



IPA Cross-Border Programme CCI No: 2007CB16IPO008

## PRESS ANNOUNCEMENT

### PROJECTS WITHOUT BORDERS

Trainings for entrepreneurs in terms of alternative tourism organized within the project „Towards the opportunities and challenges of sustainable cross-border tourism”, № 2007CB16IPO008-2013-3-069 and contract № PД02-029-183/18.06.2015, financed under the third call for project proposals of Bulgaria-Turkey Cross-Border Programme, co-financed by the Instrument for Pre-accession Assistance was conducted on 17<sup>th</sup> and 18<sup>th</sup> March 2016 in Haskovo.

13 people from Haskovo Province and 13 from Edirne province participated in the training – representatives of tour operators and tour agents, of touristic informational centres, owners of hotels and restaurants, as well as representatives of non-governmental organizations with activities in the field of tourism.

The main topics of the training were:

**Topic 1:** New tourist packages in the Haskovo-Edirne cross-border region.

**Topic 2:** Regulation in the field of tourist activities. Main functions of the local authorities and the state administration in tourism.

**Topic 3:** Public-private partnership in the field of tourism in Bulgaria.

**Topic 4:** Alternative tourism in Haskovo Province (spa-tourism, balneo-tourism, sports-tourism, eco-tourism, gourmet tourism, wine tourism, etc.) – tendencies and potential for development.

**Topic 5:** The human resource and service in the field of tourism in Bulgaria

**Topic 6:** Good practices and marketing strategies, related to the development of tourism in Bulgaria.

Lecturers were Irko Petrov – a distinguished specialist in history and archaeology, and Katya Gagova – Director of the Touristic Informational Centre, town of Haskovo.

The participants expressed their satisfaction of the presented topics and the discussions, as well as of the beneficial contacts made during the event.



Programme co-funded by the  
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