

# FORTE CULTURA - Project Report -

Capitalising of fortified cultural heritage for sustainable development and competitiveness of cities and regions



Work package	5	Creation of CE-culture route for capitalising of fortified heritage
Activity	5.5	Creation of route management and institution building
Output	5.5.3	Agreement and Foundation of Agency Culture Route Forte Cultura
Responsible Project partner	PP08 - ECCOFORT reg.ass	

## Agreement and Foundation of Agency Culture Route Forte Cultura

### Initial Position

Output 5.5.3 was planned to found an "Agency Culture Route Forte Cultura". In the decision process was planned the development, structuring, discussion and foundation of a permanent body for culture route marketing, promotion and management.

These core output should ensure the durability of the culture route

The "Agency Culture Route Forte Cultura" should be the body for permanent joint and durable management of the trans-national culture route "Forte Cultura", with following main tasks:

- Central office for the coordination and management of trans-national cooperation between the members of the culture route;
- Administration of the culture route Forte Cultura in permanent interrelation with the culture route members;
- Market implementation, organisation of marketing activities, promotion, market presence of culture route;
- Information and cooperation with tour operators and tourist agencies in preparation of tourist offers, with local tour agents and tour guides;
- Extension of culture route, winning and implementing of new members and new offers for culture and event tourism.

During project should be signed a foundation agreement between the participating partners.

### Development and decision process

During the project timeline was not possible to complete finalise these output, because the late foundation of the network in November 2014 made it impossible to complete the output 5.5.3 till December 2014th.

To this moment it was not possible to organise the legal, economic and organizational basis for such a new body.

Subject matter of the agency is the tourist product of the cultural route FORTE CULTURA. The tourist product is still not properly implemented in the tourist market and is not sufficiently consolidated.

In this situation, it is not appropriate to set up an additional corporation as a legal body. The business fundamentals are not sufficient for success. No assumptions can be made about the revenue agency currently. A business plan can't be established.

### Changing of the strategy and solution

After discussion between the project partner following proposal for a appropriate solution was elaborated:

There is a need to start first activities, such as planned to realise in the agency.

These activities have to be adapted to the gradual development and implementation of the Cultural Route FORTE CULTURA in the next 2 years.

In the consequence, all project partner proposed, that one project partner should carry out temporary the function of the planned Agency.

The project partner decided, PP08 - ECCOFORT reg. ass. should fulfill the function of a Agency for the culture route FORTE CULTURA for a period of 2 years until the end of 2016. These model should contracted in 2015 between the network and ECCOFORT.

### Timeline for realisation

In 2016 the members of the European Fortress Tourism and Fortress Marketing Network e.V. should evaluate the progress and should decide the foundation of a legal body, based on a business plan, income generation and successful business model.