

EXTERNAL MARKETING SERVICE

Background and project summary:

Project title: **#RomansWineDanube-Marketing framework for sustainable cultural tourism development**

Project ID: DRP0200337

Project period: 01.01.2024-30.06.2026. (30 months/5 periods)

Project language: English

webpage: <https://interreg-danube.eu/projects/romanswinedanube>

#RomansWineDanube (DRP0200337) project is realized in the frame of **Interreg Danube Region Program** and it build upon the experience of a certified European Cultural Route of the European Institute for Cultural Routes, the *“Roman Emperors and Danube Wine Route”* that has been establishing, expanding and maintaining transnational connections in the Danube region for more than 15 years. The Route is a network of sub-destinations, created around individual archaeological sites, locations, places, and buildings, which are monuments to the leadership of the Roman emperors in Late Antiquity when they commanded the armies of Rome on its northern Danube frontier. #RWD uses the existing collaborative platform of the Route to enhance stakeholder networking, highlight shared cultural heritage, and foster new transnational partnerships to deliver high-quality tourism products and services at the cultural sites along the Route.

Main outputs of the project:

The main outputs of the project will be:

- Collaborative models, plans, and labels, leading to new and improved touristic offers and enhanced visitors' experiences
- Innovative solutions for sub destinations development and management namely a Model for local community involvement and a model for tourism observatories.
- Sustainable and eco-friendly travel solutions: Green travel packages and itineraries developed through collaboration with tour operators.
- New touristic products- pilots: Festivals of Roman Emperors and Wine Festivals that will result in newly developed solutions

What is new and original about the project is its focus on collaborative tourism development and the integration of inclusive models for destination management. The project aims to empower local communities, involve them in tourism development, and give them a voice in

managing visitors and tourist offers. It also emphasizes the use of digital technology, such as 360° VR promotional videos, to enhance the visibility and attractiveness of festivals and sub-destinations in which pilots will be implemented. Furthermore, the project seeks to influence policy changes at the transnational level, promoting sustainable travel packages and innovative and inclusive solutions for tourism management and development.

To reach the project goals both on local and on projects level Zsolnay Heritage Management Ltd. plans to engage an external marketing expert to support the work of the project team, cooperate in concerned activities, participate in the professional events and workshops and elaborate professional documents in line with the shared guidance according to the contract.

The attached Application Form contains every project information and activities in detailed. (Annex I.)

We are looking for an external communication and marketing professional who will join the project team and participate in the following activities, with its expertise and know-how contributes to the success of the project, and elaborates in communication, marketing and design activities mentioned below, and in line with the contract that contains all the requirements, tasks and deadlines in detail.

Project Activities, requirements and contracted services:

Activity 2.1 Developing Product Clubs in sub-destinations (HUBs)

Project period:3-4

Activity descriptions

Within this activity, each territorial partner (a total of 9 partners) will be responsible for managing and developing Product Clubs within the sub-destinations (Hubs), piloting a solution “Model on Local Community Involvement” designed within SO1. Product Clubs are essentially clusters of local actors from various sectors, including academic institutions, public institutions, small businesses, service providers, creative communities, and NGOs, all linked to specific territorial sub-destinations (Hubs).

The members of the Product Clubs play a crucial role in coordinating joint projects, recruiting new members, and ensuring collaborative tourism development within the Hub. By being part of a Product Club, institutions and organizations benefit not only themselves but also their local communities and tourists by improving services, stimulating sustainable tourism, and promoting local economic development. Additionally, given that the Hubs are part of the Cultural Route of the Roman Emperors and Danube Wine Route, these local networks become partners in a larger pan-Danubian network of areas with Roman heritage and wine.

Currently, Product Clubs have been established in some of the project HUBs and initial groups of stakeholders have been recruited and motivated for collaborate in each Product Club.

However, there is a need to develop and test a more structured Management Model and corresponding Action Plans that prioritize the needs and interests of local community.

Depending on the needs of each HUB, the project partners will organize a minimum of two Product Club meetings with the purpose of raising the capacities to undertake their roles within the Product Clubs. The raising of their capacities is important as the Product Clubs are expected to serve as a platform for developing tourism products and implementing pilots within the project and taking over the main roles in further development of sub-destinations after the project ends.

Tasks:

- see under 2.4 activity

Activity 3.1 Implementing transnational pilot actions

Project period: 3-4

Activity descriptions

Models formulated earlier within Model for Tourism observatories, and Model for Local Community involvement will be implemented through implementation of common – pilot actions (Festival of Roman Emperors and Wine Festivals):

- In 5 sub-destinations reenactment act, developed within Activity 2.2 will be performed. The performance happens during existing cultural events: Roman Games in Ptuj, the Apulum Roman Festival in Alba Iulia, and the Roman Market in Ruse, and as a new cultural manifestation in Zajecar and Pecs. The purpose of these performances is to provide tourists with an immersive experience of a typical day in the provinces of the Roman Empire.

The act in each country will be tailored to the specific location, focusing on the unique settings and characteristics of the heritage sites. (highlighting civilian life in Ptuj, religious practices in Pecs, gastronomy in Ruse, military aspects in Alba Iulia, and everyday Roman life in Felix Romuliana).

- In 4 sub destinations (Kosice, Osijek, Odesa and Mostar) Wine festivals will be organized to present and promote the newly developed label “Wines from the Danube Region” In each of these sub-destinations during the festival days the Model for Danube Region observatories.

Visitors will be surveyed through different instruments/tools on different sub-destinations. The survey will consist of general data that allows monitoring of the tourist flow, as well as data on visitors' overall satisfaction, satisfaction with a certain type of service or attraction, type of travelling, places of origin, travelling preferences etc.) This will allow assessment of the efficiency and reliability of different data collection systems to ensure the collection of relevant and reliable data for analysis and reporting.

The festivals will also serve to implement Product Clubs- Model of involvement of the local community. In each of the sub-destination product clubs will have a hosting and co-organizing role. They will provide accommodation services, venue management, creating and managing a marketplace for local products, managing volunteers, and assure accessibility and involvement of vulnerable groups in the implementation of festivals.

This practical demonstration and direct engagement of the local community in the implementation of festivals will allow to analyze the weaknesses and strengths of the Mode of Local Community Involvement and formulate the solution during the project implementation.

Tasks:

- **Participation on the workshop held for partners and ASP for development of the joint concept of Festival of Roman Emperors (D 2.2.2)**
- **Regular meeting and discussion with PM and Professional leader**
- **Learning the concerned project documents (attached Annexes)**
- **Define main marketing communication tools, channels and strategy, create and implement a marketing program: promotion, social media, webpage, brand development, graphic design for Product Club and for Roman Festival (banner, logo, flyers, roll-up)**

Activity 2.4 Collaborative creation of the Joint Route Souvenirs

Project period: 3-5

Activity description

Through this activity Joint Souvenirs will be developed, building upon the Joint Communication, branding, and digital strategy (CBDS) and the Common Transnational Strategy for Cultural Tourism Development. The workshops will be organized bring together all project partners and associated partners as well as Product Clubs members from the hubs/ sub-destinations, to foster collaboration, creativity, and innovation among the partners and stakeholders, resulting in the development of meaningful and appealing souvenirs that reflect the “Roman Emperors and Wine” Cultural route's identity and enhance the visitor experience.

Online Workshops between partners and ASPs and the meetings with Product Clubs in each of the HUB will be organized to Identify Concrete Joint Route's Souvenirs The main objective of the workshops and meetings will be to identify and design concrete souvenirs that align with the agreed storytelling approach. Participants will brainstorm and propose souvenir ideas that authentically represent the cultural route

and its destinations. These souvenirs may encompass traditional handicrafts, locally produced goods, artwork, or other relevant items. Additionally, the workshop will explore the possibility of creating digital souvenirs and memorabilia from the route, leveraging digital technologies to enhance the visitor experience and extend the reach of the cultural route.

Tasks:

- Participation in the online workshop connecting to 2.4 activity (max. 2 workshops)
- Participation in internal meetings and discussions with project team concerning the collaborative creation of the joint route souvenirs
- Active participation in the development of the joint storytelling concept
- Development of a local storytelling and local souvenir concept (elaboration of the digital plans and prototypes of 3 souvenirs and/or memorabilia)
- Take active part in the final design of 3 physical and digital souvenirs and memorabilia in close cooperation with local producers
- Participation on the 4rd Partner meeting in Ptuj, Slovenia (2025. October 15-16)

Activity 3.3 Collaborative digital awareness raising campaign

Project period: 4-5

Activity descriptions

As part of the project's external communication, the publicity campaign will be designed and implemented. It will be aligned with the Joint Communication, branding, and digital strategy, focusing on the materials, tools, and media proposed in the Strategy. It will utilize a combination of traditional and digital tools to raise the visibility and attractiveness of the Danube Region with a special focus on sub-destinations covered with the project.

The campaign's objective is to increase the visibility and attractiveness of the pilot actions, specifically the Festivals of Roman Emperors and Wine Festivals, from which the project's solutions (Model of Local Community Involvement and Model of Tourism Observatories) will result as well as promoting and evaluating the solution - Green travel Product developed within the project. To achieve this, the digital component of the campaign will produce 360°VR promotional videos that capture the key elements of the pilot actions and the overall natural and cultural attractiveness of sub-destinations. The emphasis of the digital campaign will be to offer a unique virtual 360-degree experience that showcases the festivals and aims to attract the target demographic.

The primary target audience for the campaign consists of potential tourists such as the one interested in transnational tourism, festival tourism, and generally Danube Region, which will be identified in detail to evaluate and promote the green travel products developed within the project, innovative solutions such as blogger trips will be implemented. Blogger trips involve inviting influential bloggers to experience and review green travel products, serving as a means to assess their effectiveness and generate promotional content. In previous projects implemented by partners, it was shown that bloggers inspired their communities to embark on a journey along the Danube themselves. Furthermore, the influencers provided valuable feedback that helped the partners further develop their itineraries.

The publicity campaign will leverage both traditional and digital channels to raise awareness of the project's solutions, highlight the pilot actions, and engage the target audience through immersive virtual experiences. Additionally, blogger trips will contribute to the evaluation and promotion of green travel products, leveraging the influence of bloggers to reach a wider audience. It will also allow finetuning of the solution Green Travel Products developed with the project.

Tasks:

- **Contribution to the publicity campaign**
- **Following and promoting bloggers' trips from a communication perspective**
- **Hosting bloggers and organize their trips in and around Pécs**
- **Promotion of the VR films to present the sub-destination as well as a pilot action connected to the sub-destination - Festival of Roman Emperors**
- **Development of a stopmotion video for PR purpose and as an example of a combination of digital and traditional tools.**

Activity 3.5 Training Academy

Project period: 5

Activity description

The Training Academy aims to provide tailor-made, targeted, high-quality seminars for presidents and managers of European Cultural Routes crossing the Danube Region. With this activity, we aim at advancing the institutional capacity of partners by sharing experience and capitalizing on project solutions among fellow Cultural Routes.

This activity is crucial for disseminating the project's outputs in a consistent and successful way. The Training Academy will serve to present hands-on approaches and the solutions developed with the project: local community involvement, tourism observatories and green travel products. Project partners will exchange views with fellow colleagues from other Cultural Routes on capitalisation of cultural and natural heritage; audience development and visitors management; intellectual property in cultural tourism etc. Project Partners - knowledge providers will prepare and deliver seminar lectures while territorial partners will share their experiences and lessons learned.

Tasks:

- **Communication and marketing activities for the Training Academy in close cooperation with project team and LP.**