

Press Release



România-Ucraina-Republica Moldova

PROGRAM DE COOPERARE TRANSFRONTALIERĂ

Suceava, August 8th 2013

Historical and ethnographic heritage - part of the sustainable development of tourism in Bukovina (HERITAGE)

Within the Joint Operational Programme Romania - Ukraine - Republic of Moldova 2007-2013, under the aegis of the slogan **Common borders. Common solutions**, Stefan cel Mare University of Suceava, in partnership with Yuri Fedkovych National University of Chernivtsi, conducts the project historical and ethnographic heritage – part of the sustainable development of tourism in Bukovina (HERITAGE) code 829 MIS-ETC. This cross border cooperation project will contribute to the improvement and development of historical and ethnographic tourism infrastructure by increasing tourist interest in border areas.

In order to achieve the fundamental objective of the project, that of developing ethnographic and historical tourism, it is aimed at diversifying and improving tourism services that have to comply with the European standards in the field. Pursuing this goal, within HERITAGE project, Suceava University inaugurates on August 13th 2013, on University Street No. 36, the Bukovinian Information and Communication Center for Historic and Ethnographic Tourism Development – the territorial office in Suceava. This innovative tourist information center, at the opening of which are invited to attend all those interested, aims primarily at providing comprehensive information on historical and ethnographic objectives in Suceava county and Chernivtsi region. The Bukovinian Information and Communication Center for Historic and Ethnographic Tourism Development – the territorial office in Suceava will be an efficient documentation framework for all Bukovina's history and picturesque enthusiasts, but also for travel agents and tour operators, as it will include a large map of Bukovina, newly created touristic routes, an interactive Infostand, tourist information brochures and staff members to provide comprehensive travel information. Also, at the center there will be organized a permanent archaeological exhibition, including numismatic items, which will be introduced in the newly developed national and international routes.

Therefore, Suceava HERITAGE center will be an effective tool both in promoting the historical and ethnographic of Bukovina and in the sustainable development of tourism in the border areas. Simultaneously with the diversification of tourism in Bukovina, the territorial office will help increase awareness of citizens in border areas and foreign tourists about the historical and ethnographic potential of the region, aiming to increase the number of tourists in Bukovina up to 5%. In this endeavour, Suceava project team receives specialized support from the associate partners: the Suceava History Museum and the Department for Culture and National Heritage Suceava.

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1

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