



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

Project number: 2007CB16IPO006-2011-2-67
Project name: THE ALTERNATIVE TOURISM AS AN INSTRUMENT FOR ECONOMIC DEVELOPMENT
Project partners:
▪ **Lead partner:** Association “Center for Development Montanesium”, Bulgaria
▪ **Project partner 2:** Mountaineer Club “Vidlic”, Serbia
Budget: 67 235.95 €
Project duration: 12 months

Project description:

The project envisioned and achieved the following results:

- Established 10 new partnerships as a project events result;
- Informed the media representatives about the project at 2 press-conferences;
- Involved more representatives of the target groups through broadcasting of 4 one-week advertisements, for promotion the project activities.
- Involved and informed more stakeholders through information campaign: 1000 pieces two-language fliers; 500 pieces two-language catalogues; elaborated 3 signboards and recorded 150 CDs, and elaboration of a project website: <http://www.be-tourist.eu>
- Investigated the opportunities for alternative tourism development and elaborated program contained integral package travels in alternative tourism area.
- Trained the representatives of SMEs, working in tourism area, and exchanged best practices through the implemented 4 focus meetings and 1 two-day training meeting.

The project was successfully completed in July 2015.



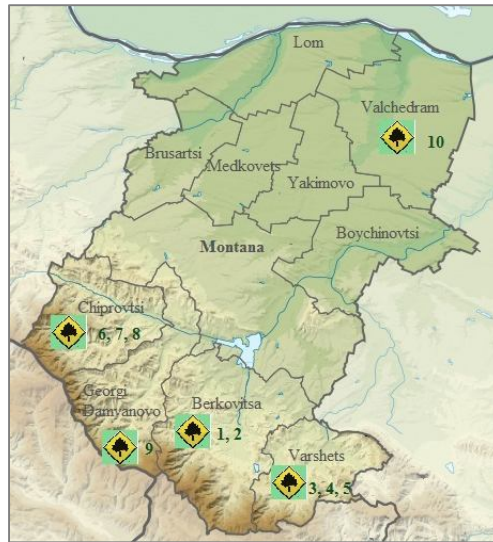
Alternative tourism in the cross-border region: active tourism, historical and nature sites



The Programme is co-funded by the
European Union.



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Map of the nature tourist sites in the Pirota (left) and Montana (right) regions



Stara Planina Mountain



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