural cooperation between the countries in the Black Sea region.

The meeting was opened by the Deputy Minister of European integration and Euro-Atlantic cooperation issues and member of the managing body of the Black Sea operational programme, Mrs. Tamar Berushashvili, and Mr. Oliver Reisner, first secretary of the Delegation of the European Commission in Georgia. They defined the project idea as very innovative and interesting and expressed interest in being regularly informed about the progress of the activities and results, in order to be able to assist their distribution and the exchange of good practices with other similar initiatives. The team of International Management Institute was congratulated on the development of the project and for achieving approval within the first call for proposals. As a result of these efforts, the Georgian center for arts and culture, which hosted the meeting, received a government certificate as the first Georgian organization to receive funding from the Joint operational programme “Black Sea 2007-2013” and the European neighbourhood and partnership instrument.

The main focus of the project is to identify the most interesting sites of the intangible cultural heritage in Bulgaria, Armenia, Georgia, Romania, and Turkey, as well as to develop a training programme in cultural animation for presenting these sites, aimed at tourism students. This programme will be included as an elective discipline for the students of IUC both in the programmes taught in Bulgarian and in English. Planned activities include active presentation of information and materials on the internet, development of a distance learning programme, organization of a summer academy and international cultural animation festival. The project is implemented within 18 months and commenced on August 23rd, 2011. The total budget of all partners amounts to 240,767.00 EUR.

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