



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

Project number: 2007CB16IPO006-2011-2-137
Project name: MANAGEMENT, SUPERVISION AND PROMOTION OF TOURISM FACILITIES OF STARA PLANINA - MASSIF STARA PLANINA

Project partners:
▪ **Lead partner:** International Business School - Botevgrad, Bulgaria
▪ **Project partner 2:** Faculty of Electronic Engineering in Nis, Serbia

Budget: 158 729,04 €
Project duration: 12 months

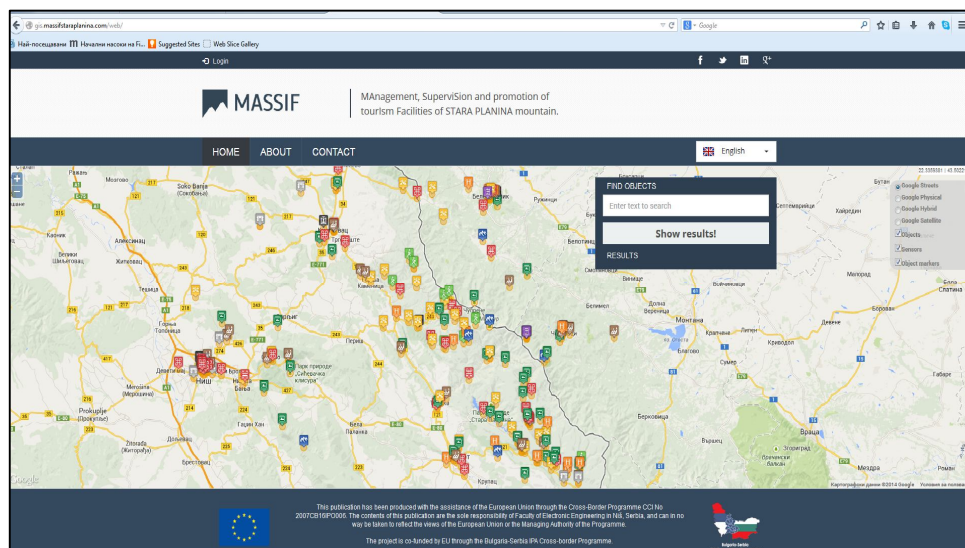
Project description:

The project envisioned and achieved the following results:

First, taking into consideration the specific tourism development studies of the region, a mechanism for the management of human resources and technical resources was created. Second, an advanced infrastructure for tracking and monitoring of various parameters using 5 sensors and 5 cameras was developed. Third, 100 locations were identified, mapped and analysed and thus was mapped the touristic potential of the region. Fourth, WEB-GIS portal with database was developed, disseminating various touristic information using WEB-GIS and smart mobile applications. The photos which are over 535 and the 9 videos shot of the mapped locations serve the marketing and advertisement requirements for an alternative tourist destination continuous regeneration. Fifth, opportunities for networking of tourism providers from both sides of the border were created during the investment forums and the workshops leading to 100 framework agreements for collaboration. Sixth, tourism providers as well as other final beneficiaries such as local business owners, representatives of local authorities and civil society were trained during the workshops how to use the WEB-GIS technologies and mobile GIS. Seventh, there are 10 cross-border destinations created. Eighth, leaflets, reference book, an additional catalogue with 10 more attractive locations in the cross-border region, 5 roll-up banners, and 106 posters were designed and printed. The fulfilment of all these objectives led to the study and the identification of the advantages for tourism of the cross-border region of Stara planina. The project online platforms can be found on the following links:

- Web Platform: <http://masivstaroplanina.com/?lang=en>;
- CMS Information website created <http://massifstaroplanina.com/index.php/sr/> ;
- Web GIs created: <http://gis.massifstaroplanina.com/web/>

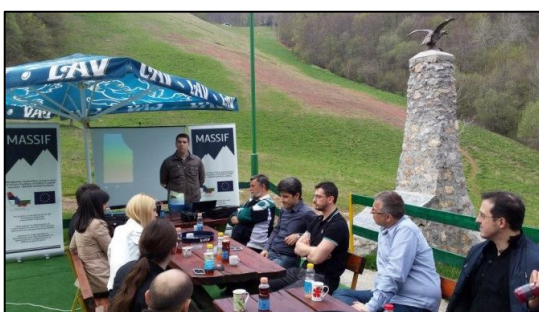
The project was successfully completed in April 2014.



The Programme is co-funded by the European Union.



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