



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

**Project number:** 2007CB16IPO006-2009-1-89  
**Project name:** LETS SHARE OUR FUTURE DEVELOPING SUSTAINABLE TOURISM  
**Project partners:**

- **Lead partner:** Association European University of Hospitality and Tourism management, Bulgaria
- **Project partner 2:** Bulgarian Tourist Chamber, Bulgaria
- **Project partner 3:** Bulgarian Hotel and Restaurant Association, Bulgaria
- **Project partner 4:** Pernik Chamber of Commerce and Industry, Bulgaria
- **Project partner 5:** Tourist Organization of Dimitrovgrad, Serbia
- **Project partner 6:** Regional Chamber of Economy Nis, Serbia

**Budget:** 96 619,16 Euro  
**Project duration:** 12 months

**Project description:**

The objective of the project was to contribute to development of cross-border tourism, to promote mutual cooperation and networking between Bulgarian and Serbian border regions by developing joint tourist destination packages and by improving the know-how of the key actors. The project achieved the following results:

- Developed Joint Work Programme (JWP) for cross-border tourism including background situation, challenges, vision and the values, strategic outlines and impact assessment. The JWP was printed in 1000 copies and distributed to the target groups as well as presented at all project meetings, tourist fair, trainings, seminars etc.
- Four promotional packages for joint cross border tourism destinations have been made and distributed - Culinary, Rural, Youth, Extreme. In addition, a new tourist brand for cross-border tourism has been made - *Super Balkans*;
- Organized a tourism fair for promotion of the border tourist attractions;
- Organized a training of entrepreneurs on hospitality and tourism management, two press conferences and an extensive publicity campaign.
- 

The project was successfully completed in July 2012.



*Photos from the project events*



The Programme is co-funded by the European Union.