



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

Project number: 2007CB16IPO006-2011-2-7
Project name: TOURISM INVESTMENT DEVELOPMENT ATTRACTION INITIATIVE - TIDA

Project partners:

- **Lead partner:** Regional Development Agency Eastern Serbia, Serbia
- **Project partner 2:** Vidin Chamber of Commerce and Industry, Bulgaria

Budget: 145 477,10 €
Project duration: 12 months

Project description:

The project envisioned and achieved the following results:

- The project created links between local administrations, including stakeholders in tourism sectors in the project area;
- Preparation of a detailed analysis for each of the 10 investment projects;
- Prepared recommendations for further development for each of 10 investment projects;
- Study on available financial resources for supporting 10 investment projects;
- Preparation of an investment models for implementation of the investments;
- Production of 10 marketing plans for the selected tourism investment projects;
- The project organised a common market promotion initiative for tourism investment projects;
- The project organised 5 cross border events: 3 workshops, investment forum and Investment presentation;
- Project produced and distributed a number of promotional materials.

The project was successfully completed in January 2014.

PROJECT "TOURISM INVESTMENT DEVELOPMENT AND ATTRACTION INITIATIVE"

INVESTMENT LOCATION "RGOŠKA BANJICA" KNJAŽEVAC

CONSTRUCTION PLAN

PHASE I **PHASE II**

- Hotel with indoor pool
- Reconstruction of the existing pool with a ticket office
- Arranging sports facilities
- Building a children's pool and touristic attractions
- Apartment complex
- Hotel - a possible solution, not originally planned
- The total site area - 152.5 ha

Why investing

- Vicinity of most perspective tourist area in Serbia – Stara planina
- One of priority Municipality for tourism development in Serbia
- Increasing demand for services planned under investment development
- The natural potential - geothermal source.

„Responsible and modern – investment in Rgoška banjica“

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