



2007CB16IPO007-2012-3-054

Project title

Promotion of rural and mountain tourism through the use of ICT and ISO consultation between Bulgaria and FYROM

Axis

Axis 1: Economic Development and Social Cohesion

Area of intervention

1.1 Economic Development

Lead Partner

Chamber of commerce and industry- Blagoevgrad

Partner 2

Woman's Organization- Stip

Duration

12 months

Total budget

95 762.12 EUR

Project description

The project increasing the standard of living in the cross-border region through promotion of economic growth and improving of local competitiveness, improving the ability of the economy to meet the international requirements. Focused on tourism sector and market possibilities in the region, through better promotion of the tourist product and promoting business cooperation by establishing a broader cross-border cooperation framework.

Helping the local enterprises to develop a competitive advantage so as to confront the deterioration of the market conditions due to the strong competitiveness of the European companies. Increasing the investments as well the levels of income in tourism in the cross-border and broader region through knowledge based economy and social entrepreneurship.

The project was successfully implemented in December 2014.