



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

**Project number:** 2007CB16IPO006-2011-2-56  
**Project name:** PROMOTION OF CULTURAL TOURISM IN THE CROSS-BORDER REGION

**Project partners:**

- **Lead partner:** Chamber of Commerce and Industry - Vratsa-Berkovitsa, Bulgaria
- **Project partner 2:** Agency for regional development and business centre -Vidin, Bulgaria
- **Project partner 3:** Regional Chamber of Commerce Nis, Serbia
- **Project partner 4:** Regional Chamber of Economy – Zajecar, Serbia

**Budget:** 142 798,95 €

**Project duration:** 12 months

**Project description:**

The project envisioned and achieved the following results:

- Development of 4 cross-border tourist packages including tourist routes lasting up to 10 days, offering a full range of opportunities for cultural tourism - natural sites, cultural heritage, events and religion;
- Organized a Traditional Folklore Festival "Cultour" on the 18<sup>th</sup> August 2013 in Brestovacka Banja, Serbia;
- Conducted joint research on the identification and assessment of cultural resources for development of cultural tourism in the target region;
- Development of a project website which contains extensive information on the cultural resources classified thematically by regions: [www.cultour.org](http://www.cultour.org)
- Elaborated a Guide on Cultural Tourism with maps and rich photographic material was elaborated and published. It contains all places of cultural interest in the target area and cultural destinations. Total of 1600 copies of the guide have been printed and distributed;
- Elaborated and distributed 1600 DVDs with tourist packages and 200 DVDs "Traditional Folklore Festival";
- Elaboration and implementation of an extensive media and publicity campaign including: distribution of a variety of promotional materials, publication of press releases and advertisement in the press, radio and television, organization of 4 Open Info days and 2 Final Press Conferences;

The project was successfully completed in January 2014.



The Programme is co-funded by the  
European Union.



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



The Programme is co-funded by the  
European Union.