

Interreg - IPA CBC Bulgaria - Serbia

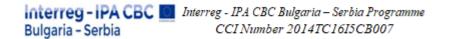


Interreg - IPA Cross-border Cooperation Bulgaria - Serbia Programme
Call No: 2014TC16I5CB007-2

THE CARPET TALE: Establishment and initial marketing of a new cross-border tourist product connecting the regions of Pirot and Chiprovtsi through their shared carpet-making

Project No CB007.2.12.121 08 September 2020













AGENDA

1. Discussion of the project results

Reports: Stella Milanova

2. Discussion of forthcoming tender procedures and the market research

Report: all the partners

3. Others

https://ibsedu.bg/en/page/201-CB007212121-THE-CARPET-TALE-Establishment-and-initial-marketing-of-a-new-crossborder-tourist-productconnecting-the-regions-of-Pirot-and-Chiprovtsi-through-their-sharedcarpetmaking-traditions

- Announcements

mand, and for the improvement of the social-economic dimate in the regions of intervention, on the other.

Target Groups: Target groups include the touristic and services businesses operating in the target regions: mainly SMEs, in particular microenterprises (family hotels, guesthouses, restaurants, craft workshops, local souvenir sellers). Also travel agencies, Bulgarian and



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exchange, and the modern approach to visitor education based on the creative tourism concept. IBS as the leading partner shall benefit from raising the awareness on the School itself and the higher education in Tourism it offers, among the target regions' inhabitants and visitors.

Regarded as final beneficiaries are the proactive and forward-thinking Museum visitors, both locals and tourists, tempted by the creative touristic alternative and keen to deepen into history and traditional art. Particular attention shall be paid to the opportunity to attract families with children from Bulgaria and Serbia as well as other EU member States.

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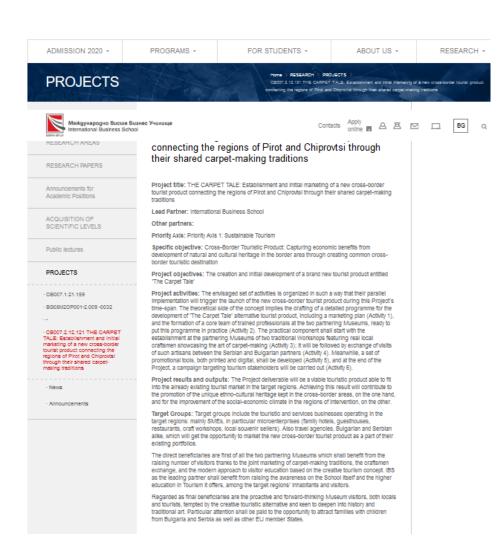


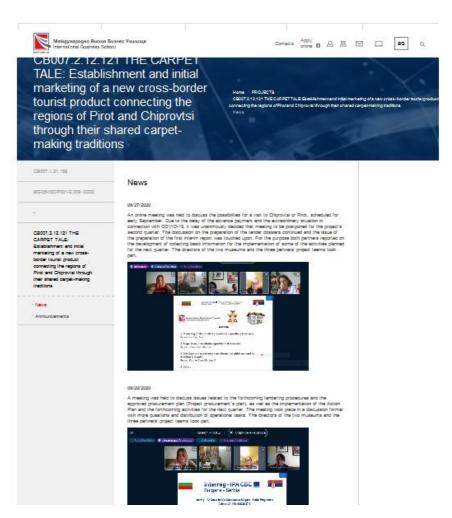


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QUESTIONS & ANSWERS

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THANK YOU FOR YOUR ATTENTION!

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