



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

**Project number:** 2007CB16IPO006-2009-1-109  
**Project name:** NETWORK FOR PROMOTION AND TOURIST EXPLORATION OF THE CULTURAL AND NATURAL HERITAGE

**Project partners:**

- **Lead partner:** Municipality of Samokov, Bulgaria
- **Project partner 2:** Municipality of Kovachevtsi, Bulgaria
- **Project partner 3:** Municipality of Dimitrovgrad, Serbia

**Budget:** 141 322,08 Euro  
**Project duration:** 12 months

**Project description:**

The main objective of the project was promotion of the cultural resources of the project area through a series of joint activities, common products and structures, establishing a connecting link between the local population groups and exploited as a lever for cross-border cultural tourist development. The following results were achieved during the project implementation:

- Creation of an interactive Web portal, describing in details the cultural heritage and promoting the projects, the tourist destination and trails: [www.culturaltourism-ipa.eu](http://www.culturaltourism-ipa.eu)
- Production of a short video clip for promoting cultural tourism in both countries;
- Six cross-border tourist packages were printed and distributed;
- Creation of a digitalized Guide on Alternative tourism which was also printed out and distributed to the relevant stakeholders;
- Organization of 3 Intercultural festivals - in Samokov, Kovachevci and Dimitrovgrad. Approximately 2500 people participated in the festival in Samokov, 500 participated in Kovachevtsi and 500 participated in the Festival in Dimitrovgrad;
- Two Intercultural Centers were established - one in Samokov and one in Dimitrovgrad;
- Two Decision makers' meetings were organized in which 82 people took part.

The project was successfully completed in October 2012.



*Photos from the three festivals in Samokov, Kovachevtsi and Dimitrovgrad*



The Programme is co-funded by the  
European Union.