



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

Project number: 2007CB16IPO006-2011-2-160
Project name: NEW INFORMATIONAL TECHNOLOGIES AND TOURISM PRODUCTS FOR CROSS BORDER TOURISM DEVELOPMENT

Project partners:

- **Lead partner:** Vidin Chamber of Commerce and Industry, Bulgaria
- **Project partner 2:** Regional Development Agency Eastern Serbia – RARIS, Serbia
- **Project partner 3:** Association for encouraging of tourism – Vidin, Bulgaria

Budget: 177 946,95 €

Project duration: 12 months

Project description:

The project envisioned and achieved the following results:

- A 2 -days round table on the topic "Improvement of competitiveness of tourist destination of eastern Serbia and Northwest Bulgaria" was held on 25 - 26 June 2013 in Zajecar, Serbia;
- Collection and processing of the information for 25 touristic locations in Bulgaria (Vidin district) and 25 locations in Serbia (Bor and Zajecar districts);
- Development of "Touristic informational software package" for 12 informational kiosks. The software is three-lingual (English, Bulgarian, Serbian) and contains all the information collected during project implementation – tourist locations, photographs, routes, and four project movies;
- Development of 3 new tourist products: "Following the steps of the Romans", "The taste of the western Balkans" and "The beauty of the nature";
- Purchasing and installation of 12 informational kiosks;
- Organising of 3 thematic meetings for exchange of experience;
- Organization of a 5-day cross-border demo tour for the local stakeholders and tourism branch representatives. During the tour participants has a chance to visit cultural - historical and nature sights, hotels, restaurants, which are included at new product.

The project was successfully completed in April 2014.



The Programme is co-funded by the
European Union.