

PROJECT SUMMARY

Project title	Towards the opportunities and CHALLENGES OF Sustainable Cross-Border TOURISM
Lead Partner (name/country)	HASKOVO CHAMBER OF COMMERCE AND INDUSTRY
Partners	UZUNKOPRU CHAMBER OF COMMERCE AND INDUSTRY
Priority axis	Axis 1 Sustainable social and economic development
Area of intervention	1.2. Economy competitiveness increasing
Duration (in months)	12 months
Total budget (in €)	130 425,52 €
Project Objectives	<p><u>The project overall objective</u> is to promote cross-border partnership towards the sustainable social and economic development of Haskovo-Edirne region based on the potential of its common natural heritage, biodiversity abundance and cultural richness for the development and promotion of sustainable tourism.</p> <p><u>Specific objective 1:</u> To identify the potential of local natural resources and cultural heritage that are not traditionally valorized for tourism purposes and to promote it with view of the development of new alternative tourist products based on the unique natural richness and cultural identity of the region Haskovo-Edirne and thus to boost its social and economic development based on sustainable tourism.</p> <p><u>Specific objective 2:</u> To promote the development of the cross-border region Haskovo-Edirne as a new tourist destination that provides attractions for the visitors and organized tourists interested in new forms of tourism based on the challenge to explore natural and cultural sites besides the traditional and well-known destinations in Bulgarian and Turkey.</p> <p><u>Specific objective 3:</u> To encourage entrepreneurship in terms of natural and cultural tourism on both sides of the border thorough provision of targeted trainings to tourist entrepreneurs and people intending to get employed in this field form the region of Haskovo and Edirne to present the specifics of the tourist products developed under the project with view of their successful marketing, identifying of potential customers, organization and provision of the tourist</p>

<p>Project Activities</p>	<p>service and supply.</p> <p>The project suggests the implementation of the following activities:</p> <ul style="list-style-type: none"> ✓ Project management and coordination; ✓ Preliminary research of local natural and cultural heritage and its valorization for the development of new cross-border tourist products; ✓ Conduction of a promotional tour to present the new tourist products for 15 Bulgarian and 15 Turkish operators in the tourism sector - these include tour operators, tourist agencies, hotels and restaurants owners, local tourist associations and other NGOs engaged with the promotion of the tourism development in the cross-border region; ✓ Conduction of 2 trainings in terms of alternative tourism for tourist entrepreneurs or people intending to get employed in this field; ✓ Development of on-line tourism platform for cross-border networking as a tool for exchange of know-how & promotion of the cross-border region as a new destination.
<p>Project Results</p>	<p>Expected basic project results are:</p> <ul style="list-style-type: none"> ✓ Conducted 1 preliminary research, identified local natural resources and cultural heritage of the region Haskovo - Edirne that are not traditionally valorized for tourism purposes and analyzed its potential with view of the development of the alternative tourism in the border area; ✓ Conducted 1 promotional tour to present Haskovo-Edirne as a new tourist destination rich of natural and cultural tourist resources; ✓ Conducted 2 trainings for 26 trainees - tourist entrepreneurs and people intending to get employed in terms of alternative tourism; ✓ Developed on-line tourism platforms for cross-border networking as a tool for exchange of know-how and promotion of the cross-border region as a new destination.
<p>Target Groups</p>	<p>Project target groups include:</p> <ul style="list-style-type: none"> ✓ Enterprises from the eligible programme region (both Bulgarian and Turkish), operating in terms of tourism - tour operators, tourist agencies, hotel & restaurant operators who will be positively affected by the development of the new alternative tourist products & their promotion as well as by

the development of the on-line tourism platform for cross-border networking;

✓ Tourist entrepreneurs and people intending to get employed in terms of tourism from the region Haskovo-Edirne who will be positively affected by the training activities under the project;

✓ Local tourist associations, NGOs and local authorities in the region of Haskovo-Edirne who will benefit from the development of the on-line tourism platform for cross-border networking towards the promotion of the cross-border region as a new tourist destination with valuable natural and cultural tourist resources.