

Project: Development and promotion of gourmet and wine tourism in the cross-border region of Bulgaria and Turkey (TransGourmeTour)

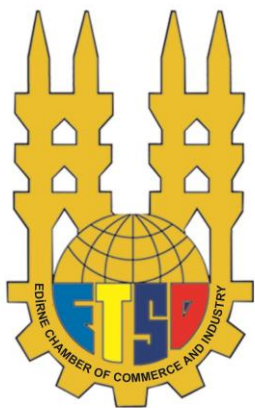


Application No: CB005.1.22.046

Subsidy contract under the Instrument for
Pre-accession Assistance II No: RD-02-29-
238/31.07.2017



**Lead Partner: Haskovo Chamber of Commerce
and Industry, Bulgaria**



**Partner 2: Edirne Chamber of Commerce and
Industry Turkey**



**Partner 3: NGO Thracian Sustainable
Development, Bulgaria**

GENERAL INFORMATION

- The project is implemented within the First call for project proposals of The Interreg - IPA CBC Bulgaria – Turkey Programme. The Programme is co-financed by the European Union through the Instrument for Pre-accession Assistance II and the two partnering countries Bulgaria and Turkey.
- **Priority Axis 2 “Sustainable Tourism”**
- **Specific objective 2.2.** „Increasing the cross-border tourism potential by developing common destinations”.
- **Implementation period:** 01.08.2017 – 31.07.2018 (12months)

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- **Priority Axis 2 “Sustainable Tourism”**
- **Specific objective 2.2.** „Increasing the cross-border tourism potential by developing common destinations”.
- **Implementation period:** 21.03.2017 – 20.03.2018 (15 months)

Project Objectives

Overall objective of the project: Increasing the Bulgaria-Turkey cross-border cooperation capacity in the field of sustainable tourism, aiming enhancement of European territorial cohesion, through promotion of alternative forms of tourism.

Specific objectives:

- 1. Increasing the capacity for sustainable tourism development in the border region of Bulgaria and Turkey through development and promotion of common destinations for gourmet and wine tourism.
- 2. Using IT technologies to develop and promote the specific gourmet tourism in the cross-border region of Bulgaria and Turkey, as an alternative form of tourism.

BUDGET

- **Total project budget :**
73 232,22 EUR
 - **IPA funds:**
62 247,38 EUR (85%)
- **National public contribution:**
10984,84 EUR (15%)

Target groups and beneficiaries

TARGET GROUPS:

- SMEs: hotels, restaurants, wine cellars, dairiers, bakeries, food markets, farms - 100

FINAL BENEFICIARIES:

- Representatives from the tourism sector: tour operators and tour agents, information centers, community centers, vocational schools for tourism and catering, tourism associations, NGOs, etc. – 1000
of the cross-border region of Bulgaria and Turkey

MAIN PROJECT ACTIVITIES

1. Project management.
2. Information and publicity.
3. Study of destinations for gourmet and wine tourism in Bulgaria and Turkey, and development of new common tourist packages.
4. Creation of multilingual Tourist Gourmet Guide to the cross-border region of Bulgaria and Turkey, in two versions - Online platform and Mobile Application.
5. Organization of culinary exhibitions, presentation of the Tourist Gourmet Guide and new tourist packages in Bulgaria and Turkey

ACHIEVED RESULTS:

Activity 1 - Held 4 work meetings. Prepared 6 PP tender dossiers

First Work Meeting of the project team in Haskovo, 17-18 October 2017



Second Work Meeting of the project team in Edirne, 11-12 January 2018



Third Work Meeting of the project team in Haskovo, 1- 2 May 2018



Activity 2 - Developed visualization, information and publicity

1. Logo of the project;
2. Boards for visualization of the project on the partners office – 3 pcs.;



ACHIEVED RESULTS:



Activity 2 - Developed visualization, information and publicity

3. Shades (1 Bulgarian and 1 Turkish language), banners (2 English, 1 Bulgarian and 1 Turkish language) and posters (500 Bulgarian language & 500 Turkish language) for promotion of the culinary exhibitions in Bulgaria and Turkey.

4. Promotional eco bags, cooking hats and aprons the culinary exhibitions in Bulgaria and Turkey – 1000 pcs.



ACHIEVED RESULTS:

Activity 2 - Developed visualization, information and publicity

5. Conducting two press conferences – 1 in Edirne, Turkey and 1 in Haskovo, Bulgaria with 50 media representatives.
6. Eight publication (4 in Bulgaria and 4 in Turkey)



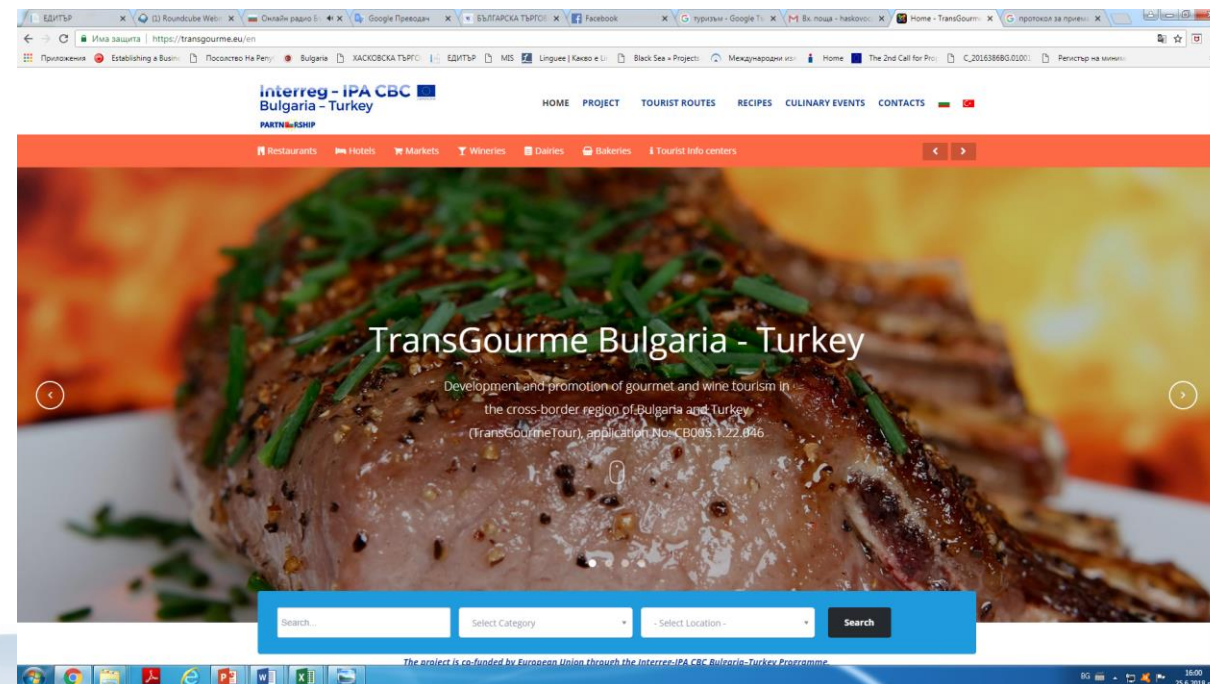
Activity 3 - Study of destinations for gourmet and wine tourism in Bulgaria and Turkey, and development of new common tourist package

- Conducted 2 Studies - in Bulgaria (districts of Burgas, Yambol and Haskovo) and in Turkey (provinces of Edirne and Kırklareli); explored 100 gourmet destinations, prepared 2 separate databases and 1 common database with 100 gourmet destinations.
- Created 6 new common tourist packages for gourmet tourism, which will include appropriate destinations in Bulgaria and Turkey.

Activity 4 - Creation of multilingual Tourist Gourmet Guide to the cross-border region of Bulgaria and Turkey

- Created an Online platform of the Tourist Gourmet Guide in three languages - Bulgarian, Turkish and English.

<https://transgourme.eu>



Activity 5 - Organization of culinary exhibitions, presentation of the Tourist Gourmet Guide and new tourist packages in Bulgaria and Turkey

- Organized 2 one-day culinary exhibitions (in Turkey and Bulgaria), presented 100 gourmet destinations, online platform and mobile application of the Tourist Gourmet Guide and the new 6 gourmet tourist packages; 100 participants of both countries in the exhibitions; 1000 visitors of the exhibitions.
- Culinary Exhibition in Bulgaria - took place on May 1st in Harmanli - with 60 participants and over 500 visitors.
- Culinary Exhibition in Turkey took place on July 1st in Edirne - with 60 participants and over 500 visitors.

ACHIEVED RESULTS:



Activity 5 - Culinary Exhibition in Bulgaria - May 1st in Harmanli



CONCLUSION

The project contributes to the establishment of a multilingual online tourist cooperation platform and mobile application, which will ensure the networking among local key stakeholders on both sides of the border - Entrepreneurs (hotels, restaurants, wine cellars, dairies, bakeries, food markets, farms, etc.) and Representatives from the tourism sector (tour operators and agents, info-centers, community centers, tourism associations, NGOs), and their further cooperation towards the joint promotion and marketing of the cross-border region as a new destination for gourmet tourism. The established platform will provide for the implementation of further joint actions aimed at the promotion of common tourist products, elaboration of new tourist packages and attractions and their popularization, supporting the entrepreneurship in terms of tourism, provision to visitors of tourist information through innovative IT tools with a particular focus on the food and wine in the CB region.



Thank you for your attention!

Project team:

PP1 Haskovo CCI, Bulgaria:

Mrs. Katya Atanassova – Project Manager, Mrs. Valeriya Popova -
Project Coordinator and Mrs. Eliza – Project accountant

PP2 Edirne CCI, Turkey:

Mrs. Güliz Elif Yardımcı – Project Coordinator

Mrs. Nuray Pehlivan – Project accountant

PP3 NGO Thracian Sustainable Development, Bulgaria

Ms. Denitsa Georgieva - Project technical assistant



Programme is co-financed
by the European Union