



Project name: Lets Share our Future Developing Sustainable Tourism

Project N 2007CB 16 IPO 006-2009-1-89

Project partners	Name	Address
LP	Association European University of Hospitality and Tourism management	Bulgaria, 2300, Pernik, Str. Cyril and St. Methodius 23, 603
PP2	Bulgarian Tourist Chamber	Bulgaria, Sofia, 8 Sv. Sofia str., 4th floor
PP3	Bulgarian Hotel and Restaurant Association	Bulgaria, Sofia, 5 B Triaditsa str. 1st floor
PP4	Pernik Chamber of Commerce and Industry	Bulgaria, 2300, Pernik, 3 Kozloduy str.
PP5	Tourist Organization of Dimitrovgrad	Serbia, Dimitrovgrad 7 Balkanska str.
PP6	Regional Chamber of Economy Nis	Serbia, Nis, 2 Dobricka str.

Project Budget (EUR) – 96 619.16

The objective of the project is to develop cross border tourism, to promote mutual cooperation and networking between Serbian and Bulgarian border regions by developing joint tourist destination packages and by improving the know-how of the key actors. The project specific aim is to activate strengthening functions in tourism service chain by increasing human resource potential involved in tourism industry, as well as through finding common marketing channels for cross border tourism products. Other specific goal of the project is to produce a development strategy for cross-border tourism, involving all regional partners and therefore to increase the quality and quantity of tourism products and services. On the both sides the project will focus on key-actors cooperation by stimulating to establish partnerships with the other side of the border, encouraging their harmonious, balanced and sustainable development and therefore fostering mutual economical, environmental and social prosperity.

Activities	Duration of activities (trimesters)					
	1st	2nd	3rd	4th	5th	6th
Development of Joint Work Programme for Cross-border tourism	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promotion and dissemination of Joint Work Programme among project	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cross-border Project Progress Meeting:	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Developing of promotional packages for joint cross border tourism	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourist fair for promotion of the border tourist attractions and	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Training of entrepreneurs on hospitality and tourism management	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Press conferences – one in Sofia, one in Nis for reporting and	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Project publicity and visualization campaign:	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

This project is funded by the European Union under the Bulgaria – Serbia IPA Cross-Border Programme, CCI number 2007CB16IPO006

<p><i>Association European University of Hospitality and Tourism management</i></p> <p><i>Radka Stamenova</i> Project Manager</p> <p><i>Project N</i></p>	<p><i>Bulgaria, 2300, Pernik, Str. Cyril and St. Methodius 23, office 603 Tel/fax + 359 2 887 37 08, meridian22 @intech.bg + 359 878 511 606 radka_stam@yahoo.com 2007CB16IPO006-2009-1-89</i></p>
---	--