



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

**Project number:** 2007CB16IPO006-2011-2-243  
**Project name:** VALORISATION OF THE CULTURAL HERITAGE IN THE CROSS BORDER REGION MONTANA - PIROT

**Project partners:**

- **Lead partner:** Foundation For Development of North-Western Bulgaria, Bulgaria
- **Project partner 2:** Dom Culture Pirot, Serbia

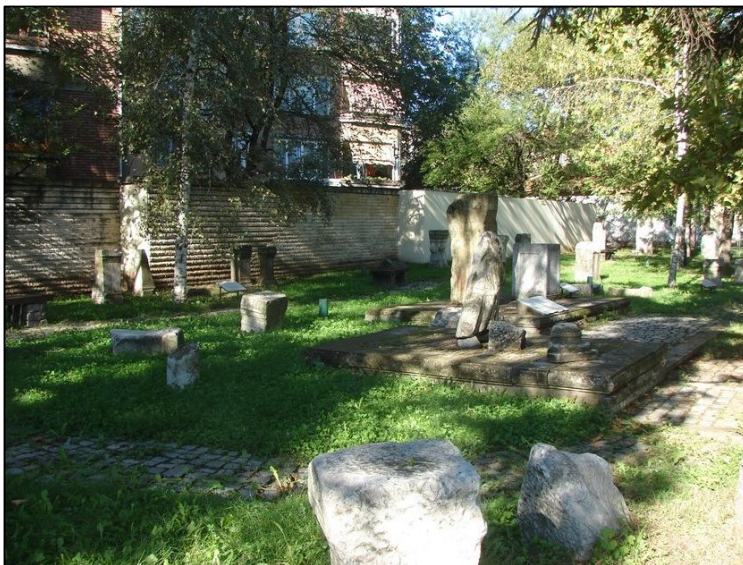
**Budget:** 90 266,84 €  
**Project duration:** 12 months

**Project description:**

The project envisioned and achieved the following results:

- Study on the key natural assets and cultural heritage in Montana and Pirot municipalities;
- Marketing survey and Marketing analysis of the tourist attractions and opportunities in both municipalities;
- Research on the common cultural heritage and monuments;
- Development of joint programme for protection and maintenance of the common cultural heritage and monuments.
- Study on the EU tourism best practices. This product provides key information on EU tourism best practices that can be implemented in the management of tourist destinations and the common cultural heritage and monuments in Montana and Pirot;
- Development of specialized software system for managing tourist routes and programs in the destinations Montana-Pirot. The system provides comprehensive information to tourists on all they need for planning their travel and stay in their chosen destination. It generates reports for known significant cultural and historical heritage, museums, galleries etc. as well as leisure facilities and accommodation - cafes, restaurants, theatres, etc.
- Establishment of a common web portal for easy access to an extensive database, combined with a variety of applications, providing the users information of interest to them aiming at the promotion of attractive tourist sites in the border region: <http://www.montana-pirot.com/>
- Implementation of a comprehensive publicity and media campaign.

The project was successfully completed in November 2014.



*Project web site features a rich database and a photo gallery of the cultural and tourism sites*

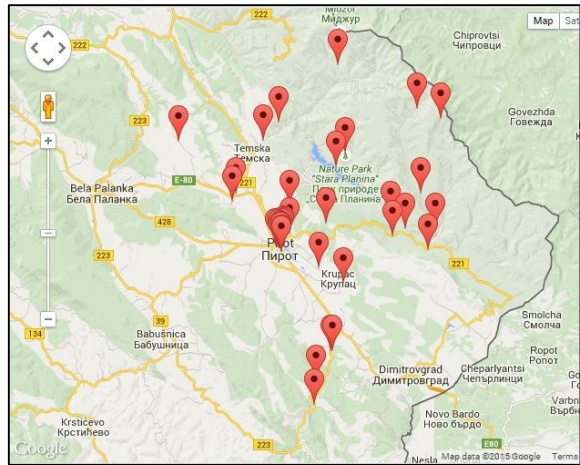
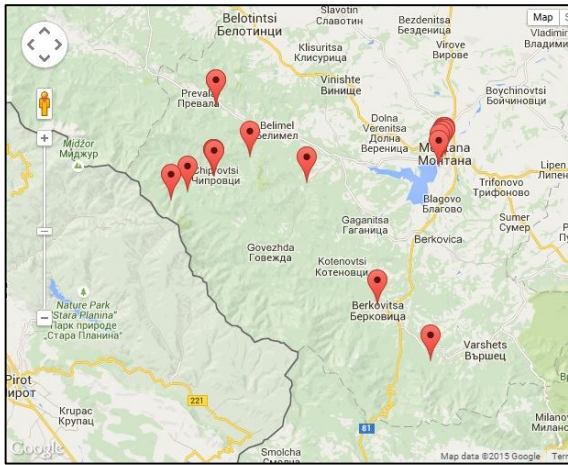


**The Programme is co-funded by the  
European Union.**





**Bulgaria-Serbia IPA Cross-Border Programme**  
**CCI Number 2007CB16IPO06**



The Programme is co-funded by the European Union.