



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



Interreg - IPA CBC
Bulgaria - Serbia



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CCI Number 2014TC16I5CB007



Международно Висше Бизнес Училище
International Business School



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-product-connecting-the-regions-of-Pirot-and-Chiprovtsi-through-their-shared-carpetmaking-traditions>

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hand, and for the improvement of the socio-economic climate 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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connecting the regions of Pirov and Chiprovtsi through their shared carpet-making traditions

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

Lead Partner: International Business School

Other partners:

Priority Axis: Priority Axis 1: Sustainable Tourism

Specific objective: Cross-Border Touristic Product: Capturing economic benefits from development of natural and cultural heritage in the border area through creating common cross-border touristic destination

Project objectives: The creation and initial development of a brand new tourist product entitled 'The Carpet Tale'

Project activities: The envisaged set of activities is organized in such a way that their parallel implementation will trigger the launch of the new cross-border tourist product during this Project's time-span. The theoretical side of the concept implies the drafting of a detailed programme for the development of 'The Carpet Tale' alternative tourist product, including a marketing plan (Activity 1), and the formation of a core team of trained professionals at the two partnering Museums, ready to put this programme in practice (Activity 2). The practical component shall start with the establishment at the partnering Museums of two traditional Workshops featuring real local craftsmen showcasing the art of carpet-making (Activity 3); it will be followed by exchange of visits of such artisans between the Serbian and Bulgarian partners (Activity 4). Meanwhile, a set of promotional tools, both printed and digital, shall be developed (Activity 5), and at the end of the Project, a campaign targeting tourism stakeholders will be carried out (Activity 6).

Project results and outputs: The Project deliverable will be a viable touristic product able to fit into the already existing tourist market in the target regions. Achieving this result will contribute to the promotion of the unique ethno-cultural heritage kept in the cross-border areas, on the one hand, and for the improvement of the social-economic climate 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 Serbian alike, which will get the opportunity to market the new cross-border tourist product as a part of their existing portfolios.

The direct beneficiaries are first of all the two partnering Museums which shall benefit from the raising number of visitors thanks to the joint marketing of carpet-making traditions, the craftsmen 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 of 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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News


05/27/2020

An online meeting was held to discuss the possibilities for a visit to Chiprovtsi or Pirov, scheduled for early September. Due to the delay of the advance payment and the extraordinary situation in connection with COVID-19, it was unanimously decided that making to be postponed for the project's second quarter. The discussion on the preparation of the tender dossiers continued and the issue of the preparation of the first interim report was touched upon. For the purpose both partners reported on the development of collecting basic information for the implementation of some of the activities planned for the next quarter. The directors of the two museums and the three partner project teams took part.



05/29/2020

A meeting was held to discuss issues related to the forthcoming tendering procedures and the approved procurement plan (Project procurement's plan), as well as the implementation of the Action Plan and the forthcoming activities for the next quarter. The meeting took place in a discussion format with more questions and distribution of operational tasks. The directors of the two museums and the three partner project teams took part.





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QUESTIONS & ANSWERS

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THANK YOU FOR YOUR ATTENTION !

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