



2007CB16IPO007-2012-2-86

Project title

Savoring Unique Nature - Bicycle tourism in support of Nature - SUN

Axis

Priority Axis 2. Improvement the Quality of Life

Area of intervention

2.1. Utilization of eco resources

Lead Partner

Association Center for Rural Development Bujrum - Kumanovo

Partner 2

European Integration Agency – Branch Kyustendil

Partner 3

Association Business Information and Consulting Centre - Sandanski

Partner 4

"We the Women Movement" Asociacion - Blagoevgrad

Duration

12 months

Total budget

98 964.00 EUR



Project description

Implementation of the project meets the needs of target groups for creation of the appropriate conditions for sports and tourism in living environment. Promotion of cycling as the opportunity for entertainment and sport among the young generation had a positive effect as building awareness of healthy lifestyle and reduction of aggression in everyday life. Project also reinforced the idea of protecting the environment through various initiatives and the creation of network of public-private partnerships. Promotion and creation of opportunities for bicycle tours help the sustainable economic development of the area and improve the quality of life in the cross-border region.

Result:

1. Studies and research of opportunities for improving the tourist services for developing a more active cycling tourism with the aim of sustainable development and environmental protection in CBR.
2. Elaboration of a common strategy and agenda for environmentally sustainable management of tourism and business in the region.
3. Built networks for cross border cooperation on environment, sport and youth exchanges and tourist business.
4. Entrepreneurs and organizations attracted in exchange of experience and good practices in implementing Corporate social responsibility in management – 50.
5. Exchange of know-how and implementation of innovative approaches to promote environmental initiatives, attracting participants (200 people) in these and their sustainable commitment to the idea.
6. Assembled Bicycle stands -10 pcs.
7. Joint eco-biking routes created and 10 guides trained.
8. Joint cross-border products created - 3.



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9. Promotional materials and support tourism products developed:

- Bike Travel Card - 1000 pcs.
- Guide to species of wild products in CBR - 1000 pcs.
- Promotional CD - 1000 pcs.
- Promotional T-shirts and hats - 400 pcs.
- Leaflets - 1000 pcs.
- Advertising posters for event – 500 pcs.
- Marking of tourist routes
- Information boards at the bicycle routes – 32

12 Press Releases and 4 press conferences held

The project has been successfully accomplished in July 2013.



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