



IPA Cross-Border Programme CCI No: 2007CB16IPO008

PRESS ANNOUNCEMENT

PROJECTS WITHOUT BORDERS

A Final Press Conference of project „Towards the Opportunities and Challenges of Sustainable Cross-Border Tourism”, № 2007CB16IPO008-2013-3-069, contract № РД 02-029-183/ 18.06.2015, prepared under Priority Axis 1: Sustainable Social and Economic Development, Key Area of Intervention: 1.2. Economy Competitiveness Increasing was held on 3rd June 2016 in the hall of Haskovo Hotel, town of Haskovo, Bulgaria.

Project partners are Haskovo Chamber of Commerce and Industry, Bulgaria and Uzunkopru Chamber of Commerce and Industry, Turkey.

The project began in June 2015 and its duration is one year. It is implemented within the third call for project proposals of Bulgaria-Turkey Cross-Border Programme, co-financed by the Instrument for Pre-accession Assistance and co-financing provided by national budgets of Bulgaria and Turkey.

The press conference was open by Yancho Yanev, Chairman of Haskovo Chamber of Commerce and Industry. 30 representatives of the media, tourist centres, agencies, restaurants and hotels participated in the event.

The implementation of the project was presented by Hristoslava Georgieva, Project Manager.

The main project results are:

- A research of local natural and cultural heritage and analysis of the potential of the identified tourist objects is done. 33 tourist objects from Haskovo District and 15 – from Edirne District are selected.
- 5 new tourist packages are created – itineraries with objects on both sides of the border which serve as a proof for the development of the region as a new tourist destination.
- A trilingual tourist guide “Natural and Cultural Richness of Haskovo – Uzunkopru Region” is printed – in Bulgarian, Turkish and English language, and with electronic version.
- Two promotional tours for presenting the new tourist products of 30 Bulgarian and Turkish entrepreneurs – representatives of tour-operators, tourist agencies, hotels, restaurants, local tourist associations, NGOs and local authorities, engaged with encouraging the development of tourism in the cross-border region, are conducted. 22 tourist objects were visited.
- Two trainings for entrepreneurs in terms of alternative tourism are conducted in Haskovo and Uzunkopru.



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- A trilingual online platform containing information about the project goals, the main activities, the expected and achieved results as well as information about the partner organizations (<http://bg-tr-tourism.eu/>), was created. The platform was elaborated as a tool for creating a cross-border network, which includes NGOs, local authorities, tourist associations, tour operators, tourist agencies, hotels, restaurants, etc. from Haskovo – Edirne region. The goal is the members of the network to communicate and cooperate with each other, to support the implementation of the joint activities for the promotion of the new tourist packages, attracting visitors in the region and organizing joint events. The platform was presented on 13 May 2016 during a work meeting in Uzunkoprui.

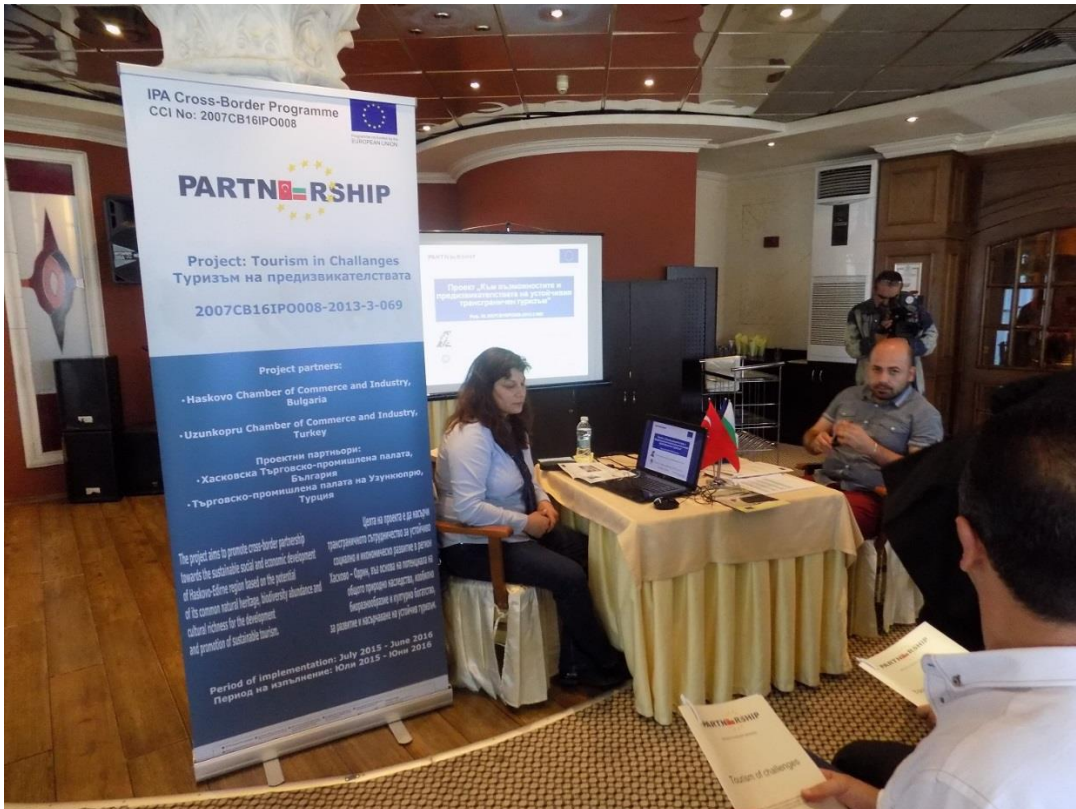
The implementation of the project will be finished on 18 June 2016.

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