



Bulgaria-Serbia IPA Cross-Border Programme  
CCI Number 2007CB16IPO006

**Project number:** 2007CB16IPO006-2009-1-102  
**Project name:** CULTURE AND BALNEOLOGY – A SUSTAINABLE TOURIST PRODUCT  
**Project partners:**  
▪ **Lead partner:** Non Profit Making Organization “Local Initiative Group – Varshets”, Bulgaria  
▪ **Project partner 2:** Organization for tourism, culture and sport, Sokobanja, Serbia  
**Budget:** 51 798,60 Euro  
**Project duration:** 12 months

**Project description:**

The overall objective of the project was to achieve sustainable development through utilization of cultural heritage and natural resources of cross-border region Varshets-Sokobanja through creation of cultural and balneological tourism packages within the region. The project achieved the following results:

- Organized a round-table conference on “Opportunities and perspectives for development of border region Varshets-Sokobanja” attended by 30 representatives and trainers from the two municipalities,
- Organized “Cross-border Days of Balneology” which took place from the 4<sup>th</sup> till 6<sup>th</sup> of May 2012 in Varshets, Bulgaria. Over 150 participants attended, including folk groups from both sides of the border,
- Developed and disseminated in digital format to the local stakeholders a “Joint Action Plan for activities in the field of cultural and balneological tourism”,
- Organized a tourist workshop in Sokobanja for creation of innovative cross-border tourist package and participated in the Sokobanja “Fair of Medical plants, honey and healthy food”,
- Produced and publicised a project promotional film, and disseminated a variety of promotional materials such as brochures, posters, DVDs with the promotional film, pens, hats, flags, etc.,
- Organized a closing project conference for popularization of project results.

The project was successfully completed in July 2012.



*“Cross-border days of balneology” festival took place in May 2012 in Varshets*



The Programme is co-funded by the European Union.



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*The project partners promoted the project goals both through public manifestations and expert networking meetings*



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