**INVITATION OF INTEREST TO TOUR OPERATORS & TRAVEL AGENTS**

**Call for expressions of interest for the creation and proposal of alternative tourist routes, experiential experience for the Maritime Households Network of the coastal cultural and natural heritage in the context of promoting the maritime tradition of the Tricase, Corfu and Messolonghi areas.**

**Introduction:**

This invitation is published under the framework of the project **"MUSE" - Interreg Greece-Italy 2014-2020.** (Development and valorization of port museums as natural and cultural heritage sites).

The aim of “MUSE” project is to develop, utilize and 'network' the Port Museums as cultural and natural heritage bodies, with a view to sustainable and meaningful local development, through the promotion of responsible tourism.

The concept of 'Port Museum' was born out of the idea of ​​investing in culture and nature to ensure socio-economic development in coastal areas.

The “MUSE” program began with the experiences of economies (ECOMUSEUMS) that began in many European countries.

The Port Museum of Cultural Heritage (Port Museum) enhances the tangible and intangible cultural heritage of coastal areas, the local community and productive activities through a participatory approach.

To develop and connect Port Museums, the MUSE project sets out a clear strategy based on the involvement of local communities: fishermen, shipowners, cooks, traditional craftsmen, and local associations. through their work maintain over time the traditional way of life of their coastal communities.

At the same time, the MUSE project develops services and infrastructure for cultural, natural and scientific tourism.

Together with the local community, the MUSE project develops and strengthens a network of Adriatic-Ionian Coastal areas, including the existing Tricase Port Museum in Apulia, Italy, and others having the conditions for the creation of a Coastal Heritage Museum (in Corfu and in Messolonghi in Greece).

**Subject of the Invitation:**

The tourist, defined as a "consumer" in the travel market, is increasingly looking for a specialized travel experience. The need for the "traveler" to come into contact with and study the authenticity of an area may find a valid answer to the potentials and characteristics of local culture understood as landscape, production, traditions, people.

But in order to create a 'travel experience' that operates and that affects travelers' imagination, it is necessary to start good networking practices that see the communities themselves as the main actors through the tourist host services.

Designing and managing 'unforgettable' tourism experiences, defined in specific tourism sectors, is one of the main drivers of diversifying tourism offerings and is positioned in a relevant and profitable way in the international competitive panorama.

**Eligible Participants:**

Are all Tour Operators and Travel Agents that:

* Interested in expanding their business activities to the eligible cross-border area to which the MUSE project refers (Apulia, Ionian Islands, Western Greece)
* Have Proven experience in incoming tourism.

*Failure to comply with any of the above conditions will result in the application form being excluded from the procedure.*

**Description of the eligible proposals:**

Participants must present a document on the creation of a tourism product/package, with the following characteristics:

* For the Greek Tour Operators: a local package on experiential tourism with detailed reference to the proposed activities to be carried out in the areas of Corfu and Messolonghi-Aetoliko.
* For the Italian Tour Operators: a local package on experiential tourism with detailed reference to the proposed activities to be carried out in the Tricase and Salento area of ​​Apulia.
* Elements of innovation related to experiential tourism, with particular emphasis on the exploitation of areas, local cultural and natural heritage products, coastal cultural tradition and the practices of sustainable and responsible tourism.
* References to accommodation and other services should be indicative and in the form of a proposal. The total price of the package per person should also be indicative.
* Development and marketability of packages over an average period (12 months)



**Presentation Mode:**

* Participation in invitation of interest is free of charge.
* Only one proposal per candidate is allowed.
* The proposed text should be written in Greek (for Greek participants), Italian (for Italian participants), and English (for Greek and Italian participants).
* The proposal is free and must not exceed the limit of 4 A4 pages (in Calibri font, size 11), per language required, including images, photos or other supporting material that is suitable to exploit the proposed idea.
* It will be accompanied by a title of up to 140 characters, including spaces and a summary summarizing the fundamental aspects of the proposal, with a maximum of 500 characters, including spaces.
* The documents, in pdf format, will be accompanied by the application form (Appendix I) and a CV.
* The proposal should be sent by e-mail to: erfc@otenet.gr **by 8/11/2019.**

**Info ERFC 2691060427 και 6937238581**

**Expected Results**

The project consortium will evaluate the submitted proposals and select 6 of the best, including 3 candidate proposals from Apulia's travel agents and a further 3 candidate agents operating in the Western Greece and Ionian Islands.

**The tour operators / travel agencies whose proposals will be selected, can benefit from the following opportunities:**

* Presentation of the Adriatic Ionian network of the Port Museum and related services.
* Free participation in a three-day Fam Trip in the Tricase and Lower Salento region of Apulia and B2B interconnection between operators.
* Free participation in a 3-day Fam Trip in Corfu and the Messologhi-Aetoliko area and B2B interconnection between the sector's operators.
* Creation of a local and cross-border tourism package, experiential for the Port Museums network and displayed through the official project sites (website, APP) - under construction - and the corresponding social media.

**Criteria of Evaluation:**

Proposals will be evaluated according to the following criteria

|  |  |
| --- | --- |
| **Indicators** | **Rating** |
| Elements of innovation in experiential tourism | From 0 to 5 grades |
| Development and selling of proposal in the medium term | From 0 to 5 grades |
|  |  |

**In case of a tie, the order of proposals’ arrival will be taken into account.**

**Guarantee and responsibility**

Participation in the tender implies the unconditional acceptance of this Regulation and the processing of personal data (Regulation EC No 45/2001 - OJ 2001L8). Failure to comply with the rules described above will result in exclusion from the competition.

**Annex I.**

**Application form**

**The below signed** ……………………………………………… born…………………. (place of birth), in …………. date of birth. ………………….. Legal person of the Company or representative of………………………

…………………………….. with headquarters ………………………………at (address) ………………………no. …………… tel. no………………………. mail……………………FAX…………………. website………………………….

I submit an application to participate in the call for the creation and proposal of alternative touristic routes, experiential experience for the Tricase-Corfu Maritime Eco Museums Network and Messolonghi-Aetoliko Network.

**Attachments**

* Proposal of tourist product / package in a pdf format
* Updated signed CV
* Photocopy of Identification Card

Date and Place

Signature

Processing of personal data in accordance with the law on personal data

………………………………………………………..

Date and Place

Signature

