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| **Project information** |
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| **CALL FOR PROPOSALS** | 1st  |
| **Priority:** | 2 Social and economic development |
| **Specific objective:** | 2.3 Enhancing the role of culture and sustainable tourism in economic development, social inclusion and social innovation |
| **Jems Code:** | RORS00173 |
| **Project title:** | **Development of adventure tourism based on natural values of the Banat region** |
| **Acronym:** | Avantur Banat |
| **Duration[[1]](#footnote-1):** | 24.12.2024 – 23.12.2026 (24 months) |
| **Interreg IPA****contracted funds:** | **€** **614.329,48** |
| **TOTAL contracted funds:** | **€ 722.740,57** |
| **Absorption rate (%)[[2]](#footnote-2):** | **%** (The rate will be updated after the final project report is approved.) |
| **Project overall objective(s):** | Contribute to the development and implementation of measures for the development and promotion of adventure tourism, the strategic development of tourism using tourist potential and resources and the implementation of marketing campaigns, as well as the diversification of tourist destinations in the programme area, while increasing the accessibility and visibility of less developed tourist areas. |
| **Short description:** | This project aims to **develop adventure tourism** in the Romanian-Serbian cross-border region by improving infrastructure, supporting tourism service providers, and increasing the visibility of adventure tourism opportunities. By analyzing and enhancing the region’s tourism potential, the project seeks to create a **joint offer of adventure tourism experiences**, making the sector more competitive through strategic marketing campaigns.Tourism is vital to both countries’ economies, and the COVID-19 pandemic significantly impacted the industry. This project supports the **revitalization of tourism** by adapting to modern trends, incorporating digital tools, and promoting sustainable tourism development. The Banat region, with its **diverse natural landscape, accessibility, and existing tourism infrastructure**, offers excellent potential for adventure tourism, especially around Male Pijace and Senta (Serbia) and Otelec (Romania). |
| **Concrete results achieved by the project:** | (The results will be updated after the final project report is approved.) |

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|  | **NAME** | **COUNTRY** | **COUNTY/DISTRICT** | **BUDGET (EURO)** | **CONTACT DETAILS** |
| **LEAD PARTNER:** | Movement for Male Pijace Association | Serbia | North Banat  | 267.681,06 | Aranj Janosa no 3, Male Pijace, e-mail: sz.ede13@gmail.com  |
| **PARTNER 2:** | Tisa Palic Cluster Association for tourism development | Serbia | North Banat  | 247.314,66 | Radnoti Miklosa no 46, Sentae-mail: obensberg@gmail.com  |
| **PARTNER 3:** | Otelek Hungarian for Hungarians Association | Romania | Timis | 207.744,85 | Pardani no 373A, Otelece-mail: stefan\_kozma@yahoo.com  |

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1. the implementation period (including extensions) [↑](#footnote-ref-1)
2. total funds spent/total funds contracted \*100 [↑](#footnote-ref-2)