



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

Project number: 2007CB16IPO006-2011-2-99
Project name: STARA PLANINA INSPIRING RURAL AND INTERCULTURAL TOURISM
Project partners:

- **Lead partner:** Centre for civil society development PROTECTA, Serbia
- **Project partner 2:** Bulgarian Association for Rural and Ecological Tourism, Bulgaria
- **Project partner 3:** New Culture Foundation, Bulgaria
- **Project partner 4:** Municipality of Svrlijig, Serbia

Budget: 183 290,59 €
Project duration: 12 months

Project description:

The project envisioned and achieved the following results:

- Conducting a study and mapping of human and natural resources of Stara Planina;
- Production of visibility and publicity materials in both countries;
- Setting-up a prefabricated Outdoor Mobile Wooden Kiosk/Booth;
- Organized two 5-day workshops for children and artists. The students and the artists selected places to be mapped and included in the guide.
- The results of the 2 workshops and of the research were presented during two official events in the Region: the annual Day celebration of Varshets - performance and exhibition; second - in the small village of Bela Rechka - with presentation of the guide "WALKING IN MY SHOES - TAILOR MADE TOURISM";
- Organized two 2-day trainings for two target groups (public authorities and other stakeholders) organized and implemented in Svrlijig, Serbia;
- Organized a five-day cross border exchange visit in Montana district. 10 stakeholders and representatives of public authorities from Svrlijig (SER) and Varshets Municipality (BG), as well as all project partners took part in the event;
- Promoted the project on two festivals: "Belmuzijada" and "Back to the village";
- Organized a two-day conference held in Varshets, with more than 60 participants from both Serbia and Bulgaria - local authorities' representatives and tourist business stakeholders - companies and NGOs active in tourism and culture.

The project was successfully completed in April 2014.



The Programme is co-funded by the European Union.