



Project **River Plus**:
“Strymonas Cooperation Corridors”

Action 3.1

Deliverable 3.6.1

Study for the Development of a Common Cross-Border Identity of the Region

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Serres Development Agency S.A.



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INTRODUCTION

The Deliverable 3.6.1 entitled "Study for the Development of a Common Cross-Border Identity of the Region" is implemented by Serres Development Agency S.A. within the cross-border project "Strymonas Cooperation Corridors" (Acronym River Plus) which is funded by the European Union (European Regional Development Fund) and National Resources under the Interreg VA Cooperation Program Greece-Bulgaria 2014 -2020. The Deliverable 3.6.1 belongs to work package 3 which covers all actions aimed at evaluating the ecological and cultural resources of the project's cross-border areas, including the methodology for conducting relevant research, mapping procedures and final reports.

The purpose of the Deliverable 3.6.1 is to record and evaluate the eco-cultural resources of the Regional Unit of Serres and the Region of Blagoevgrant, for the formation of a common identity for the reference area.

This research consists of 4 main stages:

- The recording of thirty eco-cultural resources of the cross-border area as defined by the Regional Unit of Serres and the Region of Blagoevgrant
- The evaluation of eco-cultural resources on the basis of a structured evaluation methodology
- The formation of a common identity of the area
- The formulation of the strategic promotion plan on the basis of the common identity

PART A: RECORDING & MAPPING

A1. THE RIVER PLUS PROJECT

The Project River Plus concerns the search for a common desired identity of the cross-border area of Greece-Bulgaria through the effective promotion of eco-cultural resources based on a strategic promotion plan, focusing on tourism development. For historical and political reasons, the national images, which were 'built' in the past decades in both countries, did not allow the promotion of the common cultural resources located on both sides of the border.

Religious monuments (churches and monasteries), common names and place names across borders, arts, crafts, music, gastronomy, traditional costumes and other tangible and intangible cultural resources are a common cultural asset that has not been exploited and must be protected and promoted with appropriate methodologies and practices. The mountain resorts, rivers, historic mountain trails and military monuments of the recent past should also be added to the previous list, forming an attractive future tourist package. Unlike other European border areas with common geophysical features, the previous potentials have not yet been exploited.

In the above context, the goal of the River Plus project is to achieve the redesign of the image and identity of the cross-border intervention area of the River Plus project through the enhancement and effective promotion of eco-cultural resources, with particular emphasis on tourism development.

The specific objectives of the project could be summarized as follows:

- Management of the cultural and natural heritage of the cross-border area for tourist purposes.
- The effective management and promotion of the current tourist image of the area.
- The development of a complete and innovative tool for the management of the brand name of the space
- The resurgence of the debate on the common European identity, which is not yet evident in the cross-border area of Greece-Bulgaria.
- The creation of a new brand name based on documented data on the cultural and natural heritage of the cross-border area, which will be able to form the basis of a sustainable tourism development in the near future.
- The strengthening of the perception of the Greek-Bulgarian border as an area with similar geophysical and cultural characteristics.

A2. STUDY AREA

The present research concerns the investigation of the eco-cultural resources of the two studied regions of the project, the Regional Unit of Serres and the Region of Blagoevgrad aiming the formation of a common identity for the whole area.

A2.1 Regional Unit of Serres

The Regional Unit of Serres is located in the Region of Central Macedonia with an overall space of 3.970km². It borders on the east with the prefectures of Drama and Kavala and on the west with the regions of Thessaloniki and Kilkis. To the north, it borders with Bulgaria and with Northern Macedonia.

The Regional Unit of Serres is considered a lowland area, since 48% of its total area is characterized as lowland-semi-mountainous. It is surrounded on the west by the mountain ranges of Kerkini-Vertiskou-Kerdilia, on the east by the mountain ranges of Orvilos-Menoikio-Pangaio, while on the north dominates Mount Belles. The region is crossed by the Strymon river, which originates from Bulgaria and flows into the Strymonikos gulf. Its main tributary is Angitis, in the eastern part of the region, where it flows between Mount Pangaio and Menoikio, forming the gorge of Angitis, next to the Caves of Alistrati.

Administratively, in the Regional Unit of Serres belong 7 municipalities - Amphipolis, Visaltia, Emmanouil Pappas, Heraklion, Nea Zichni, Serres and Sintiki.

A2.2 Blagoevgrad Region

The Blagoevgrad Region is located in the Southwest of Bulgaria with an overall space of 6,449km² (5,8% of the total territory of the country). It borders with the regions of Kyustendil, Sofia, Pazardzhik and Smolyan, and also the country borders of Greece in the south and North Macedonia in the west. It spreads over the valleys of the Strymon and Mesta rivers, the mountain of Pirin and parts of the Rila, Rhodope, Slavyanka, Belasitsa, Ograzhden, Maleshevska and Vlahina mountains.

Administratively, the Blagoevgrad Region consists of 14 municipalities – Bansko, Belitsa, Blagoevgrad, Gotse Delchev, Garmen, Kresna, Petrich, Razlog, Sandanski, Satovcha, Simitli, Strumyani, Hadzhidimovo and Yakoruda and it is included in the Southwestern Region.

A3. TOURISM PROMOTION STRATEGY

In the present deliverable, concerning the recording of the eco-cultural resources, brief secondary research was carried out in the tourist promotion plans of the two regions, in the official tourism portals of the two countries and in the websites of the two administrative regions. The purpose of this research was to investigate the most recognizable and promoted eco-cultural resources of the two regions, with the aim of recording the 60 most important resources.

A3.1 Tourism promotion strategy of the Regional Unit of Serres

The tourism promotion strategy of the Regional Unit of Serres is institutionally-administratively responsibility of the Region of Central Macedonia (RCM). The degrees of freedom of the Regional Unit of Serres in the self-action and self-management of its tourist promotion, is limited to an annual program of autonomous actions, which responds as much as possible to the needs of the promotion, as they arise from its tourism product. This program operates in parallel and in addition to that of RCM, which is a program prepared for the whole region (7 regions).

According to the tourism strategy of the RCM, the region of Serres is promoted as a destination rich in natural resources such as mountains, forests, rivers, lakes, gorges and caves, with many and special species of flora and fauna. At the same time, important resources of the cultural heritage of the area are promoted, such as historical monasteries, towers and Byzantine churches, ancient cities and historical sites.

Given the above advantages of the area, activities such as hiking, cycling and climbing in the natural landscapes, treatment and wellness in the thermal baths, gastronomic activities and other forms of tourism are suggested.

On the official website of the RCM (<https://visit-centralmacedonia.gr/en-us/PLACES-TO-GO/Serres/p/1>), 21 natural and cultural resources are promoted from the Serres region. Briefly, 4 natural resources, 2 thermal baths, 1 cave, 2 religious' sites, 2 museums, 2 settlements, and 8 cultural heritage resources are promoted. In terms of the advertising and communication actions, the resources of this region are mainly addressed to the domestic and Balkan public.

Finally, the Regional Unit of Serres is planned to implement in 2022-2023 an interactive map with suggested routes according to the interests of the visitor. These routes are to be ecological, thermal, pilgrimage, historical and gastronomic.

Finally, on the official portal for tourism in Greece (<https://www.visitgreece.gr/el/>), regarding the Regional Unit of Serres, special mention is made for a remarkable archeological site and three natural resources of great importance for the region.

A3.2 Tourism promotion strategy of the Blagoevgrad Region

The tourism promotion strategy in the case of Bulgaria concerns the Ministry of Tourism. The Ministry of Tourism develops and controls the implementation of the National Strategy for the sustainable development of tourism and strategies for the development of certain types of tourism, as well as short-term programs and plans. Develops and implements at the same time the national marketing strategy and the annual program for the national tourism promotion.

For its part, the Blagoevgrad Region develops a regional strategy and participates in the development of programs for the development of tourism in its territory and coordinates their implementation. This strategy is based on national priorities for tourism development, and the marketing strategy followed is designed according to local and regional tourism resources and emerging needs.

More specifically and according to recent research on the official portal of the Bulgarian Ministry of Tourism, a series of routes are presented per region, each of which promotes the main eco-cultural resources of each place. Specifically, concerning the Blagoevgrad Region, a route called "Struma" is being promoted, where someone can meet and visit a variety of eco-cultural resources. Specifically, 14 cultural sites and monuments, 6 natural and 6 religious resources are recorded. (<https://www.tourism.government.bg/en/tourist-destinations/2805>).

At the same time, on the official portal of the Blagoevgrad Region, they were promoted the natural resources of the region such as mountains, lakes, valleys and rivers, as well as the numerous hot and cold springs that exist in the area. Furthermore, reference is made to the rich cultural and historical heritage, the various events that take place and also to the large organized tourist resorts.

Finally, on the official portal for tourism in Bulgaria (<https://bulgariatravel.org/>), the country is divided into 9 tourist areas, which promote specific types of tourism. One of them is the Rila-Pirin Tourist Region which covers the Rila and Pirin mountains as well as the Struma and Mesta valleys. In this area located the four administrative districts - Blagoevgrad Kyustendil and Pazardzhik and Sofia. Concerning the specific tourist area, the winter resorts and SPAs, the cultural and historical heritage, the wine tourism, the festivals and the events are especially promoted.

A4. THE METHODOLOGICAL CONTEXT OF PART A

In the first part of the present survey and for the formation of a common identity for the region, research was carried out based on the recording of the most recognized eco-cultural resources of the two regions. As the eco-cultural resources of a place can compose the image of an area and contribute to its development through the attraction of tourists, it was deemed expedient to search and record them. For this recording, a clarification and distinction of the terms is attempted, as sought below, in order to implement their best possible mapping, as well as the means used to collect all the necessary information.

A4.1 Analysis of Eco-Cultural Resources

A4.1.1 Natural resources

In the present study, "natural resources" were considered to be the significant advantages of the reference area related to the natural environment and the ecosystems related to the soil, subsoil, air or water element. Natural resources are determined by human perceptions and attitudes, desires, technological skills, legal, economic and institutional arrangements, as well as by political systems.

A4.1.2 Tangible cultural heritage

Tangible cultural heritage refers to everything that we can touch and we can perceive clearly. The tangible cultural heritage concerns buildings, historical places, monuments, handicraft, sculpture, painting, archeological sites, architectural structures etc.

A4.1.3 Intangible cultural heritage

Intangible cultural heritage refers to practices, performances, representations, expressions, knowledge or ability, as well as the means, objects, objects and cultural spaces that communities, groups or, in some cases, individuals recognize it as part of their cultural heritage.

A4.2 Recording and Mapping

The recording and mapping of eco-cultural resources was based on the following forms and sources of information:

- a) Studies
- b) Texts, documents and reports
- c) Photos & videos
- d) Websites and social media
- e) Recording and indexing meetings with key people

The recording and mapping also concern natural advantages with ecological tourist value as elements that protect the environment and improve:

- a) The well-being of the inhabitants and members of a community
- b) The action of environmental organizations and civil society
- c) The skills of public administration executives
- d) Hotel owners, travel agents, drivers and carriers?
- e) Representatives of other related services in the private sector,
- f) The academic world

The recording and mapping of tangible cultural heritage took into account the following categories:

- a) cities of cultural heritage,
- b) historic cities,
- c) buildings,
- d) archaeological sites,
- e) cultural landscapes,
- f) cultural objects,
- g) collections and museums

The recording and mapping of the resources of the "Intangible cultural heritage" took into account the following categories:

- a) oral traditions,
- b) arts,
- c) social practices,
- d) customs,
- e) festive events and happenings,
- f) knowledge, practical skills of traditional art

When recording and mapping eco-cultural resources, space and time are central to the implementation methodology of this part. More specifically, the methodology regarding the space, spatially recorded the ecological and cultural assets, which promote and enrich the European concepts of sustainability and creativity respectively. Time has also played a key role in the mapping and evaluation of ecological cultural resources. In this context, time is used as a horizon for the formation of the identity (past) and the image (of the present) of the region. Image and identity will be merged into an eco-cultural vision (future) that provides the primary issue for a strong brand.

For the recording, a Standard Mapping Template (template) was formed which includes the following information per resource.

- a) Resource Category / Classification
- b) N (Number) of Resource
- c) Resource Title
- d) Resource Area
- e) Brief Resource Description
- f) Resource Contact Information
- g) Web (the official website of the resource or other official source of information about the resource)

For the recording and mapping information was obtained:

- From the resource on a case-by-case basis, search on internet sources (websites of municipalities, competent services, tourist guides, keyword searches, etc.)
- From studies and local development plans
- From projects and programs related to the tourist and cultural product of the region

A total of 62 ecological and cultural resources have been recorded. The total resources per category are:

- Natural resources: 20
- Tangible cultural heritage resources: 31
- Intangible cultural heritage resources: 11

A5. RECORDING OF NATURAL RESOURCES

In the context of recording and mapping of Natural Resources 20 mapping sheets completed. 11 resources refer to the Regional Unit of Serres and 9 resources to the Blagoevgrant Region.

N	Natural and Wildlife Resources		
1	Strymon River	Region	Regional Unit of Serres
Brief description			
<p>Strymon river belongs to the hydrographic basin of Eastern Macedonia and has a total length of 392 km, of which 274 are located in Bulgaria and 118 km in the prefecture of Serres. The Strymon valley is the only communication route between Bulgaria and Greece and the Thessaloniki-Sofia Road passes through it. The river originates from the Bulgarian mountain Vitosa and enters Greece west of Promachonas, through the Rupel straits, which it has opened between the mountain ranges of Kerkini (Belles) and Orvilos. It flows into the Strymonikos gulf (Orfanou), forming a small Delta. Strymon river, has contributed greatly to the creation of the fertile plain of Serres and the development of the region, as it contributes to the irrigation of arable land, provides water for irrigation, enriches the aquifer of groundwater, and offers arable land with its alluvium and coastal area with nutrients. The main aquatic ecosystems of the Strymon basin in the Greek part are the Strymon river, the artificial lake Kerkini and the river Angitis. The Strymon - Kerkini complex is one of the most important wetland capitals of the country.</p>			
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Web			
https://kerkini.gr/			
2	Lake Kerkini	Region	Regional Unit of Serres
Brief description			
<p>Lake Kerkini is one of the most important wetlands in Greece, where a rich world of living organisms' lives, develops and reproduces and the protection and preservation of which for moral, aesthetic, scientific and economic reasons is vital. Lake Kerkini is located 45 km west of the city of Serres and next to the village of Lithotopos. The wetland is protected by the Ramsar agreement and the Greek Legislation, as 276 recorded species of birds find in the coastal forest, many of which are rare or endangered, such as the silver pelican, the rose pelican, the lagona, the nocturnal crow, the spoonbill, the coppice, the black stork and all the black storks. In the waters of the lake on the other</p>			

hand there are more than thirty species of fish, such as carp, eel, butterfly, gull, etc. while on its borders live a significant number of different amphibians, reptiles and invertebrates. The largest number of buffaloes in Greece live at the edge of the coastal forest. In the wider area, which is adjacent to the lake, live many mammals, such as the jackal, the wolf, the wildcat, the hare, the fox, the weasel, the roe deer, the badger, etc.

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Web

<https://kerkini.gr/>

3

Angitis River-Angitis Gorge

Region

Regional Unit of Serres

Brief description

The river Angitis is the main confluence of Strymon, with which it joins at the height of Myrkinos. It originates from Mount Falakro and on its way to Strymon it meets two caves, Maara in Drama and Alistrati. In the valley of Angitis, there is rich flora, which includes hydrocephalus laurels, willows, plane trees, wild whites, but also interesting fauna characterized by camperdas, wild pigeons, turtledoves, blackbirds, hawks, etc. In the plain of the area, Angitis forms the famous gorge of Alistrati which is characterized as a Landscape of Special Natural Beauty.

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Web

<https://alistraticave.gr/>

4

Mountain Belles

Region

Regional Unit of Serres

Brief description

Mountain Kerkini or Belles is an elongated mountain that forms a steep ridge along the borders of Greece with Bulgaria and North Macedonia. The southern part of the mountain belongs to Greece, the northeast to Bulgaria and the northwest to Skopje. The mountain with the name Kerkini has been known since antiquity, while the name Belles has Slavic origins and means white. The mountain is generally considered inaccessible because most slopes are steep. The absence of rock formations results in the forest cover of the mountain mainly in the middle and lower zone of plane trees, chestnuts and oaks. In the higher ones there are dense forests of pine, beech and birch. The

mountain has a very important bird fauna with rare species of birds, while in the flora one observes particularly local endemic species, which are rarely found in Greece. For the above reasons, the mountain is an important habitat and has been proposed to be declared a National Park.

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5

Vrontous Mountain - Lailias

Region

Regional Unit of Serres

Brief description

Lailias is the most important forest of Serres and the most important place of recreation for Serres citizens. It is located in the western part of the Vrontous mountains, an area of 33,000 acres and consists mainly of forest pine and beech. The name Lailias, according to the prevailing version, came from the Turkish toponym Yailas, which means a holiday settlement. The relief of the mountain area, presents rows of smooth peaks, while, from a hydrological point of view, the area is part of the catchment area of the river Krousovitis. There are 515 species of flora in the forest, of which 345 are perennial herbaceous, 44 shrubs, 22 trees and 104 annual species, while 21 varieties of plants and lower plant units, from the forest flora, are unique, in Greece. The forest is protected by laws and decisions of the Greek State and Europe.

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Web

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6

Menoikio Mountain

Region

Regional Unit of Serres

Brief description

Mount Menoikio is located north of Nea Zichni and is the border of the Regional Unit of Serres with the Regional Unit of Drama. Its altitude reaches 1,962.78 meters and is an important habitat with rich flora and fauna. In fact, part of it has been characterized as NATURA 2000 (Mount Menoikio - Kouskouras - Ypsoma). Its ecosystem includes 31 species of mammals, 15 species of reptiles, 6 amphibians and 132 birds.

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https://kerkini.gr/			
7	Pangaion Hills	Region	Regional Unit of Serres
Brief description			
<p>Pangaion Hills, rises in the south - east of the Regional Unit of Serres, between the mountains of Lekani, Falakro, Menoikio, Kerdylia and Symbolos and is the second historic mountain in Greece, after Olympus. Its highest peak "Mati" reaches 1,956 meters. With intense relief and large altitude differences, it combines majestic alpine landscapes, verdant mountain slopes and impressive torrents. Plane trees, firs, beeches, chestnuts, oaks and many other species of plants and trees compose a unique landscape and are a refuge for the mountain fauna. Thanks to its rich flora and fauna in 1979 the Greek state declared its largest area as a wildlife refuge. Its strategically important position combined with its golden and silver slopes and its fertile soils that produced excellent wine attracted many peoples to the area during the centuries they fought for its dominance. Traditional settlements and newer villages with important sights and a long history, lie at the foot of West Pangaio.</p>			
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Web			
https://kerkini.gr/			
8	Lofos Pefkon	Region	Regional Unit of Serres
Brief description			
<p>Directly opposite the lake and a little outside of Lithotopos is the Lofos Pefkon , which is part of the Municipal Forest of Lithotopos. At the foot of Kroussia, the pine-covered area is used as a recreation area, while at the top of the hill there is a small church, dedicated to the Prophet Elias.</p>			
Contact info			
Address: Lithotopos of Serres, 62400 Municipality of Heraklia			
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Email: info@dimosiraklias.gr

Web

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9

Alistrati Cave

Region

Regional Unit of Serres

Brief description

The cave of Alistrati is located 6 kilometers from the community "Petroto" and 50 kilometers from the city of Serres. Occupies a total area of 25,000 sq.m. and length internally 3,500 meters. A short distance near the cave is the gorge of Angitis, creating a natural complex of special beauty and environmental value. From the beginning of the century, the cave of Alistrati was known to the locals as "Trypes", as it took advantage of this excellent hiding place, finding shelter in difficult times. The decoration of the cave is impressive and is distinguished for the variety of cave deposits. Stalactites and stalagmites differ in both form and age, with the older ones blocking the tunnels and the younger ones in the early stages of formation. The red stalactites ("flames"), which reach a height of 35 meters, make a great impression.

Contact info

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Web

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10

Thermal Baths of Sidirokastro

Region

Regional Unit of Serres

Brief description

The thermal springs of Sidirokastro are known from the Byzantine years and were used during the Turkish occupation. The old Byzantine hammam was partially destroyed in the Balkan Wars but was renovated twice, in 1930 and 2000. Today, the baths have jacuzzi baths and hydrotherapy facilities. Recently added to the benefits of massage, scentao body and face, clay therapy etc.

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11

Thermal Baths of Agistro

Region

Regional Unit of Serres

Brief description

The byzantine bath of Agistros dates back to around 950 AD. and is characterized as a real cultural monument. The local bey and his harem used the hammam during the Turkish occupation. The springs of Agistros are considered one of the best in Europe and the waters are ideal for rheumatism, arthritis, disc disease, myalgias, etc. The bath is open all year round and offers relaxation and wellness services.

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12

Pirin Mountain- National Park

Region

Blagoevgrad Region

Brief description

The Pirin Mountain is located in southwestern Bulgaria, between the valleys of the Struma and Mesta and is one of the oldest mountains in Europe. The portion of the Pirin Mountains, between the areas Predel and Todorova Polyana is the National Park "Pirin". Within the park fall more than 50 marble and granite peaks above 2500 meters and Vihren - 2,914 meters above sea level, is the third highest on the Balkan Peninsula. Because of its unique natural complex since 1983 National Park "Pirin" is included in the Convention concerning the Protection of the World Cultural and Natural Heritage. The presence of the National Park "Pirin" in the UNESCO World Heritage Site confirms the outstanding universal value of the natural object. In the National Park there are 2091 species and subspecies of invertebrates (spiders, centipedes, insects, snails, etc.). This number includes 294 rare species, 216 endemic species, 176 relict species and 15 species present in world and European lists of endangered species. Also, Pirin is one of the most original mountains concerning the flora. It is characterized by exceptional plant diversity and a high percentage of endemic component. Woodland of the national park "Pirin" is 23,110 ha. The average age of the forests in the National Park "Pirin" is 85 years, with the largest share of forests older than 140 years.

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13

Belasitsa Nature Park

Region

Blagoevgrad Region

Brief description			
<p>Belasitsa is a frontier mountain of Osogovo - Belasitsa mountain group. To the north it is limited by the valley of Strumeshnitsa and to south (in Greece) it reaches Doiran lake and Serres field. To the west (in North Macedonia) it reaches Kosturinska saddle, and to the east Rupel Gorge of the Struma River. It stretches from the west to east. Higher peaks are "Radomir", Kongura, Lozen and Tumba. The total length of Belasitsa Mountain is 60 km. Within the territory of Belasitsa is the park "Belasitsa". It is the newest National Park in Bulgaria. Created by Order № RD-925 of 28.12.2007 of the Minister of Environment and Water. Park "Belasitsa" covers the villages of Gabrene, Skrat, Klyuch, Yavornitsa, Kamena, Samuilovo, Kolarovo, Belasitsa and city of Petrich, all located in Petrich municipality. The total area of the park is 117 324,318 decares. Around 1500 plant species have been found in Belasitsa Nature Park, including Bulgarian and Balkan endemites, species protected, and also 1500 fauna species of invertebrates and approximately 180 species of vertebrates. Some of the protected animals are white-backed woodpecker, black woodpecker, Orpheus warbler, and small olive tree Warbler.</p>			
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<p>http://www.belasitsa.net/index.php/en/</p>			
14	Rila National Park	Region	Blagoevgrad Region
Brief description			
<p>Rila National Park is situated in the southwest part of the country, in Rila mountain. The park has a total area of 81,046 hectares and is the largest of the three national parks in Bulgaria as well as one of the largest in Europe. It was declared a natural park on 24 February 1992 and aims to preserve the biological diversity, to protect the wild nature and provide opportunities for scientific and educational activities. There are more than 100 peaks on the territory of the park, with an attitude of over 2000 meters. The highest peak in the country and on the Balkan Peninsula is among them, the Musala peak (2,925 meters high). Concerning the biodiversity of the park is extremely diverse. There are about 1,400 vascular plants, 105 relicts and 57 endemic plant species and 172 vertebrate species, 5 of which are fishes, 20 are reptiles and amphibians, 99 are birds and the mammals are 48.</p>			
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<https://rilanationalpark.bg/en/>

15

Slavyanka Mountain

Region

Blagoevgrad Region

Brief description

Slavyanka mountain lies on the border between Bulgaria and Greece. In Greece, the mountain is considered part of the Pirin and therefore the ancient name of Pirin - Orbelos is used. Slavyanka is a frontier mountain, part of the Rila - Rhodope Mountain massif. Its length is 36 km., width about 12 km. and average altitude about 1100 meters. Outlined by the peaks Ovcharets, Gotsev peak, Malak (small) Tsarev peak and St. Constantine. In the Bulgarian part of mountain Slavyanka are found more than 1700 vascular plants, making it a unique place not only in the Balkans but also in Europe. Here is the reserve "Ali botush", which in 1977 was included in the list of biosphere reserves as a site for the conservation of World Natural Heritage. Within the reserve, is the largest and compact deposit of black fir in the Balkans. Due to its border location Slavyanka is a little-known mountain and access to it in the past was very limited. However, its nature is unspoiled and has great tourism potential. With its karst structure Slavyanka attract cavers (there are more than 30 caves in the mountain). Water resources of Blagoevgrad are formed by two major river arteries Struma and Mesta and their numerous tributaries - Blagoevgradska Bistritsa, Lebnitsa, Demyanitsa, Pirinska Bistritsa, Strumeshnitsa, Belishka river, Glazne, Kanina, Tufcha and many others, from karst springs in Pirin and Slavyanka and over 160 cirque lakes in the Rila and Pirin.

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E-mail: tic.sandanski@gmail.com

Web

<https://bulgariatravel.org/ali-botush-reservation/>

16

Mesta (Nestos) River

Region

Blagoevgrad Region

Brief description

Mesta-Nestos is a river in Bulgaria and Greece. It rises in the Rila Mountains and flows into the Aegean Sea near the island of Thasos. The length of the river is 230 km, of which 126 km flow through Bulgaria and the rest in Greece. Its drainage area is 5,184 km², of which 66% in Bulgaria. Mesta basin covers the southern slopes of the Rila, the eastern slopes of Pirin and western slopes of the Western Rhodope. The three mountains are connected respectively by Predela Saddle (Rila and Pirin) and saddle Avramovi kolibi (Rila with the Rhodopes). The river accommodates the waters

of about 25 larger tributaries and originate from the highest mountains in Bulgaria - the Rila, Pirin and Western Rhodopes. The river Mesta is a natural resource of vital economic, tourist and ecological importance for both countries and an important wetland with rare species of flora and fauna, dense vegetation and beautiful lakes.

Contact info

-

Web

-

17

Melnik Sandstones Pyramids

Region

Blagoevgrad Region

Brief description

The Melnik pyramids are located northeast of the town of Melnik (direction Rozhen Monastery), in the southwestern foothills of the Pirin Mountain. They are rock formations, some with height of 100 meters, with sand, almost vertical slopes. The most popular among them are a group of pyramids, which is located near the village of Kurlanovo. The pyramids can be reached by well-marked eco-trail from town of Melnik or from Rozhen monastery. Apart the "rock pyramids", in the region can be seen many other interesting rock formations such as "stone mushroom", "rock needles", "cones" and others. Melnik pyramids were declared a natural monument in 1960.

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Web

http://visit.guide-bulgaria.com/a/608/melnik_sandstones_pyramids.htm

18

Sandanski Mineral Springs

Region

Blagoevgrad Region

Brief description

Sandanski is an ideal place for modern climatotherapy, balneological treatment, rehabilitation, primary and secondary prevention and recreation. The town has been known since ancient times for its abundant mineral waters, healing air and climate. Long-standing scientific research confirms the effective healing properties of Sandanski and in March 1981, with an order of the Council of Ministers the resort has been recognized as a primary climatic and balneological center of national and international importance and they are suitable for the treatment of diseases of the respiratory system, peripheral nervous system, joint-rheumatoid, renal, rehabilitation after strokes, etc. Against the backdrop of natural resources, a unique mild climate and the availability of mineral springs,

Sandanski's mineral springs offers an excellent opportunity for comprehensive treatment, rehabilitation and prophylaxis.

Contact info

Address: Makedonia str., Sandanski city

Tel: +359 882 050 176

Web

<https://sandanskicrossborder.com/en/spa/>

19

Marikostinovo Mineral Springs

Region

Blagoevgrad Region

Brief description

The village of Marikostinovo is popular spa destination and is situated 13 km east of town of Petrich. In the village, there are a lot of hot mineral springs and the water is good for various illnesses. Marikostinovo is also known for its healing mud and for this reason there is a sanatorium complex for mud medical treatment. An ancient necropolis of 7th-10th century is situated nearby.

Contact info

Address: St. Petka Bulgarian, Rupite

Tel: +359 887 667 670

Web

<https://www.visitpetrich.com/petrich/>

20

Rupite Mineral Springs

Region

Blagoevgrad Region

Brief description

The Rupite region is known for its healing mineral water (75 ° C) with high sulfur content, which originates from the crater of the extinct Kozhuh volcano 4 million years ago. The sources have been known since antiquity and the first to discover them were the Thracians living in Heraklia Sindika. In the area there is a beach that is divided into three parts, the men's, the women's and the general. There are two swimming pools for men and women, one with mineral water only and the other with healing algae. For hundreds of years, people have been visiting small natural pools in the area, containing healing mud and seaweed. Rupite mineral water is recommended for the treatment of diseases of the cardiovascular and nervous system, musculoskeletal system and others.

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Web

<https://www.visitpetrich.com/petrich/>

A6. RECORDING OF TANGIBLE CULTURAL HERITAGE

In the context of recording and mapping of Tangible cultural heritage 31 Mapping Sheets completed.

14 resources refer to the Regional Unit of Serres and 17 resources to the Blagoevgrant Region.

N	Tangible Cultural Heritage		
1	Archaeological Museum - Bezesteni	Region	Regional Unit of Serres
Brief description			
<p>The Archaeological Museum of Serres has been housed since 1970 in Bezesteni, a closed covered market of the second half of the 15th century. located in the current city center. It was built according to the model of the Byzantine markets and its name means market of fabrics. Today in Greece only two Bezestenias survive, those of Thessaloniki and that of Serres. Finds from the Middle and Late Neolithic Age, Early and Late Bronze Age (pottery, clay figurines), from the 4th to the 6th - 7th BC, Roman times, the Hellenistic and Byzantine eras are on display.</p>			
Contact info			
<p>Address: Leof. Merarchias 858, Serres 621 23, Greece</p> <p>Tel. +30 2321 022 257</p>			
Web			
https://serres.pkm.gov.gr/default.aspx?lang=el-GR&page=260			
2	Zincirli Mosque	Region	Regional Unit of Serres
Brief description			
<p>Zincirli Mosque is located in the southwestern part of the city of Serres and is a medium-sized mosque with a central quadrangular space that on three sides, east, north and west, is surrounded by a two-storey colonnaded gallery. From an architectural and morphological point of view, the Zincirli mosque is part of the group of buildings of the end of the 16th century that are preserved in Constantinople and are considered buildings of the Sinan School of the great architect of the classical period of Ottoman architecture.</p>			
Contact info			
<p>Address: Anatolikis Thrakis 12, Serres</p> <p>Tel. +30 2321 064 454</p>			
Web			
http://odysseus.culture.gr/h/2/gh251.jsp?obj_id=5902			
3	Ahmet Pasha Mosque	Region	Regional Unit of Serres
Brief description			

On the east side of the city near the stream of Agioi Anargyroi is the Ahmet Pasha Mosque built in 1492 by Mehmet Bey, who was the son of the Grand Vizier and famous Turkish general Ahmet Pasha Kedik, according to an inscription at the entrance of the main mosque. Due to its resemblance to Christian temples, the people of Serres call it "Agia Sofia". It is one of the most beautiful mosques in European Turkey that was maintained for 291 years by the income of the Turkish conquests in Crimea. This income stopped when the Russian general Potemkin recaptured Crimea in 1783, when its decline began. Near the Mosque are the "Mausoleums" of the victors ("Conquerors"), as well as the tomb of the Ismail Bey family (commander of Serres), built in 1814 by his son Ismail Yusuf Serreslis.

Contact info

Address: Archelaou 14, Serres

Web

<https://politismos.kedis.gr/%ce%bc%ce%bd%ce%b7%ce%bc%ce%b5%ce%af%ce%b1/>

4

Koca Mustafa Pasha Mosque

Region

Regional Unit of Serres

Brief description

The Koca Mustafa Pasha Mosque was built around 1519 AD by the Vizier of Sultan Koca Mustafa. It was a large artistic mosque with imaretia, a seminary and was all covered with lead. Today, only the dome remains in the Koca Mustafa Pasha Mosque, and while a royal decree declared it a protected monument. The space is currently used as a carpentry shop.

Contact info

Address: Kapetan Mitrousi 1, Serres

Web

<https://politismos.kedis.gr/%ce%bc%ce%bd%ce%b7%ce%bc%ce%b5%ce%af%ce%b1/>

5

Acropolis of Serres

Region

Regional Unit of Serres

Brief description

The most important surviving building of the castle today is the tower that rises at the western end of the pine-covered hill and is known as the "Tower of Orestes". This very strong tower was built in an ancient fortress that defended the city in the 11th and 12th BC. century. The foundation of the Byzantine Acropolis dates back to the 9th AD. century, where sources state that the emperor Nikiforos Fokas built fortifications in the city of Serres. The citadel was surrounded by a strong wall with a spindle shape and inside it enclosed the residences of the respective governors and state officials. Majestic towers were part of the wall. The surviving tower of the castle, also known as the

tower of Orestes, is a building of 1350 and a work, according to the most prevalent reading, of the king of Serbia, Stefan Dusan.

Contact info

Address: Euthalias Adam 20, Serres

Web

<https://politismos.kedis.gr/%ce%bc%ce%bd%ce%b7%ce%bc%ce%b5%ce%af%ce%b1/>

6

Archaeological Museum of Amphipolis - Kasta Tomb

Region

Regional Unit of Serres

Brief description

The Museum is located in the archaeological site of the ancient city of Amphipolis, which ancient city was the most valuable in the area during the 5th century BC. century and from the time of Theseus. The Museum houses monuments of its history and culture of ancient and Christian times. In its exhibition spaces, the cultural history of Amphipolis from the prehistoric to the late Byzantine times is summarized. The site where the Museum now stands is probably associated with General Brasidas, who was buried outside the walls by the Amphipolites in 422 BC. Concerning the Kasta Tomb is the largest tomb in the world, with an area of 22 acres and the perimeter of the marble outdoor is 497 meters. It is the second largest burial monument in the world, after the pyramids of Egypt and is associated with King Alexander. It is also a monument made of about 3,000 cubic meters of white marble of Thassos for the precinct, the monument and the Lion with its outdoor space and the perfect construction is impressive, which for most of the precinct remains unchanged. It is also a place of worship that dates back to a very important era in world history, the transition from the Macedonian kingdom to the first Greek empire.

Contact info

Address: Amphipolis, Serres

Tel. +30 2322 032 474

Web

<https://serres.pkm.gov.gr/default.aspx?lang=el-GR&page=260>

7

Holy Monastery of Timios Prodromos

Region

Regional Unit of Serres

Brief description

The Holy Monastery of Timios Prodromos was built in 1270 AD. and despite the successive destructions, today it is a monument of astonishing beauty and a Museum of Byzantine Art. The first owner of the monastery was Ioannikios who also served as bishop of Ezevon. The substantial expansion of the Temple was made around 1300 by Ioannikios's nephew, Joachim, Bishop of Zichon,

who built the Catholic Church that is preserved to date. The church is a monument of byzantine hagiography, whose wall paintings are attributed to the macedonian hagiographer Panselinos. The iconostasis is wood-carved and dates back to 1804. Since 1986, a women's fraternity has been established, which in collaboration with the 12th ephorate of Byzantine Antiquities of Kavala has undertaken the work of maintenance and restoration.

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Email: mitropoli@imsn.gr

Web

<https://www.imsn.gr/>

8

Byzantine church of Agios Nikolaos

Region

Regional Unit of Serres

Brief description

At the northeastern end of the castle of the Acropolis of Serres there is the Byzantine church of Agios Nikolaos, which was restored and renewed in 1937. The oldest information about the church can be found in documents from 1339-1342 AD. The church of Agios Nikolaos is classified among the usual three-aisled monacles with a dome. Until 1926, several relics of frescoes were kept inside the church. Remains of jewelry with the usual style and themes of the Palaeologan era can be seen in many parts of the temple. On the east side of the temple is the entrance to the crypt, which was the burial place of the soldiers of the castle guard, who were killed or died inside it due to illness or other cause, which was confirmed by the few remains of tombs and human bones found inside to it. According to the records from 1339-1342 AD, it is concluded that the Church of Agios Nikolaos was built before the Serbian occupation and specifically during the first half of the 14th century.

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Web

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9

Byzantine Church of Saints Theodore of Serres

Region

Regional Unit of Serres

Brief description

The Church of Agios Theodoros is located in the center of the city of Serres and was built in the name of the military saints Theodoros Tironos and Stratilatos. The church, there are reports that it was built in 1124 or even 1321, however there is a report that the original construction of the building dates back to early Christian times. Great mosaics adorned the interior of the Temple, many of which were destroyed after the fire of 1913. The rhythm of the temple is a large Rectangular Basilica and according to a tradition it is built on the ruins of another early Christian temple. Inside the sanctuary it presents all the elements of the Hellenistic Basilica. The temple underwent many repairs and renovations, from disasters which in many places changed its original form. The damage in many cases was enormous, especially with the fire of 1913. This historic Temple regained its old glory and form after long restoration and renovation work. In 1993 the church started operating again and is open to the faithful.

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Address: 10 Kyprou, 62122 Serres

Tel. +30 2321 068 100

Email: mitropoli@imsn.gr

Web

<https://www.imsn.gr/>

10

Monastery of Panagia Eikosifoinissa

Region

Regional Unit of Serres

Brief description

The Monastery of Panagia Eikosifoinissa is a historic monastery of the Holy Metropolis of Drama and is built at an altitude of 753 meters, on the north side of the Pangaion Mountain. It is located in the Municipality of Amphipolis in the Region Unit of Serres, near the borders with the Region Unit of Kavala and Drama. The Monastery dates back to around 450 AD, where there is a reference about a Temple and a monastic settlement at Vigla, near the Monastery. This monastic settlement was abandoned over the years and the monastery was founded by Saint Germanos, in the 8th century. The main monastery in the center has the imposing church of the Assumption of the Virgin and includes the Abbot, the nuns' cells, the Archontariki, the chapel of St. Barbara, the Museum, the Holy Table, the related facilities, while the whole complex is surrounded by a high wall. Outside and above the walls of the Monastery, to the East, are the old windmill and the "stagon of the Virgin" with a small shrine.

Contact info

Address: Monastery of Panagia Eikosifoinissa 62047, Serres

Tel.: +30 2510516581

Web

http://www.imdramas.gr/			
11	Folklore Museum of Sarakatsani	Region	Regional Unit of Serres
Brief description			
<p>One of the best folklore museums in Europe, the Sarakatsani Museum, is located in Serres. In 1987 the Prix du I 'Annee (European Award of the Museum of the Year) remained at the Sarakatsani Museum a special distinction appreciating all the elements that compose its identity. In the ground floor of the Museum is presented, semantically, the last phase of the nomadic life of the Sarakatsani, of the Greek population with the peculiar customs and the special art.</p>			
Contact info			
<p>Address: Konstantinoupoleos 62, 62122 Serres Tel.: +30 2321 062 528 Email: laografikosarak@ath.forthnet.gr</p>			
Web			
http://www.sarakatsani-folk-museum.gr/			
12	Natural History Museum	Region	Regional Unit of Serres
Brief description			
<p>The Natural History Museum is located in a specially designed building owned by the Hunting Association of Serres located at the 1st kilometer of the road Serres - Holy Monastery of Timios Prodromos. The purpose of the Museum was to highlight the great diversity of ecosystems and species of fauna and flora of the Regional Unit of Serres. At the same time, the goal of its operation is to be a center for the study and research of habitats, agro-habitats and mineral wealth in the region.</p>			
Contact info			
<p>Address: 1st km of Serres - Holy Monastery of Timios Prodromos, 62100 Serres Tel.: +30 2321 099 395 Email: mfi-ser@otenet.gr</p>			
Web			
https://www.serres.gr/mouseio-fi/index.html			
13	Roupel Fortress	Region	Regional Unit of Serres
Brief description			
<p>Roupel Fortress is located at an altitude of 322 m., near the Greek village of Promachonas. The fortress is the largest of the 21 fort complexes built during Metaxa and recalls moments of glory and heroism in Greek history. It was one of the last strongholds they held when the Germans advanced</p>			

during World War II. An important date is April 10, 1941, the day of its surrender, but it was accompanied by significant losses of the conquerors. Today it is considered unique in Europe. Although it is still an outpost, the legendary past has turned it into a tourist attraction.

Contact info

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Email: info@agkistroaction.gr

Web

<https://www.roupel.gr/>

14

Rowing track of Pethelinos

Region

Regional Unit of Serres

Brief description

The Rowing track is located in the village of Pethelinos and is a sports and recreation area for both the residents of the area and residents from the wider area, since the city of Serres is only 22 kilometers away. This project was particularly supported by the Interreg Greece-Bulgaria 2014-2021 program and the River Plus project with the aim of increasing the number of visitors even those from Bulgaria.

Contact info

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Web

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15

The Old Town of Bansko

Region

Blagoevgrad Region

Brief description

Bansko is located at the foot of North Pirin at an altitude of 927m. It is located 56 km from Blagoevgrad, 145 km from Plovdiv and 150 km from Sofia. The Glazne River flows through Bansko, while the Pirin National Park begins near the city. The first documented evidence of Bansko is in the records of cattle breeders of 1576, while until the 18th century, the inhabitants of Bansko were mainly cattle breeders and craftsmen. During the period of the National Renaissance, Bansko developed as an urban center of trade and crafts, with the commercial offices of the citizens of Bansko opening their doors in many European cities - Budapest, Vienna, Leipzig, Marcel, London. Many of the children of affluent families study abroad. Extensive contacts with the outside world make Bansko and the region one of the hotbeds of the Bulgarian National Renaissance. Economic prosperity also affects the characteristics of the national residential architecture of the 18th and 19th centuries. Made of stone, the rich houses also have excellent wood carving and mural

decoration, which proves not only the material abilities, but also the high artistic culture of the citizens of Bansko. In the late 19th and early 20th centuries, Bansko was the largest settlement in the Razlog region. Today Bansko, due to the alpine nature of the Pirin Mountains, provides excellent conditions for professional and amateur skiing and the city is a popular winter resort.

Contact info

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E-mail: infocenter@bansko.bg

Web

<https://visit-bansko.bg/en/>

16

Kovachevitsa Village

Region

Blagoevgrad Region

Brief description

Kovachevitsa is a village in southwestern Bulgaria. It is located in the municipality of Garmen, Blagoevgrad district. Architectural reserve Kovachevitsa is the village with the most amazing and beautiful houses in Bulgaria. In Kovachevitsa every building is a monument of culture and is a manifestation of the genius ideas of local architects from 150-220 years ago. Because of their typical architecture, in 1977 the village was declared a historical and architectural reservation. Among the old houses time slows down and takes us back centuries ago, when the place was filled with life. The best builders, known throughout the country, came from Kovachevitsa. Its inhabitants were among the first to build a school - as early as 1820, and a church, whose steeple has no equal in height in the Rhodope.

Contact info

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E-mail: obs_garmen@bitex.bg

Web

<https://www.garmen.bg/?pg=59&siteDiv=2&imgSize=600&noarh=1&noDate=1>

17

Melnik Town

Region

Blagoevgrad Region

Brief description

Melnik, is located in the south slopes of Pirin, among the Sandstones pyramids. It is situated in the Sandanski Municipality, Blagoevgrad region, only 30 km from the borderline with Greece. The first written pieces of evidence for the Melnik Fortress refer to the beginning of the 11th century. The first settlers on the territory of contemporary Melnik were the Thracians and a few centuries later,

the Romans lived there. This proves the ancient Roman bridge, which is still preserved in the town of Melnik. In 1215 Melnik turned into a capital of an independent feudal principality, ruled by Despot Alexius Slav and in 1395 the town, fell under Ottoman Dominion for 5 centuries. During the 18th century, in the age of the Bulgarian Revival, Melnik turned into a blooming, significant in size and population town, with a large market. The local tradespeople were selling their goods in Budapest, Wien, Genoa, Venice. Melnik also became famous in entire Europe for its good wine. During the Ottoman Dominion, Melnik was a large administrative center, the architectural monuments of which testify the economic upsurge of the town at that time. Melnik is declared a natural and architectural reservation, and it attracts thousands of tourists annually.

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Web

<https://bulgariatravel.org/melnik/>

18	Dolen Village	Region	Blagoevgrad Region
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Brief description

Dolen Village is a typical alpine village, located in the southwestern part of the Dubrava part of the Western Rhodopes. Founded by settlers fleeing from forced conversion to Islam in the 16th century, it is mentioned in Turkish records as early as 1671. Over 70 houses have been preserved as architectural and historical monuments, which they were built similar to the Renaissance houses of the country. In 1977 the village was declared a cultural and historical reserve. The church "St. Nicholas", built in 1837, the work of self-taught artists, is still preserved. Most interesting as typical Renaissance ensembles are the intersections "Kavalite", "Nikolovska cheshma" and "Charshiyska ulitsa (street)".

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Web

<https://bulgariatravel.org/architectural-reservation-village-of-dolen/>

19	Leshten Village	Region	Blagoevgrad Region
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Brief description

Leshten is located in the western Rhodope Mountain, 8 kilometers from Garmen and about 15 kilometers from Gotse Delchev. The village has an authentic look and the old houses, preserved since the Bulgarian Revival (18th – 19th century). About 15 houses of the village that evoke the spirit and atmosphere of the past were reconstructed. Many of them offer accommodation. Near Leshten lies the villages of Kovachevitsa, Dolen and Ribnovo as well as the balneological resort of Ognyanovo. Leshten offers different attractions and activities such as mountain hiking, fishing, trips to nearby landmarks, herb and mushroom gathering.

Contact info

Address: 35 Parva Str., Garmen Municipality

Tel: +35 975 232 040

E-mail: obs_garmen@bitex.bg

Web

20	Delchevo Village	Region	Blagoevgrad Region
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Brief description

The village of Delchevo is situated 9 km above the town of Gotse Delchev and 110 km south-west from town of Blagoevgrad. Delchevo offers a panoramic view of Gotse Delchev valley and the Rhodopes. The village is architectural example of harmonically combined steep terrain, amphitheatrically set houses and narrow, cobblestone streets. Big part of the residential buildings was constructed by local masters in the end of the 19th and the beginning of the 20th centuries. The houses are in Bulgarian Revival style. About 26 of them are monuments of culture.

Contact info

-

Web

-

21	Renaissance complex "Varosha"-Blagoevgrad	Region	Blagoevgrad Region
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Brief description

Varosha quarter was formed in Gorna Djumaya town in the Renaissance with a center place - "Presentation of the Blessed Virgin Mary" church. Varosha is the only Bulgarian quarter of the five quarters of the city during the first half of the 18th century. In its architectural form and structure Varosha is no different from the quarters of the same name in other Bulgarian cities. The buildings that were built in the early 19th century were often one storey buildings, with small windows to the courtyard, the trend to decorate the houses outside, with pictures, spreads. Varosha quarter was

restored in the 80's of the 20th century and has retained its spirit and style and has set up as a comfortable and attractive place for tourists. Here are the schools of the Arts Center, United Children Complex, the studios of Blagoevgrad artists, the Regional History Museum and the National Park "Rila" directorate. Varosha was declared a cultural monument.

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Tel: +35 968 601 362

E-mail: tic@lovech.bg

Web

<https://www.lovech.bg>

22

Presentation of the Blessed Virgin Mary

Region

Blagoevgrad Region

Brief description

"Presentation of the Blessed Virgin Mary" church is a national cultural monument of Blagoevgrad. The construction of the church begins in 1840 and ends in 1844 with voluntary help from the Bulgarians from the city. The church is the work of master builders from the village Stoy mirovo and voluntary work and contributions of all Bulgarians from the town and surrounding villages and the frescoes were painted by painters of the Bansko School of Art. The iconostasis also is an example of Bulgarian wood carving art of the Renaissance, making it a valuable example of the Bulgarian church carving. Some restoration works in terms of some architectural elements and icon painting were made in the 80's of XX century.

Contact info

Address: Varosha District, Blagoevgrad 2700

Web

<https://www.bg-guide.org/en/show-places/view/presentation-of-the-blessed-virgin-church>

23

Rozhen Monastery "Nativity of the Mother of God"

Region

Blagoevgrad Region

Brief description

The Rozhen Monastery of the "Nativity of the Mother of God" is the biggest monastery in the Pirin region. It was founded in 890, and gets its name from the nearby village of Rozhen. It is located about 5 km of Melnik in the lower part of Pirin. It offers an amazing view to the peaks of Pirin and Belasitsa, and the famous Melnik pyramids, located around the town pyramidal hills. It is famous for the miraculous icon of the Virgin Mary "Portarnitsa". The current building of the monastery is from the 19th century, the church itself is a remarkable monument. The oldest inscription is from 1597.

It has an interesting iconostasis, frescoes and stained glass in the eastern part and in the monastery building there is an exhibition.

Contact info

Address: Melnik, Bulgaria 2820

Web

<http://www.pravoslavieto.com/manastiri/rozhen/index.htm>

24	Heraclea Sintica	Region	Blagoevgrad Region
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Brief description

The remains of the ancient city of Heraclea Sintica are located in South Bulgaria near the village of Rupite (Petrich municipality), on the southern slope of the volcanic hill Kozhuh. In ancient times the town was a center of the Sintica region, inhabited by Thracian tribes Sinti. The town is dead after a devastating earthquake in 388 years. Heraclea Sintica is one of the few ancient cities certain localized in the region around Struma. The city was localized in 2002 by Assoc. Prof. Georgi Mitrev, after an accidental discovery of a large Latin inscription. Archaeological studies indicate that the settlement was well developed for its time and there was a sewerage system. After excavations were revealed molds and a wide variety of glazed figures, which indicates the presence of crafts and workshops. There were found also coins, and two votive tablets - of Heracles and of Artemis - the goddess of the hunt.

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Web

<https://bulgariatravel.org/heraclea-sintica/>

25	Samuilova Fortress	Region	Blagoevgrad Region
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Brief description

Samuilova fortress is the name of a medieval fortress, situated between the mountains Belasitsa and Ograzhden, on the right bank of Strumeshnitsa River, 5 kilometers from the village of Klyuch. It was probably built in the period 1009-1013, during the reign of king Samuil, on the foundations of a Thracian and an early-Slav settlement. The fortress was a part of one big defense fortification system, starting from the slopes of Belasitsa to the slopes of Ograzhden. The castle is associated with one of the tragic events in the Bulgarian history, the historical battle of Belasitsa in 1014 The national park-museum Samuilova Fortress includes the archaeological site Samuilova fortress with

13 canned dugouts and one so-called Big Dugout, as well as the ruins of the lookout tower of the Samuilova fortress. A panoramic site was built over the ruins with a memorial composition and an exhibition hall. Samuilova fortress is included in the list of "100 National Tourist Sights of Bulgaria".

Contact info

Address: 28 Macedonia Str., Sandanski

Tel: +359 882 011 039

E-mail: tic.sandanski@gmail.com

Web

<https://bulgariatravel.org/samuils-fortress/>

26

Nicopolis ad Nestum

Region

Blagoevgrad Region

Brief description

Nicopolis ad Nestum translated as "City of Victory at the Mesta River" is a Roman city located in southwestern Bulgaria. The remains of Nikopolis are in the land of the village of Garmen, 7 km east of Gotse Delchev. Nicopolis ad Nestum was founded in 106 AD on the site of the Thracian settlement of Alexandroupolis by the Roman emperor Trajan, in honor of his victory over the Dacians. The city was an episcopal center in the period IV-XI century. At the end of the VI century (577) it was destroyed by Slavs and Avars and it was rebuilt during the reign of Justinian I. In the IX-X centuries the city was revived under the name of Nikopol and lasted until the XIII century, when it died during the Crusades. During the Late Middle Ages there was a Bulgarian settlement in part of the place, and in the southeastern part of the fortified town - a Turkish farm. During the Ottoman rule the town settled a few kilometers to the west with the name Gotse Delchev. Nicopolis ad Nestum is one of the few preserved ancient cities in Bulgaria and the only one in the Rhodopes from the period of Roman rule in the Balkans. It has been declared an archeological and architectural monument from antiquity and the Middle Ages.

Contact info

Address: 2960 Garmen, Bulgaria

Tel: +359 894 349 039

Web

<https://www.nikopolisadnestum.bgsait.com/en/index.html>

27

Municipal History Museum – Gotse Delchev

Region

Blagoevgrad Region

Brief description

The Municipal History Museum of Gotse Delchev opened to visitors in 1979 and is the only center for research, preservation of the cultural, historical and architectural heritage of the Gotse Delchev

city and the municipality. The presented exhibitions present the moving authentic material evidence of human presence and activity, which have scientific and cultural value and are associated with the mythical and romantic Gotse Delchev region. Every year the museum presents exhibitions of archaeological finds related to the culture of the Thracians, Slavs and Proto-Bulgarians, discovered in the valley of the ancient Mesta River.

Contact info

Address: Hristo Botev Street 26, 2900 Center, Gotse Delchev

Tel: +359 885 473 355

E-mail: museum@gocenet.net

Web

<https://gotsechelchevmuseum.bg/>

28

Holy Trinity Church

Region

Blagoevgrad Region

Brief description

Holy Trinity Church is located in Bansko downtown and is one of the symbols of the resort. It is one of the biggest churches in Bulgaria, is a three-nave basilica and erected in 1835 by local masters. The church has been announced a monument of architecture and the whole complex is considered one of the most outstanding achievements of the Bulgarian culture from the National Revival period. Above its main entrance, one can see a Christian cross and a Turkish crescent which is a symbol of tolerance between the two religions. The church is painted by some of the most prominent masters from the Art School of Bansko and Debarsko, Velyan Ognev, who has created the unique carved iconostasis, the original wall paintings on the columns and the cupola, the bishop's throne, the twelve columns symbolizing the twelve apostles. The bell tower in the yard of the church is erected in 1850, by Gligor Doyuv and It is considered a symbol of the city of Bansko. In 1866, a clock is installed on the tower.

Contact info

Address: 2 Vazrazhdane Str., 2770 Bansko

Tel: +35 974 988 344

Web

<https://visit-bansko.bg/en/what-to-see/churches-and-monasteries/item/3958-st-trinity-church>

29

Sveto Blagoveshtenie (St Annunciation)
church

Region

Blagoevgrad Region

Brief description

The 'Sveto Blagoveshtenie' church is located in the center of Razlog and it is one of the biggest churches in the Nevrocop diocese. The church was consecrated and open in 1939, it has 26 meters high and its bells have a total weight of 493 kg. The murals on the church walls were decorated in the period 2000 - 2008 by a team of young artists - restorers.

Contact info

Address: 9 Vazrazhdane Str., 2760 Tsentar, Razlog

Tel: +359 892 234 600

Web

<http://www.destinationrazlog.com/index.php/en/zabelejitelnosti-3/hramove/item/203-sveto-blagoveshtenie-church>

30

Historical Museum Petrich

Region

Blagoevgrad Region

Brief description

The Town Historical Museum in Petrich was established as a public museum collection in 1966a and in 1998, it acquired the full status of a museum. It is currently housed in the building of the community center "Bratya Miladinovi" and has more than 18.000 museum exhibits in four departments: Archeology, Ethnography, Bulgarian lands 15th-19th century, New and recent history. There are also two branches, the department of Samuels Fortress and the department of the Baba Vanga House Museum. The museum has an active policy of attracting visitors - both citizens of the region and tourists from the country and abroad. In recent years, the Museum also has stepped up its activities in organizing educational programs and conducting archaeological research.

Contact info

Address: 9 Aleksandar Stambolijski, 2850 Tsentar, Petrich

Tel: +359 879 819 509

Email: info@petrichhistorymuseum.bg

Web

<https://petrichhistorymuseum.bg/en/>

31

Historical Museum Razlog

Region

Blagoevgrad Region

Brief description

The museum officially opened in 1957 as Nikola Parapunov house-museum. Its main exposition shows the life of Colonel Nikola Parapunov and the led by him antifascist movement in the Pirin region. In 2000, with a decision of the City Council, the memorial museum was transformed into Historical Museum – Razlog. The museum holds more than 5000 exhibits from old weapons and books, traditional local clothing to works of local craftsmen. The rich photo gallery and documents

from 19th and 20th centuries are the basis for scientific researches and many exhibitions concerning the life of local people. The temporary exhibitions today show the typical for the region “razlojko-chepiska” house with the values of the local people. Next to the museum is the monument of the citizens, killed in the Krustovdensko rebellion of Krapa neighborhood, as well as the marble fountain, made as a tribute for 1000 years Independence of the Bulgarian Orthodox Church.

Contact info

Address: 15 September, 1903 Square 14, 2760 Razlog

Tel: +35 974 780 546

Web

<https://local-history-museum-34.business.site/>

A7. RECORDING OF INTANGIBLE CULTURAL HERITAGE

In the context of recording and mapping of intangible cultural heritage 11 Mapping Sheets completed.

7 resources refer to the Regional Unit of Serres and 4 resources to the Blagoevgrant Region.

N	Intangible Cultural Heritage		
1	Anastenaria	Region	Regional Unit of Serres
Brief description			
<p>An ancient custom that is revived every year on May 21 during the celebration of Saints Constantine and Helen in the village of Agia Eleni, Serres. They are extremely interesting, as all the ancient religious rituals have been preserved intact and "alive" until today. The custom originates from the remote villages of Eastern Thrace. The celebration retains its pre-Christian elements, although over the years it is realized in honor of Saints Constantine and Helen. The ceremony begins on the eve (May 20) of the festival and culminates the next day (21/5), in which "Anastenarides", who are mostly descendants of refugees has the chance to walk over the fire with barefoot. The event attracts a lot of people, not only visitors, but also scientific researchers from all over the world.</p>			
Contact info			
<p>Address: Agia Eleni, 62100, Serres Tel. +30 2321 099 160</p>			
Web			
<p>https://serres.pkm.gov.gr/default.aspx?lang=el-GR&page=575</p>			
2	Gynaikokratia (or Babo or Vrexoudia)	Region	Regional Unit of Serres
Brief description			
<p>The feast of Gynaikokratia or Babo or Vrexoudia is an ancient custom. It was transferred to Greece by the inhabitants of Eastern Romulia, who settled in Thrace and Macedonia. In Monokklisia the custom was began in 1923 by refugees from Petra in Eastern Thrace. The events of this custom honor the birth of children and the woman who brings them into the world. Every year on January 8, the custom is revived in the Municipal Districts of Monokklisia, N. Petra, Kamila and recently in Haropo. From dawn, the women with voices and the accompaniment of a loudly orchestra announce the fact that the village is now under their control. Married women elect a woman president and the other members of the board, who are also exclusively women. Then they occupy the public buildings, ring the church bells, and raise money for the day's expenses as well as supplies for the evening feast. Men on this day are busy with household chores and are not allowed to be on the street. Wearing the housewife's apron, they wash clothes, iron and take care of the children. The</p>			

punishment for offenders is splashing and undressing. The dawn of the next day will find the village in its usual pre-condition.

Contact info

Address: Monokklisia, 62100, Serres

Tel. +30 2321 099 300

Web

<https://serres.pkm.gov.gr/default.aspx?lang=el-GR&page=576>

3

Astrovrada

Region

Regional Unit of Serres

Brief description

Astrovrada is an event organized and implemented by the Municipality of Serres, Astropyli and the Cultural Association "Ano Vrontou". This event has been implemented for the last 13 years and tends to become an important local event, as it attracts the interest of hundreds of visitors, fans of astrophysical phenomena. As part of Astrovrada, a series of lectures, presentations and artistic events are organized that start in the afternoon and continue after sunset with tours in the night sky and observation with telescopes. At the same time the event is accompanied by music, dance and food.

Contact info

Address: Ano Vrontou

Tel. +30 2321 047 515

Web

<http://www.astropyli.org/>

4

Eleftheria

Region

Regional Unit of Serres

Brief description

Eleftheria is the central cultural event of the Municipality of Serres. The event take place in June, on the occasion of the anniversary of the liberation of the city (June 29, 1913). They include multiple events, organized in collaboration with local cultural associations and other city bodies. The events concern almost all fields of culture, ie visual arts, theater, cinema, music, tradition, sports, etc. and take place in many outdoor city spaces.

Contact info

Address: 1Konstantinou Karamanli, 62122 Serres

Tel. +30 2321 083 600

Email: dserron@serres.gr

Web

https://www.serres.gr/			
5	Gerakinia	Region	Regional Unit of Serres
Brief description			
<p>"Gerakinia" is an event that takes place in September in Nigrita of Serres and is a representation of the fall of "Gerakina" in the well, in the area of "Tsakalades". Gerakina was born by the Rokani family in 1854 in Nigrita, which was under the Turkish yoke. Growing up, Gerakina became known for her beauty and the kindness of her character. In 1870 she is already 16 years old and fall in love with the young Nigritan Triantafyllos Gostinos. One day in August 1870, Gerakina, going to the well of the district to fetch water, slips carelessly and falls inside. Unfortunately, despite the effort of her lover who came down with a rope to the bottom of the well, Gerakina had a tragic end. All of Nigrita cried for the unfortunate tragic girl and accompanied her to her last home, after first decorating her with coins and bracelets. After three days, her beloved Triantaphyllos also died from unbearable pain and grief.</p>			
Contact info			
<p>Address: Nigrita, 62200, Serres Tel. +30 2322 020 300</p>			
Web			
https://serres.pkm.gov.gr/default.aspx?lang=el-GR&page=577			
6	Amphipolis Festival	Region	Regional Unit of Serres
Brief description			
<p>The Amphipolis Festival was founded in 1999 and takes place in the Archaeological Park next to the river Strymon. The festival is realized every year during the summer months, mainly July and August and includes a variety of events such as workshops, theatrical performances, concerts, tributes, traditional nights. It is addressed mainly to the citizens of the region, but also to the inhabitants of the wider areas and the rest of Greece and gives them the opportunity to come closer to the history, culture and tradition of the wider area of Pangaion Mountain.</p>			
Contact info			
<p>Address: Amphipolis, 62052, Serres Tel. +30 2324 020 701 Email: info@dimos-amfipolis.gr</p>			
Web			
https://dimos-amfipolis.gr/			
7	Revival of the Battle of Rupel Fortress	Region	Regional Unit of Serres

Brief description			
<p>The Revival of the Battle of Rupel Fortress is an event that aims to preserve the historical memory, to promote peace and cooperation of peoples and states, so that humanity does not experience the horror of war again. Visitors, in the context of the event have the opportunity to experience the events of 1941 in Rupel, where the Greek ancestors raised their stature in front of the conqueror and defended their homeland to the end, refusing to surrender the forts. Through the masterful representation, the historical memories come to life and the younger generations are informed in the best way about the events that took place then. The event takes place in May at Rupel Fortress.</p>			
Brief description			
<p>Address: Sidirokastro, 62300 Serres Tel.: +30 2323 043 033 Email: info@agkistroaction.gr</p>			
Web			
<p>https://www.roupel.gr/</p>			
8	International Festival "Pirin Folk"	Region	Blagoevgrad Region
Brief description			
<p>The International Festival "Pirin Folk" of Sandanski is one of the most prestigious festivals in Bulgaria, which gathers participants from different countries every year in a meeting of traditions, cultures and languages in the name of song folklore. The Pirin Folk Festival - Sandanski was founded in 1993. This is the first in Bulgaria, the only one of its kind and the most popular Macedonian song festival in Bulgaria. The festival consists of two contests: Macedonian Song Contest and Contest for Performing Arts. The main purpose of the festival is to preserve and enrich the folklore tradition of the Pirin region and the cultural and historical heritage of the town of Sandanski and the region. It is realizing on the open-air theatre of Sandanski in the first days of September.</p>			
Contact info			
<p>Address: Summer Theater, Sandanski Email: office@fenfolkvtv.bg</p>			
Web			
<p>http://pirinfoolk.com/</p>			
9	International Folklore Festival of Dance Clubs "Sharena Stomna"	Region	Blagoevgrad Region
Brief description			

The International Folklore Festival of Dance Clubs "Sharena Stomna" is dedicated to dancing and many dance groups from Bulgaria, Macedonia, Greece, Serbia and other countries participate in the event. Everyone reveals the beauty, the charm and the uniqueness of their songs, dances and costumes. It is realized in the town of Dobrinishte on October.

Contact info

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Web

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10	St John's Eve (Enyovden)	Region	Blagoevgrad Region
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Brief description

Enyovden or Saint John's Eve is a Bulgarian holiday that is celebrated annually on 24th June. This holiday has pagan roots and, it was celebrated during the summer solstice, so it has a lot to do with the cult to the sun and its significance in people's lives. A lot of Bulgarians celebrate their name day on Enyovden. The most famous names whose bearers celebrate their name days on this holiday are Joan, Joanna, Diana, as well as all names that mean a type of herb or spice. A very famous Bulgarian belief is that on Enyovden, the sun bathes in the water (rivers, seas, etc.), giving it some of its power. That is why, on Enyovden, there is a ritual that includes bathing in rivers and in the sea. Enyovden is also known as the day on which herbs have the strongest healing powers, for this reason many herb gatherers pick different medical herbs this day. Finally, on Enyovden, there was also a ritual for all unmarried young women and girls to gather together and proclaim an Enyo's bride. They used to dress the girl as a bride with a white shirt, a special red coat and a red veil. Then the dressed "bride" would be lifted up to a grown woman's shoulders and they would both make a round of the village, together with the rest of the unmarried girls. This ritual was performed in seek of health and rich crops.

Contact info

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Web

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11	International Folklore Festival "Maleshevo sings and dances"	Region	Blagoevgrad Region
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Brief description

The international Folklore Festival "Maleshevo sings and dances" is a festival that conserves and promotes the folk heritage not only in Maleshevo and Bulgaria, but also in the Balkans, Europe and

the world. Created with the aim to preserve the traditional culture and the Balkan nations folklor models, this festival expands its borders every year and meets more and more folklor ambassadors from different part of the world. The festival “Maleshevo sings and dances” was organized for the first time in 2004 and it has a competitive character, participating over 4000 singers from 12 countries. The festival is under the patronage of the Ministry of Culture, it is realizing in the last week of October on the stage of Mikrevo for three days.

Contact info
-
Web
https://fest-bg.com/event/international-folklore-fest-maleshevo-sings-and-dances-mikrevo/?lang=en

A8. FINAL SELECTION OF THE MOST RECOGNIZABLE ECO-CULTURAL RESOURCES

From the previous analysis, a total of 30 ecological and cultural resources were recorded and mapped in the reference area. In more detail:

- Natural Resources: 11
- Tangible Anthropogenic Cultural Heritage Resources: 15
- Intangible Cultural Heritage Resources: 4

In order to proceed to further elaboration and critical evaluation of eco-cultural resources, it was deemed appropriate to select the resources that are most recognizable. In order to identify the most recognizable cultural resources of the study area, the following were carried out:

- Communication with representatives of local tourism authorities and agencies.
- Search on the official websites of tourist promotion (municipalities, regions, tourist promotion organizations, etc.).
- Research in local plans and tourism development studies.

More specifically, from the Natural Resources the following 11 resources are preferred as the most recognizable:

N	Natural and Wildlife Resources		
1	Strymon River	Region	Regional Unit of Serres



<https://www.info-grece.com/magazine/le-lac-de-kerkini>

2	Lake Kerkini	Region	Regional Unit of Serres
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<https://www.pkm.gov.gr/default.aspx?lang=el-GR&page=516>

3	Angitis River-Angitis Gorge	Region	Regional Unit of Serres
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<https://www.pkm.gov.gr/default.aspx?lang=el-GR&page=525>

4	Vrontous Mountain - Lailias	Region	Regional Unit of Serres
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<https://www.pkm.gov.gr/default.aspx?lang=el-GR&page=519>

5	Alistrati Cave	Region	Regional Unit of Serres
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<https://www.pkm.gov.gr/default.aspx?lang=el-GR&page=518>

6	Thermal Baths of Agistro	Region	Regional Unit of Serres
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<http://www.hamamagistro.gr/baths>

7	Pirin Mountain- National Park	Region	Blagoevgrad Region
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<https://luckybansko.com/pirin-national-park/>

8	Belasitsa Nature Park	Region	Blagoevgrad Region
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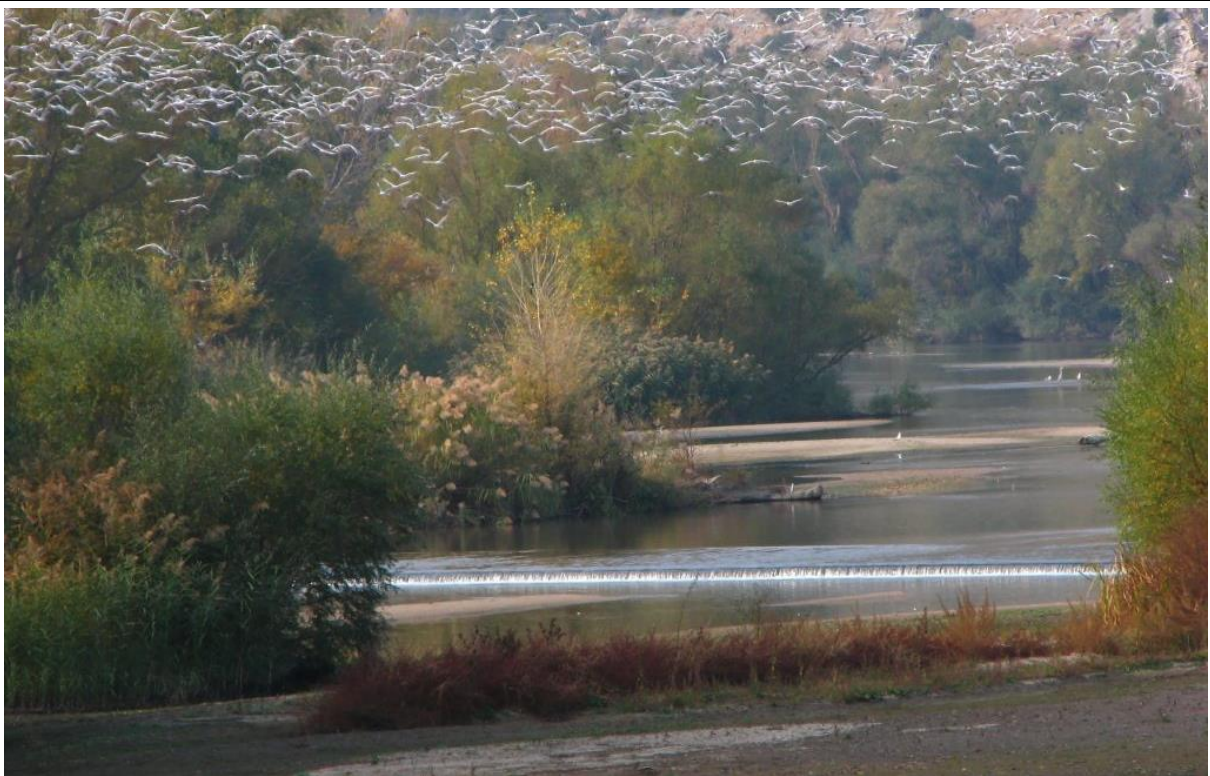
<https://bulgariatravel.org/belasitsa-natural-park/>

9	Rila National Park	Region	Blagoevgrad Region
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<https://bulgariatravel.org/national-park-rila/>

10	Mesta River	Region	Blagoevgrad Region
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<https://wetmainareas.com/pilot-sites/mesta-nestos-river/>

11	Sandanski Mineral Springs	Region	Blagoevgrad Region
 A photograph of a mineral spring pool. The water is dark and still, with a large amount of white steam or mist rising from its surface. Several large, light-colored rocks are scattered around the pool. In the background, there are green trees and a grey building. A white sign on a post is visible to the right of the pool. The sky is overcast.			
<p data-bbox="544 857 1082 891">https://sandanskicrossborder.com/en/spa/#</p>			

From the anthropogenic cultural heritage resources, the following 15 resources are the most recognizable:

N	Tangible Cultural Heritage		
1	Archaeological Museum - Bezesteni	Region	Regional Unit of Serres



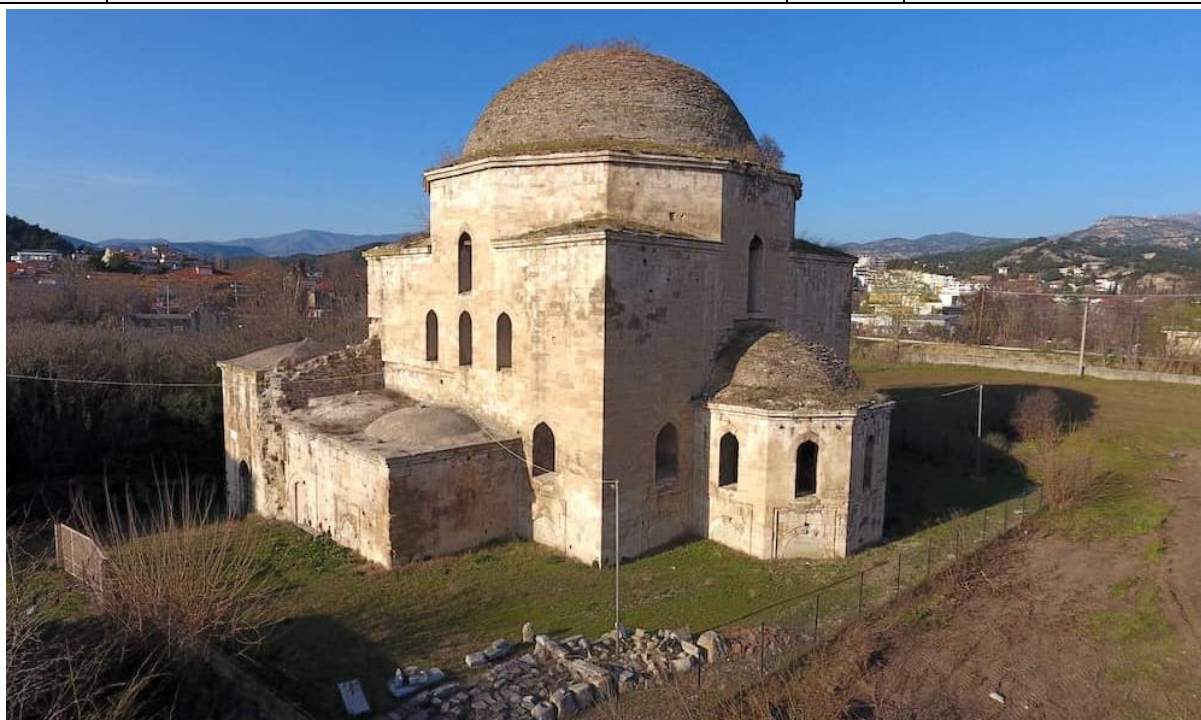
<https://politismos.kedis.gr/mnhmeia>

2	Zincirli Mosque	Region	Regional Unit of Serres
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<https://politismos.kedis.gr/mnhmeia>

3	Ahmet Pasha Mosque	Region	Regional Unit of Serres
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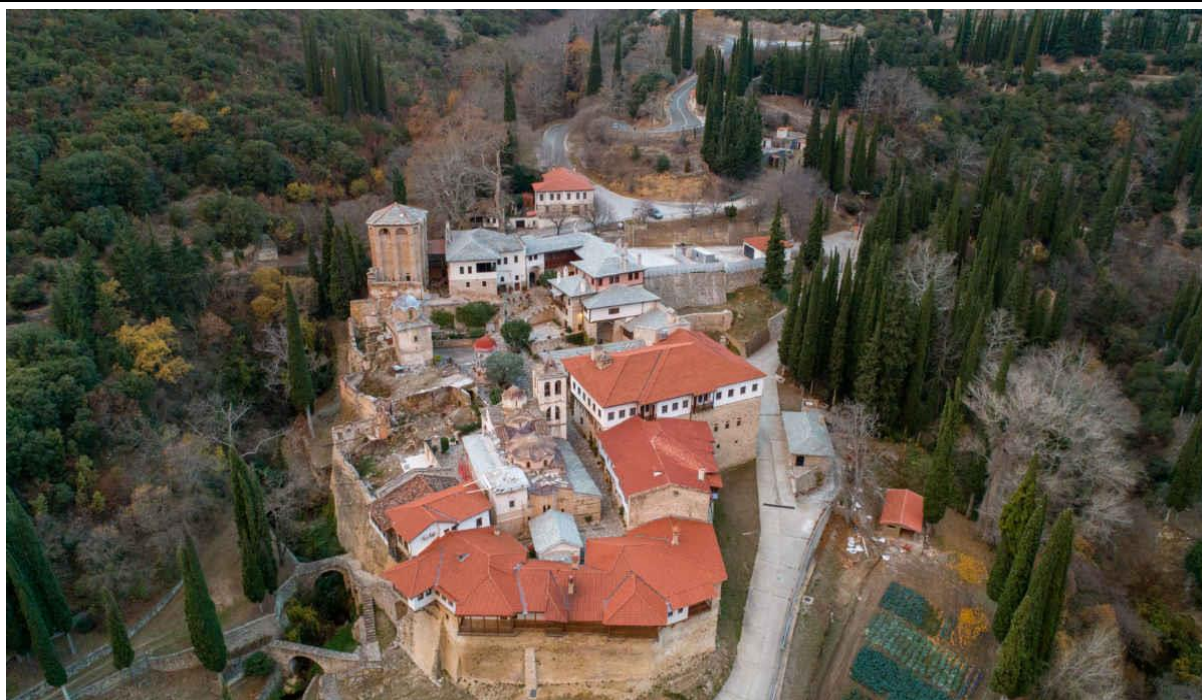
<https://politismos.kedis.gr/mnhmeia>

4	Archaeological Museum of Amphipolis - Kasta Tomb	Region	Regional Unit of Serres
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<https://www.pkm.gov.gr/default.aspx?lang=el-GR&page=1027>

5	Holy Monastery of Timios Prodomos	Region	Regional Unit of Serres
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<https://www.pkm.gov.gr/default.aspx?lang=el-GR&page=567>

6	Byzantine Church of Saints Theodore of Serres	Region	Regional Unit of Serres
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<https://politismos.kedis.gr/mnhmeia>

7	Roupel Fortress	Region	Regional Unit of Serres
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<https://www.roupel.gr/>

8	The Old town of Bansko	Region	Blagoevgrad Region
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<https://visit-bansko.bg/en/what-to-see/the-old-city>

9	Kovachevitsa Village	Region	Blagoevgrad Region
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<https://bulgariatravel.org/kovachevitsa/>

10	Leshten Village	Region	Blagoevgrad Region
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<https://bulgariatravel.org/village-of-leshten/>



11

Melnik Town

Region

Blagoevgrad Region



<https://bulgariatravel.org/melnik/>

12

Rozhen Monastery "Nativity of the Mother of God"

Region

Blagoevgrad Region



http://visit.guide-bulgaria.com/a/871/rojen_monastery_nativity_of_the_mother_of_god.htm

13

Holy Trinity Church

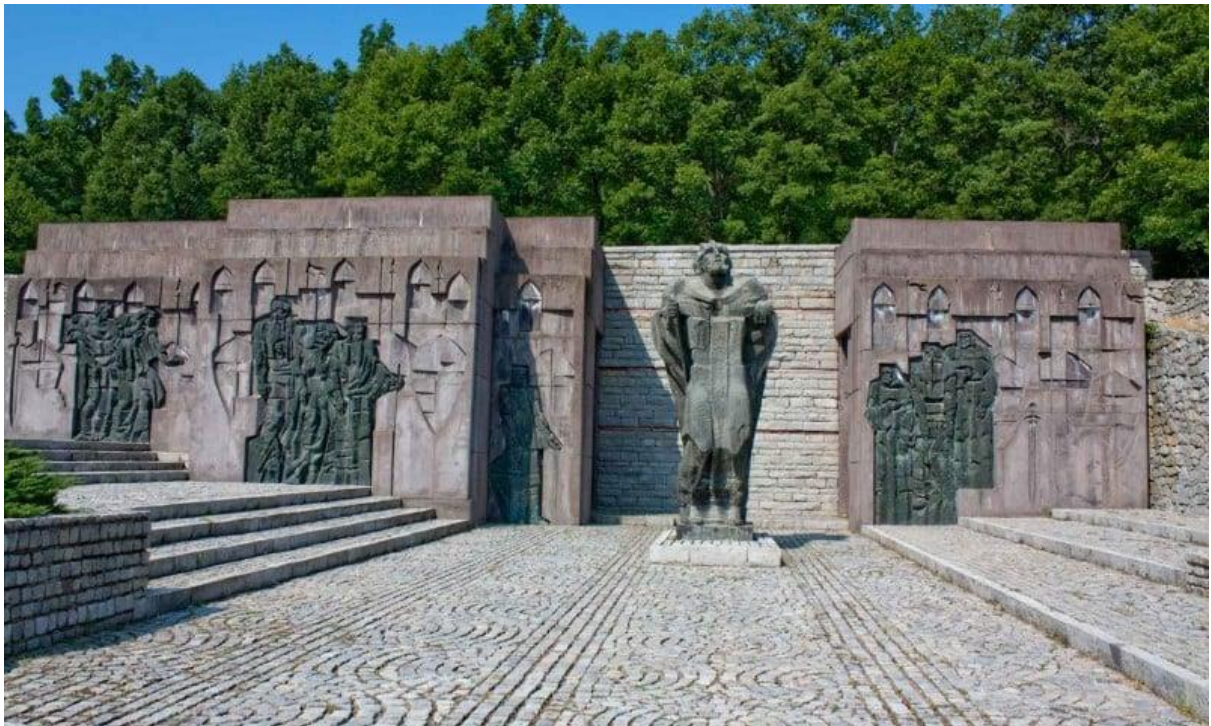
Region

Blagoevgrad Region



<https://visit-bansko.bg/en/what-to-see/churches-and-monasteries/item/3958-st-trinity-church#>

14	Samuilova Fortress	Region	Blagoevgrad Region
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<https://www.visitpetrich.com/petrich/>

15	Ancient Town Herakleya Sintika	Region	Blagoevgrad Region
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<https://bulgariatravel.org/heraclea-sintica/>

From the intangible cultural resources, the following 4 resources are the most recognizable:

N	Intangible Cultural Heritage		
1	Anastenaria	Region	Regional Unit of Serres



<https://serres.pkm.gov.gr/default.aspx?lang=el-GR&page=575>

2	Gynaikokratia (or Babo or Vrexoudia)	Region	Regional Unit of Serres
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3	International Festival "Pirin Folk"	Region	Blagoevgrad Region
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<https://travelbulgaria.news/folk-festival-sandanski/>

4	St John's Eve (Enyovden)	Region	Blagoevgrad Region
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<http://blog.boiana-mg.com/bulgaria/eniovden-midsummer>

The list of eco-cultural resources of the Regional Unit of Serres and the Blagoevgrad Region is followed:

N	Natural and Wildlife Resources		
1	Strymon River	Region	Regional Unit of Serres
2	Lake Kerkini	Region	Regional Unit of Serres
3	Angitis River-Angitis Gorge	Region	Regional Unit of Serres
4	Vrontous Mountain - Lailias	Region	Regional Unit of Serres
5	Alistrati Cave	Region	Regional Unit of Serres
6	Thermal Baths of Agistro	Region	Regional Unit of Serres
7	Pirin Mountain- National Park	Region	Blagoevgrad Region
8	Belasitsa Nature Park	Region	Blagoevgrad Region
9	Rila National Park	Region	Blagoevgrad Region
10	Mesta River	Region	Blagoevgrad Region
11	Sandanski Mineral Springs	Region	Blagoevgrad Region
N	Tangible Cultural Heritage		
1	Archaeological Museum - Bezesteni	Region	Regional Unit of Serres
2	Zincirli Mosque	Region	Regional Unit of Serres
3	Ahmet Pasha Mosque	Region	Regional Unit of Serres
4	Archaeological Museum of Amphipolis - Kasta Tomb	Region	Regional Unit of Serres
5	Holy Monastery of Timios Prodromos	Region	Regional Unit of Serres
6	Byzantine Church of Saints Theodore of Serres	Region	Regional Unit of Serres
7	Roupel Fortress	Region	Regional Unit of Serres
8	The Old town of Bansko	Region	Blagoevgrad Region
9	Kovachevitsa Village	Region	Blagoevgrad Region
10	Leshten Village	Region	Blagoevgrad Region

11	Melnik Town	Region	Blagoevgrad Region
12	Rozhen Monastery	Region	Blagoevgrad Region
13	Holy Trinity Church	Region	Blagoevgrad Region
14	Samuilova Fortress	Region	Blagoevgrad Region
15	Ancient Town Herakleya Sintika	Region	Blagoevgrad Region
N	Intangible Cultural Heritage		
1	Anastenaria	Region	Regional Unit of Serres
2	Gynaikokratia (or Babo or Vrexoudia)	Region	Regional Unit of Serres
3	International Festival "Pirin Folk"	Region	Blagoevgrad Region
4	St John 's Eve (Enyovden)	Region	Blagoevgrad Region

PART B: EVALUATION

B1. THE METHODOLOGICAL CONTEXT OF PART B

The elaboration and critical evaluation of the eco-cultural resources was based on the recording and mapping of the eco-cultural resources that was implemented in the context of Part 1. A total of 66 ecological and cultural resources were recorded and mapped in the Greek and Bulgaria reference area.

The total resources per category are:

- Natural resources: 20
- Anthropogenic cultural heritage resources: 31
- Intangible cultural heritage resources: 11

Out of the total of 62 ecological and cultural resources in this part, the 30 of them are further elaborated and critically evaluated, which were selected to be more recognizable, based on a specific methodology mentioned in the Part A.

More specifically, the following resources are further evaluated:

- Natural resources:11
- Anthropogenic cultural heritage resources: 15
- Intangible cultural heritage resources: 4

In this part, for the further evaluation of the eco-cultural resources, primary survey was conducted, based on questionnaires. More specifically, a questionnaire was designed, which was addressed to the representatives of the 30 eco-cultural resource recorded in the first part of the research. Since the questionnaire was addressed to Greek and Bulgarian bodies, two questionnaires were designed, one in Greek and one in Bulgarian, so that they could be easily answered by the representatives. These questionnaires also differed in the content of the last section, which is analyzed below.

The questionnaire consisted of four sections. The first section required the completion of the respondent's details (name, representative body and identity), while the second required details of the eco-cultural resource to which the respondent refers (name and type of resource, ownership status, address and website). In the third section, resource evaluation questions were asked. The criteria for evaluating the eco-cultural resources of the reference area were defined as follows:

- The contribution of the administrative and legal status of the resource to the formation of a common identity. This criterion can provide useful information regarding the ownership and management of the resource.
- The degree of tourist use of the resource and the prospect of its further utilization.

- The contribution of the resource to the local and supra-local economy and whether they have an entrance ticket / ticket
- The prospect of connecting the resource with a strong identity to a branding strategy
- The degree to which the resource is promoted through websites or social media.

A table of prioritization of eco-cultural resources based on the above criteria was followed. The criteria were scored as follows:

- 3 = Very good response to the criterion
- 2 = Average response to the criterion
- 1 = Low response to the criterion
- 0 = Zero response to the criterion

This section also included questions such as whether there is a ticket to the resource and whether the resource has the potential to be linked to a strong image of the area in the near future.

The respondent has also to evaluate the extent to which the resource can create a positive outlook in the future. The criteria for evaluating the eco-cultural resources of the reference area were defined as follows:

- Wealth will be created and income will be increased
- New jobs will be created
- The quality of life will be improved
- The number of tourists will be increased
- Entrepreneurship and innovation will be encouraged
- The skills and know-how of the local human resources will be improved

A table of prioritization of eco-cultural resources based on the above criteria was followed. The criteria were scored as follows:

- 3 = Very good response to the criterion
- 2 = Average response to the criterion
- 1 = Low response to the criterion
- 0 = Zero response to the criterion

The last section of the questionnaire asked the respondents to prioritize the eco-cultural resources of the area, based on their importance in tourism development. A list of the natural, tangible and intangible resources was given (the 60th resources of the first part of the survey) and the selection of the 5 most important natural and tangible resources and the 3 most important intangible resources

was requested. As the bodies representatives are mainly aware of the resources of their country, in the present section, the Greek questionnaire included the resources of the Regional Unit of Serres that were recorded in the first part, while the Bulgarian questionnaire included the resources of the Blagoevgrad Region.

The questionnaire could be answered more than once by one representative.

B2. ANALYSIS AND EVALUATION OF FINDINGS

The questionnaires that were answered were in total 36 and the representatives of the bodies that answered were the following:

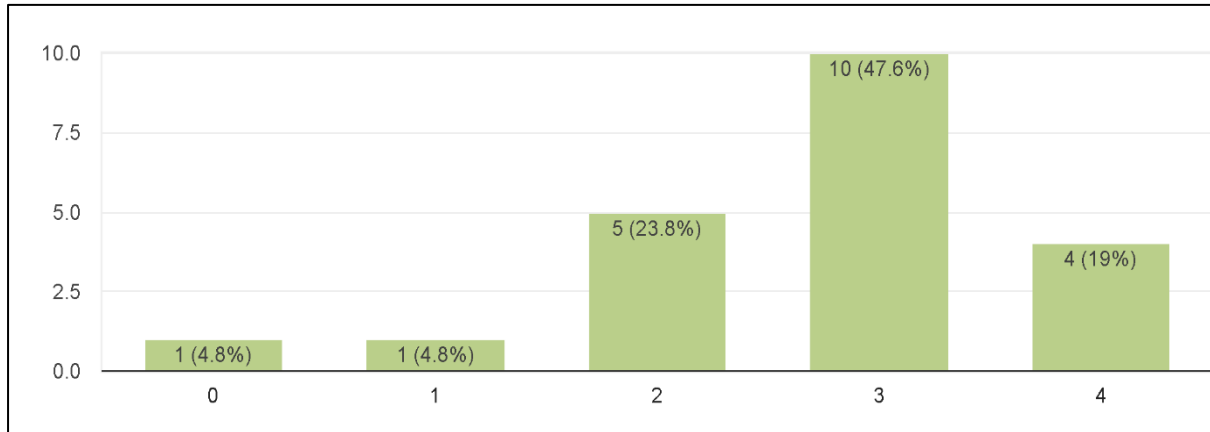
1. Representatives of the Regional Unit of Serres
2. Representative of the Municipality of Irakleia
3. Representative of the Municipality of Emmanouil Pappas
4. Representative of the Monokklisia Women's Association
5. Representative of the Social Cooperative Enterprise "Agkistro Action"
6. Representative of the Alistrati Cave
7. Representative of the Management Body of Kerkini Lake
8. Representative of the Holy Monastery of Timios Prodromos
9. Representative of the Greek Mountaineering Association of Serres
10. Representative of the Municipality of Garmen
11. Representative of the Municipality of Sandanski
12. Representative of the Pirin National Park
13. Representative of the Municipality of Petrich
14. Representative of the Municipality of Gotse Delchev

It is clarified that seventeen (30) questionnaires were graded / evaluated by representatives of the resources and six (6) questionnaires by the research team in collaboration with local executives who have deep knowledge of eco-cultural stock of the area.

As it is mentioned before, the questionnaire consisted of four sections. The results of the first and second section (respondent's details, name and type of resource, ownership status, address and website), were not analyzed in the research as they are general information of the studied resources. This information was used to enrich the first part of the research. The following analysis of the questionnaires concerns only the third and fourth section. The graphs with the corresponding analysis of the results are presented below.

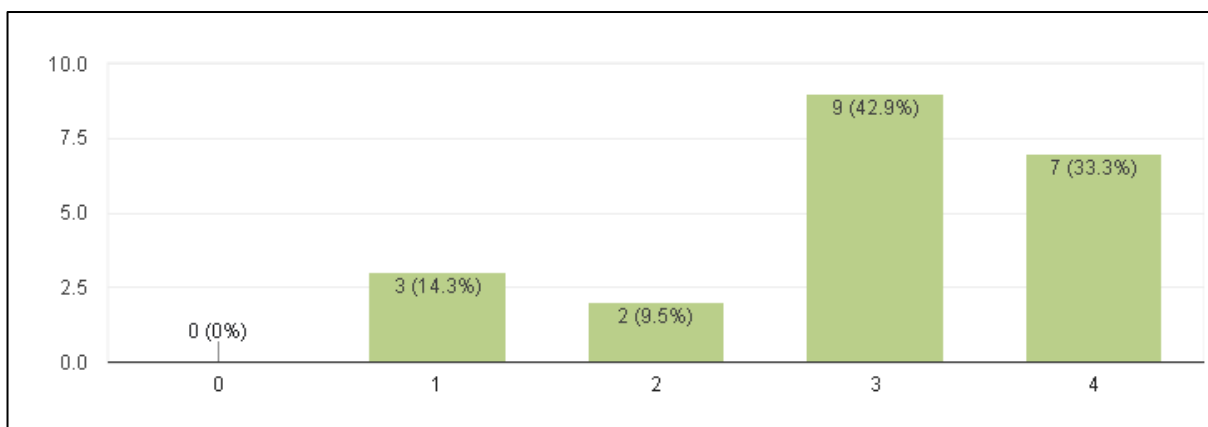
B2.1 Results from the questionnaires of the Greek region

Graph 1. The contribution of the administrative and legal status of the resource to the formation of a common identity (0 = zero response, 1 = low response, 2 = moderate response, 3 = high response, 4 = very high response).



The first issue explored through the questionnaires was the extent to which the administrative and legal status of these eco-cultural resources contributes to the formation of a common identity. The results shown in Graph 1 clearly show (47.6% high response, 19% very high response) that the administrative and legal status is not an obstacle to the strategy of shaping a common image. This finding is interesting as the bureaucracy and the legal and administrative status of public policy makers often create problems and delays in development planning.

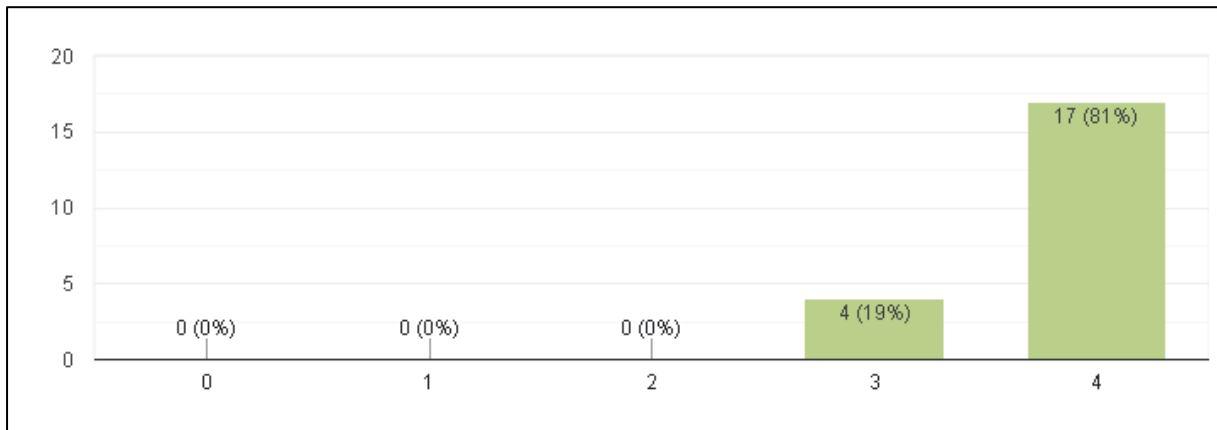
Graph 2. The contribution of the resource to the local and supra-local economy (0 = zero response, 1 = low response, 2 = moderate response, 3 = high response, 4 = very high response).



The extent to which the selected eco-cultural resources contribute to both the local and supra-local economy was also investigated. This question was asked in order to assess the added value of eco-cultural resources in local and supra-local development. The data of Graph 2 clearly show the very

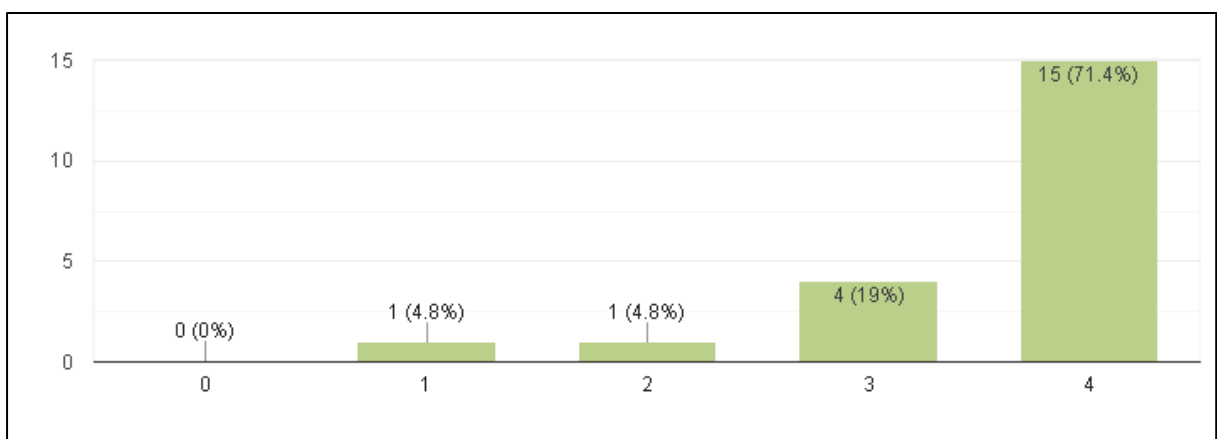
high correlation (33.3% very high response, 42.9% high response) of the eco-cultural resources of the region with the real economy and the development perspective.

Graph 3. The potential of the resource for further touristic development (0 = zero response, 1 = low response, 2 = moderate response, 3 = high response, 4 = very high response).



It was also interesting to investigate whether there is significant potential for further utilization of the selected eco-cultural resources, in order to pursue policies that will improve the attractiveness of the area. The results presented in Graph 3, show that the margins for improvement are very significant (81% very high response, 19% high response). In other words, improving policies to further highlight the region's eco-cultural resources seems to be necessary.

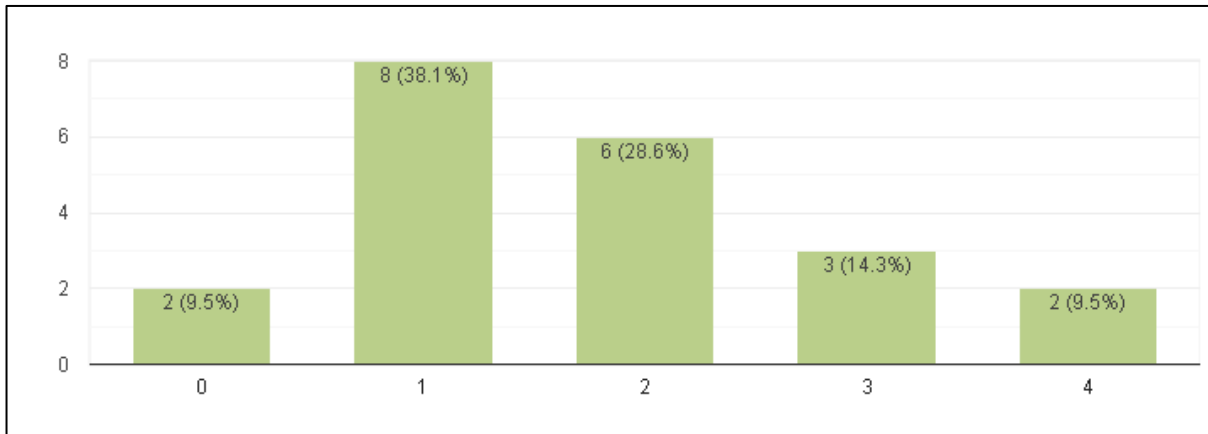
Graph 4. The prospect of connecting the resource with a strong identity for the area (0 = zero response, 1 = low response, 2 = moderate response, 3 = high response, 4 = very high response).



Another question that was explored was the prospect of these eco-cultural resources being connected with a strong identity for the region. From the results shown in Graph 4, it is clear that the correlation of the selected resources with a strong identity (71.4% very high

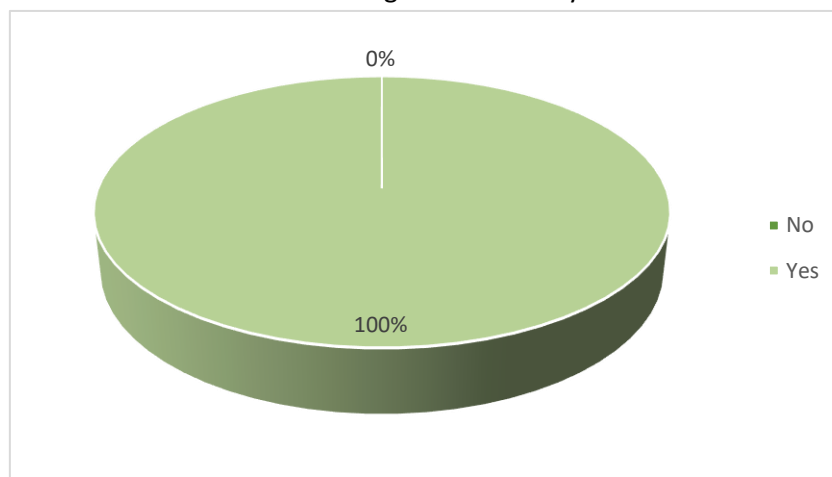
response, 19% high response) is indisputable. In other words, the design of a new identity for the area, cannot ignore the existence of the specific resources.

Graph 5. Appropriate promotion of the resource through websites and social networks (0 = zero response, 1 = low response, 2 = moderate response, 3 = high response, 4 = very high response).



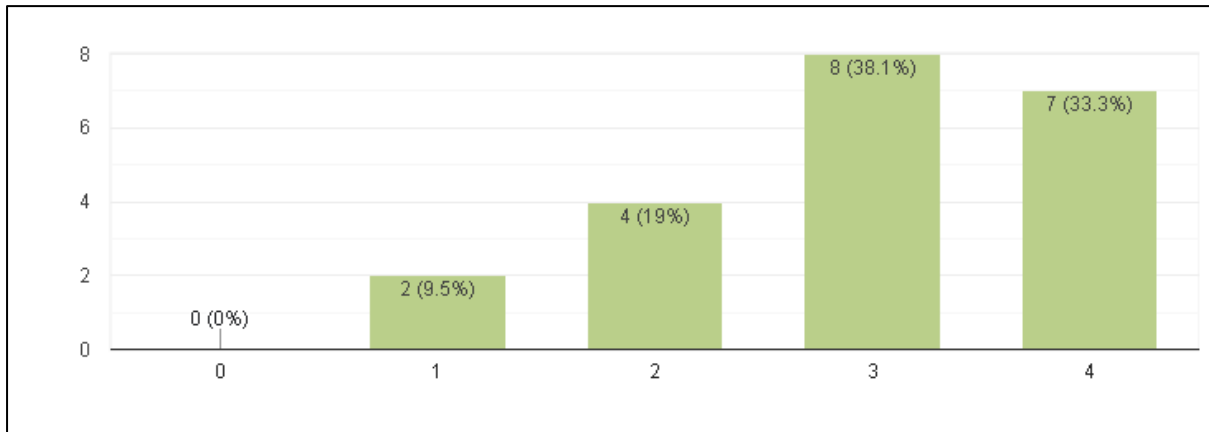
Another question raised was the extent to which social media and the internet are being utilized by these eco-cultural resources. The results in Graph 5 show the low degree of promotion (38.1% low response, 28.6% moderate response). It should be noted that there are also cases of eco-cultural resources that are estimated to be promoted satisfactorily (14.3% high response, 9.5% very high response). However, these results suggest that the dominant digital communication and broadcasting channels should be used more systematically and intensively.

Graph 6. Connection of the resource to a strong 'brand identity' of the area in the future.



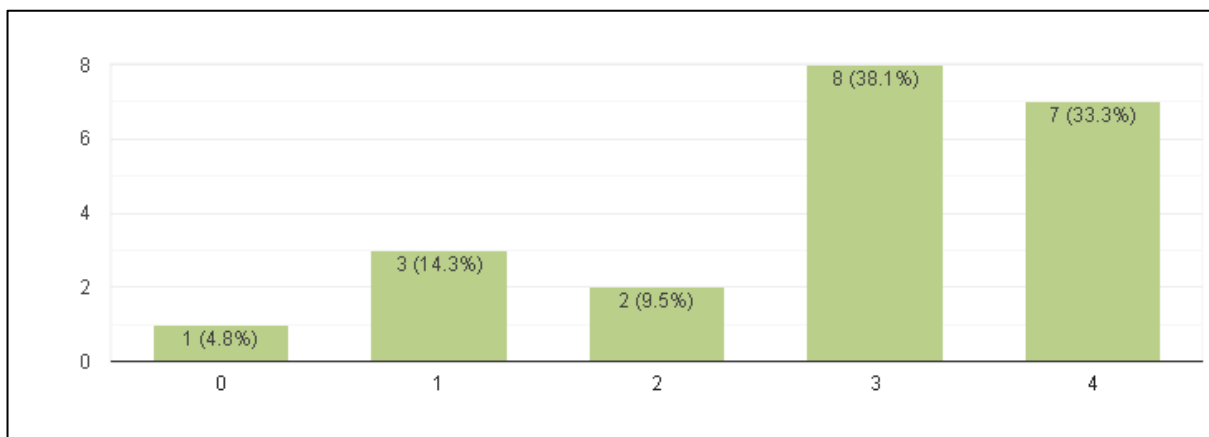
It was also asked to assess whether the eco-cultural resource can be linked to a future identity of the area. From the Graph 6, it can be seen that all resources (100%) can be linked to a future identity.

Graph 7. Prospect for wealth creation and income growth (0 = zero outlook, 1 = low outlook, 2 = moderate outlook, 3 = positive outlook, 4 = very positive outlook).



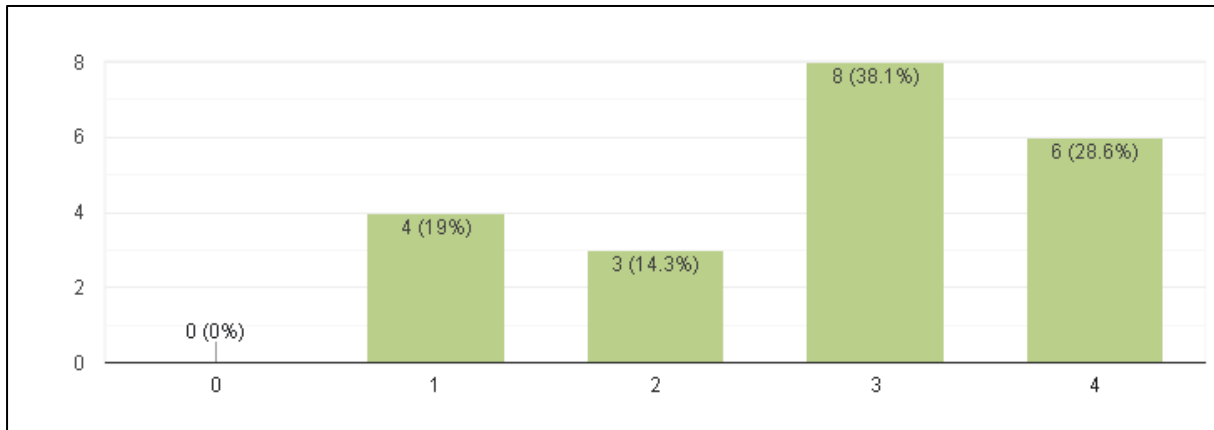
The next part of the research was about the dynamic perspectives that the specific eco-cultural resources can open in the future. In this context, the question arose as to whether the selected resources are able to create conditions for wealth creation and income growth. Looking at the data of Graph 7, it is clear that the above prospects are very positive (33.3% very positive outlook, 38.1% positive outlook). This finding makes the importance of these resources in the development planning of the reference area even more important.

Graph 8. Prospect for job creation (0 = zero outlook, 1 = low outlook, 2 = moderate outlook, 3 = positive outlook, 4 = very positive outlook).



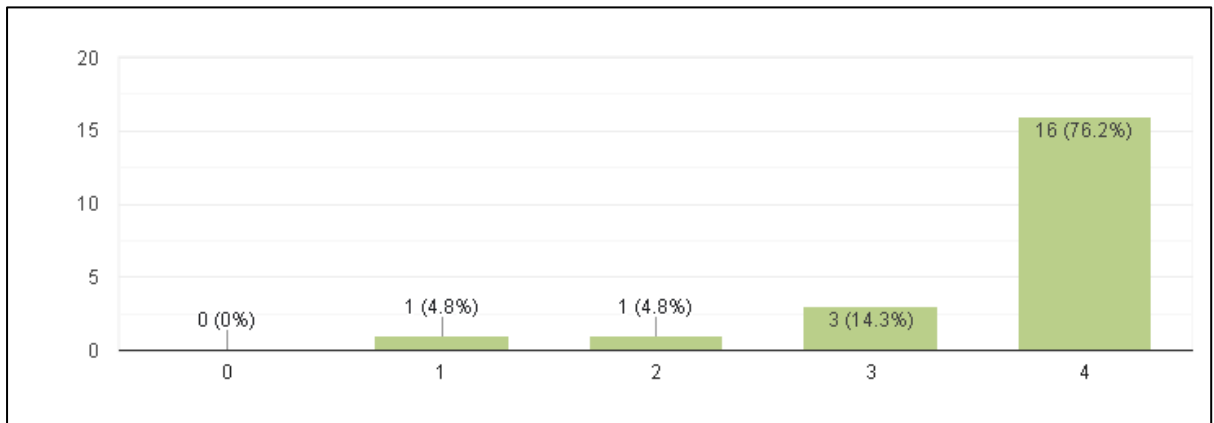
Concerning the job creation perspectives, looking at the data of Graph 8, it is clear that the prospects are very positive (33.3% very positive outlook, 38.1% positive outlook). This finding makes the importance of these resources, in the development planning of the reference area, even more important as it will bring economic prosperity to the inhabitants of the areas and therefore economic prosperity in the area.

Graph 9. Prospect for improving the quality of life (0 = zero outlook, 1 = low outlook, 2 = moderate outlook, 3 = positive outlook, 4 = very positive outlook).



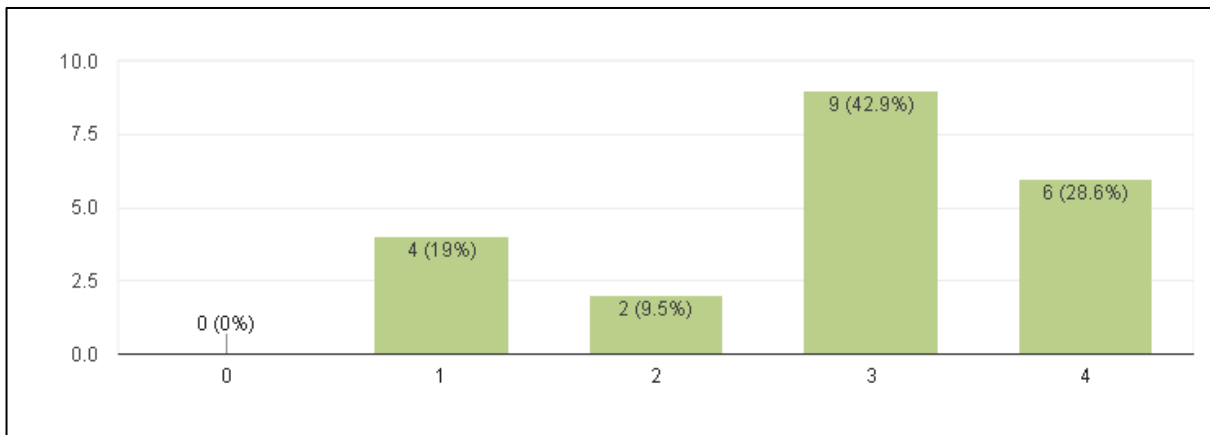
The prospect of improving the quality of life through the further utilization of eco-cultural resources was also explored. Graph 9 presents the relevant results, through which it becomes clear (38.1% positive outlook, 28,6% very positive outlook) that the dynamics created by the appropriate and effective promotion of the region's resources will have positive impact on the quality of life of the inhabitants of the area.

Graph 10. Prospect of increasing the number of tourists, schools, etc. (0 = zero outlook, 1 = low outlook, 2 = moderate outlook, 3 = positive outlook, 4 = very positive outlook).



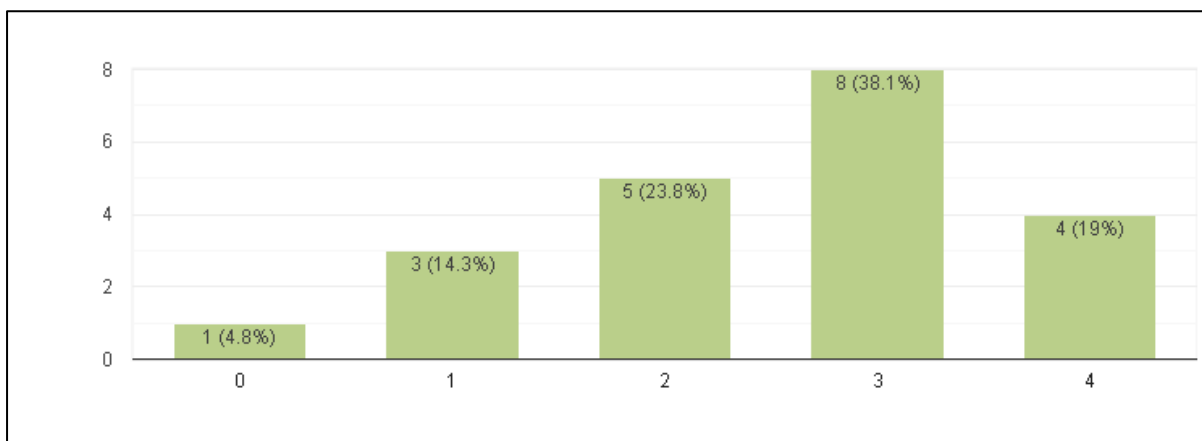
Another question that was raised was whether the utilization of eco-cultural resources is able to create positive prospects on the number of tourists, students, etc. The results presented in Graph 10 show (76.2% very positive outlook, 14.3% positive outlook) that promotion will create very positive prospects for increasing tourists.

Graph 11. Perspective of encouraging entrepreneurship and innovation (0 = zero outlook, 1 = low outlook, 2 = moderate outlook, 3 = positive outlook, 4 = very positive outlook).



It also explored whether these eco-cultural resources can encourage entrepreneurship and innovation. Graph 11 shows a strong correlation between resource growth and entrepreneurship and innovation (42.9% positive outlook, 28.6% very positive outlook), which means that the effective promotion of the eco-cultural product can attract entrepreneurship in the reference area.

Graph 12. Prospect of improving the skills and know-how of the human resources of the area (0 = zero outlook, 1 = low outlook, 2 = moderate outlook, 3 = positive outlook, 4 = very positive outlook).



The skills as well as the know-how of the human resources of the area could be further improved through the promotion of eco-cultural resources and the creation of a common identity. This is clearly seen in the data presented in Graph 12, (38.1% positive outlook, 23.8% moderate outlook, 19% very positive outlook). This finding is important as the level of skills and know-how of human resources in the development effort of an area has a very important role.

In the following section, a hierarchy of eco-cultural resources is attempted based on their importance in shaping a common identity. More specifically, the respondents were asked to select hierarchically the five most important natural and tangible cultural resources and the 3 most important intangible resources from the following lists:

Natural Resources

- Strymon River
- Lake Kerkini
- Angitis River-Angitis Gorge
- Vrontous Mountain - Lailias
- Alistrati Cave
- Thermal Baths of Agistro
- Thermal Baths of Sidirokastro
- Menoikio Mountain
- Pangaion Hills
- Belles Mountain

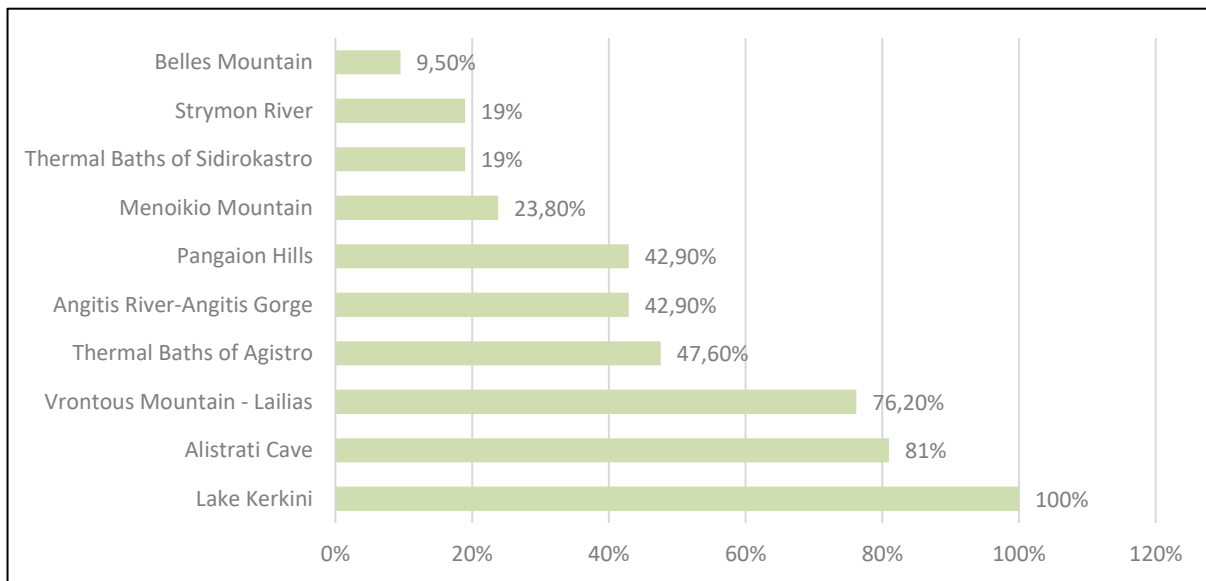
Tangible Cultural Resources

- Archaeological Museum - Bezesteni
- Zincirli Mosque
- Ahmet Pasha Mosque
- Amphipolis Archaeological Museum
- Holy Monastery of Timios Prodromos
- Byzantine Church of Saints Theodore of Serres
- Roupel Fortress
- Byzantine church of Agios Nikolaos
- Acropolis of Serres
- Monastery of Panagia Eikosifoinissa
- Folklore Museum of Sarakatsani
- Natural History Museum
- Koca Mustafa Pasha Mosque

Intangible Cultural Resources

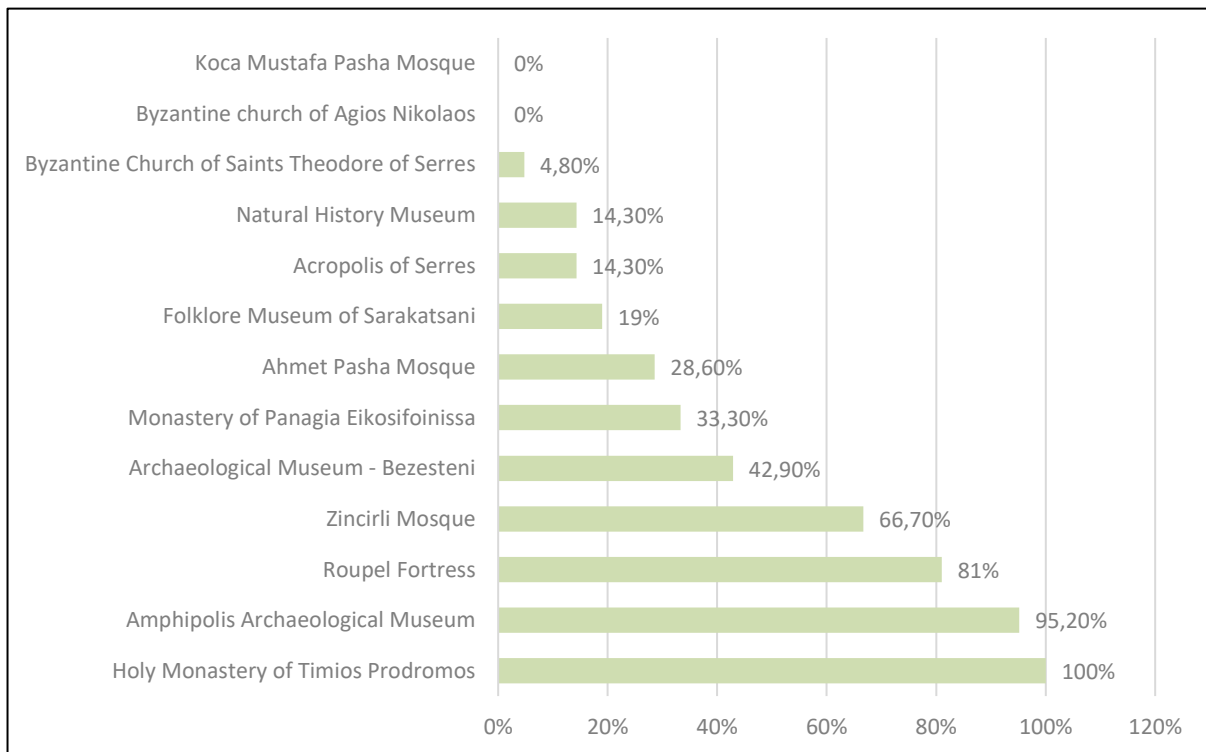
- Anastenaria
- Gynaikokratia (or Babo or Vrexoudia)
- Revival of the Battle of Roupel Fortress
- Gerakinia
- Amphipolis Festival
- Eleutheria
- Astrovrada

Graph 13. 5 most important natural resources of the region



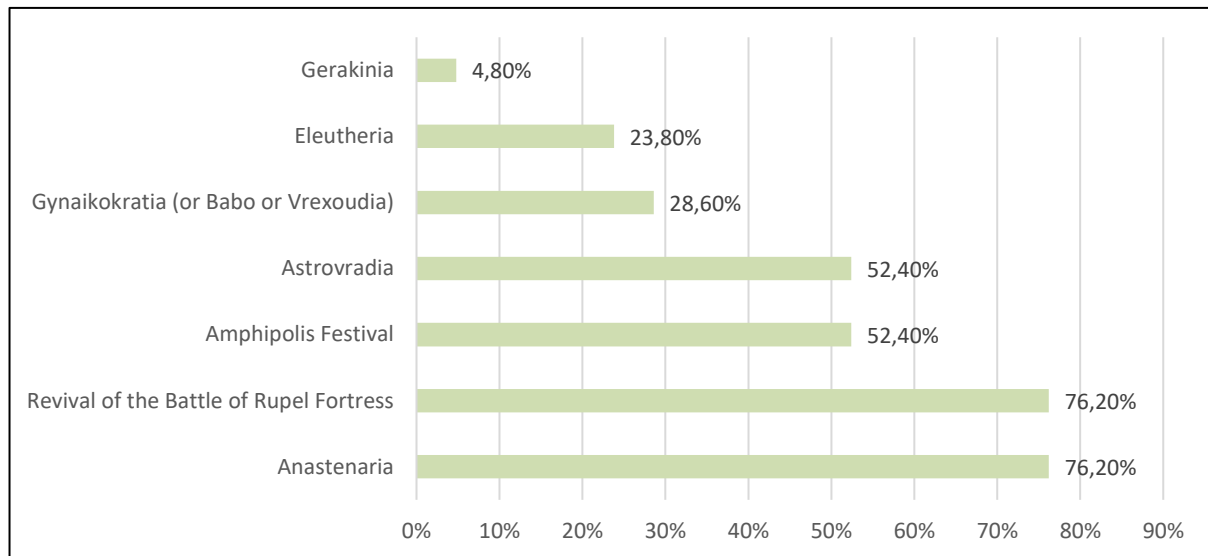
From the results of the Graph 13, it is clear that the most important and popular natural resource of the Greek region is Lake Kerkin (100%), followed by the Alistrati Cave (81%), Vrontous Mountain - Lailias (76.2%), the Thermal Baths of Agistro (47,6%) and Angitis River-Gorge with Pangaio Hills (both 42.9%).

Graph 14. 5 most important tangible cultural resources of the region



Regarding the tangible cultural resources of the Greek region, the results of the Graph 14 shows that the most important and popular destination is the Holy Monastery of Timios Prodromos (100%), followed by the Amphipolis Archaeological Museum (95,2%), the Roupel Fortress (81%), Zincirli Mosque (66,7%) and Archaeological Museum-Bezesteni (42,9%).

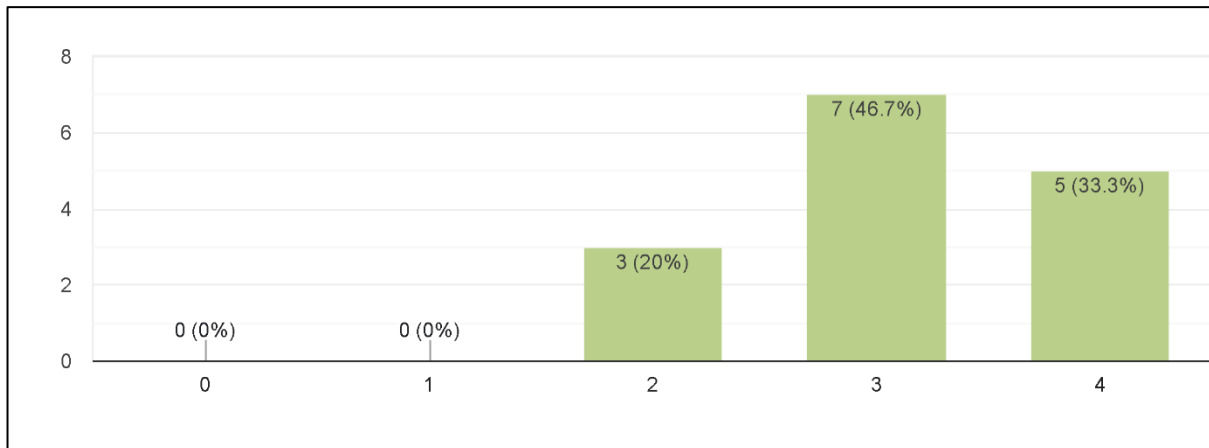
Graph 15. 3 most important intangible cultural resources of the region



Finally, from the results of the Graph 15, it is clear that the most important and popular intangible cultural resources of the Greek region is Anastenaria (76,2%), with the Revival of the Battle of Roupel Fortress (76,2%) and the Amphipolis Festival (52,4%).

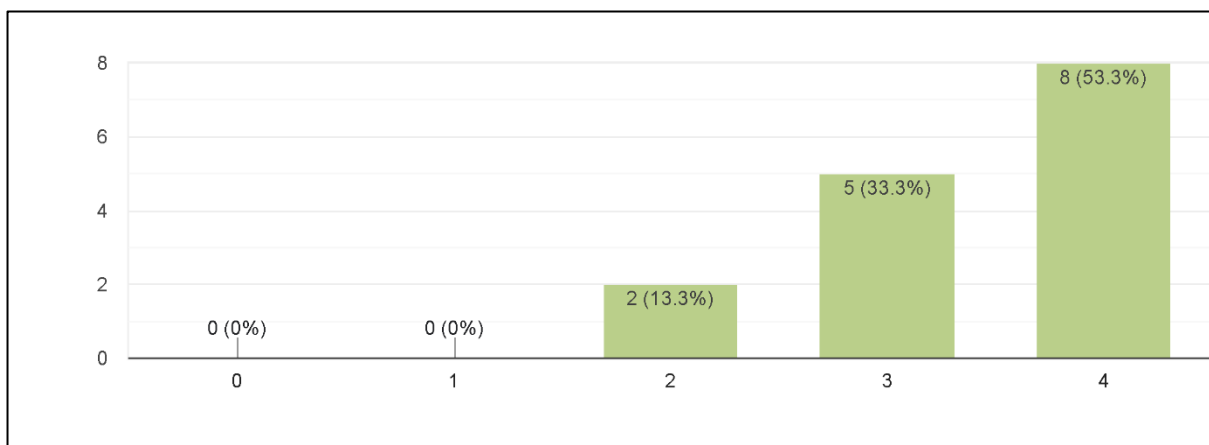
B2.2 Results from the questionnaires of the Bulgarian region

Graph 1. The contribution of the administrative and legal status of the resource to the formation of a common identity (0 = zero response, 1 = low response, 2 = moderate response, 3 = high response, 4 = very high response).



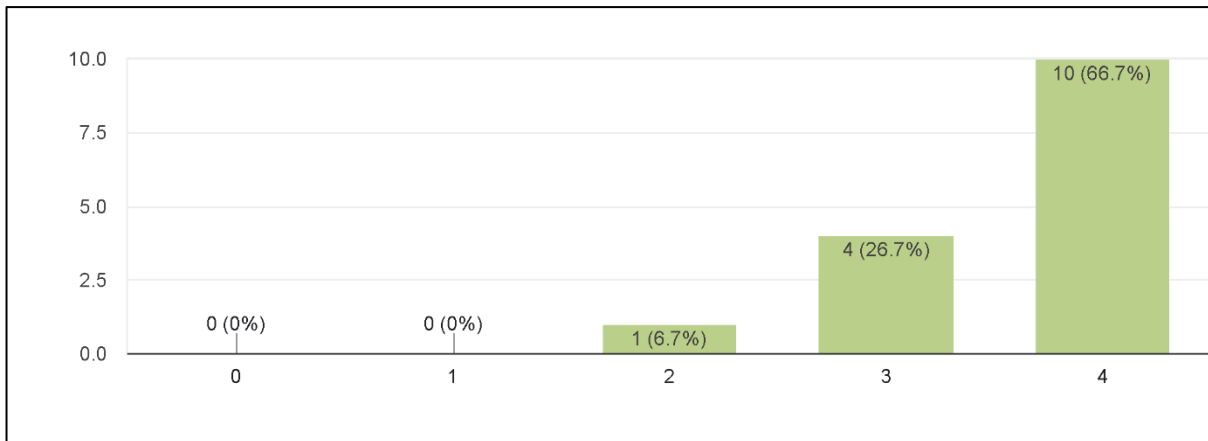
The first issue explored through the questionnaires was the extent to which the administrative and legal status of these eco-cultural resources contributes to the formation of a common identity. The results shown in Graph 1 clearly show (46.7% high response, 33.3% very high response, 20% moderate response) that the administrative and legal status is not an obstacle to the strategy of shaping a common image.

Graph 2. The contribution of the resource to the local and supra-local economy (0 = zero response, 1 = low response, 2 = moderate response, 3 = high response, 4 = very high response).



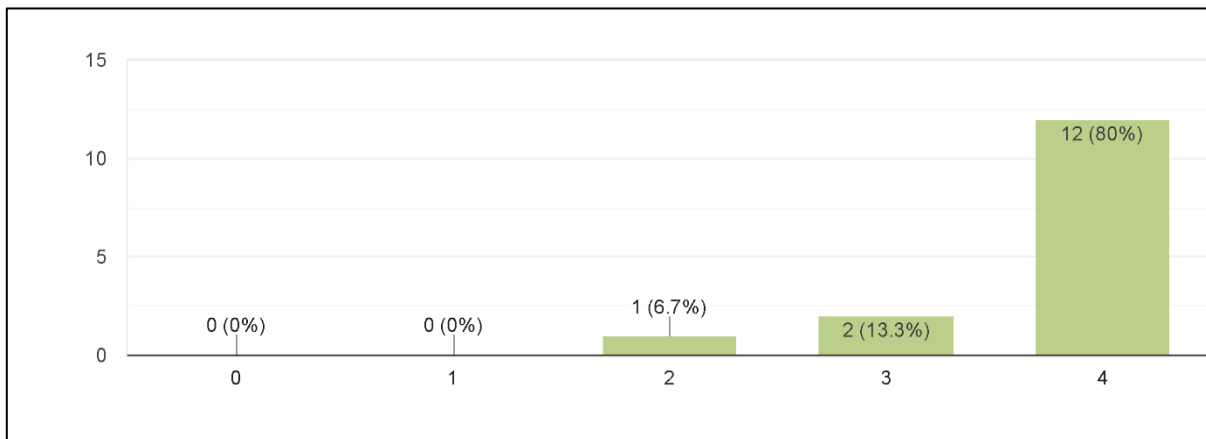
The extent to which the selected eco-cultural resources contribute to both the local and supra-local economy was also investigated. This question was asked in order to assess the added value of eco-cultural resources in local and supra-local development. The data of Graph 2 clearly show the very high correlation (53.3% very high response, 33.3% high response) of the eco-cultural resources of the region with the real economy and the development perspective.

Graph 3. The potential of the resource for further touristic development (0 = zero response, 1 = low response, 2 = moderate response, 3 = high response, 4 = very high response).



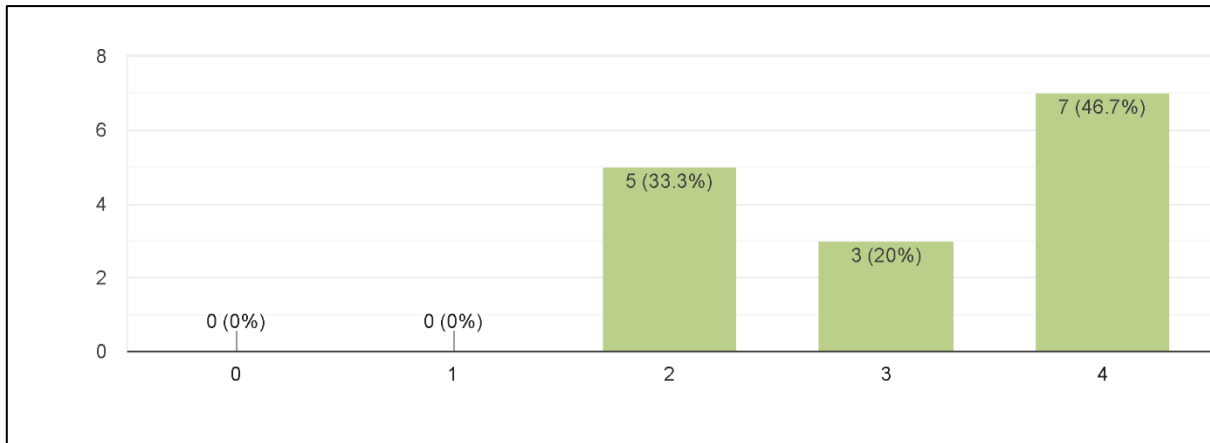
It was also interesting to investigate whether there is significant potential for further utilization of the selected eco-cultural resources, in order to pursue policies that will improve the attractiveness of the area. The results presented in Graph 3, show that the margins for improvement are very significant (66.7% very high response, 26.7% high response). In other words, improving policies to further highlight the region's eco-cultural resources seems to be necessary.

Graph 4. The prospect of connecting the resource with a strong identity for the area (0 = zero response, 1 = low response, 2 = moderate response, 3 = high response, 4 = very high response).



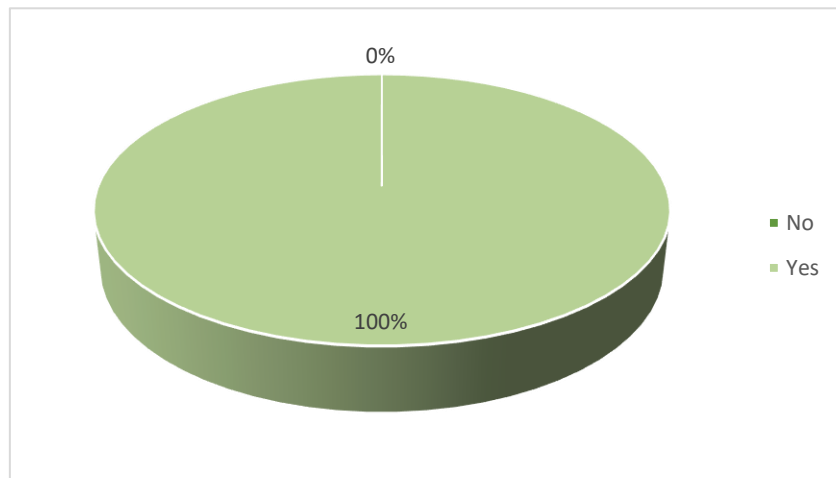
Another question that was explored was the prospect of these eco-cultural resources being connected with a strong identity for the region. From the results shown in Graph 4, it is clear that the correlation of the selected resources with a strong identity (80% very high response, 13.3% high response) is indisputable. In other words, the design of a new identity for the area, cannot ignore the existence of the specific resources.

Graph 5. Appropriate promotion of the resource through websites and social networks (0 = zero response, 1 = low response, 2 = moderate response, 3 = high response, 4 = very high response).



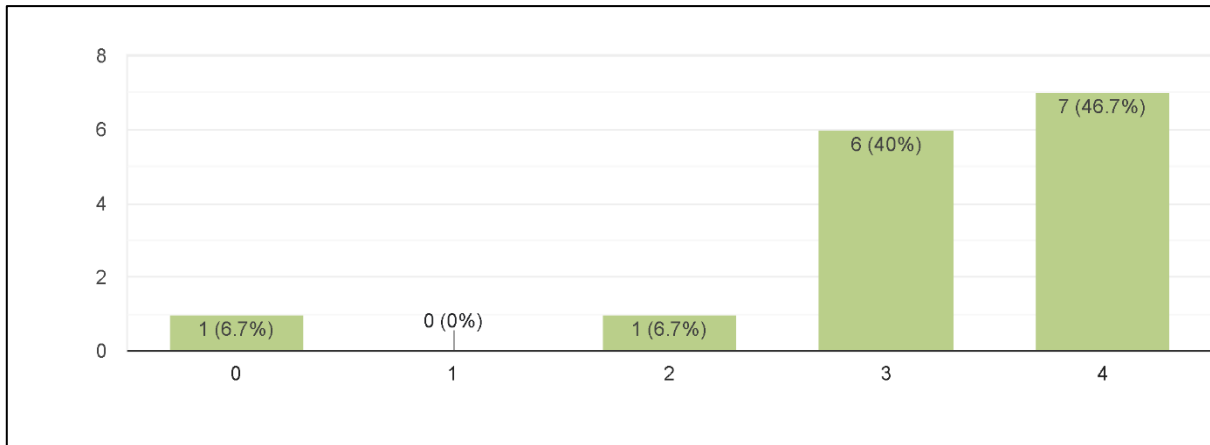
Another question raised was the extent to which social media and the internet are being utilized by these eco-cultural resources. The results in Graph 5 show a satisfactory degree of promotion (46.7% very high response, 33.3% moderate response and 20% high response).

Graph 6. Connection of the resource to a strong 'brand identity' of the area in the future.



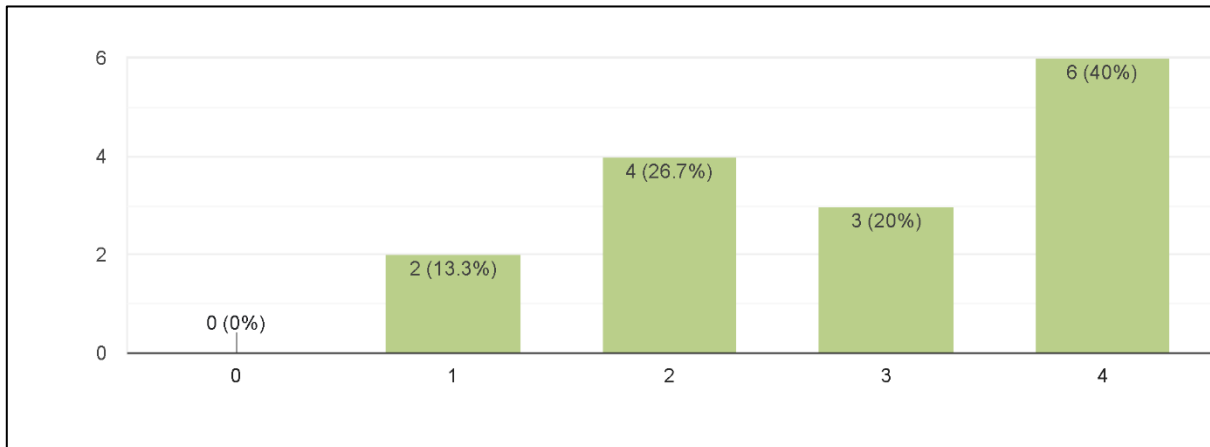
It was also asked to assess whether the eco-cultural resource can be linked to a future identity of the area. From the Graph 6, it can be seen that all resources (100%) can be linked to a future identity.

Graph 7. Prospect for wealth creation and income growth (0 = zero outlook, 1 = low outlook, 2 = moderate outlook, 3 = positive outlook, 4 = very positive outlook).



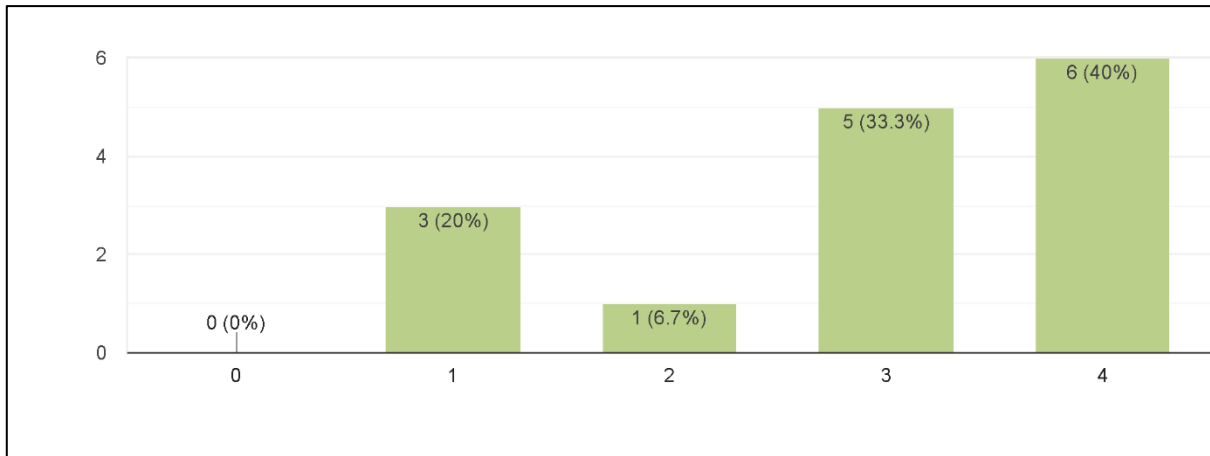
The next part of the research was about the dynamic perspectives that the specific eco-cultural resources can open in the future. In this context, the question arose as to whether the selected resources are able to create conditions for wealth creation and income growth. Looking at the data of Graph 7, it is clear that the above prospects are very positive (46.7% very positive outlook, 40% positive outlook). This finding makes the importance of these resources in the development planning of the reference area even more important.

Graph 8. Prospect for job creation (0 = zero outlook, 1 = low outlook, 2 = moderate outlook, 3 = positive outlook, 4 = very positive outlook).



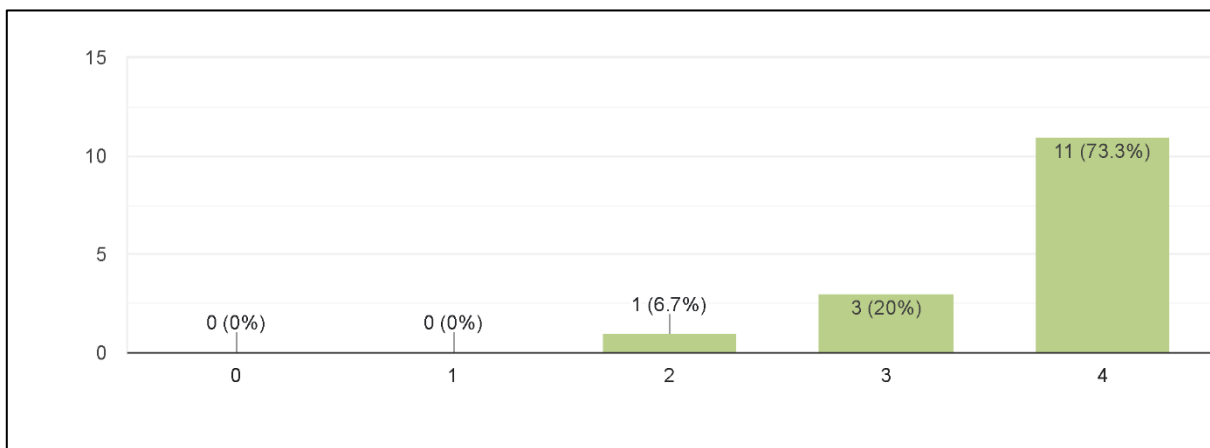
Concerning the job creation perspectives, looking at the data of Graph 8, it is clear that the prospects are very positive (40% very positive outlook, 20% positive outlook and 26,7% moderate outlook). This finding makes the importance of these resources, in the development planning of the reference area, even more important as it will bring economic prosperity to the inhabitants of the areas and therefore economic prosperity in the area.

Graph 9. Prospect for improving the quality of life (0 = zero outlook, 1 = low outlook, 2 = moderate outlook, 3 = positive outlook, 4 = very positive outlook).



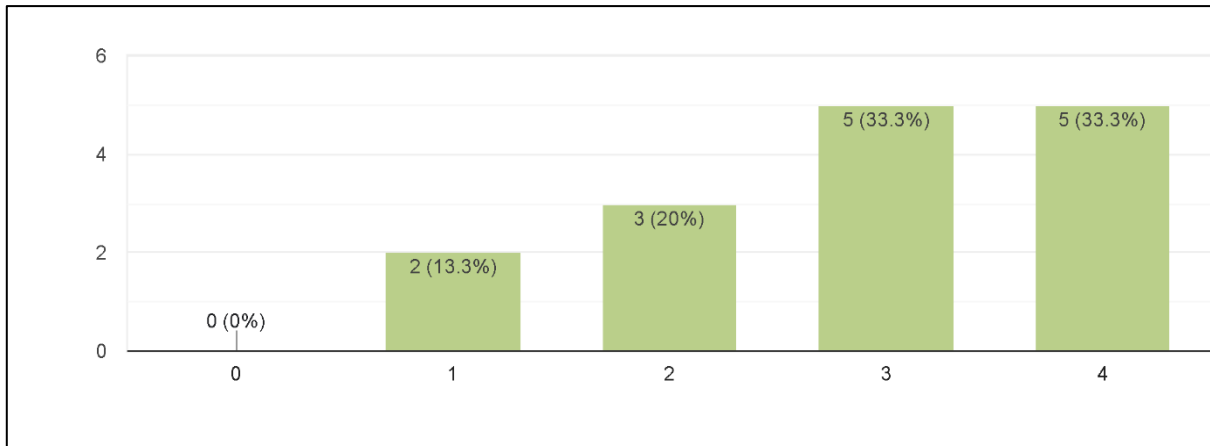
The prospect of improving the quality of life through the further utilization of eco-cultural resources was also explored. Graph 9 presents the relevant results, through which it becomes clear (40% very positive outlook, 33.3% positive outlook) that the dynamics created by the appropriate and effective promotion of the region's resources will have positive impact on the quality of life of the inhabitants of the area.

Graph 10. Prospect of increasing the number of tourists, schools, etc. (0 = zero outlook, 1 = low outlook, 2 = moderate outlook, 3 = positive outlook, 4 = very positive outlook).



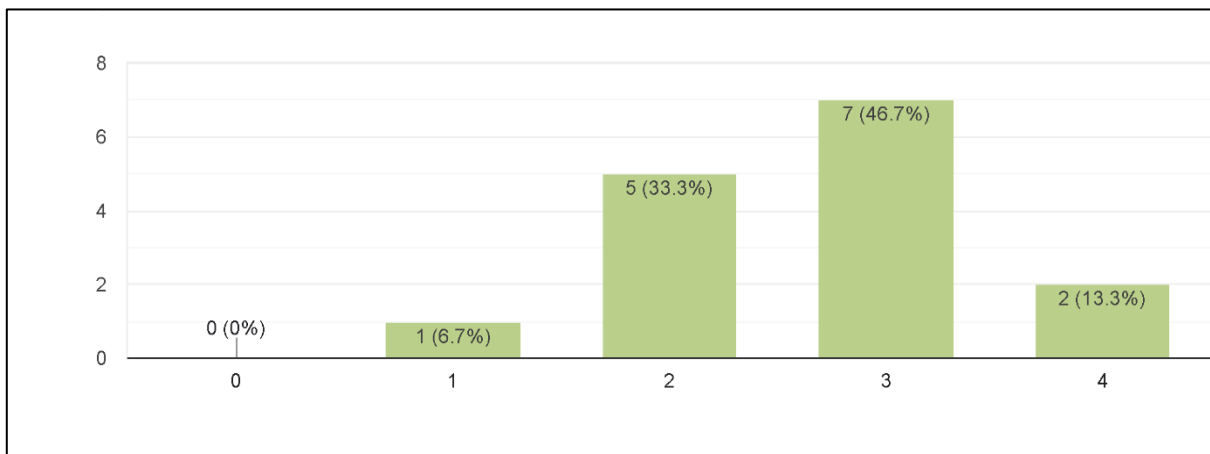
Another question that was raised was whether the utilization of eco-cultural resources is able to create positive prospects on the number of tourists, students, etc. The results presented in Graph 10 show (73.3% very positive outlook, 20% positive outlook) that promotion will create very positive prospects for increasing tourists.

Graph 11. Perspective of encouraging entrepreneurship and innovation (0 = zero outlook, 1 = low outlook, 2 = moderate outlook, 3 = positive outlook, 4 = very positive outlook).



It also explored whether these eco-cultural resources can encourage entrepreneurship and innovation. Graph 11 shows a strong correlation between resource growth and entrepreneurship and innovation (33.3% very positive outlook, 33.3% positive outlook and 20% moderate outlook), which means that the effective promotion of the eco-cultural product can attract entrepreneurship in the reference area.

Graph 12. Prospect of improving the skills and know-how of the human resources of the area (0 = zero outlook, 1 = low outlook, 2 = moderate outlook, 3 = positive outlook, 4 = very positive outlook).



The skills as well as the know-how of the human resources of the area could be further improved through the promotion of eco-cultural resources and the creation of a common identity. This is clearly seen in the data presented in Graph 12, (46.7% positive outlook, 33.3% moderate outlook, 13.3% very positive outlook). This finding is important as the level of skills and know-how of human resources in the development effort of an area has a very important role.

In the following section, a hierarchy of eco-cultural resources is attempted based on their importance in shaping a common identity. More specifically, the respondents were asked to select hierarchically the five most important natural and tangible cultural resources and the 3 most important intangible resources from the following lists:

Natural Resources

- Pirin Mountain- National Park
- Belasitsa Nature Park
- Rila National Park
- Mesta river
- Sandanski mineral springs
- Marikostinovo mineral springs
- Rupite mineral springs
- Melnik Sandstones pyramids
- Slavyanka (Alibotush)

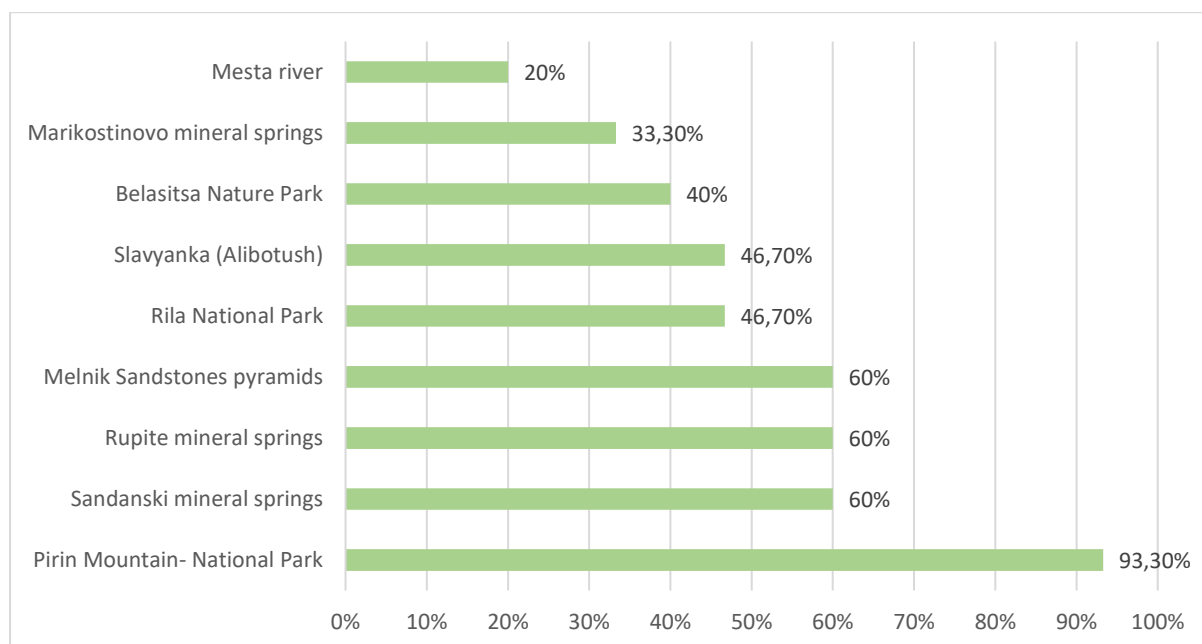
Tangible Cultural Resources

- The Old town of Bansko
- Kovachevitsa Village
- Lesten Village
- Melnik Town
- Rojen Monastery "Nativity of the Mother of God"
- Holy Trinity Church
- Samuilova Fortress
- Ancient town Herakleya Sintika
- Renaissance complex "Varosha" – Blagoevgrad
- "Presentation of the Blessed Virgin Mary" church
- Dolen Village
- Sveto Blagoveshtenie (St Annunciation) church
- Municipal History Museum – Gotse Delchev
- Historical Museum Petrich
- Historical Museum Razlog
- Nicopolis ad Nestum
- Delchevo Village

Intangible Cultural Resources

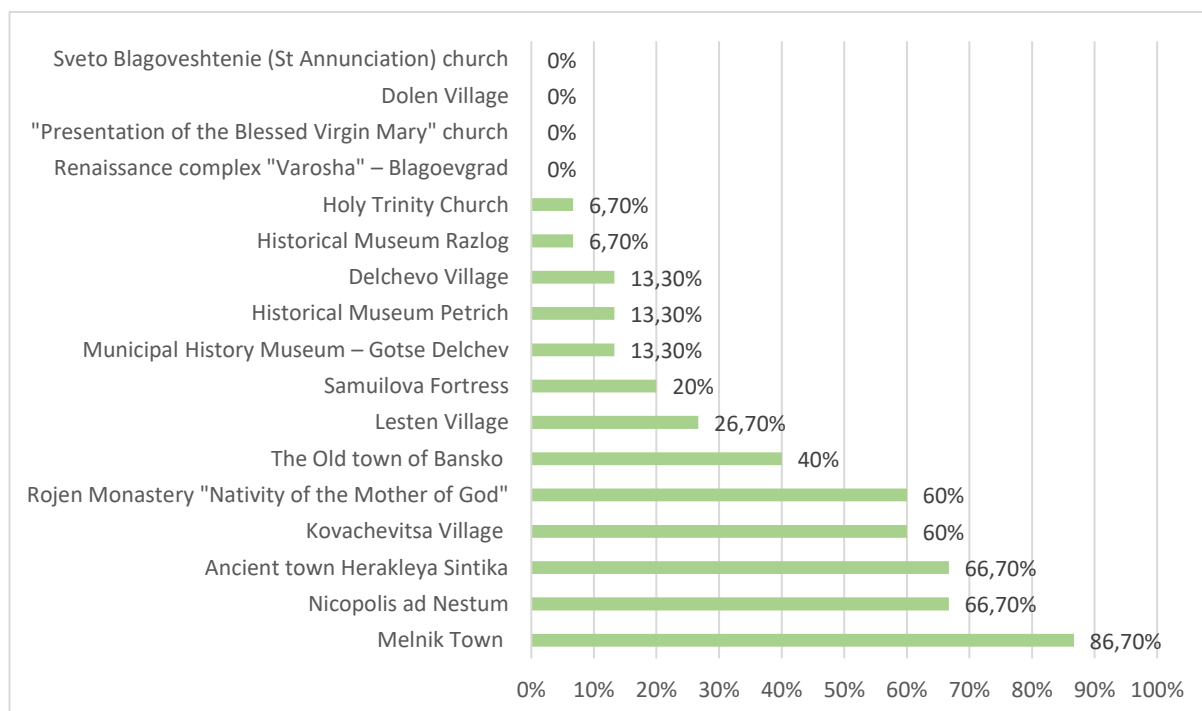
- International Festival "Pirin Folk"
- St John's Eve (Enyovden)
- International Folklore Festival "Maleshevo sings and dances"
- International Folklore Festival of Dance Clubs "Sharena Stomna"

Graph 13. 5 most important natural resources of the region



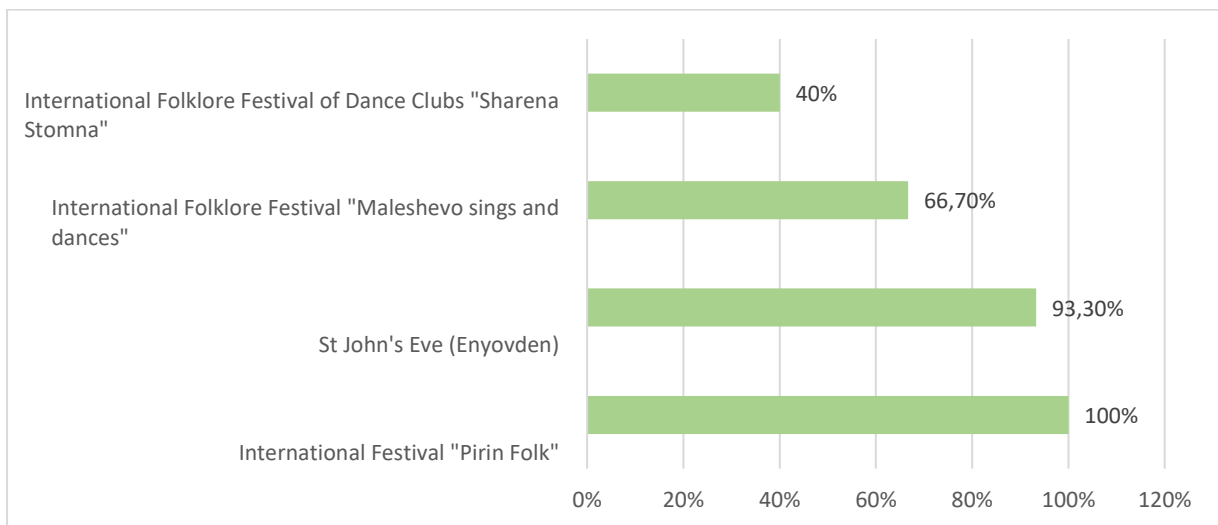
From the results of the Graph 13, it is clear that the most important and popular natural resource of the Bulgarian region is Pirin National Park (93,3%), followed by the Sandanski Mineral Springs (60%), the Rupite Mineral Springs (60%), the Melnik Sandstones Pyramids (60%), Rila National Park (46,7%), Slavyanka (46,7%), Belasitsa Nature Park (40%), Marikostinovo Mineral Springs (33,3%) and Mesta River (20%).

Graph 14. 5 most important tangible cultural resources of the region



Regarding the tangible cultural resources of the Greek region, the results of the Graph 14 shows that the most important and popular destination is the Melnik Town (86,7%), followed by Nicopolis ad Nestum (66,7%), the Ancient town of Herakleya Sintika (66,7%), Kovachevitsa Village (60%), Rojen Monastery (60%), the Old Town of Bansko (40%), Leshten Village (26,7%), Samuilova Fortress (20%), the History Museum of Gotse Delchev (13,3%), the Historical Museum of Petrich (13,3%), Delchevo Village (13,3%), the Historical Museum of Razlog (6,7%) and the Holy Trinity Church (6,7%).

Graph 15. 3 most important intangible cultural resources of the region



Finally, from the results of the Graph 15, it is clear that the most important and popular intangible cultural resources of the Bulgarian region is the International Festival "Pirin Folk" (100%) and the St. John's Eve (93,3%), followed by the International Folklore Festival "Maleshevo sings and dances" (66,7%) and International Folklore Festival of Dance Clubs "Sharena Stomna" (40%).

B3. CRITICAL EVALUATION THROUGH SWOT ANALYSIS

The findings from the critical analysis were organized within a SWOT analysis (Opportunities, Weaknesses, Prospects and Threats) taking into account the parameters of demand, recognition, synergies and management, in order to draw the critical issues for the formation of a common identity.

This analysis was based on the following sources:

- The questionnaires with eco-tourism resource managers
- The tourism development plans of each region
- The official web portals of every country and those of the two regions

Based on the findings and the previous evaluation (which was based on the methodological framework described in the respective section), the findings of the critical analysis were organized through a SWOT analysis (Opportunities, Weaknesses, Prospects and Threats) taking into account the parameters of demand, recognition, synergies and management, in order to raise the critical issues for the formation of a common identity.

INTERNAL FACTORS	
STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> ▪ Most of the eco-cultural resources of the area have the potential for further tourism development. ▪ The study area has a very significant natural wealth, including rivers, lakes, large forest areas and important national parks. ▪ It includes many mineral springs in good conditions mainly in the Bulgarian region. ▪ It includes many preserved traditional settlements, mainly in the Bulgarian region. ▪ It includes many important ancient, Roman and Ottoman monuments, mainly in the Greek region. ▪ There are a significant number of religious temples and monasteries in both areas. ▪ There is a great wealth of intangible resources (traditional festivals, customs and traditions). 	<ul style="list-style-type: none"> ▪ The Greek region is not considered touristically developed. ▪ The Bulgarian region is not considered touristically developed (with the exception of organized winter resorts). ▪ Greek tourists visit mainly the Bansko area on winter. ▪ The Greek region is a short stop for Bulgarian tourists and not their main destination. ▪ Most of the eco-cultural resources have a low degree of visibility and their promotion is defined as insufficient. ▪ The quality of services provided in both areas is still low, with the exception of organized winter resorts.

<ul style="list-style-type: none"> ▪ The Bulgarian region is especially popular for its winter tourist spa resorts. ▪ The Bansko and Sandanski area is a very popular destination for Greeks. ▪ The legal and administrative status of the resources does not seem to be an obstacle to the formation of a common identity strategy. ▪ Most of the eco-cultural resources have the potential to be connected with a strong identity for the region. 	
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EXTERNAL FACTORS

OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> ▪ The proximity of the two areas favors the movement of tourists between them. ▪ The pandemic of 2019 boosted domestic tourism growth in both countries. ▪ The economic instability due to the pandemic of 2019, the energy crisis and the war in Ukraine put Bulgaria in an advantageous position to attract Greek tourists, as it is a financially affordable destination for them. ▪ Given the constant demand for alternative forms of tourism with more experiential and authentic features, both areas have the opportunity to use their advantages in this direction. ▪ Opportunity to design thematic tourist cross-border routes. ▪ The possibility of utilizing national and European financial programs and tools for their tourism development. 	<ul style="list-style-type: none"> ▪ The decrease of visit rate due to the rapidly changing conditions in the world economy. ▪ The inability to determine the tourist trend after the pandemic of 2019 era. ▪ The global energy crisis threatens the operating costs of tourism facilities. ▪ The tourist instability in the Greek region due to the decrease of Russian tourists.

- The area is not characterized by mass tourism, which gives the opportunity to develop the area based on the principles of sustainability.
- An integrated promotion strategy in the area can create new jobs, increase income, improve quality of life, improve human resource capacity and attract new investors.

PART C: COMMON IDENTITY PLAN

C1. IDENTITY OF A PLACE-PLACE BRANDING

The identity of a place is given by people in a place in order to be able to differentiate that place from others. The differences between the places are attributed or perceived by the people who live there or visit them. It is, to some extent, a subjective social construction based on objective natural environments. The identity of the place refers to those elements of nature, culture and life and anything else that makes a place recognizable within the spatial system.

The formation of a place identity (place branding) is a relatively recent in the history of urban marketing methods. In the increasingly internationalized world, regions are making efforts to be able to create their own identity and shape their image. Their goal is to become more attractive and more competitive, in order to attract not only tourism but also capital, investment and trained human resources, in order to boost their economic growth. In this context, the regions began to implement competitive policies in order to enhance their economic development. Thus, they began to adopt and implement policies, as well as to develop strategic development plans in order to attract markets (tourists, new residents, people of the arts, etc.). One of these policies is the Place Branding, which is an integral part and starting point of the process of the so-called "Marketing Place" and its purpose is to contribute to the promotion of the place. Place Branding is the process that focuses on the perception of public opinion about places and tries to influence it in a way that serves the needs of each of them.


The Place Branding has to do mainly with the image of a place. If the image of a place is good, according to public opinion, it also makes it a place of attraction for future "consumers" (citizens, visitors, businesses, etc.). That is why Place Branding is an extremely important tool for the economic regeneration of cities, as it enables cities to attract investment and become a cultural and tourist destination. The image of a place is transmitted by three distinct forms of communication: the primary, the secondary and the tertiary communication. Primary communication refers to the communication results of the actions undertaken by the city (e.g., landscape strategies, infrastructures, administrative organization), secondary communication refers to classic promotion actions (e.g., advertising, public relations, logo and slogan) and the third concerns informal communication such as the word-of-mouth communication.


C2. KEY FEATURES OF THE INTERNAL ENVIRONMENT


In order to design the common identity of the two regions, the findings of the previous parts will be used, which should be reflected in a coherent and complete way in the identity.

In the previous parts of the research, a brief record of 60 eco-cultural resources of the two regions was made. The 30 most recognizable resources of which were selected for further evaluation. The 30 eco-cultural resources were evaluated based on their dynamics in shaping the image of the region and their development prospects in the near future. Finally, an extensive SWOT analysis was performed which recorded the strengths and weaknesses of the study area and its resources, as well as the opportunities and threats that may arise from the external environment.

The collected data show the following dominant characteristics of the internal environment of the study area:

-  **Rich eco-cultural reserve:** Both study areas are distinguished by quite important natural resources that include rivers, lakes and mountains, many of which are protected by national legislation or international conventions. However, many of these resources have not been fully utilized and promoted and the tourism offered product does not have the dynamics to make the area attractive. The above does not apply to some of the resources, such as Mount Pirin in the Bansko area, which has been developed extensively in recent years and is particularly popular in the winter months due to the ski resort. In the case of Pirin, a continuous effort is made to upgrade the services and infrastructure of the wider area, in order to satisfy the needs of tourists. For this reason, it is one of the most popular winter resorts in the Blagoevgrad region, attracting tourists not only from the interior of Bulgaria but also from abroad.

-  **Plenty of thermal springs:** Another special feature of the area is the presence of many thermal springs, especially on the Bulgarian side. This happens, as thermalism is in the culture of the inhabitants of Bulgaria. As a result, they made greater use of their thermal springs. In addition, their flexible institutional framework has enabled entrepreneurs to invest in the field of thermalism, creating many high-quality facilities, with good quality water, developed services and at reasonable prices. The same does not happen in the case of the Greek region, in which only two thermal springs are recorded.

-  **Many traditional settlements:** In the study area there is also a significant number of traditional settlements, many of which are protected by national legislation or international conventions. Most of them are located in the Bulgarian region and are special examples of

traditional architecture and heritage. However, many of them have not been promoted enough to be able to ensure more tourist traffic. At the same time the services provided are quite limited, there is no qualified and trained staff and in general there is no willingness to provide improved services. It is worth mentioning that there are some settlements such as the old town of Bansko, which provides high services compared to others. This is justified as it is influenced by the development of the Bansko winter resort.

✚ **Plenty of religious venues and monasteries:** Both studied areas are of strong religious interest as many temples and monasteries are located there. Both countries, having a strong religious tradition, which is evident from its temples and monasteries, can make use of this cultural heritage and develop their religious tourism. In fact, the two areas could work together to jointly design and promote a common route that will connect all these religious sites.

✚ **Remarkable ancient, ottoman, byzantine and roman monuments:** A number of monuments from the ancient Greek, roman, ottoman and byzantine period, which are found in both areas, are also important. These monuments have not been promoted and for this reason a more coordinated promotion strategy is considered appropriate. This does not happen in the case of the Kasta Tomb of Amphipolis, where a Macedonian burial monument of the early Hellenistic period was recently discovered inside the hill. This monument has become quite famous worldwide due to this new discovery, however it is considered necessary to pay the necessary attention in order to maintain its popularity as a tourist destination.

✚ **Limited tourist development of the area:** The tourist development of the area presents significant differences. More specifically, the tourism development of the Bulgarian region is mainly based on the winter tourist resorts and the wellness and thermal resorts, where, to a large extent, the overnight stays of the visitors take place. However, there is a significant flow of Greek tourists who make day trips to the market of Sandanski. The Greek region on the other hand is a short stop for many visitors and not their dominant destination. More specifically, there are many Bulgarian tourists, who pass through the area to reach the coastal areas of Halkidiki. Also, in the area there are some resources that attract specific groups of tourists, such as Lake Kerkini and the Kasta Tomb of Amphipolis.

✚ **Limited tourist promotion of the area:** The two areas are not considered particularly promoted, with a few exceptions of some eco-cultural resources. This usually happens as the

countries' central tourism promotion strategy often emphasizes to the promotion of the central region resources. Thus, the other regions are less promoted. In the present case, the administrations of the two studied areas need to make more efforts in terms of local promotion and always in cooperation with the local stakeholders and the citizens.

C3. KEY FEATURES OF THE EXTERNAL ENVIRONMENT

Below are listed 4 main characteristics of the external environment and affect the studied area. These characteristics must be taken into account during the design process of image formation and promotion.

- ✚ **Emphasis on the proximity of the two areas:** The two areas are cross-border and have several common features. This enables the two regions to jointly design a resource promotion strategy. Particularly through cross-border European programs, this cooperation can thrive and follow common decisions and development strategies in the future. Thus, after the completion of the River Plus project, the representative bodies of the two regions can jointly promote a common identity for the region and plan in a way that favors the movements of Greek tourists in Bulgaria and vice versa.

- ✚ **Emphasis on alternative forms of tourism and the provision of personalized services:** The tourism industry has come under great pressure from the effects of the 2019 pandemic. As a result, new trends in tourism have emerged. Alternative destinations, authentic and experiential activities, local activities, road trips, well-being services, new destinations that are not visited by many people and travel nature experiences, they are gaining more and more ground in the choices of both tourists. The model of tourism is changing worldwide and creates new opportunities in areas that will realize the new model and will respond immediately to the challenges of the new "era". At the same time, given the pandemic of 2019, there will be a new generation that will place more emphasis on health and safety and therefore the destinations will have to greatly improve the quality of their services.

- ✚ **Emphasis on the sustainable development of the areas:** As the area is not characterized by mass tourism, it becomes easier to plan the tourism development of the area, oriented towards the principles of sustainability. Sustainable tourism takes into account its current and future economic, social and environmental impacts and meets the needs of visitors, tourism stakeholders and communities in the destinations. Regional planners need to focus on making

the best use of eco-cultural resources, with respect for local communities and the environment, and with a view to local economic development.

🚩 **Emphasis on the resilience of the regions:** Changing conditions in the global economy, due to the effects of the 2019 pandemic, the war in Ukraine and the energy crisis, have changed the tourist flow as well as the tourist development of the regions. Given these changing conditions, regions are called upon to become more resilient in order to be able to absorb the pressures that arise and which affect social and economic prosperity.

C4. CONCLUSIONS AND POLICY PROPOSALS

In order to form a common identity for the reference area, it is considered appropriate to utilize all those characteristics of the eco-cultural resources that have been recorded, emphasizing their advantages and potentials. From the strong characteristics of the resources can emerge the vision for the identity of the area, the slogan as well as the axe interventions and the thematic priorities of the strategic promotional plan.

However, the eco-cultural resource weaknesses should not be overlooked in order to find ways to improve them, if possible. Opportunities arising from the external environment can contribute in this direction.

In addition, for the implementation of a strategic promotional plan, it is important to take into account the needs of each resource in terms of their development and promotion so that each representative body can contribute to the promotion of the desired identity. In the next section, a strategic promotional plan is formed, in order all of the above to be included.

PART D: STRATEGIC PROMOTIONAL PLAN

D1. THE METHODOLOGICAL CONTEXT OF PART D

The present part seeks to develop a strategic plan to promote the eco-cultural resources of the two under studied areas. A Strategic Promotion Plan consists of:

- The **Vision**, which composes the basic principles for the intervention. This vision is the ultimate central goal of the whole project. In other words, it answers the question of what must have been achieved at the end of the promotion plan.
- The **Strategic Objectives**, which specify the Vision in order to finally achieve the addressing of the key, crucial, promotion issues.
- The **Thematic Priorities**, which give a clear direction for the formulation of the respective actions of the strategy.
- The **Actions**, through the implementation of which specific also quantifiable, outputs (natural result) are produced so that the required results are obtained.

The Strategic Objectives will correspond to the Strategic Axes of the promotion plan, to which its Actions are organically integrated.

The Strategic Promotion Plan will organize the proposed interventions based on a model which will be built on the following axes:

- Title of Promotion Action
- Brief description of the Promotion Action
- Category / Form of Ecotourism Resource
- Intervention Time Period
- Financial & Human Resources
- Areas / Settlements
- Intervention Agency
- Source of Funding
- Estimated cost of intervention

This approach to the formulation of the Strategy which will be "top-down" will then be supplemented with the "bottom-up" approach, based on the findings of the relevant consultation. The synthesis of the "top-down" and "bottom-up" approach will shape the final Strategy.

Based on the above, the Logic of Intervention will be structured on the following sections:

- Needs
- Strategic Objectives

- Expected Results
- Indicative Action Groups

The logic of the Intervention will correspond to the needs that will be identified during the analysis, specific indicative groups of Actions based on the outputs and the results to be achieved. For the effective implementation of the Strategic Promotion Plan, the Strategic Objectives will be organized in Axes of Intervention. This organization is necessary for the Strategy to correspond to the objectives and the typology of actions of the Program in which it is included and which will mainly finance it. The following is a detailed description of the Indicative Action Groups which includes: Title Program / Axis of Intervention, Description - Feasibility, Implementation Methodology, Maturation Procedures, Maturity - Schedule, Budget, Beneficiaries / Implementing Bodies - Beneficiaries, Benefits, Indicators. Beneficiaries etc.

D2. FORMULATION OF THE VISION

The vision for the area is articulated and formulated taking into account the recording, processing and analysis of eco-cultural resources, as it has been done in the context of the previous parts. Some introductory assumptions, which result from the above parts and from their findings and are considered important before its formulation, are the following:

- The first assumption is the lack of spatial continuity in the area, which, however, does not deprive it of many important resources, with similarities in their typology but also importance in terms of their role, dynamics, or content.
- The second assumption is the confirmation of the original hypothesis that the area has many and important resources of natural, material, and intangible heritage.
- The third assumption is the possibility provided by the resources for networking that can contribute to the enrichment of the tourism product.
- The fourth assumption is that the eco-cultural resources of the wider cross border area, if "functionally" added to those recorded under the River Plus project, can enhance the image of the correspondingly enlarged area and release significant dynamics.

The Vision for the region incorporates the following key features:

- it does not arise arbitrarily
- relies on field research findings & specializes in the development of the strategic plan as it affects the next stages
- is completely correlated with the mission of the project partners in the cross-border area

- formulated in a clear & concise manner
- is based on realistic data
- contains a long-term orientation

At the same time, the impulse should be evaluated by local stakeholders if:

- is targeted & can inspire
- it can be assimilated into the internal culture of the partners
- is articulated intelligently to the recipients

In this context, the proposed vision for the region is:

"The formation of a common strong image for the reference area, through a collective process, which will be based on its strong natural characteristics and its rich tangible and intangible cultural heritage, in order to attract visitors who, seek experiential and authentic experiences all year round».

This vision refers to 4 key elements, which are analyzed below:

Advantages of the area: The proposed vision initially refers to the promotion of the three advantages of the area, namely, its natural environment and its tangible and intangible cultural heritage as identified and recorded in the first section of the research.

Image formation process: This promotion is sought to be achieved after collective processes and efforts by all parties involved, in order to effectively identify the needs of tourists, based on new trends and requirements. In this way it will be possible to better manage the available eco-cultural resources and to properly design the tourism product.

Image Orientation: As the area, to a large extent, is not characterized by mass tourism, it can aim to attract groups of tourists who want to live alternative tourism experiences with a strong element of authenticity. The purpose is to form an image, which refers to tourist activities that remain unforgettable and memorable to visitors.

Seasonality: As the area has features that help attract tourists throughout the year, it is proposed to promote the area as a 12-month destination.

Based on the above vision, the proposed slogan for the reference area is:

"An authentic, nature and cultural destination for all year round"

D3. STRATEGIC OBJECTIVES - AXES OF INTERVENTION

The vision is structured and specialized on three Strategic Objectives that constitute the Axes of Intervention of the Strategic Promotion Plan. These Axes are:

Axe of Intervention A: Natural and wildlife resources

The "natural and wildlife resources" emerged through a systematic, recording, prioritization and evaluation that took place on previous parts. In this context, natural resources were considered as the significant advantages of the reference area related to the natural environment and ecosystems, soil, subsoil, air, or water element. Natural resources are determined by human perceptions and attitudes, desires, technological skills, legal, economic, and institutional arrangements, as well as by political systems.

Axe of Intervention B: Tangible cultural heritage

Resources for Tangible cultural heritage emerged through a systematic recording, prioritization and evaluation of previous parts. In this context, tangible cultural heritage was considered as something tangible cultural heritage due to its contribution to the identity, creativity, knowledge, traditions, and culture of a community. This recording will refer to cultural goods that are tangible and not intangible assets such as historic cities, archeological sites, museums, cultural landscapes and objects.

Axe of Intervention C: Intangible cultural heritage

The resources related to the Intangible cultural heritage emerged through a systematic, recording, prioritization and evaluation that took place in previous parts. In this context, "intangible cultural heritage" means the practices, performances, representation, expression, knowledge or ability, as well as the means, objects, objects and cultural spaces that communities, groups or, in some cases, individuals recognize as part of their cultural heritage.

D4. THEMATIC PRIORITIES

To identify the Specific Objectives and Thematic Priorities, the following data were considered:

- The total of 60 eco-cultural resources on the Greek and Bulgarian side recorded in the first part of this survey.
- The total of 30 eco-cultural resources on the Greek and Bulgarian side that were selected as the most important in the second part of the survey.

Following these, the following Thematic Priorities are selected per Axis of Intervention:

 Thematic Priority: **T.P 1: Parks & Mountains**

Axis A: Natural and wildlife resources

 Thematic Priority: **T.P 2: Rivers**

Axis A: Natural and wildlife resources

 Thematic Priority: **T.P 3: Mineral Springs**


Axis A: Natural and wildlife resources

 Thematic Priority: **T.P 4: Settlements**

Axis B: Tangible cultural heritage

 Thematic Priority: **T.P 5: Cultural Monuments**

Axis B: Tangible cultural heritage

 Thematic Priority: **T.P 6: Religious Places**






Axis B: Tangible cultural heritage



 Thematic Priority: **T.P 7: Festivals & Events**

Axis C: Intangible cultural heritage

D5. PROPOSED INTERVENTIONS – ACTIONS

N.	AXIS	THEMATIC PRIORITY	ACTION	REGION
1	A.	T.P.: A.1	A.1.1 Parks & Mountains	Regional Unit of Serres
Lake Kerkini				
RESOURCE SUMMARY DESCRIPTION				
<p>Lake Kerkini is one of the most important wetlands in Greece, where a rich world of living organisms' lives, develops and reproduces and the protection and preservation of which for moral, aesthetic, scientific and economic reasons is vital. Lake Kerkini is located 45 km west of the city of Serres and next to the village of Lithotopos. The wetland is protected by the Ramsar agreement and the Greek Legislation, as 276 recorded species of birds find in the coastal forest, many of which are rare or endangered. In the waters of the lake on the other hand there are more than thirty species of fish, while on its borders live a significant number of different amphibians, reptiles and invertebrates. In the wider area, which is adjacent to the lake, live many species of mammals.</p>				
NEEDS & STRATEGIC GOALS				
NEEDS				
<ul style="list-style-type: none"> ✚ Composition of a multifaceted product based on available resources, through the strengthening of special infrastructure and the provision of quality tourism services. ✚ Adaptation of the touristic product to the characteristics of demand and the requirements of focused target groups. ✚ Designing new alternative cultural activities with the aim of attracting more tourists. 				
STRATEGIC GOALS				
<ul style="list-style-type: none"> ✚ Emphasis on intra-regional inter-sectoral and cross-sectoral synergies. ✚ Emphasis on interregional and cross-border synergies. ✚ Building customers-tourists loyalty 				
INDICATIVE PROMOTIONAL ACTIONS				INDICATIVE BUDGET
<p>Video production - Promotion</p> <p>The production of a high-quality promotional video with short variations, with the aim of spreading it widely on social networks. It will be at least in Greek / English language.</p>				30.000,00 €
<p>Production of photographic material</p> <p>The production of a high-quality photographic material that will have copyright.</p>				5.000,00 €




<p>Create promotional texts</p> <p>The texts will be used on social media accounts of the management body, on the tourist website of the Region and other possible sources and they will be at least in Greek / English language. The texting will concern the destination and the experiences it offers.</p> <p>Social media</p> <p>Enrichment of existing Social Media accounts of the management body and development of new ones (e.g Instagram). These initiatives will concern the content development (creative posters, copies, creative concepts of promotion campaigns and competitions, infographics etc) at least in Greek and English language. It is also proposed to promote material on the Region's social media accounts.</p> <p>Interregional and cross-border cooperation for the interconnection of resources</p> <p>The aim of this action is the interconnection (part) of the tourist product with relevant geographical and thematic networks of neighboring areas in such a way that the management body can take advantage of the attractiveness of resources outside his area, but also increase its attractiveness. The actions that can be included concern the thematic networking and the promotion of joint promotion/promotion actions, the cooperation of competent bodies and the networking of infrastructures, the development of cooperation between businesses of different destinations, the strengthening of the mobility of tourism professionals.</p>	<p style="text-align: right;"><i>8.000,00 €</i></p> <p style="text-align: right;"><i>10.000,00 €</i></p> <p style="text-align: right;"><i>20.000,00 €</i></p>
EXPECTED RESULTS	
<p>RESULTS</p> <ul style="list-style-type: none">  Increase in the number of visitor arrivals  Attracting visitors from new markets  Increasing the attractiveness of the region  Linking the resource with others in the cross-border area  Cooperation on know-how issues from respective centers 	

<ul style="list-style-type: none">  Provision of new tourism products  Improvement of service level 				
COMMUNICATION CHANNELS				
Social media communication & advertising				✓
Digital advertising & marketing				✓
Digital listings				
Email marketing				
Articles & press releases online				
Webinars				
Printed materials				✓
Organizing familiarization trips				
Contact via phone				
One 2 one appointment for presentation				
Workshops				
Events				✓
Sponsorships - Collaborations				✓
Word to Mouth				✓
IMPLEMENTING BODY				
Management Body of Kerkini Lake				
JUSTIFICATION OF THE IMLEMENTING BODY'S SELECTION				
The Management Body of Kerkini Lake is the legal management body of the resource. For this reason, it is the most appropriate body to design and implement the promotional strategy of this resource.				
FINANCIAL POTENTIAL SOURCES				
Operational Plans in Central Macedonia and Blagoevgrad				✓
National Sectoral Programs with reference to Tourism				✓
INTERREG Cross - Border Programs				✓
European Programs on Tourism				✓
HORIZON research projects				
Own resources of Regions				✓
Own resources of Municipalities				
N.	AXIS	THEMATIC PRIORITY	ACTION	REGION

2	A.	T.P.: A.1	A.1.2 Parks & Mountains	Regional Unit of Serres
Vrontous Mountain - Lailias				
RESOURCE SUMMARY DESCRIPTION				
<p>Lailias is the most important forest of Serres and the most important place of recreation for Serres citizens. It is located in the western part of the Vrontous mountains, an area of 33,000 acres and consists mainly of forest pine and beech. The relief of the mountain area, presents rows of smooth peaks, while, from a hydrological point of view, the area is part of the catchment area of the river Krousovitis. There are 515 species of flora in the forest, of which 345 are perennial herbaceous, 44 shrubs, 22 trees and 104 annual species, while 21 varieties of plants and lower plant units, from the forest flora, are unique, in Greece. The forest is protected by laws and decisions of the Greek State and Europe.</p>				
NEEDS & STRATEGIC GOALS				
<p>NEEDS</p> <ul style="list-style-type: none"> ✚ Modernization of all facilities of the ski center ✚ Construction of a water tank for the purpose of supplying artificial snow ✚ Creation of a new second ski track ✚ Enhancing the recognition of the region and its tourism product (resources and activities) in the target markets. ✚ Overall management and tourist promotion under a long-term and targeted policy. <p>STRATEGIC GOALS</p> <ul style="list-style-type: none"> ✚ The repositioning of the ski center on the competition map, utilizing its good location (90' from Thessaloniki) as well as its modernization while maintaining the ecological balance. ✚ Building customers-tourists loyalty ✚ Emphasis on intra-regional inter-sectoral and cross-sectoral synergies. ✚ Emphasis on interregional and cross-border synergies. 				
INDICATIVE PROMOTIONAL ACTIONS				INDICATIVE BUDGET
<p>Website design</p> <p>The website will be based on a reliable and easy to use content management system (CMS / content management system), to have a simple and timeless visual, to have the characteristics of responsive design so that it can be read correctly by all devices (PC, tablet, smartphone), to meet the specifications of SEO (search engine optimization - optimal presence in search engines) and to have a tool to promote the newsletter.</p>				8.000,00 €

<p>Production of photographic material</p> <p>The production of a high-quality photographic material that will have copyright.</p>	<p><i>5.000,00 €</i></p>
<p>Video production - Promotion</p> <p>The production of a high-quality promotional video with short variations, with the aim of spreading it widely on social networks. It will be at least in Greek / English language.</p>	<p><i>30.000,00 €</i></p>
<p>Create promotional texts</p> <p>The texts will be used on social media accounts of the management body, on the tourist website of the Region and other possible sources and they will be at least in Greek / English language. The texting will concern the destination and the experiences it offers.</p>	<p><i>8.000,00 €</i></p>
<p>Promotional events</p> <p>Organizing promotional events in the market of Thessaloniki, as well as in clubs and associations that are related to skiing, mountaineering and other mountain activities. This requires timely planning - good organization - monitoring. At the same time, it is proposed to organize group journalistic excursions with a predetermined theme in the context of contacts with the Greek and international media.</p>	<p><i>20.000,00 €</i></p>
<p>Interregional and cross-border cooperation for the interconnection of resources</p> <p>The aim of this action is the interconnection (part) of the tourist product with relevant geographical and thematic networks of neighboring areas in such a way that the management body can take advantage of the attractiveness of resources outside his area, but also increase its attractiveness. The actions that can be included concern the thematic networking and the promotion of joint promotion/promotion actions, the cooperation of competent bodies and the networking of infrastructures, the development of cooperation between businesses of</p>	<p><i>20.000,00 €</i></p>

different destinations, the strengthening of the mobility of tourism professionals.	
EXPECTED RESULTS	
RESULTS	
<ul style="list-style-type: none"> ✚ Improving the position of the ski center in the competition ✚ Better utilization of the comparative advantages of the mountain Lailias ✚ Linking the resource with others in the cross-border area ✚ Increase visitors ✚ Attracting visitors from new markets ✚ Cooperation on know-how issues from respective centers ✚ Provision of new tourism products ✚ Improvement of service level 	
COMMUNICATION CHANNELS	
Social media communication & advertising	✓
Digital advertising & marketing	✓
Digital listings	
Email marketing	
Articles & press releases online	✓
Webinars	
Printed materials	✓
Organizing familiarization trips	✓
Contact via phone	
One 2 one appointment for presentation	
Workshops	
Events	✓
Sponsorships - Collaborations	
Word to Mouth	✓
IMPLEMENTING BODY	
Management Body of Lailias SA	
JUSTIFICATION OF THE IMLEMENTING BODY'S SELECTION	

The Management Body of Lailias SA is the legal management body of the resource. For this reason, it is the most appropriate body to design and implement the promotional strategy of this resource.				
FINANCIAL POTENTIAL SOURCES				
Operational Plans in Central Macedonia and Blagoevgrad				✓
National Sectoral Programs with reference to Tourism				✓
INTERREG Cross - Border Programs				✓
European Programs on Tourism				✓
HORIZON research projects				
Own resources of Regions				✓
Own resources of Municipalities				
N.	AXIS	THEMATIC PRIORITY	ACTION	REGION
3	A.	T.P.: A.1	A.1.3 Parks & Mountains	Blagoevgrad Region
Pirin Mountain- National Park				
RESOURCE SUMMARY DESCRIPTION				
<p>The Pirin Mountain is located in southwestern Bulgaria, between the valleys of the Struma and Mesta and is one of the oldest mountains in Europe. The portion of the Pirin Mountains, between the areas Predel and Todorova Polyana is the National Park "Pirin". Within the park fall more than 50 marble and granite peaks above 2500 meters and Vihren - 2,914 meters above sea level, is the third highest on the Balkan Peninsula. Because of its unique natural complex since 1983 National Park "Pirin" is included in the Convention concerning the Protection of the World Cultural and Natural Heritage. The presence of the National Park "Pirin" in the UNESCO World Heritage Site confirms the outstanding universal value of the natural object. In the National Park there are 2091 species and subspecies of invertebrates. Also, it is characterized by exceptional plant diversity and a high percentage of endemic component. The average age of the forests in the National Park "Pirin" is 85 years, with the largest share of forests older than 140 years.</p>				
NEEDS & STRATEGIC GOALS				
NEEDS				
<ul style="list-style-type: none">  Composition of a multifaceted product based on available resources, through the strengthening of special infrastructure and the provision of quality tourism services.  Adaptation of the touristic product to the characteristics of demand and the requirements of focused target groups.  Designing new alternative cultural activities with the aim of attracting more tourists. 				

STRATEGIC GOALS

- ✚ Emphasis on intra-regional inter-sectoral and cross-sectoral synergies.
- ✚ Emphasis on interregional and cross-border synergies.
- ✚ Building customers-tourists loyalty

INDICATIVE PROMOTIONAL ACTIONS	INDICATIVE BUDGET
<p>Website design</p> <p>Enrichment of the existent official website with high quality photographic and video material. The website will be based on a reliable and easy to use content management system (CMS / content management system), to have a simple and timeless visual, to have the characteristics of responsive design so that it can be read correctly by all devices (PC, tablet, smartphone), to meet the specifications of SEO (search engine optimization - optimal presence in search engines) and to have a tool to promote the newsletter. It will be at least in Bulgarian / English language.</p>	5.000,00 €
<p>Production of photographic material</p> <p>The production of a high-quality photographic material that will have copyright.</p>	5.000,00 €
<p>Video production - Promotion</p> <p>The production of a high-quality promotional video with short variations, with the aim of spreading it widely on social networks. It will be at least in Bulgarian / English language.</p>	30.000,00 €
<p>Create promotional texts</p> <p>The texts will be used on social media accounts of the management body, on the tourist website of the Region and other possible sources and they will be at least in Bulgarian / English language. The texting will concern the destination and the experiences it offers.</p>	8.000,00 €
<p>Events</p> <p>Co-organization of events and various tourist experiential activities of nature and culture with local bodies, organizations and groups.</p>	20.000,00 €

<p>Interregional and cross-border cooperation for the interconnection of resources</p> <p>The aim of this action is the interconnection (part) of the tourist product with relevant geographical and thematic networks of neighboring areas in such a way that the management body can take advantage of the attractiveness of resources outside his area, but also increase its attractiveness. The actions that can be included concern the thematic networking and the promotion of joint promotion/promotion actions, the cooperation of competent bodies and the networking of infrastructures, the development of cooperation between businesses of different destinations, the strengthening of the mobility of tourism professionals.</p>	<p>20.000,00 €</p>
<p>EXPECTED RESULTS</p>	
<p>RESULTS</p> <ul style="list-style-type: none"> ✚ Increase in the number of visitor arrivals ✚ Attracting visitors from new markets ✚ Increasing the attractiveness of the region ✚ Linking the resource with others in the cross-border area ✚ Cooperation on know-how issues from respective centers ✚ Provision of new tourism products ✚ Improvement of service level 	
<p>COMMUNICATION CHANNELS</p>	
Social media communication & advertising	✓
Digital advertising & marketing	✓
Digital listings	
Email marketing	
Articles & press releases online	
Webinars	
Printed materials	✓
Organizing familiarization trips	
Contact via phone	

One 2 one appointment for presentation				
Workshops				
Events	✓			
Sponsorships - Collaborations	✓			
Word to Mouth	✓			
IMPLEMENTING BODY				
Management Body of Pirin National Park				
JUSTIFICATION OF THE IMLEMENTING BODY'S SELECTION				
The Management Body of Pirin National Park is the legal management body of the resource. For this reason, it is the most appropriate body to design and implement the promotional strategy of this resource.				
FINANCIAL POTENTIAL SOURCES				
Operational Plans in Central Macedonia and Blagoevgrad	✓			
National Sectoral Programs with reference to Tourism	✓			
INTERREG Cross - Border Programs	✓			
European Programs on Tourism	✓			
HORIZON research projects				
Own resources of Regions	✓			
Own resources of Municipalities				
N.	AXIS	THEMATIC PRIORITY	ACTION	REGION
4	A.	T.P.: A.1	A.1.4 Parks & Mountains	Blagoevgrad Region
Belasitsa Nature Park				
RESOURCE SUMMARY DESCRIPTION				
Belasitsa is a frontier mountain of Osogovo - Belasitsa mountain group. To the north it is limited by the valley of Strumeshnitsa and to south (in Greece) it reaches Doiran lake and Serres field. To the west (in North Macedonia) it reaches Kosturinska saddle, and to the east Rupel Gorge of the Struma River. It stretches from the west to east. Higher peaks are "Radomir", Kongura, Lozen and Tumba. The total length of Belasitsa Mountain is 60 km. Within the territory of Belasitsa is the park "Belasitsa". It is the newest National Park in Bulgaria. The total area of the park is 117 324,318 decares. Around 1500 plant species have been found in Belasitsa Nature Park, including Bulgarian and Balkan endemites, species protected, and also 1500 fauna species of invertebrates and approximately 180 species of vertebrates.				
NEEDS & STRATEGIC GOALS				

NEEDS

- ✚ Composition of a multifaceted product based on available resources, through the strengthening of special infrastructure and the provision of quality tourism services.
- ✚ Adaptation of the touristic product to the characteristics of demand and the requirements of focused target groups.
- ✚ Designing new alternative cultural activities with the aim of attracting more tourists.

STRATEGIC GOALS

- ✚ Emphasis on intra-regional inter-sectoral and cross-sectoral synergies.
- ✚ Emphasis on interregional and cross-border synergies.
- ✚ Building customers-tourists loyalty

INDICATIVE PROMOTIONAL ACTIONS	INDICATIVE BUDGET
Website design Enrichment of the existent official website with high quality photographic and video material. The website will be based on a reliable and easy to use content management system (CMS / content management system), to have a simple and timeless visual, to have the characteristics of responsive design so that it can be read correctly by all devices (PC, tablet, smartphone), to meet the specifications of SEO (search engine optimization - optimal presence in search engines) and to have a tool to promote the newsletter. It will be at least in Bulgarian / English language.	5.000,00 €
Production of photographic material The production of a high-quality photographic material that will have copyright.	5.000,00 €
Video production - Promotion The production of a high-quality promotional video with short variations, with the aim of spreading it widely on social networks. It will be at least in Bulgarian / English language.	30.000,00 €
Create promotional texts	8.000,00 €

<p>The texts will be used on social media accounts of the management body, on the tourist website of the Region and other possible sources and they will be at least in Bulgarian / English language. The texting will concern the destination and the experiences it offers.</p> <p>Events Co-organization of events and various tourist experiential activities of nature and culture with local bodies, organizations and groups.</p> <p>Interregional and cross-border cooperation for the interconnection of resources The aim of this action is the interconnection (part) of the tourist product with relevant geographical and thematic networks of neighboring areas in such a way that the management body can take advantage of the attractiveness of resources outside his area, but also increase its attractiveness. The actions that can be included concern the thematic networking and the promotion of joint promotion/promotion actions, the cooperation of competent bodies and the networking of infrastructures, the development of cooperation between businesses of different destinations, the strengthening of the mobility of tourism professionals.</p>	<p style="text-align: right;"><i>20.000,00 €</i></p> <p style="text-align: right;"><i>20.000,00 €</i></p>
EXPECTED RESULTS	
<p>RESULTS</p> <ul style="list-style-type: none"> ✚ Increase in the number of visitor arrivals ✚ Attracting visitors from new markets ✚ Increasing the attractiveness of the region ✚ Linking the resource with others in the cross-border area ✚ Cooperation on know-how issues from respective centers ✚ Provision of new tourism products ✚ Improvement of service level 	
COMMUNICATION CHANNELS	
Social media communication & advertising	✓
Digital advertising & marketing	✓
Digital listings	

Email marketing				
Articles & press releases online				
Webinars				
Printed materials	✓			
Organizing familiarization trips				
Contact via phone				
One 2 one appointment for presentation				
Workshops				
Events	✓			
Sponsorships - Collaborations	✓			
Word to Mouth	✓			
IMPLEMENTING BODY				
Management Body of Belasitsa National Park				
JUSTIFICATION OF THE IMLEMENDING BODY'S SELECTION				
The Management Body of Belasitsa National Park is the legal management body of the resource. For this reason, it is the most appropriate body to design and implement the promotional strategy of this resource.				
FINANCIAL POTENTIAL SOURCES				
Operational Plans in Central Macedonia and Blagoevgrad	✓			
National Sectoral Programs with reference to Tourism	✓			
INTERREG Cross - Border Programs	✓			
European Programs on Tourism	✓			
HORIZON research projects				
Own resources of Regions	✓			
Own resources of Municipalities				
N.	AXIS	THEMATIC PRIORITY	ACTION	REGION
5	A.	T.P.: A.1	A.1.5 Parks & Mountains	Blagoevgrad Region
Rila National Park				
RESOURCE SUMMARY DESCRIPTION				
Rila National Park is situated in the southwest part of the country, in Rila mountain. The park has a total area of 81,046 hectares and is the largest of the three national parks in Bulgaria as well as one of the				

largest in Europe. It was declared a natural park and aims to preserve the biological diversity, to protect the wild nature and provide opportunities for scientific and educational activities. There are more than 100 peaks on the territory of the park, with an attitude of over 2000 meters. The highest peak in the country and on the Balkan Peninsula is among them, the Musala peak (2,925 meters high). Concerning the biodiversity of the park is extremely diverse. There are about 1,400 vascular plants, 105 relicts and 57 endemic plant species and 172 vertebrate species.

NEEDS & STRATEGIC GOALS






NEEDS



- ✚ Composition of a multifaceted product based on available resources, through the strengthening of special infrastructure and the provision of quality tourism services.
- ✚ Adaptation of the touristic product to the characteristics of demand and the requirements of focused target groups.
- ✚ Designing new alternative cultural activities with the aim of attracting more tourists.

STRATEGIC GOALS




- ✚ Emphasis on intra-regional inter-sectoral and cross-sectoral synergies.
- ✚ Emphasis on interregional and cross-border synergies.
- ✚ Building customers-tourists loyalty



INDICATIVE PROMOTIONAL ACTIONS	INDICATIVE BUDGET
<p>Website design</p> <p>Enrichment of the existent official website with high quality photographic and video material. The website will be based on a reliable and easy to use content management system (CMS / content management system), to have a simple and timeless visual, to have the characteristics of responsive design so that it can be read correctly by all devices (PC, tablet, smartphone), to meet the specifications of SEO (search engine optimization - optimal presence in search engines) and to have a tool to promote the newsletter. It will be at least in Bulgarian / English language.</p>	<p>5.000,00 €</p>
<p>Production of photographic material</p> <p>The production of a high-quality photographic material that will have copyright.</p>	<p>5.000,00 €</p>

<p>Video production - Promotion</p>	<p>30.000,00 €</p>
<p>The production of a high-quality promotional video with short variations, with the aim of spreading it widely on social networks. It will be at least in Bulgarian / English language.</p>	
<p>Create promotional texts</p>	<p>8.000,00 €</p>
<p>The texts will be used on social media accounts of the management body, on the tourist website of the Region and other possible sources and they will be at least in Bulgarian / English language. The texting will concern the destination and the experiences it offers.</p>	
<p>Events</p>	<p>20.000,00 €</p>
<p>Co-organization of events and various tourist experiential activities of nature and culture with local bodies, organizations and groups.</p>	
<p>Interregional and cross-border cooperation for the interconnection of resources</p>	<p>20.000,00 €</p>
<p>The aim of this action is the interconnection (part) of the tourist product with relevant geographical and thematic networks of neighboring areas in such a way that the management body can take advantage of the attractiveness of resources outside his area, but also increase its attractiveness. The actions that can be included concern the thematic networking and the promotion of joint promotion/promotion actions, the cooperation of competent bodies and the networking of infrastructures, the development of cooperation between businesses of different destinations, the strengthening of the mobility of tourism professionals.</p>	
<p>EXPECTED RESULTS</p>	
<p>RESULTS</p>	
<ul style="list-style-type: none">  Increase in the number of visitor arrivals  Attracting visitors from new markets  Increasing the attractiveness of the region  Linking the resource with others in the cross-border area  Cooperation on know-how issues from respective centers 	

<ul style="list-style-type: none">  Provision of new tourism products  Improvement of service level 	
COMMUNICATION CHANNELS	
Social media communication & advertising	✓
Digital advertising & marketing	✓
Digital listings	
Email marketing	
Articles & press releases online	
Webinars	
Printed materials	✓
Organizing familiarization trips	
Contact via phone	
One 2 one appointment for presentation	
Workshops	
Events	✓
Sponsorships - Collaborations	✓
Word to Mouth	✓
IMPLEMENTING BODY	
Management Body of Rila National Park	
JUSTIFICATION OF THE IMLEMENTING BODY'S SELECTION	
<p>The Management Body of Pirin National Park is the legal management body of the resource. For this reason, it is the most appropriate body to design and implement the promotional strategy of this resource.</p>	
FINANCIAL POTENTIAL SOURCES	
Operational Plans in Central Macedonia and Blagoevgrad	✓
National Sectoral Programs with reference to Tourism	✓
INTERREG Cross - Border Programs	✓
European Programs on Tourism	✓
HORIZON research projects	
Own resources of Regions	✓

Own resources of Municipalities				
N.	AXIS	THEMATIC PRIORITY	ACTION	REGION
6	A.	T.P.: A.2	A.2.1 Rivers	Regional Unit of Serres
Strymon River				
RESOURCE SUMMARY DESCRIPTION				
<p>Strymon river belongs to the hydrographic basin of Eastern Macedonia and has a total length of 392 km, of which 274 are located in Bulgaria and 118 km in the prefecture of Serres. The Strymon valley is the only communication route between Bulgaria and Greece and the Thessaloniki-Sofia Road passes through it. The river originates from the Bulgarian mountain Vitosa and enters Greece west of Promachonas, through the Rupel straits, which it has opened between the mountain ranges of Kerkini (Belles) and Orvilos. The main aquatic ecosystems of the Strymon basin in the Greek part are the Strymon river, the artificial lake Kerkini and the river Angitis. The Strymon - Kerkini complex is one of the most important wetland capitals of the country.</p>				
NEEDS & STRATEGIC GOALS				
NEEDS				
<ul style="list-style-type: none"> ✚ Design and management of attractive alternative tourism experiences to promote the natural resource and the local tourism product. ✚ Enhancing the recognition of the region and its tourism product (resources and activities) in the target markets. ✚ Overall management and tourism promotion under a long-term and targeted policy. ✚ Adaptation of the touristic product to the characteristics of demand and the requirements of focused target groups of the tourism market for which comparative advantages can be created. 				
STRATEGIC GOALS				
<ul style="list-style-type: none"> ✚ Emphasis on intra-regional inter-sectoral and cross-sectoral synergies. ✚ Emphasis on interregional and cross-border synergies. 				
INDICATIVE PROMOTIONAL ACTIONS			INDICATIVE BUDGET	
Video production - Promotion The production of a high-quality promotional video with short variations, with the aim of spreading it widely on social networks. It will be at least in Greek / English language.			30.000,00 €	
Production of photographic material			5.000,00 €	

<p>The production of a high-quality photographic material that will have copyright.</p>	
<p>Create promotional texts</p> <p>The texts will be used on social media accounts of the management body, on the tourist website of the Region and other possible sources and they will be at least in Greek / English language. The texting will concern the destination and the experiences it offers.</p>	<p>8.000,00 €</p>
<p>Social media</p> <p>Enrichment of existing Social Media accounts of the management body and development of new ones (e.g Instagram). These initiatives will concern the content development (creative posters, copies, creative concepts of promotion campaigns and competitions, infographics etc) at least in Greek and English language. It is also proposed to promote material on the Region's social media accounts.</p>	<p>10.000,00 €</p>
<p>Interregional and cross-border cooperation for the interconnection of resources</p> <p>The aim of this action is the interconnection (part) of the tourist product with relevant geographical and thematic networks of neighboring areas in such a way that the management body can take advantage of the attractiveness of resources outside his area, but also increase its attractiveness. The actions that can be included concern the thematic networking and the promotion of joint promotion/promotion actions, the cooperation of competent bodies and the networking of infrastructures, the development of cooperation between businesses of different destinations, the strengthening of the mobility of tourism professionals.</p>	<p>20.000,00 €</p>
EXPECTED RESULTS	
<p>RESULTS</p> <ul style="list-style-type: none">  Increase in the number of visitor arrivals  Increasing the attractiveness of the region  Linking the resource with others in the cross-border area 	


<ul style="list-style-type: none">  Cooperation on know-how issues from respective centers  Provision of new tourism products 	
COMMUNICATION CHANNELS	
Social media communication & advertising	✓
Digital advertising & marketing	✓
Digital listings	
Email marketing	
Articles & press releases online	
Webinars	
Printed materials	✓
Organizing familiarization trips	
Contact via phone	
One 2 one appointment for presentation	
Workshops	
Events	✓
Sponsorships - Collaborations	
Word to Mouth	✓
IMPLEMENTING BODY	
Region of Central Macedonia- Regional Unit of Serres	
JUSTIFICATION OF THE IMLEMENTING BODY'S SELECTION	
<p>The Region of Central Macedonia is the legal body for the water management of the resource and the Regional Unit of Serres is the legal body for the tourism promotion of the resource. For this reason, they are the most appropriate bodies to design and implement the promotional strategy of this resource.</p>	
FINANCIAL POTENTIAL SOURCES	
Operational Plans in Central Macedonia and Blagoevgrad	✓
National Sectoral Programs with reference to Tourism	✓
INTERREG Cross - Border Programs	✓
European Programs on Tourism	✓
HORIZON research projects	
Own resources of Regions	

Own resources of Municipalities				
N.	AXIS	THEMATIC PRIORITY	ACTION	REGION
7	A.	T.P.: A.2	A.2.2 Rivers	Regional Unit of Serres
Angitis River-Angitis Gorge				
RESOURCE SUMMARY DESCRIPTION				
<p>The river Angitis is the main confluence of Strymon, with which it joins at the height of Myrkinos. It originates from Mount Falakro and on its way to Strymon it meets two caves, Maara in Drama and Alistrati. In the valley of Angitis, there is rich flora, which includes hydrocephalus laurels, willows, plane trees, wild whites, but also interesting fauna characterized by camperdas, wild pigeons, turtledoves, blackbirds, hawks, etc. In the plain of the area, Angitis forms the famous gorge of Alistrati which is characterized as a Landscape of Special Natural Beauty.</p>				
NEEDS & STRATEGIC GOALS				
NEEDS				
<ul style="list-style-type: none"> ✚ Need to establish a management body or integrate the resource into an existing management body ✚ Need for resource utilization through tourism and cultural activities based on sustainable management ✚ Adaptation of the touristic product to the characteristics of demand and the requirements of focused target groups of the tourism market for which comparative advantages can be created ✚ Need to utilize Ecological - Geotourism, Mountain Activities / Hiking / Sports / Tourism ✚ Need for a management body for better management of the resource 				
STRATEGIC GOALS				
<ul style="list-style-type: none"> ✚ Emphasis on intra-regional inter-sectoral and cross-sectoral synergies. ✚ Emphasis on interregional and cross-border synergies. ✚ Strengthening the image of the resource through the promotion of the Alistratis Cave 				
INDICATIVE PROMOTIONAL ACTIONS				INDICATIVE BUDGET
Production of photographic material The production of a high-quality photographic material that will have copyright.				5.000,00 €
Video production - Promotion The production of a high-quality promotional video with short variations, with the aim of spreading it widely on social networks. It will be at least in Greek / English language.				30.000,00 €

<p>Create promotional texts</p> <p>The texts will be used on social media accounts of the management body, on the tourist website of the Region and other possible sources and they will be at least in Greek / English language. The texting will concern the destination and the experiences it offers.</p>	<p>8.000,00 €</p>
<p>Production of brochures - promotional material</p> <p>The production of a bilingual travel guide in Greek - English, pocket size with integrated map of the destination for distribution in exhibitions, in the offices of EOT and in groups of tourists who are not sufficiently familiar with the new technologies. Also, it is proposed the production of thematic brochures for product categories of special interest translated into the necessary languages.</p>	<p>25.000,00 €</p>
<p>Social media</p> <p>Enrichment of existing Social Media accounts of the Region. These initiatives will concern the content development (creative posters, copies, creative concepts of promotion campaigns and competitions, infographics etc) at least in Greek and English language.</p>	<p>5.000,00 €</p>
<p>Contacts with the media</p> <p>Contacts with the media during exhibitions, conferences, workshops, as well as through regular correspondence with the aim of writing articles and providing interviews that promote the tourist destination.</p>	<p>3.000,00 €</p>
<p>Interregional and cross-border cooperation for the interconnection of resources</p> <p>The aim of this action is the interconnection (part) of the tourist product with relevant geographical and thematic networks of neighboring areas in such a way that the management body can take advantage of the attractiveness of resources outside his area, but also increase its attractiveness. The actions that can be included concern the thematic networking and the promotion of joint promotion/promotion actions,</p>	<p>20.000,00 €</p>

the cooperation of competent bodies and the networking of infrastructures, the development of cooperation between businesses of different destinations, the strengthening of the mobility of tourism professionals.	
EXPECTED RESULTS	
RESULTS	
<ul style="list-style-type: none"> ✚ Better utilization of the comparative advantages of the Angitis River ✚ Increase in the number of visitor arrivals ✚ Attracting visitors from new markets ✚ Provision of new tourism products ✚ Increasing the attractiveness of the region ✚ Linking the resource with others in the cross-border area 	
COMMUNICATION CHANNELS	
Social media communication & advertising	✓
Digital advertising & marketing	
Digital listings	
Email marketing	
Articles & press releases online	✓
Webinars	
Printed materials	✓
Organizing familiarization trips	
Contact via phone	
One 2 one appointment for presentation	
Workshops	
Events	✓
Sponsorships - Collaborations	
Word to Mouth	✓
IMPLEMENTING BODY	
Municipality of N. Zichni	
JUSTIFICATION OF THE IMLEMENTING BODY'S SELECTION	
The Municipality of N. Zichni is the legal management body of the resource. For this reason, it is the most appropriate body to design and implement the promotional strategy of this resource.	

FINANCIAL POTENTIAL SOURCES				
Operational Plans in Central Macedonia and Blagoevgrad				✓
National Sectoral Programs with reference to Tourism				✓
INTERREG Cross - Border Programs				✓
European Programs on Tourism				
HORIZON research projects				
Own resources of Regions				✓
Own resources of Municipalities				
N.	AXIS	THEMATIC PRIORITY	ACTION	REGION
8	A.	T.P.: A.2	A.2.3 Rivers	Regional Unit of Serres
Alistrati Cave				
RESOURCE SUMMARY DESCRIPTION				
<p>The cave of Alistrati is located 6 kilometers from the community "Petroto" and 50 kilometers from the city of Serres. Occupies a total area of 25,000 sq.m. and length internally 3,500 meters. A short distance near the cave is the gorge of Angitis, creating a natural complex of special beauty and environmental value. From the beginning of the century, the cave of Alistrati was known to the locals as "Trypes", as it took advantage of this excellent hiding place, finding shelter in difficult times. The decoration of the cave is impressive and is distinguished for the variety of cave deposits. Stalactites and stalagmites differ in both form and age, with the older ones blocking the tunnels and the younger ones in the early stages of formation. The red stalactites ("flames"), which reach a height of 35 meters, make a great impression.</p>				
NEEDS & STRATEGIC GOALS				
<p>NEEDS</p> <ul style="list-style-type: none"> ✚ Need to improve resource recognition ✚ Need to increase visitors ✚ Need to upgrade infrastructure of the cave ✚ Need to connect the resource with other alternative experiential actions in the cave and the wider area (activities in the Gorge of Angitis, gastronomy, music, etc.) <p>STRATEGIC GOALS</p> <ul style="list-style-type: none"> ✚ Emphasis on intra-regional inter-sectoral and cross-sectoral synergies. ✚ Emphasis on interregional and cross-border synergies. ✚ Promotion of the resource, as a destination of various alternative experiential activities of nature and culture inside and outside the cave. 				

 Building customers-tourists loyalty	
INDICATIVE PROMOTIONAL ACTIONS	INDICATIVE BUDGET
<p>Production of photographic material</p> <p>The production of a high-quality photographic material that will have copyright.</p>	5.000,00 €
<p>Video production - Promotion</p> <p>The production of a high-quality promotional video with short variations, with the aim of spreading it widely on social networks. It will be at least in Greek / English language.</p>	30.000,00 €
<p>Create promotional texts</p> <p>The texts will be used on social media accounts of the management body, on the tourist website of the Region and other possible sources and they will be at least in Greek / English language. The texting will concern the destination and the experiences it offers.</p>	8.000,00 €
<p>Events</p> <p>Co-organization of events and various tourist experiential activities of nature and culture with local bodies, organizations and groups.</p>	20.000,00 €
<p>Interregional and cross-border cooperation for the interconnection of resources</p> <p>The aim of this action is the interconnection (part) of the tourist product with relevant geographical and thematic networks of neighboring areas in such a way that the management body can take advantage of the attractiveness of resources outside his area, but also increase its attractiveness. The actions that can be included concern the thematic networking and the promotion of joint promotion/promotion actions, the cooperation of competent bodies and the networking of infrastructures, the development of cooperation between businesses of different destinations, the strengthening of the mobility of tourism professionals.</p>	20.000,00 €
EXPECTED RESULTS	

RESULTS

- ✚ Increase in traffic to tourist resource
- ✚ Increase in the number of visitor arrivals
- ✚ Attracting visitors from new markets
- ✚ Increasing the attractiveness of the region
- ✚ Linking the resource with others in the cross-border area
- ✚ Cooperation on know-how issues from respective centers
- ✚ Provision of new tourism products
- ✚ Improvement of service level

COMMUNICATION CHANNELS

Social media communication & advertising	✓
Digital advertising & marketing	✓
Digital listings	
Email marketing	✓
Articles & press releases online	✓
Webinars	
Printed materials	✓
Organizing familiarization trips	✓
Contact via phone	
One 2 one appointment for presentation	
Workshops	
Events	✓
Sponsorships - Collaborations	✓
Word to Mouth	

IMPLEMENTING BODY







Aistrati Cave SA

JUSTIFICATION OF THE IMPLEMENTING BODY'S SELECTION

The Aistrati Cave SA is the legal management body of the resource. For this reason, it is the most appropriate body to design and implement the promotional strategy of this resource.





FINANCIAL POTENTIAL SOURCES






Operational Plans in Central Macedonia and Blagoevgrad	✓
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National Sectoral Programs with reference to Tourism				✓
INTERREG Cross - Border Programs				✓
European Programs on Tourism				✓
HORIZON research projects				
Own resources of Regions				
Own resources of Municipalities				
N.	AXIS	THEMATIC PRIORITY	ACTION	REGION
9	A.	T.P.: A.2	A.2.4 Rivers	Blagoevgrad Region
Mesta River				
RESOURCE SUMMARY DESCRIPTION				
<p>Mesta-Nestos is a river in Bulgaria and Greece. It rises in the Rila Mountains and flows into the Aegean Sea near the island of Thasos. The length of the river is 230 km, of which 126 km flow through Bulgaria and the rest in Greece. Its drainage area is 5,184 km², of which 66% in Bulgaria. Mesta basin covers the southern slopes of the Rila, the eastern slopes of Pirin and western slopes of the Western Rhodope. The three mountains are connected respectively by Predela Saddle (Rila and Pirin) and saddle Avramovi kolibi (Rila with the Rhodopes). The river accommodates the waters of about 25 larger tributaries and originate from the highest mountains in Bulgaria - the Rila, Pirin and Western Rhodopes. The river Mesta is a natural resource of vital economic, tourist and ecological importance for both countries and an important wetland with rare species of flora and fauna, dense vegetation and beautiful lakes.</p>				
NEEDS & STRATEGIC GOALS				
NEEDS				
<ul style="list-style-type: none">  Design and management of attractive alternative tourism experiences to promote the natural resource and the local tourism product.  Enhancing the recognition of the region and its tourism product (resources and activities) in the target markets.  Overall management and tourism promotion under a long-term and targeted policy.  Adaptation of the touristic product to the characteristics of demand and the requirements of focused target groups of the tourism market for which comparative advantages can be created. 				
STRATEGIC GOALS				
<ul style="list-style-type: none">  Emphasis on intra-regional inter-sectoral and cross-sectoral synergies.  Emphasis on interregional and cross-border synergies. 				
INDICATIVE PROMOTIONAL ACTIONS				INDICATIVE BUDGET

<p>Video production - Promotion</p> <p>The production of a high-quality promotional video with short variations, with the aim of spreading it widely on social networks. It will be at least in Bulgarian / English language.</p>	<p>30.000,00 €</p>
<p>Production of photographic material</p> <p>The production of a high-quality photographic material that will have copyright.</p>	<p>5.000,00 €</p>
<p>Create promotional texts</p> <p>The texts will be used on social media accounts of the management body, on the tourist website of the Region and other possible sources and they will be at least in Bulgarian / English language. The texting will concern the destination and the experiences it offers.</p>	<p>8.000,00 €</p>
<p>Social media</p> <p>Creating the Social Media accounts of the resource. These initiatives will concern the content development (creative posters, copies, creative concepts of promotion campaigns and competitions, infographics etc) at least in Bulgarian and English language. It is also proposed to promote material on the Region's social media accounts.</p>	<p>10.000,00 €</p>
<p>Interregional and cross-border cooperation for the interconnection of resources</p> <p>The aim of this action is the interconnection (part) of the tourist product with relevant geographical and thematic networks of neighboring areas in such a way that the management body can take advantage of the attractiveness of resources outside his area, but also increase its attractiveness. The actions that can be included concern the thematic networking and the promotion of joint promotion/promotion actions, the cooperation of competent bodies and the networking of infrastructures, the development of cooperation between businesses of different destinations, the strengthening of the mobility of tourism professionals.</p>	<p>20.000,00 €</p>

EXPECTED RESULTS	
RESULTS	
<ul style="list-style-type: none"> ✚ Increase in the number of visitor arrivals ✚ Increasing the attractiveness of the region ✚ Linking the resource with others in the cross-border area ✚ Cooperation on know-how issues from respective centers ✚ Provision of new tourism products 	
COMMUNICATION CHANNELS	
Social media communication & advertising	✓
Digital advertising & marketing	✓
Digital listings	
Email marketing	
Articles & press releases online	
Webinars	
Printed materials	✓
Organizing familiarization trips	
Contact via phone	
One 2 one appointment for presentation	
Workshops	
Events	✓
Sponsorships - Collaborations	
Word to Mouth	✓
IMPLEMENTING BODY	
Blagoevgrad Region	
JUSTIFICATION OF THE IMPLEMENTING BODY'S SELECTION	
The Blagoevgrad Region is the legal management body of the resource. For this reason, it is the most appropriate body to design and implement the promotional strategy of this resource.	
FINANCIAL POTENTIAL SOURCES	
Operational Plans in Central Macedonia and Blagoevgrad	✓
National Sectoral Programs with reference to Tourism	✓
INTERREG Cross - Border Programs	✓

European Programs on Tourism				✓
HORIZON research projects				
Own resources of Regions				
Own resources of Municipalities				
N.	AXIS	THEMATIC PRIORITY	ACTION	REGION
10	A.	T.P.: A.3	A.3.1 Mineral Springs	Regional Unit of Serres
Thermal Baths of Agistro				
RESOURCE SUMMARY DESCRIPTION				
<p>The byzantine bath of Agistros dates back to around 950 AD. and is characterized as a real cultural monument. The local bey and his harem used the hammam during the Turkish occupation. The springs of Agistros are considered one of the best in Europe and the waters are ideal for rheumatism, arthritis, disc disease, myalgias, etc. The bath is open all year round and offers relaxation and wellness services.</p>				
NEEDS & STRATEGIC GOALS				
<p>NEEDS</p> <ul style="list-style-type: none">  Need for modernization of infrastructure  Need for staff training  Need for new activities <p>STRATEGIC GOALS</p> <ul style="list-style-type: none">  The upgrade of the infrastructure and the provided services of the baths in order to meet the requirements of new customers who are looking for better quality services. 				
INDICATIVE PROMOTIONAL ACTIONS				INDICATIVE BUDGET
<p>Production of printed material</p> <p>Design of printed promotional material, with high quality photographic material and text with all the necessary information about the resource, the services offered and the accompanying additional material.</p>				<i>25.000,00 €</i>
<p>Production of digital material</p> <p>Design of digital promotional material, with high quality photographic material and video and text with all the necessary information about the resource, the services offered and the accompanying additional material.</p>				<i>15.000,00 €</i>
<p>Participation in thematic tourism fairs</p>				<i>20.000,00 €</i>

<p>It includes the participation and support of tourist exhibitions in Greece and abroad, which promote the destination "Central Macedonia". Activities such as cross-border collaborations, conferences, workshops, road shows, workshops, cultural and gastronomic events, parallel events within the exhibitions, promotion in selected gathering places and all kinds of events that contribute to the promotion of the destination</p> <p>Public Relations Actions</p> <p>For the effective communication promotion of the resource, public relations actions should be designed that will highlight and enhance the recognition of the destination at the international level. It will include actions such as press and fam trips for approaching international media and tour operators with a strong impact on the target tourism markets and publications in international media for the destination.</p>	<p>10.000,00 €</p>
EXPECTED RESULTS	
<p>RESULTS:</p> <ul style="list-style-type: none">  Increase visitors  Attracting visitors from new markets  Cooperation on know-how issues from respective centers  Provision of new tourism products  Improvement of service level 	
COMMUNICATION CHANNELS	
Social media communication & advertising	✓
Digital advertising & marketing	✓
Digital listings	✓
Email marketing	✓
Articles & press releases online	
Webinars	
Printed materials	✓
Organizing familiarization trips	
Contact via phone	
One 2 one appointment for presentation	

Workshops				
Events	✓			
Sponsorships - Collaborations				
Word to Mouth				
IMPLEMENTING BODY				
The Municipality of Sintiki with collaboration with Agistro Anaptyxiaki SA				
JUSTIFICATION OF THE IMLEMENTING BODY'S SELECTION				
The Municipality of Sintiki owns the baths, and leases them with a long-term lease to Agistro Anaptyxiaki SA				
FINANCIAL POTENTIAL SOURCES				
Operational Plans in Central Macedonia and Blagoevgrad	✓			
National Sectoral Programs with reference to Tourism	✓			
INTERREG Cross - Border Programs	✓			
European Programs on Tourism				
HORIZON research projects				
Own resources of Regions	✓			
Own resources of Municipalities	✓			
N.	AXIS	THEMATIC PRIORITY	ACTION	REGION
11	A.	T.P.: A.3	A.3.2 Mineral Springs	Blagoevgrad Region
Sandanski Mineral Springs				
RESOURCE SUMMARY DESCRIPTION				
Sandanski is an ideal place for modern climatotherapy, balneological treatment, rehabilitation, primary and secondary prevention and recreation. The town has been known since ancient times for its abundant mineral waters, healing air and climate. Long-standing scientific research confirms the effective healing properties of Sandanski and in March 1981, with an order of the Council of Ministers the resort has been recognized as a primary climatic and balneological center of national and international importance and they are suitable for the treatment of diseases of the respiratory system, peripheral nervous system, joint-rheumatoid, renal, rehabilitation after strokes, etc.				
NEEDS & STRATEGIC GOALS				
NEEDS				
 Composition of a multifaceted product based on available resources, through the strengthening of special infrastructure and the provision of quality tourism services.				

- ✚ Adaptation of the touristic product to the characteristics of demand and the requirements of focused target groups.
- ✚ Designing new alternative cultural activities with the aim of attracting more tourists.
- ✚ Modernization of all facilities of the ski center

STRATEGIC GOALS

- ✚ Building customers-tourists loyalty

INDICATIVE PROMOTIONAL ACTIONS	INDICATIVE BUDGET
<p>Production of printed material</p> <p>Design of printed promotional material, with high quality photographic material and text with all the necessary information about the resource, the services offered and the accompanying additional material.</p>	<p><i>25.000,00 €</i></p>
<p>Production of digital material</p> <p>Design of digital promotional material, with high quality photographic material and video and text with all the necessary information about the resource, the services offered and the accompanying additional material.</p>	<p><i>15.000,00 €</i></p>
<p>Participation in thematic tourism fairs</p> <p>It includes the participation and support of tourist exhibitions in Greece and abroad, which promote the destination "Blagoevgrad". Activities such as cross-border collaborations, conferences, workshops, road shows, workshops, cultural and gastronomic events, parallel events within the exhibitions, promotion in selected gathering places and all kinds of events that contribute to the promotion of the destination</p>	<p><i>20.000,00 €</i></p>
<p>Public Relations Actions</p> <p>For the effective communication promotion of the resource, public relations actions should be designed that will highlight and enhance the recognition of the destination at the international level. It will include actions such as press and fam trips for approaching international media and tour operators with a strong impact on the target tourism markets and publications in international media for the destination.</p>	<p><i>10.000,00 €</i></p>
EXPECTED RESULTS	

RESULTS:	
<ul style="list-style-type: none"> ✚ Increase visitors ✚ Attracting visitors from new markets ✚ Provision of new tourism products ✚ Improvement of service level 	
COMMUNICATION CHANNELS	
Social media communication & advertising	✓
Digital advertising & marketing	✓
Digital listings	✓
Email marketing	✓
Articles & press releases online	
Webinars	
Printed materials	✓
Organizing familiarization trips	
Contact via phone	
One 2 one appointment for presentation	
Workshops	
Events	✓
Sponsorships - Collaborations	
Word to Mouth	
IMPLEMENTING BODY	
Municipality of Sandanski	
JUSTIFICATION OF THE IMLEMENTING BODY'S SELECTION	
The Municipality of Sandanski is the legal management body of the resource. For this reason, it is the most appropriate body to design and implement the promotional strategy of this resource.	
FINANCIAL POTENTIAL SOURCES	
Operational Plans in Central Macedonia and Blagoevgrad	✓
National Sectoral Programs with reference to Tourism	✓
INTERREG Cross - Border Programs	✓
European Programs on Tourism	
HORIZON research projects	

Own resources of Regions				✓
Own resources of Municipalities				✓
N.	AXIS	THEMATIC PRIORITY	ACTION	REGION
12	B.	T.P.: B.4	B.4.1 Settlements	Regional Unit of Serres
Roupeľ Fortress				
RESOURCE SUMMARY DESCRIPTION				
<p>Roupeľ Fortress is located at an altitude of 322 m., near the Greek village of Promachonas. The fortress is the largest of the 21 fort complexes built during Metaxa and recalls moments of glory and heroism in Greek history. It was one of the last strongholds they held when the Germans advanced during World War II. An important date is April 10, 1941, the day of its surrender, but it was accompanied by significant losses of the conquerors. Today it is considered unique in Europe. Although it is still an outpost, the legendary past has turned it into a tourist attraction.</p>				
NEEDS & STRATEGIC GOALS				
<p>NEEDS</p> <ul style="list-style-type: none"> ✚ Need to improve resource recognition ✚ Need to increase visitors ✚ Need to connect the resource with other alternative experiential actions in the fortress and the wider area <p>STRATEGIC GOALS</p> <ul style="list-style-type: none"> ✚ Emphasis on intra-regional inter-sectoral and cross-sectoral synergies. ✚ Emphasis on interregional and cross-border synergies. ✚ Placing the fort on the map of cultural experiential tourism activities 				
INDICATIVE PROMOTIONAL ACTIONS				INDICATIVE BUDGET
<p>Website design</p> <p>Enrichment of the existent official website with high quality photographic and video material. The website will be based on a reliable and easy to use content management system (CMS / content management system), to have a simple and timeless visual, to have the characteristics of responsive design so that it can be read correctly by all devices (PC, tablet, smartphone), to meet the specifications of SEO (search engine optimization - optimal presence in search engines) and to have a tool to promote the newsletter. It will be at least in Greek / English language.</p>				5.000,00 €




<p>Production of photographic material</p> <p>The production of a high-quality photographic material that will have copyright.</p>	<p>5.000,00 €</p>
<p>Video production - Promotion</p> <p>The production of a high-quality promotional video with short variations, with the aim of spreading it widely on social networks. It will be at least in Greek / English language.</p>	<p>30.000,00 €</p>
<p>Create promotional texts</p> <p>The texts will be used on social media accounts of the management body, on the tourist website of the Region and other possible sources and they will be at least in Greek / English language. The texting will concern the destination and the experiences it offers.</p>	<p>8.000,00 €</p>
<p>Social media</p> <p>Enrichment of existing Social Media accounts of the management body and development of new ones (e.g Instagram). These initiatives will concern the content development (creative posters, copies, creative concepts of promotion campaigns and competitions, infographics etc) at least in Greek and English language. It is also proposed to promote material on the Region's social media accounts.</p>	<p>10.000,00 €</p>
<p>Interregional and cross-border cooperation for the interconnection of resources</p> <p>The aim of this action is the interconnection (part) of the tourist product with relevant geographical and thematic networks of neighboring areas in such a way that the management body can take advantage of the attractiveness of resources outside his area, but also increase its attractiveness. The actions that can be included concern the thematic networking and the promotion of joint promotion/promotion actions, the cooperation of competent bodies and the networking of infrastructures, the development of cooperation between businesses of</p>	<p>20.000,00 €</p>

different destinations, the strengthening of the mobility of tourism professionals.	
EXPECTED RESULTS	
RESULTS	
<ul style="list-style-type: none"> ✚ Increase in the number of visitor arrivals ✚ Attracting visitors from new markets ✚ Increasing the attractiveness of the region ✚ Linking the resource with others in the cross-border area ✚ Cooperation on know-how issues from respective centers ✚ Provision of new tourism products 	
COMMUNICATION CHANNELS	
Social media communication & advertising	✓
Digital advertising & marketing	✓
Digital listings	
Email marketing	✓
Articles & press releases online	
Webinars	
Printed materials	
Organizing familiarization trips	
Contact via phone	
One 2 one appointment for presentation	
Workshops	
Events	✓
Sponsorships - Collaborations	
Word to Mouth	✓
IMPLEMENTING BODY	
Ministry of National Defense	
JUSTIFICATION OF THE IMLEMENTING BODY'S SELECTION	
The Ministry of National Defense is the legal management body of the resource. For this reason, it is the most appropriate body to design and implement the promotional strategy of this resource.	
FINANCIAL POTENTIAL SOURCES	

Operational Plans in Central Macedonia and Blagoevgrad				✓
National Sectoral Programs with reference to Tourism				✓
INTERREG Cross - Border Programs				✓
European Programs on Tourism				
HORIZON research projects				
Own resources of Regions				✓
Own resources of Municipalities				
N.	AXIS	THEMATIC PRIORITY	ACTION	REGION
13	B.	T.P.: B.4	B.4.2 Settlements	Blagoevgrad Region
Ancient Town Herakleya Sintika				
RESOURCE SUMMARY DESCRIPTION				
<p>The remains of the ancient city of Heraclea Sintica are located in South Bulgaria near the village of Rupite (Petrich municipality), on the southern slope of the volcanic hill Kozhuh. In ancient times the town was a center of the Sintica region, inhabited by Thracian tribes Sinti. The town is dead after a devastating earthquake in 388 years. Heraclea Sintica is one of the few ancient cities certain localized in the region around Struma. The city was localized in 2002 by Assoc. Prof. Georgi Mitrev, after an accidental discovery of a large Latin inscription. Archaeological studies indicate that the settlement was well developed for its time and there was a sewerage system. After excavations were revealed molds and a wide variety of glazed figures, which indicates the presence of crafts and workshops.</p>				
NEEDS & STRATEGIC GOALS				
NEEDS				
<ul style="list-style-type: none"> ✚ Composition of a multifaceted product based on available resources, through the strengthening of special infrastructure and the provision of quality tourism services. ✚ Adaptation of the touristic product to the characteristics of demand and the requirements of focused target groups. ✚ Designing new alternative cultural activities with the aim of attracting more tourists. 				
STRATEGIC GOALS				
<ul style="list-style-type: none"> ✚ Emphasis on intra-regional inter-sectoral and cross-sectoral synergies. ✚ Emphasis on interregional and cross-border synergies. ✚ Better promotion and recognition of the resource. 				
INDICATIVE PROMOTIONAL ACTIONS				INDICATIVE BUDGET
Production of photographic material				5.000,00 €

<p>The production of a high-quality photographic material that will have copyright.</p>	
<p>Video production - Promotion</p> <p>The production of a high-quality promotional video with short variations, with the aim of spreading it widely on social networks. It will be at least in Bulgarian / English language.</p>	<p><i>30.000,00 €</i></p>
<p>Create promotional texts</p> <p>The texts will be used on social media accounts of the management body, on the tourist website of the Region and other possible sources and they will be at least in Bulgarian / English language. The texting will concern the destination and the experiences it offers.</p>	<p><i>8.000,00 €</i></p>
<p>Social media</p> <p>Enhancing the Social Media accounts of the Region and other tourist accounts. This initiative will concern the content development (creative posters, copies, creative concepts of promotion campaigns and competitions, infographics etc) at least in Bulgarian and English language.</p>	<p><i>5.000,00 €</i></p>
<p>Events</p> <p>Co-organization of events and various tourist experiential activities of nature and culture with local bodies, organizations and groups.</p>	<p><i>20.000,00 €</i></p>
<p>Contacts with the media</p> <p>Contacts with the media during exhibitions, conferences, workshops, as well as through regular correspondence with the aim of writing articles and providing interviews that promote the tourist destination.</p>	<p><i>3.000,00 €</i></p>
<p>Interregional and cross-border cooperation for the interconnection of resources</p> <p>The aim of this action is the interconnection (part) of the tourist product with relevant geographical and thematic networks of neighboring areas</p>	<p><i>20.000,00 €</i></p>

<p>in such a way that the management body can take advantage of the attractiveness of resources outside his area, but also increase its attractiveness. The actions that can be included concern the thematic networking and the promotion of joint promotion/promotion actions, the cooperation of competent bodies and the networking of infrastructures, the development of cooperation between businesses of different destinations, the strengthening of the mobility of tourism professionals.</p>	
EXPECTED RESULTS	
<p>RESULTS</p> <ul style="list-style-type: none"> ✚ Increase in traffic to tourist resources ✚ Increase in the number of visitor arrivals ✚ Increasing the attractiveness of the region ✚ Linking the resource with others in the cross-border area 	
COMMUNICATION CHANNELS	
Social media communication & advertising	✓
Digital advertising & marketing	✓
Digital listings	
Email marketing	
Articles & press releases online	✓
Webinars	
Printed materials	✓
Organizing familiarization trips	
Contact via phone	
One 2 one appointment for presentation	
Workshops	
Events	
Sponsorships - Collaborations	✓
Word to Mouth	✓
IMPLEMENTING BODY	
Municipality of Petrich	
JUSTIFICATION OF THE IMLEMENTING BODY'S SELECTION	

The Municipality of Petrich is the legal management body of the resource. For this reason, it is the most appropriate body to design and implement the promotional strategy of this resource.				
FINANCIAL POTENTIAL SOURCES				
Operational Plans in Central Macedonia and Blagoevgrad				✓
National Sectoral Programs with reference to Tourism				✓
INTERREG Cross - Border Programs				✓
European Programs on Tourism				✓
HORIZON research projects				
Own resources of Regions				
Own resources of Municipalities				✓
N.	AXIS	THEMATIC PRIORITY	ACTION	REGION
14	B.	T.P.: B.4	B.4.3 Settlements	Blagoevgrad Region
The Old town of Bansko				
RESOURCE SUMMARY DESCRIPTION				
<p>Bansko is located at the foot of North Pirin at an altitude of 927m. It is located 56 km from Blagoevgrad, 145 km from Plovdiv and 150 km from Sofia. The Glazne River flows through Bansko, while the Pirin National Park begins near the city. The first documented evidence of Bansko is in the records of cattle breeders of 1576, while until the 18th century, the inhabitants of Bansko were mainly cattle breeders and craftsmen. During the period of the National Renaissance, Bansko developed as an urban center of trade and crafts, with the commercial offices of the citizens of Bansko opening their doors in many European cities. Extensive contacts with the outside world make Bansko and the region one of the hotbeds of the Bulgarian National Renaissance. Economic prosperity also affects the characteristics of the national residential architecture of the 18th and 19th centuries. Made of stone, the rich houses also have excellent wood carving and mural decoration. Today Bansko, due to the alpine nature of the Pirin Mountains, provides excellent conditions for professional and amateur skiing and the city is a popular winter resort.</p>				
NEEDS & STRATEGIC GOALS				
NEEDS				
<ul style="list-style-type: none">  Renovation and restoration of buildings  Infrastructure improvement  Composition of a multifaceted product based on available resources, through the strengthening of special infrastructure and the provision of quality tourism services. 				

- ✚ Adaptation of the touristic product to the characteristics of demand and the requirements of focused target groups.
- ✚ Designing new alternative cultural activities with the aim of attracting more tourists.

STRATEGIC GOALS




- ✚ Emphasis on intra-regional inter-sectoral and cross-sectoral synergies.
- ✚ Emphasis on interregional and cross-border synergies.
- ✚ Building customers-tourists loyalty




INDICATIVE PROMOTIONAL ACTIONS	INDICATIVE BUDGET
<p>Production of photographic material</p>	5.000,00 €
<p>The production of a high-quality photographic material that will have copyright.</p>	
<p>Video production - Promotion</p>	30.000,00 €
<p>The production of a high-quality promotional video with short variations, with the aim of spreading it widely on social networks. It will be at least in Bulgarian / English language.</p>	
<p>Create promotional texts</p>	8.000,00 €
<p>The texts will be used on social media accounts of the management body, on the tourist website of the Region and other possible sources and they will be at least in Bulgarian / English language. The texting will concern the destination and the experiences it offers.</p>	
<p>Social media</p>	10.000,00 €
<p>Enrichment of existing Social Media accounts of the management body and development of new ones (e.g Instagram). These initiatives will concern the content development (creative posters, copies, creative concepts of promotion campaigns and competitions, infographics etc) at least in Bulgarian and English language. It is also proposed to promote material on the Region's social media accounts.</p>	
<p>Contacts with the media</p>	3.000,00 €

<p>Contacts with the media during exhibitions, conferences, workshops, as well as through regular correspondence with the aim of writing articles and providing interviews that promote the tourist destination.</p> <p>Interregional and cross-border cooperation for the interconnection of resources</p> <p>The aim of this action is the interconnection (part) of the tourist product with relevant geographical and thematic networks of neighboring areas in such a way that the management body can take advantage of the attractiveness of resources outside his area, but also increase its attractiveness. The actions that can be included concern the thematic networking and the promotion of joint promotion/promotion actions, the cooperation of competent bodies and the networking of infrastructures, the development of cooperation between businesses of different destinations, the strengthening of the mobility of tourism professionals.</p>	<p>20.000,00 €</p>
EXPECTED RESULTS	
<p>RESULTS</p> <ul style="list-style-type: none"> ✚ Increase in the number of visitor arrivals ✚ Attracting visitors from new markets ✚ Increasing the attractiveness of the region ✚ Linking the resource with others in the cross-border area ✚ Cooperation on know-how issues from respective centers ✚ Provision of new tourism products ✚ Improvement of service level 	
COMMUNICATION CHANNELS	
Social media communication & advertising	✓
Digital advertising & marketing	✓
Digital listings	
Email marketing	✓
Articles & press releases online	
Webinars	
Printed materials	✓

Organizing familiarization trips	✓			
Contact via phone				
One 2 one appointment for presentation				
Workshops				
Events	✓			
Sponsorships - Collaborations	✓			
Word to Mouth	✓			
IMPLEMENTING BODY				
Municipality of Bansko				
JUSTIFICATION OF THE IMPLEMENTING BODY'S SELECTION				
The Municipality of Bansko is the legal management body of the resource. For this reason, it is the most appropriate body to design and implement the promotional strategy of this resource.				
FINANCIAL POTENTIAL SOURCES				
Operational Plans in Central Macedonia and Blagoevgrad	✓			
National Sectoral Programs with reference to Tourism	✓			
INTERREG Cross - Border Programs	✓			
European Programs on Tourism	✓			
HORIZON research projects				
Own resources of Regions	✓			
Own resources of Municipalities	✓			
N.	AXIS	THEMATIC PRIORITY	ACTION	REGION
15	B.	T.P.: B.4	B.4.4 Settlements	Blagoevgrad Region
Kovachevitsa Village				
RESOURCE SUMMARY DESCRIPTION				
Kovachevitsa is a village in southwestern Bulgaria. It is located in the municipality of Garmen, Blagoevgrad district. Architectural reserve Kovachevitsa is the village with the most amazing and beautiful houses in Bulgaria. In Kovachevitsa every building is a monument of culture and is a manifestation of the genius ideas of local architects from 150-220 years ago. Because of their typical architecture, in 1977 the village was declared a historical and architectural reservation. Among the old houses time slows down and takes us back centuries ago, when the place was filled with life. The best builders, known throughout the country, came from Kovachevitsa. Its inhabitants were among the first to build a school - as early as 1820, and a church, whose steeple has no equal in height in the Rhodope.				

NEEDS & STRATEGIC GOALS	
<p>NEEDS</p> <ul style="list-style-type: none"> ✚ Renovation and restoration of buildings ✚ Infrastructure improvement ✚ Composition of a multifaceted product based on available resources, through the strengthening of special infrastructure and the provision of quality tourism services. ✚ Adaptation of the touristic product to the characteristics of demand and the requirements of focused target groups. ✚ Designing new alternative cultural activities with the aim of attracting more tourists. <p>STRATEGIC GOALS</p> <ul style="list-style-type: none"> ✚ Emphasis on intra-regional inter-sectoral and cross-sectoral synergies. ✚ Emphasis on interregional and cross-border synergies. ✚ Better promotion and recognition of the resource. 	
INDICATIVE PROMOTIONAL ACTIONS	INDICATIVE BUDGET
<p>Website design</p> <p>The website will be based on a reliable and easy to use content management system (CMS / content management system), to have a simple and timeless visual, to have the characteristics of responsive design so that it can be read correctly by all devices (PC, tablet, smartphone), to meet the specifications of SEO (search engine optimization - optimal presence in search engines) and to have a tool to promote the newsletter.</p>	<i>8.000,00 €</i>
<p>Production of photographic material</p> <p>The production of a high-quality photographic material that will have copyright.</p>	<i>5.000,00 €</i>
<p>Video production - Promotion</p> <p>The production of a high-quality promotional video with short variations, with the aim of spreading it widely on social networks. It will be at least in Bulgarian / English language.</p>	<i>30.000,00 €</i>
<p>Create promotional texts</p>	<i>8.000,00 €</i>



<p>The texts will be used on social media accounts of the management body, on the tourist website of the Region and other possible sources and they will be at least in Bulgarian / English language. The texting will concern the destination and the experiences it offers.</p> <p>Social media Creating the Social Media accounts of the resource. These initiatives will concern the content development (creative posters, copies, creative concepts of promotion campaigns and competitions, infographics etc) at least in Bulgarian and English language. It is also proposed to promote material on the Region's social media accounts.</p> <p>Contacts with the media Contacts with the media during exhibitions, conferences, workshops, as well as through regular correspondence with the aim of writing articles and providing interviews that promote the tourist destination.</p> <p>Interregional and cross-border cooperation for the interconnection of resources The aim of this action is the interconnection (part) of the tourist product with relevant geographical and thematic networks of neighboring areas in such a way that the management body can take advantage of the attractiveness of resources outside his area, but also increase its attractiveness. The actions that can be included concern the thematic networking and the promotion of joint promotion/promotion actions, the cooperation of competent bodies and the networking of infrastructures, the development of cooperation between businesses of different destinations, the strengthening of the mobility of tourism professionals.</p>	<p style="text-align: right;"><i>10.000,00 €</i></p> <p style="text-align: right;"><i>3.000,00 €</i></p> <p style="text-align: right;"><i>20.000,00 €</i></p>
EXPECTED RESULTS	
<p>RESULTS</p> <ul style="list-style-type: none">  Increase in the number of visitor arrivals  Attracting visitors from new markets  Increasing the attractiveness of the region 	

<ul style="list-style-type: none">  Linking the resource with others in the cross-border area  Provision of new tourism products  Improvement of service level 	
COMMUNICATION CHANNELS	
Social media communication & advertising	✓
Digital advertising & marketing	✓
Digital listings	
Email marketing	
Articles & press releases online	
Webinars	
Printed materials	✓
Organizing familiarization trips	✓
Contact via phone	
One 2 one appointment for presentation	
Workshops	
Events	✓
Sponsorships - Collaborations	
Word to Mouth	✓
IMPLEMENTING BODY	
Municipality of Garmen	
JUSTIFICATION OF THE IMLEMENTING BODY'S SELECTION	
The Municipality of Garmen is the legal management body of the resource. For this reason, it is the most appropriate body to design and implement the promotional strategy of this resource.	
FINANCIAL POTENTIAL SOURCES	
Operational Plans in Central Macedonia and Blagoevgrad	✓
National Sectoral Programs with reference to Tourism	✓
INTERREG Cross - Border Programs	✓
European Programs on Tourism	✓
HORIZON research projects	✓
Own resources of Regions	

Own resources of Municipalities				✓
N.	AXIS	THEMATIC PRIORITY	ACTION	REGION
16	B.	T.P.: B.4	B.4.5 Settlements	Blagoevgrad Region
Leshten Village				
RESOURCE SUMMARY DESCRIPTION				
<p>Leshten is located in the western Rhodope Mountain, 8 kilometers from Garmen and about 15 kilometers from Gotse Delchev. The village has an authentic look and the old houses, preserved since the Bulgarian Revival (18th – 19th century). About 15 houses of the village that evoke the spirit and atmosphere of the past were reconstructed. Many of them offer accommodation. Near Leshten lies the villages of Kovachevitsa, Dolen and Ribnovo as well as the balneological resort of Ognyanovo. Leshten offers different attractions and activities such as mountain hiking, fishing, trips to nearby landmarks, herb and mushroom gathering.</p>				
NEEDS & STRATEGIC GOALS				
<p>NEEDS</p> <ul style="list-style-type: none"> ✚ Renovation and restoration of buildings ✚ Infrastructure improvement ✚ Composition of a multifaceted product based on available resources, through the strengthening of special infrastructure and the provision of quality tourism services. ✚ Adaptation of the touristic product to the characteristics of demand and the requirements of focused target groups. ✚ Designing new alternative cultural activities with the aim of attracting more tourists. <p>STRATEGIC GOALS</p> <ul style="list-style-type: none"> ✚ Emphasis on intra-regional inter-sectoral and cross-sectoral synergies. ✚ Emphasis on interregional and cross-border synergies. ✚ Better promotion and recognition of the resource. 				
INDICATIVE PROMOTIONAL ACTIONS				INDICATIVE BUDGET
<p>Website design</p> <p>The website will be based on a reliable and easy to use content management system (CMS / content management system), to have a simple and timeless visual, to have the characteristics of responsive design so that it can be read correctly by all devices (PC, tablet, smartphone), to meet the specifications of SEO (search engine</p>				<p>8.000,00 €</p>

<p>optimization - optimal presence in search engines) and to have a tool to promote the newsletter.</p>	
<p>Production of photographic material</p> <p>The production of a high-quality photographic material that will have copyright.</p>	5.000,00 €
<p>Video production - Promotion</p> <p>The production of a high-quality promotional video with short variations, with the aim of spreading it widely on social networks. It will be at least in Bulgarian / English language.</p>	30.000,00 €
<p>Create promotional texts</p> <p>The texts will be used on social media accounts of the management body, on the tourist website of the Region and other possible sources and they will be at least in Bulgarian / English language. The texting will concern the destination and the experiences it offers.</p>	8.000,00 €
<p>Social media</p> <p>Creating the Social Media accounts of the resource. These initiatives will concern the content development (creative posters, copies, creative concepts of promotion campaigns and competitions, infographics etc) at least in Bulgarian and English language. It is also proposed to promote material on the Region's social media accounts.</p>	10.000,00 €
<p>Contacts with the media</p> <p>Contacts with the media during exhibitions, conferences, workshops, as well as through regular correspondence with the aim of writing articles and providing interviews that promote the tourist destination.</p>	3.000,00 €
<p>Interregional and cross-border cooperation for the interconnection of resources</p> <p>The aim of this action is the interconnection (part) of the tourist product with relevant geographical and thematic networks of neighboring areas</p>	20.000,00 €

<p>in such a way that the management body can take advantage of the attractiveness of resources outside his area, but also increase its attractiveness. The actions that can be included concern the thematic networking and the promotion of joint promotion/promotion actions, the cooperation of competent bodies and the networking of infrastructures, the development of cooperation between businesses of different destinations, the strengthening of the mobility of tourism professionals.</p>	
EXPECTED RESULTS	
<p>RESULTS</p> <ul style="list-style-type: none"> ✚ Increase in the number of visitor arrivals ✚ Attracting visitors from new markets ✚ Increasing the attractiveness of the region ✚ Linking the resource with others in the cross-border area ✚ Provision of new tourism products ✚ Improvement of service level 	
COMMUNICATION CHANNELS	
Social media communication & advertising	✓
Digital advertising & marketing	✓
Digital listings	
Email marketing	
Articles & press releases online	
Webinars	
Printed materials	✓
Organizing familiarization trips	✓
Contact via phone	
One 2 one appointment for presentation	
Workshops	
Events	✓
Sponsorships - Collaborations	
Word to Mouth	✓
IMPLEMENTING BODY	

Municipality of Garmen				
JUSTIFICATION OF THE IMLEMENTING BODY'S SELECTION				
The Municipality of Garmen is the legal management body of the resource. For this reason, it is the most appropriate body to design and implement the promotional strategy of this resource.				
FINANCIAL POTENTIAL SOURCES				
Operational Plans in Central Macedonia and Blagoevgrad				✓
National Sectoral Programs with reference to Tourism				✓
INTERREG Cross - Border Programs				✓
European Programs on Tourism				✓
HORIZON research projects				✓
Own resources of Regions				
Own resources of Municipalities				✓
N.	AXIS	THEMATIC PRIORITY	ACTION	REGION
17	b.	T.P.: B.4	B.4.6 Settlements	Blagoevgrad Region
Melnik Town				
RESOURCE SUMMARY DESCRIPTION				
<p>Melnik, is located in the south slopes of Pirin, among the Sandstones pyramids. It is situated in the Sandanski Municipality, Blagoevgrad region, only 30 km from the borderline with Greece. The first written pieces of evidence for the Melnik Fortress refer to the beginning of the 11th century. The first settlers on the territory of contemporary Melnik were the Thracians and a few centuries later, the Romans lived there. In 1215 Melnik turned into a capital of an independent feudal principality and in 1395 the town, fell under Ottoman Dominion for 5 centuries. In the age of the Bulgarian Revival, Melnik turned into a blooming, significant in size and population town, with a large market. The local tradespeople were selling their goods in Europe. Melnik also became famous in entire Europe for its good wine. During the Ottoman Dominion, Melnik was a large administrative center, the architectural monuments of which testify the economic upsurge of the town at that time. Melnik is declared a natural and architectural reservation, and it attracts thousands of tourists annually.</p>				
NEEDS & STRATEGIC GOALS				
NEEDS				
<ul style="list-style-type: none">  Composition of a multifaceted product based on available resources, through the strengthening of special infrastructure and the provision of quality tourism services.  Adaptation of the touristic product to the characteristics of demand and the requirements of focused target groups. 				

✚ Designing new alternative cultural activities with the aim of attracting more tourists.

STRATEGIC GOALS

✚ Emphasis on intra-regional inter-sectoral and cross-sectoral synergies.

✚ Emphasis on interregional and cross-border synergies.

✚ Better promotion and recognition of the resource.

INDICATIVE PROMOTIONAL ACTIONS	INDICATIVE BUDGET
<p>Website design</p> <p>The website will be based on a reliable and easy to use content management system (CMS / content management system), to have a simple and timeless visual, to have the characteristics of responsive design so that it can be read correctly by all devices (PC, tablet, smartphone), to meet the specifications of SEO (search engine optimization - optimal presence in search engines) and to have a tool to promote the newsletter.</p>	<p>8.000,00 €</p>
<p>Production of photographic material</p> <p>The production of a high-quality photographic material that will have copyright.</p>	<p>5.000,00 €</p>
<p>Video production - Promotion</p> <p>The production of a high-quality promotional video with short variations, with the aim of spreading it widely on social networks. It will be at least in Bulgarian / English language.</p>	<p>30.000,00 €</p>
<p>Create promotional texts</p> <p>The texts will be used on social media accounts of the management body, on the tourist website of the Region and other possible sources and they will be at least in Bulgarian / English language. The texting will concern the destination and the experiences it offers.</p>	<p>8.000,00 €</p>
<p>Social media</p> <p>Creating the Social Media accounts of the resource. These initiatives will concern the content development (creative posters, copies, creative</p>	<p>10.000,00 €</p>

<p>concepts of promotion campaigns and competitions, infographics etc) at least in Bulgarian and English language. It is also proposed to promote material on the Region's social media accounts.</p>	
<p>Contacts with the media</p> <p>Contacts with the media during exhibitions, conferences, workshops, as well as through regular correspondence with the aim of writing articles and providing interviews that promote the tourist destination.</p>	<p>3.000,00 €</p>
<p>Interregional and cross-border cooperation for the interconnection of resources</p> <p>The aim of this action is the interconnection (part) of the tourist product with relevant geographical and thematic networks of neighboring areas in such a way that the management body can take advantage of the attractiveness of resources outside his area, but also increase its attractiveness. The actions that can be included concern the thematic networking and the promotion of joint promotion/promotion actions, the cooperation of competent bodies and the networking of infrastructures, the development of cooperation between businesses of different destinations, the strengthening of the mobility of tourism professionals.</p>	<p>20.000,00 €</p>
EXPECTED RESULTS	
<p>RESULTS</p> <ul style="list-style-type: none"> ✚ Increase in the number of visitor arrivals ✚ Attracting visitors from new markets ✚ Increasing the attractiveness of the region ✚ Linking the resource with others in the cross-border area ✚ Provision of new tourism products ✚ Improvement of service level 	
COMMUNICATION CHANNELS	
Social media communication & advertising	✓
Digital advertising & marketing	✓
Digital listings	

Email marketing				
Articles & press releases online				
Webinars				
Printed materials	✓			
Organizing familiarization trips	✓			
Contact via phone				
One 2 one appointment for presentation				
Workshops				
Events	✓			
Sponsorships - Collaborations				
Word to Mouth	✓			
IMPLEMENTING BODY				
Municipality of Sandanski				
JUSTIFICATION OF THE IMLEMENTING BODY'S SELECTION				
The Municipality of Sandanski is the legal management body of the resource. For this reason, it is the most appropriate body to design and implement the promotional strategy of this resource.				
FINANCIAL POTENTIAL SOURCES				
Operational Plans in Central Macedonia and Blagoevgrad	✓			
National Sectoral Programs with reference to Tourism	✓			
INTERREG Cross - Border Programs	✓			
European Programs on Tourism	✓			
HORIZON research projects	✓			
Own resources of Regions				
Own resources of Municipalities	✓			
N.	AXIS	THEMATIC PRIORITY	ACTION	REGION
18	B.	T.P.: B.4	B.4.7 Settlements	Blagoevgrad Region
Samuilova Fortress				
RESOURCE SUMMARY DESCRIPTION				
Samuilova fortress is the name of a medieval fortress, situated between the mountains Belasitsa and Ograzhden, on the right bank of Strumeshnitsa River, 5 kilometers from the village of Klyuch. It was probably built in the period 1009-1013, during the reign of king Samuil, on the foundations of a Thracian				

and an early-Slav settlement. The fortress was a part of one big defense fortification system, starting from the slopes of Belasitsa to the slopes of Ograzhden. The castle is associated with one of the tragic events in the Bulgarian history, the historical battle of Belasitsa in 1014. The national park-museum Samuilova Fortress includes the archaeological site Samuilova fortress with 13 canned dugouts and one so-called Big Dugout, as well as the ruins of the lookout tower of the Samuilova fortress. A panoramic site was built over the ruins with a memorial composition and an exhibition hall. Samuilova fortress is included in the list of "100 National Tourist Sights of Bulgaria".

NEEDS & STRATEGIC GOALS

NEEDS

- ✚ Composition of a multifaceted product based on available resources, through the strengthening of special infrastructure and the provision of quality tourism services.
- ✚ Adaptation of the touristic product to the characteristics of demand and the requirements of focused target groups.
- ✚ Designing new alternative cultural activities with the aim of attracting more tourists.







STRATEGIC GOALS

- ✚ Emphasis on intra-regional inter-sectoral and cross-sectoral synergies.
- ✚ Emphasis on interregional and cross-border synergies.
- ✚ Better promotion and recognition of the resource.

INDICATIVE PROMOTIONAL ACTIONS	INDICATIVE BUDGET
<p>Website design</p> <p>The website will be based on a reliable and easy to use content management system (CMS / content management system), to have a simple and timeless visual, to have the characteristics of responsive design so that it can be read correctly by all devices (PC, tablet, smartphone), to meet the specifications of SEO (search engine optimization - optimal presence in search engines) and to have a tool to promote the newsletter.</p>	8.000,00 €
<p>Production of photographic material</p> <p>The production of a high-quality photographic material that will have copyright.</p>	5.000,00 €
<p>Video production - Promotion</p>	30.000,00 €

<p>The production of a high-quality promotional video with short variations, with the aim of spreading it widely on social networks. It will be at least in Bulgarian / English language.</p>	
<p>Create promotional texts</p>	<p><i>8.000,00 €</i></p>
<p>The texts will be used on social media accounts of the management body, on the tourist website of the Region and other possible sources and they will be at least in Bulgarian / English language. The texting will concern the destination and the experiences it offers.</p>	
<p>Social media</p>	<p><i>10.000,00 €</i></p>
<p>Creating the Social Media accounts of the resource. These initiatives will concern the content development (creative posters, copies, creative concepts of promotion campaigns and competitions, infographics etc) at least in Bulgarian and English language. It is also proposed to promote material on the Region's social media accounts.</p>	
<p>Contacts with the media</p>	<p><i>3.000,00 €</i></p>
<p>Contacts with the media during exhibitions, conferences, workshops, as well as through regular correspondence with the aim of writing articles and providing interviews that promote the tourist destination.</p>	
<p>Interregional and cross-border cooperation for the interconnection of resources</p>	<p><i>20.000,00 €</i></p>
<p>The aim of this action is the interconnection (part) of the tourist product with relevant geographical and thematic networks of neighboring areas in such a way that the management body can take advantage of the attractiveness of resources outside his area, but also increase its attractiveness. The actions that can be included concern the thematic networking and the promotion of joint promotion/promotion actions, the cooperation of competent bodies and the networking of infrastructures, the development of cooperation between businesses of different destinations, the strengthening of the mobility of tourism professionals.</p>	




EXPECTED RESULTS	
RESULTS	
<ul style="list-style-type: none"> ✚ Increase in the number of visitor arrivals ✚ Attracting visitors from new markets ✚ Increasing the attractiveness of the region ✚ Linking the resource with others in the cross-border area ✚ Provision of new tourism products 	
COMMUNICATION CHANNELS	
Social media communication & advertising	✓
Digital advertising & marketing	✓
Digital listings	
Email marketing	
Articles & press releases online	
Webinars	
Printed materials	✓
Organizing familiarization trips	
Contact via phone	
One 2 one appointment for presentation	
Workshops	
Events	✓
Sponsorships - Collaborations	
Word to Mouth	✓
IMPLEMENTING BODY	
Municipality of Petrich	
JUSTIFICATION OF THE IMPLEMENTING BODY'S SELECTION	
The Municipality of Petrich is the legal management body of the resource. For this reason, it is the most appropriate body to design and implement the promotional strategy of this resource.	
FINANCIAL POTENTIAL SOURCES	
Operational Plans in Central Macedonia and Blagoevgrad	✓
National Sectoral Programs with reference to Tourism	✓
INTERREG Cross - Border Programs	✓


European Programs on Tourism				✓
HORIZON research projects				
Own resources of Regions				
Own resources of Municipalities				✓
N.	AXIS	THEMATIC PRIORITY	ACTION	REGION
19	B.	T.P.: B.5	B.5.1 Cultural Monuments	Regional Unit of Serres
Archaeological Museum - Bezesteni				
RESOURCE SUMMARY DESCRIPTION				
<p>The Archaeological Museum of Serres has been housed since 1970 in Bezesteni, a closed covered market of the second half of the 15th century. located in the current city center. It was built according to the model of the Byzantine markets and its name means market of fabrics. Today in Greece only two Bezestenias survive, those of Thessaloniki and that of Serres. Finds from the Middle and Late Neolithic Age, Early and Late Bronze Age (pottery, clay figurines), from the 4th to the 6th -7th BC, Roman times, the Hellenistic and Byzantine eras are on display.</p>				
NEEDS & STRATEGIC GOALS				
<p>NEEDS</p> <ul style="list-style-type: none">  Need for maintenance and restoration of the space  Need to reuse and operate unused spaces  Adaptation of the touristic product to the characteristics of demand  Need to offer new cultural activities in the museum  Need for better promotion <p>STRATEGIC GOALS</p> <ul style="list-style-type: none">  Better utilization of the space and its infrastructure and provision of new cultural activities in order to increase the attraction of visitors 				
INDICATIVE PROMOTIONAL ACTIONS				INDICATIVE BUDGET
<p>Website design</p> <p>The website will be based on a reliable and easy to use content management system (CMS / content management system), to have a simple and timeless visual, to have the characteristics of responsive design so that it can be read correctly by all devices (PC, tablet, smartphone), to meet the specifications of SEO (search engine</p>				<p>5.000,00 €</p>

<p>optimization - optimal presence in search engines) and to have a tool to promote the newsletter. It will be at least in Greek / English language.</p>	
<p>Production of photographic material The production of a high-quality photographic material that will have copyright.</p>	<p><i>5.000,00 €</i></p>
<p>Video production - Promotion The production of a high-quality promotional video with short variations, with the aim of spreading it widely on social networks. It will be at least in Greek / English language.</p>	<p><i>30.000,00 €</i></p>
<p>Create promotional texts The texts will be used on social media accounts of the management body, on the tourist website of the Region and other possible sources and they will be at least in Greek / English language. The texting will concern the destination and the experiences it offers.</p>	<p><i>8.000,00 €</i></p>
<p>Social media Creating Social Media accounts for the resource. This initiative will concern the content development (creative posters, copies, creative concepts of promotion campaigns and competitions, infographics etc) at least in Greek and English language. It is also proposed to promote material on the Region's social media accounts.</p>	<p><i>10.000,00 €</i></p>
<p>Events Co-organization of events and various tourist experiential activities of nature and culture with local bodies, organizations and groups.</p>	<p><i>20.000,00 €</i></p>
<p>Contacts with the media Contacts with the media during exhibitions, conferences, workshops, as well as through regular correspondence with the aim of writing articles and providing interviews that promote the tourist destination.</p>	<p><i>3.000,00 €</i></p>
<p>EXPECTED RESULTS</p>	




RESULTS	
<ul style="list-style-type: none"> ✚ Increase in traffic to tourist resources ✚ Increase in the number of visitor arrivals ✚ Increasing the attractiveness of the region ✚ Provision of new tourism products 	
COMMUNICATION CHANNELS	
Social media communication & advertising	✓
Digital advertising & marketing	✓
Digital listings	
Email marketing	
Articles & press releases online	
Webinars	
Printed materials	✓
Organizing familiarization trips	
Contact via phone	
One 2 one appointment for presentation	
Workshops	
Events	✓
Sponsorships - Collaborations	✓
Word to Mouth	✓
IMPLEMENTING BODY	
Serres Antiquities Ephorate	
JUSTIFICATION OF THE IMPLEMENTING BODY'S SELECTION	
The Serres Antiquities Ephorate is the legal management body of the resource. For this reason, it is the most appropriate body to design and implement the promotional strategy of this resource.	
FINANCIAL POTENTIAL SOURCES	
Operational Plans in Central Macedonia and Blagoevgrad	✓
National Sectoral Programs with reference to Tourism	✓
INTERREG Cross - Border Programs	✓
European Programs on Tourism	✓
HORIZON research projects	






Own resources of Regions				
Own resources of Municipalities				✓
N.	AXIS	THEMATIC PRIORITY	ACTION	REGION
20	B.	T.P.: B.5	B.5.2 Cultural Monuments	Regional Unit of Serres
Zincirli Mosque				
RESOURCE SUMMARY DESCRIPTION				
<p>Zincirli Mosque is located in the southwestern part of the city of Serres and is a medium-sized mosque with a central quadrangular space that on three sides, east, north and west, is surrounded by a two-storey colonnaded gallery. From an architectural and morphological point of view, the Zincirli mosque is part of the group of buildings of the end of the 16th century that are preserved in Constantinople and are considered buildings of the Sinan School of the great architect of the classical period of Ottoman architecture.</p>				
NEEDS & STRATEGIC GOALS				
NEEDS				
<ul style="list-style-type: none"> ✚ Completion of protection and restoration works ✚ Need for landscaping of the museum's exterior ✚ Need for interior lighting improvement ✚ Need for new activities 				
STRATEGIC GOALS				
<ul style="list-style-type: none"> ✚ Better utilization of the space and its infrastructure and provision of new cultural activities in order to increase the attraction of visitors 				
INDICATIVE PROMOTIONAL ACTIONS				INDICATIVE BUDGET
<p>Website design</p> <p>The website will be based on a reliable and easy to use content management system (CMS / content management system), to have a simple and timeless visual, to have the characteristics of responsive design so that it can be read correctly by all devices (PC, tablet, smartphone), to meet the specifications of SEO (search engine optimization - optimal presence in search engines) and to have a tool to promote the newsletter. It will be at least in Greek / English language.</p>				5.000,00 €
<p>Production of photographic material</p>				5.000,00 €

<p>The production of a high-quality photographic material that will have copyright.</p>	
<p>Video production - Promotion</p> <p>The production of a high-quality promotional video with short variations, with the aim of spreading it widely on social networks. It will be at least in Greek / English language.</p>	<p>30.000,00 €</p>
<p>Create promotional texts</p> <p>The texts will be used on social media accounts of the management body, on the tourist website of the Region and other possible sources and they will be at least in Greek / English language. The texting will concern the destination and the experiences it offers.</p>	<p>8.000,00 €</p>
<p>Social media</p> <p>Creating Social Media accounts for the resource. This initiative will concern the content development (creative posters, copies, creative concepts of promotion campaigns and competitions, infographics etc) at least in Greek and English language. It is also proposed to promote material on the Region's social media accounts.</p>	<p>10.000,00 €</p>
<p>Events</p> <p>Co-organization of events and various tourist experiential activities of nature and culture with local bodies, organizations and groups.</p>	<p>20.000,00 €</p>
<p>Contacts with the media</p> <p>Contacts with the media during exhibitions, conferences, workshops, as well as through regular correspondence with the aim of writing articles and providing interviews that promote the tourist destination.</p>	<p>3.000,00 €</p>
<p>EXPECTED RESULTS</p>	
<p>RESULTS</p> <ul style="list-style-type: none">  Increase in traffic to tourist resources  Increase in the number of visitor arrivals  Increasing the attractiveness of the region 	

 Provision of new tourism products				
COMMUNICATION CHANNELS				
Social media communication & advertising				✓
Digital advertising & marketing				✓
Digital listings				
Email marketing				
Articles & press releases online				
Webinars				
Printed materials				✓
Organizing familiarization trips				
Contact via phone				
One 2 one appointment for presentation				
Workshops				
Events				✓
Sponsorships - Collaborations				✓
Word to Mouth				✓
IMPLEMENTING BODY				
Serres Antiquities Ephorate				
JUSTIFICATION OF THE IMPLEMENTING BODY'S SELECTION				
The Serres Antiquities Ephorate is the legal management body of the resource. For this reason, it is the most appropriate body to design and implement the promotional strategy of this resource.				
FINANCIAL POTENTIAL SOURCES				
Operational Plans in Central Macedonia and Blagoevgrad				✓
National Sectoral Programs with reference to Tourism				✓
INTERREG Cross - Border Programs				✓
European Programs on Tourism				✓
HORIZON research projects				
Own resources of Regions				
Own resources of Municipalities				✓
N.	AXIS	THEMATIC PRIORITY	ACTION	REGION

21	B.	T.P.: B.5	B.5.3 Cultural Monuments	Regional Unit of Serres
Ahmet Pasha Mosque				
RESOURCE SUMMARY DESCRIPTION				
<p>On the east side of the city near the stream of Agioi Anargyroi is the Ahmet Pasha Mosque built in 1492 by Mehmet Bey, who was the son of the Grand Vizier and famous Turkish general Ahmet Pasha Kedik, according to an inscription at the entrance of the main mosque. Due to its resemblance to Christian temples, the people of Serres call it "Agia Sofia". It is one of the most beautiful mosques in European Turkey that was maintained for 291 years by the income of the Turkish conquests in Crimea. This income stopped when the Russian general Potemkin recaptured Crimea in 1783, when its decline began. Near the Mosque are the "Mausoleums" of the victors ("Conquerors"), as well as the tomb of the Ismail Bey family (commander of Serres), built in 1814 by his son Ismail Yusuf Serreslis.</p>				
NEEDS & STRATEGIC GOALS				
<p>NEEDS</p> <ul style="list-style-type: none"> ✚ Need for protection and restoration works ✚ Need for protection of the exterior environment of the mosque ✚ Need to reuse it ✚ Need for promotion and exposure <p>STRATEGIC GOALS</p> <ul style="list-style-type: none"> ✚ Renovation and utilization of the mosque 				
INDICATIVE PROMOTIONAL ACTIONS				INDICATIVE BUDGET
<p>Production of photographic material</p> <p>The production of a high-quality photographic material that will have copyright.</p>				5.000,00 €
<p>Video production - Promotion</p> <p>The production of a high-quality promotional video with short variations, with the aim of spreading it widely on social networks. It will be at least in Greek / English language.</p>				30.000,00 €
<p>Create promotional texts</p> <p>The texts will be used on social media accounts of the management body, on the tourist website of the Region and other possible sources and they</p>				8.000,00 €





will be at least in Greek / English language. The texting will concern the destination and the experiences it offers.	
Social media Enhancing existing Social Media accounts of the management body and the Region. This initiative will concern the content development (creative posters, copies, creative concepts of promotion campaigns and competitions, infographics etc) at least in Greek and English language.	8.000,00 €
EXPECTED RESULTS	
RESULTS	
<ul style="list-style-type: none">  Increase in traffic to tourist resources  Increase in the number of visitor arrivals  Increasing the attractiveness of the region 	
COMMUNICATION CHANNELS	
Social media communication & advertising	✓
Digital advertising & marketing	✓
Digital listings	
Email marketing	
Articles & press releases online	
Webinars	
Printed materials	✓
Organizing familiarization trips	
Contact via phone	
One 2 one appointment for presentation	
Workshops	
Events	
Sponsorships - Collaborations	
Word to Mouth	✓
IMPLEMENTING BODY	
Serres Antiquities Ephorate	
JUSTIFICATION OF THE IMLEMENTING BODY'S SELECTION	

The Serres Antiquities Ephorate is the legal management body of the resource. For this reason, it is the most appropriate body to design and implement the promotional strategy of this resource.				
FINANCIAL POTENTIAL SOURCES				
Operational Plans in Central Macedonia and Blagoevgrad				✓
National Sectoral Programs with reference to Tourism				✓
INTERREG Cross - Border Programs				✓
European Programs on Tourism				✓
HORIZON research projects				
Own resources of Regions				
Own resources of Municipalities				✓
N.	AXIS	THEMATIC PRIORITY	ACTION	REGION
22	B.	T.P.: B.5	B.5.4 Cultural Monuments	Regional Unit of Serres
Archaeological Museum of Amphipolis				
RESOURCE SUMMARY DESCRIPTION				
<p>The Museum is located in the archaeological site of the ancient city of Amphipolis, which ancient city was the most valuable in the area during the 5th century BC. century and from the time of Theseus. The Museum houses monuments of its history and culture of ancient and Christian times. In its exhibition spaces, the cultural history of Amphipolis from the prehistoric to the late Byzantine times is summarized. The site where the Museum now stands is probably associated with General Brasidas, who was buried outside the walls by the Amphipolites in 422 BC. Concerning the Kasta Tomb is the largest tomb in the world, with an area of 22 acres and the perimeter of the marble outdoor is 497 meters. It is the second largest burial monument in the world, after the pyramids of Egypt and is associated with King Alexander.</p>				
NEEDS & STRATEGIC GOALS				
NEEDS				
<ul style="list-style-type: none">  Completion of integration and accessibility works of the archeological site of ancient and byzantine Amphipolis.  Completion of restoration and promotion of the monument of the tomb "Kasta".  Composition of a multifaceted product based on available resources, through the strengthening of special infrastructure and the provision of quality tourism services.  Adaptation of the touristic product to the characteristics of demand and the requirements of focused target groups.  Designing new alternative cultural activities with the aim of attracting more tourists. 				

STRATEGIC GOALS

✚ Better utilization of the space and its infrastructure and provision of new cultural activities in order to increase the attraction of visitors

INDICATIVE PROMOTIONAL ACTIONS	INDICATIVE BUDGET
Website design The website will be based on a reliable and easy to use content management system (CMS / content management system), to have a simple and timeless visual, to have the characteristics of responsive design so that it can be read correctly by all devices (PC, tablet, smartphone), to meet the specifications of SEO (search engine optimization - optimal presence in search engines) and to have a tool to promote the newsletter. It will be at least in Greek / English language.	5.000,00 €
Production of photographic material The production of a high-quality photographic material that will have copyright.	5.000,00 €
Video production - Promotion The production of a high-quality promotional video with short variations, with the aim of spreading it widely on social networks. It will be at least in Greek / English language.	30.000,00 €
Create promotional texts The texts will be used on social media accounts of the management body, on the tourist website of the Region and other possible sources and they will be at least in Greek / English language. The texting will concern the destination and the experiences it offers.	8.000,00 €
Social media Creating Social Media accounts for the resource. This initiative will concern the content development (creative posters, copies, creative concepts of promotion campaigns and competitions, infographics etc) at	10.000,00 €

<p>least in Greek and English language. It is also proposed to promote material on the Region's social media accounts.</p>	
<p>Events Co-organization of events and various tourist experiential activities of nature and culture with local bodies, organizations and groups.</p>	<p>20.000,00 €</p>
<p>Contacts with the media Contacts with the media during exhibitions, conferences, workshops, as well as through regular correspondence with the aim of writing articles and providing interviews that promote the tourist destination.</p>	<p>3.000,00 €</p>
<p>Interregional and cross-border cooperation for the interconnection of resources The aim of this action is the interconnection (part) of the tourist product with relevant geographical and thematic networks of neighboring areas in such a way that the management body can take advantage of the attractiveness of resources outside his area, but also increase its attractiveness. The actions that can be included concern the thematic networking and the promotion of joint promotion/promotion actions, the cooperation of competent bodies and the networking of infrastructures, the development of cooperation between businesses of different destinations, the strengthening of the mobility of tourism professionals.</p>	<p>20.000,00 €</p>
EXPECTED RESULTS	
<p>RESULTS</p> <ul style="list-style-type: none">  Increase in traffic to tourist resources  Increase in the number of visitor arrivals  Increasing the attractiveness of the region  Linking the resource with others in the cross-border area 	
COMMUNICATION CHANNELS	
Social media communication & advertising	✓
Digital advertising & marketing	✓
Digital listings	

Email marketing				
Articles & press releases online	✓			
Webinars				
Printed materials	✓			
Organizing familiarization trips	✓			
Contact via phone				
One 2 one appointment for presentation				
Workshops				
Events	✓			
Sponsorships - Collaborations	✓			
Word to Mouth	✓			
IMPLEMENTING BODY				
Serres Antiquities Ephorate				
JUSTIFICATION OF THE IMPLEMENTING BODY'S SELECTION				
The Serres Antiquities Ephorate is the legal management body of the resource. For this reason, it is the most appropriate body to design and implement the promotional strategy of this resource.				
FINANCIAL POTENTIAL SOURCES				
Operational Plans in Central Macedonia and Blagoevgrad	✓			
National Sectoral Programs with reference to Tourism	✓			
INTERREG Cross - Border Programs	✓			
European Programs on Tourism	✓			
HORIZON research projects				
Own resources of Regions				
Own resources of Municipalities	✓			
N.	AXIS	THEMATIC PRIORITY	ACTION	REGION
23	B.	T.P.: B.6	B.6.1 Religious Places	Regional Unit of Serres
Holy Monastery of Timios Prodromos				
RESOURCE SUMMARY DESCRIPTION				
The Holy Monastery of Timios Prodromos was built in 1270 AD. and despite the successive destructions, today it is a monument of astonishing beauty and a Museum of Byzantine Art. The first owner of the monastery was Ioannikios who also served as bishop of Ezevon. The substantial expansion of the				

Temple was made around 1300 by Ioannikios's nephew, Joachim, Bishop of Zichon, who built the Catholic Church that is preserved to date. The church is a monument of byzantine hagiography, whose wall paintings are attributed to the macedonian hagiographer Panselinos. The iconostasis is wood-carved and dates back to 1804. Since 1986, a women's fraternity has been established, which in collaboration with the 12th ephorate of Byzantine Antiquities of Kavala has undertaken the work of maintenance and restoration.

NEEDS & STRATEGIC GOALS

NEEDS




- ✚ Completion of restoration works of the building complexes of the abbey
- ✚ Completion of the hostel of the monastery
- ✚ Need to utilize religious tourism

STRATEGIC GOALS

- ✚ Highlighting and promoting the history of the temple and its inclusion in religious tourism routes

INDICATIVE PROMOTIONAL ACTIONS

INDICATIVE BUDGET

<p>Website design</p> <p>The website will be based on a reliable and easy to use content management system (CMS / content management system), to have a simple and timeless visual, to have the characteristics of responsive design so that it can be read correctly by all devices (PC, tablet, smartphone), to meet the specifications of SEO (search engine optimization - optimal presence in search engines) and to have a tool to promote the newsletter. It will be at least in Greek / English language.</p> <p>Production of photographic material</p> <p>The production of a high-quality photographic material that will have copyright.</p> <p>Video production - Promotion</p> <p>The production of a high-quality promotional video with short variations, with the aim of spreading it widely on social networks. It will be at least in Greek / English language.</p> <p>Create promotional texts</p> <p>The texts will be used on social media accounts of the management body, on the tourist website of the Region and other possible sources and they will be at least in Greek / English language. The texting will concern the destination and the experiences it offers.</p>	<p>5.000,00 €</p> <p>5.000,00 €</p> <p>30.000,00 €</p> <p>8.000,00 €</p>
EXPECTED RESULTS	
<p>RESULTS</p> <ul style="list-style-type: none">  Increase in traffic to tourist resources  Increase in the number of visitor arrivals  Increasing the attractiveness of the region 	
COMMUNICATION CHANNELS	
Social media communication & advertising	✓
Digital advertising & marketing	
Digital listings	
Email marketing	

Articles & press releases online	✓			
Webinars				
Printed materials	✓			
Organizing familiarization trips				
Contact via phone				
One 2 one appointment for presentation				
Workshops				
Events				
Sponsorships - Collaborations	✓			
Word to Mouth	✓			
IMPLEMENTING BODY				
Serres Antiquities Ephorate- Holy Metropolis of Serres and Nigritis				
JUSTIFICATION OF THE IMLEMENTING BODY'S SELECTION				
The Serres Antiquities Ephorate with collaboration of the Holy Metropolis of Serres and Nigritis are the most appropriate bodies to design and implement the promotional strategy of this resource.				
FINANCIAL POTENTIAL SOURCES				
Operational Plans in Central Macedonia and Blagoevgrad	✓			
National Sectoral Programs with reference to Tourism	✓			
INTERREG Cross - Border Programs	✓			
European Programs on Tourism				
HORIZON research projects				
Own resources of Regions	✓			
Own resources of Municipalities				
N.	AXIS	THEMATIC PRIORITY	ACTION	REGION
24	B.	T.P.: B.6	B.6.2 Religious Places	Regional Unit of Serres
Byzantine Church of Saints Theodore				
RESOURCE SUMMARY DESCRIPTION				
The Church of Agios Theodoros is located in the center of the city of Serres and was built in the name of the military saints Theodoros Tironos and Stratilatos. The church, there are reports that it was built in 1124 or even 1321, however there is a report that the original construction of the building dates back to early Christian times. Great mosaics adorned the interior of the Temple, many of which were				

destroyed after the fire of 1913. The rhythm of the temple is a large Rectangular Basilica and according to a tradition it is built on the ruins of another early Christian temple. Inside the sanctuary it presents all the elements of the Hellenistic Basilica. The temple underwent many repairs and renovations, from disasters which in many places changed its original form. The damage in many cases was enormous, especially with the fire of 1913. This historic Temple regained its old glory and form after long restoration and renovation work. In 1993 the church started operating again and is open to the faithful.

NEEDS & STRATEGIC GOALS

NEEDS

- ✚ Need for temple maintenance
- ✚ Need for external environment improvement
- ✚ Need to be highlighted the history of the temple before 1913
- ✚ Need to utilize religious tourism

STRATEGIC GOALS

- ✚ Highlighting and promoting the history of the temple and its inclusion in religious tourism routes

INDICATIVE PROMOTIONAL ACTIONS

INDICATIVE BUDGET

Website design

The website will be based on a reliable and easy to use content management system (CMS / content management system), to have a simple and timeless visual, to have the characteristics of responsive design so that it can be read correctly by all devices (PC, tablet, smartphone), to meet the specifications of SEO (search engine optimization - optimal presence in search engines) and to have a tool to promote the newsletter. It will be at least in Greek / English language.

5.000,00 €

Production of photographic material




The production of a high-quality photographic material that will have copyright.





5.000,00 €




Video production - Promotion

The production of a high-quality promotional video with short variations, with the aim of spreading it widely on social networks. It will be at least in Greek / English language.





30.000,00 €

<p>Create promotional texts</p> <p>The texts will be used on social media accounts of the management body, on the tourist website of the Region and other possible sources and they will be at least in Greek / English language. The texting will concern the destination and the experiences it offers.</p>	<p>8.000,00 €</p>
EXPECTED RESULTS	
<p>RESULTS</p> <ul style="list-style-type: none">  Increase in traffic to tourist resources  Increase in the number of visitor arrivals  Increasing the attractiveness of the region 	
COMMUNICATION CHANNELS	
Social media communication & advertising	✓
Digital advertising & marketing	
Digital listings	
Email marketing	
Articles & press releases online	✓
Webinars	
Printed materials	✓
Organizing familiarization trips	
Contact via phone	
One 2 one appointment for presentation	
Workshops	
Events	
Sponsorships - Collaborations	✓
Word to Mouth	✓
IMPLEMENTING BODY	
Serres Antiquities Ephorate- Holy Metropolis of Serres and Nigritis	
JUSTIFICATION OF THE IMLEMENTING BODY'S SELECTION	
<p>The Serres Antiquities Ephorate with collaboration of the Holy Metropolis of Serres and Nigritis are the most appropriate bodies to design and implement the promotional strategy of this resource.</p>	
FINANCIAL POTENTIAL SOURCES	

Operational Plans in Central Macedonia and Blagoevgrad		✓		
National Sectoral Programs with reference to Tourism		✓		
INTERREG Cross - Border Programs		✓		
European Programs on Tourism				
HORIZON research projects				
Own resources of Regions		✓		
Own resources of Municipalities				
N.	AXIS	THEMATIC PRIORITY	ACTION	REGION
25	B.	T.P.: B.6	B.6.3 Religious Places	Blagoevgrad Region
Rozhen Monastery				
RESOURCE SUMMARY DESCRIPTION				
<p>The Rozhen Monastery of the “Nativity of the Mother of God” is the biggest monastery in the Pirin region. It was founded in 890, and gets its name from the nearby village of Rozhen. It is located about 5 km of Melnik in the lower part of Pirin. It offers an amazing view to the peaks of Pirin and Belasitsa, and the famous Melnik pyramids, located around the town pyramidal hills. It is famous for the miraculous icon of the Virgin Mary "Portarnitsa". The current building of the monastery is from the 19th century, the church itself is a remarkable monument. The oldest inscription is from 1597. It has an interesting iconostasis, frescoes and stained glass in the eastern part and in the monastery building there is an exhibition.</p>				
NEEDS & STRATEGIC GOALS				
NEEDS				
<ul style="list-style-type: none">  Need for monastery maintenance  Need for external environment improvement  Need to utilize religious tourism 				
STRATEGIC GOALS				
<ul style="list-style-type: none">  Highlighting and promoting the history of the monastery and its inclusion in religious tourism routes 				
INDICATIVE PROMOTIONAL ACTIONS			INDICATIVE BUDGET	
<p>Website design</p> <p>The website will be based on a reliable and easy to use content management system (CMS / content management system), to have a simple and timeless visual, to have the characteristics of responsive design so that it can be read correctly by all devices (PC, tablet,</p>			<p>5.000,00 €</p>	




<p>smartphone), to meet the specifications of SEO (search engine optimization - optimal presence in search engines) and to have a tool to promote the newsletter. It will be at least in Greek / English language.</p> <p>Production of photographic material The production of a high-quality photographic material that will have copyright.</p> <p>Video production - Promotion The production of a high-quality promotional video with short variations, with the aim of spreading it widely on social networks. It will be at least in Greek / English language.</p> <p>Create promotional texts The texts will be used on social media accounts of the management body, on the tourist website of the Region and other possible sources and they will be at least in Greek / English language. The texting will concern the destination and the experiences it offers.</p>	<p>5.000,00 €</p> <p>30.000,00 €</p> <p>8.000,00 €</p>
EXPECTED RESULTS	
RESULTS	
<ul style="list-style-type: none">  Increase in traffic to tourist resources  Increase in the number of visitor arrivals  Increasing the attractiveness of the region 	
COMMUNICATION CHANNELS	
Social media communication & advertising	
Digital advertising & marketing	✓
Digital listings	
Email marketing	
Articles & press releases online	
Webinars	✓
Printed materials	
Organizing familiarization trips	✓
Contact via phone	

One 2 one appointment for presentation				
Workshops				
Events				
Sponsorships - Collaborations				
Word to Mouth	✓			
IMPLEMENTING BODY				
Bulgarian Orthodox Church-Ministry of Culture				
JUSTIFICATION OF THE IMLEMENTING BODY'S SELECTION				
The Bulgarian Orthodox Church with collaboration of the Ministry of Culture are the most appropriate bodies to design and implement the promotional strategy of this resource.				
FINANCIAL POTENTIAL SOURCES				
Operational Plans in Central Macedonia and Blagoevgrad	✓			
National Sectoral Programs with reference to Tourism	✓			
INTERREG Cross - Border Programs	✓			
European Programs on Tourism				
HORIZON research projects				
Own resources of Regions	✓			
Own resources of Municipalities				
N.	AXIS	THEMATIC PRIORITY	ACTION	REGION
26	B.	T.P.: B.6	B.6.4 Religious Places	Blagoevgrad Region
Holy Trinity Church				
RESOURCE SUMMARY DESCRIPTION				
<p>Holy Trinity Church is located in Bansko downtown and is one of the symbols of the resort. It is one of the biggest churches in Bulgaria, is a three-nave basilica and erected in 1835 by local masters. The church has been announced a monument of architecture and the whole complex is considered one of the most outstanding achievements of the Bulgarian culture from the National Revival period. Above its main entrance, one can see a Christian cross and a Turkish crescent which is a symbol of tolerance between the two religions. The church is painted by some of the most prominent masters from the Art School of Bansko and Debarsko, Velyan Ognev, who has created the unique carved iconostasis, the original wall paintings on the columns and the cupola, the bishop's throne, the twelve columns symbolizing the twelve apostles. The bell tower in the yard of the church is erected in 1850, by Gligor Doyuv and It is considered a symbol of the city of Bansko. In 1866, a clock is installed on the tower.</p>				

NEEDS & STRATEGIC GOALS	
<p>NEEDS</p> <ul style="list-style-type: none">  Need for temple maintenance  Need to utilize religious tourism <p>STRATEGIC GOALS</p> <ul style="list-style-type: none">  Highlighting and promoting the history of the temple and its inclusion in religious tourism routes 	
INDICATIVE PROMOTIONAL ACTIONS	INDICATIVE BUDGET
<p>Website design</p> <p>The website will be based on a reliable and easy to use content management system (CMS / content management system), to have a simple and timeless visual, to have the characteristics of responsive design so that it can be read correctly by all devices (PC, tablet, smartphone), to meet the specifications of SEO (search engine optimization - optimal presence in search engines) and to have a tool to promote the newsletter. It will be at least in Greek / English language.</p>	<i>5.000,00 €</i>
<p>Production of photographic material</p> <p>The production of a high-quality photographic material that will have copyright.</p>	<i>5.000,00 €</i>
<p>Video production - Promotion</p> <p>The production of a high-quality promotional video with short variations, with the aim of spreading it widely on social networks. It will be at least in Greek / English language.</p>	<i>30.000,00 €</i>
<p>Create promotional texts</p> <p>The texts will be used on social media accounts of the management body, on the tourist website of the Region and other possible sources and they will be at least in Greek / English language. The texting will concern the destination and the experiences it offers.</p>	<i>8.000,00 €</i>
EXPECTED RESULTS	
<p>RESULTS</p> <ul style="list-style-type: none">  Increase in traffic to tourist resources 	

<ul style="list-style-type: none"> ✚ Increase in the number of visitor arrivals ✚ Increasing the attractiveness of the region 	
COMMUNICATION CHANNELS	
Social media communication & advertising	✓
Digital advertising & marketing	
Digital listings	
Email marketing	
Articles & press releases online	✓
Webinars	
Printed materials	✓
Organizing familiarization trips	
Contact via phone	
One 2 one appointment for presentation	
Workshops	
Events	
Sponsorships - Collaborations	✓
Word to Mouth	✓
IMPLEMENTING BODY	
Bulgarian Orthodox Church-Ministry of Culture	
JUSTIFICATION OF THE IMPLEMENTING BODY'S SELECTION	
The Bulgarian Orthodox Church with collaboration of the Ministry of Culture are the most appropriate bodies to design and implement the promotional strategy of this resource.	
FINANCIAL POTENTIAL SOURCES	
Operational Plans in Central Macedonia and Blagoevgrad	✓
National Sectoral Programs with reference to Tourism	✓
INTERREG Cross - Border Programs	✓
European Programs on Tourism	
HORIZON research projects	
Own resources of Regions	✓
Own resources of Municipalities	

N.	AXIS	THEMATIC PRIORITY	ACTION	REGION
27	C.	T.P.: C.7	C.7.1 Festivals & Events	Regional Unit of Serres
Anastenaria				
RESOURCE SUMMARY DESCRIPTION				
<p>An ancient custom that is revived every year on May 21 during the celebration of Saints Constantine and Helen in the village of Agia Eleni, Serres. They are extremely interesting, as all the ancient religious rituals have been preserved intact and "alive" until today. The custom originates from the remote villages of Eastern Thrace. The celebration retains its pre-Christian elements, although over the years it is realized in honor of Saints Constantine and Helen. The ceremony begins on the eve (May 20) of the festival and culminates the next day (21/5), in which "Anastenarides", who are mostly descendants of refugees has the chance to walk over the fire with barefoot. The event attracts a lot of people, not only visitors, but also scientific researchers from all over the world.</p>				
NEEDS & STRATEGIC GOALS				
<p>NEEDS</p> <ul style="list-style-type: none"> ✚ Need to review the implemented actions ✚ Better organization of the program ✚ Need for an aesthetic upgrade of the action <p>STRATEGIC GOALS</p> <ul style="list-style-type: none"> ✚ Promotion of the event in a way that does not compromise its experiential nature ✚ Building customers-tourists loyalty 				
INDICATIVE PROMOTIONAL ACTIONS				INDICATIVE BUDGET
<p>Website design</p> <p>Enrichment of the existent official website with high quality photographic and video material. The website will be based on a reliable and easy to use content management system (CMS / content management system), to have a simple and timeless visual, to have the characteristics of responsive design so that it can be read correctly by all devices (PC, tablet, smartphone), to meet the specifications of SEO (search engine optimization - optimal presence in search engines) and to have a tool to promote the newsletter. It will be at least in Greek / English language.</p>				5.000,00 €
<p>Production of photographic material</p>				5.000,00 €

<p>The production of a high-quality photographic material that will have copyright.</p>	
<p>Video production - Promotion</p> <p>The production of a high-quality promotional video with short variations, with the aim of spreading it widely on social networks. It will be at least in Greek / English language.</p>	<p>30.000,00 €</p>
<p>Create promotional texts</p> <p>The texts will be used on social media accounts of the management body, on the tourist website of the Region and other possible sources and they will be at least in Greek / English language. The texting will concern the destination and the experiences it offers.</p>	<p>8.000,00 €</p>
<p>Social media</p> <p>Enrichment of existing Social Media accounts of the management body and development of new ones (e.g Instagram). These initiatives will concern the content development (creative posters, copies, creative concepts of promotion campaigns and competitions, infographics etc) at least in Greek and English language. It is also proposed to promote material on the Region's social media accounts.</p>	<p>10.000,00 €</p>
EXPECTED RESULTS	
<p>RESULTS</p> <ul style="list-style-type: none">  Increase in traffic to tourist resources  Increase in the number of visitor arrivals  Increasing the attractiveness of the region 	
COMMUNICATION CHANNELS	
Social media communication & advertising	✓
Digital advertising & marketing	✓
Digital listings	
Email marketing	
Articles & press releases online	✓
Webinars	

Printed materials	✓			
Organizing familiarization trips				
Contact via phone				
One 2 one appointment for presentation				
Workshops				
Events				
Sponsorships - Collaborations				
Word to Mouth	✓			
IMPLEMENTING BODY				
Cultural Association of Saint Heleni - Municipal Unit of Saint Heleni				
JUSTIFICATION OF THE IMLEMENTING BODY'S SELECTION				
The Cultural Association of Saint Heleni with collaboration of the Municipal Unit of Saint Heleni are the most appropriate bodies to design and implement the promotional strategy of this resource.				
FINANCIAL POTENTIAL SOURCES				
Operational Plans in Central Macedonia and Blagoevgrad	✓			
National Sectoral Programs with reference to Tourism	✓			
INTERREG Cross - Border Programs	✓			
European Programs on Tourism	✓			
HORIZON research projects	✓			
Own resources of Regions				
Own resources of Municipalities	✓			
N.	AXIS	THEMATIC PRIORITY	ACTION	REGION
28	C.	T.P.: C.7	C.7.2 Festivals & Events	Regional Unit of Serres
Gynaikokratia (or Babo or Vrexoudia)				
RESOURCE SUMMARY DESCRIPTION				
The feast of Gynaikokratia or Babo or Vrexoudia is an ancient custom. It was transferred to Greece by the inhabitants of Eastern Romulia, who settled in Thrace and Macedonia. In Monokklisia the custom was began in 1923 by refugees from Petra in Eastern Thrace. The events of this custom honor the birth of children and the woman who brings them into the world. Every year on January 8, the custom is revived in the Municipal Districts of Monokklisia, N. Petra, Kamila and recently in Haropo. From dawn, the women with voices and the accompaniment of a loudly orchestra announce the fact that the village				

is now under their control. Married women elect a woman president and the other members of the board, who are also exclusively women. Then they occupy the public buildings, ring the church bells, and raise money for the day's expenses as well as supplies for the evening feast. Men on this day are busy with household chores and are not allowed to be on the street. Wearing the housewife's apron, they wash clothes, iron and take care of the children. The punishment for offenders is splashing and undressing. The dawn of the next day will find the village in its usual pre-condition.

NEEDS & STRATEGIC GOALS

NEEDS

- ✚ Need to assess the evolution of the custom
- ✚ Need to find effective ways to revive the custom and preserve it

STRATEGIC GOALS




- ✚ Promotion of the event in a way that does not compromise its experiential nature
- ✚ Building customers-tourists loyalty

INDICATIVE PROMOTIONAL ACTIONS	INDICATIVE BUDGET
<p>Website design</p> <p>Enrichment of the existent official website with high quality photographic and video material. The website will be based on a reliable and easy to use content management system (CMS / content management system), to have a simple and timeless visual, to have the characteristics of responsive design so that it can be read correctly by all devices (PC, tablet, smartphone), to meet the specifications of SEO (search engine optimization - optimal presence in search engines) and to have a tool to promote the newsletter. It will be at least in Greek / English language.</p>	5.000,00 €
<p>Production of photographic material</p> <p>The production of a high-quality photographic material that will have copyright.</p>	5.000,00 €
<p>Video production - Promotion</p> <p>The production of a high-quality promotional video with short variations, with the aim of spreading it widely on social networks. It will be at least in Greek / English language.</p>	30.000,00 €

<p>Create promotional texts</p> <p>The texts will be used on social media accounts of the management body, on the tourist website of the Region and other possible sources and they will be at least in Greek / English language. The texting will concern the destination and the experiences it offers.</p>	<p style="text-align: right;"><i>8.000,00 €</i></p>
<p>Social media</p> <p>Enrichment of existing Social Media accounts of the management body and development of new ones (e.g Instagram). These initiatives will concern the content development (creative posters, copies, creative concepts of promotion campaigns and competitions, infographics etc) at least in Greek and English language. It is also proposed to promote material on the Region's social media accounts.</p>	<p style="text-align: right;"><i>10.000,00 €</i></p>


EXPECTED RESULTS

RESULTS

-  Increase in traffic to tourist resources
-  Increase in the number of visitor arrivals
-  Increasing the attractiveness of the region

COMMUNICATION CHANNELS

Social media communication & advertising	✓
Digital advertising & marketing	✓
Digital listings	
Email marketing	
Articles & press releases online	✓
Webinars	
Printed materials	✓
Organizing familiarization trips	
Contact via phone	
One 2 one appointment for presentation	
Workshops	
Events	

Sponsorships - Collaborations				
Word to Mouth		✓		
IMPLEMENTING BODY				
Women's Association of the Monokklisia "The Lysistrata" - Municipality of Monokklisia				
JUSTIFICATION OF THE IMLEMENTING BODY'S SELECTION				
The Women's Association of the Monokklisia "The Lysistrata" with collaboration of the Municipality of Monokklisia are the most appropriate bodies to design and implement the promotional strategy of this resource.				
FINANCIAL POTENTIAL SOURCES				
Operational Plans in Central Macedonia and Blagoevgrad		✓		
National Sectoral Programs with reference to Tourism		✓		
INTERREG Cross - Border Programs		✓		
European Programs on Tourism		✓		
HORIZON research projects		✓		
Own resources of Regions				
Own resources of Municipalities		✓		
N.	AXIS	THEMATIC PRIORITY	ACTION	REGION
29	C.	T.P.: C.7	C.7.3 Festivals & Events	Blagoevgrad Region
International Festival "Pirin Folk"				
RESOURCE SUMMARY DESCRIPTION				
The International Festival "Pirin Folk" of Sandanski is one of the most prestigious festivals in Bulgaria, which gathers participants from different countries every year in a meeting of traditions, cultures and languages in the name of song folklore. The Pirin Folk Festival - Sandanski was founded in 1993. This is the first in Bulgaria, the only one of its kind and the most popular Macedonian song festival in Bulgaria. The festival consists of two contests: Macedonian Song Contest and Contest for Performing Arts. The main purpose of the festival is to preserve and enrich the folklore tradition of the Pirin region and the cultural and historical heritage of the town of Sandanski and the region. It is realizing on the open-air theatre of Sandanski in the first days of September.				
NEEDS & STRATEGIC GOALS				
NEEDS				
 Composition of a multifaceted product based on available resources, through the strengthening of special infrastructure and the provision of quality tourism services.				

- ✚ Adaptation of the touristic product to the characteristics of demand and the requirements of focused target groups.




- ✚ Designing new alternative cultural activities with the aim of attracting more tourists.

STRATEGIC GOALS

- ✚ Emphasis on intra-regional inter-sectoral and cross-sectoral synergies.

- ✚ Emphasis on interregional and cross-border synergies.

INDICATIVE PROMOTIONAL ACTIONS	INDICATIVE BUDGET
<p>Website design</p> <p>Enrichment of the existent official website with high quality photographic and video material. The website will be based on a reliable and easy to use content management system (CMS / content management system), to have a simple and timeless visual, to have the characteristics of responsive design so that it can be read correctly by all devices (PC, tablet, smartphone), to meet the specifications of SEO (search engine optimization - optimal presence in search engines) and to have a tool to promote the newsletter. It will be at least in Bulgarian / English language.</p>	<p>5.000,00 €</p>
<p>Production of photographic material</p> <p>The production of a high-quality photographic material that will have copyright.</p>	<p>5.000,00 €</p>
<p>Video production - Promotion</p> <p>The production of a high-quality promotional video with short variations, with the aim of spreading it widely on social networks. It will be at least in Bulgarian / English language.</p>	<p>30.000,00 €</p>
<p>Create promotional texts</p> <p>The texts will be used on social media accounts of the management body, on the tourist website of the Region and other possible sources and they will be at least in Bulgarian / English language. The texting will concern the destination and the experiences it offers.</p>	<p>8.000,00 €</p>

<p>Social media</p> <p>Enrichment of existing Social Media accounts of the management body and development of new ones (e.g Instagram). These initiatives will concern the content development (creative posters, copies, creative concepts of promotion campaigns and competitions, infographics etc) at least in Bulgarian and English language. It is also proposed to promote material on the Region's social media accounts.</p>	<p>10.000,00 €</p>
<p>Interregional and cross-border cooperation for the interconnection of resources</p> <p>The aim of this action is the interconnection (part) of the tourist product with relevant geographical and thematic networks of neighboring areas in such a way that the management body can take advantage of the attractiveness of resources outside his area, but also increase its attractiveness. The actions that can be included concern the thematic networking and the promotion of joint promotion/promotion actions, the cooperation of competent bodies and the networking of infrastructures, the development of cooperation between businesses of different destinations, the strengthening of the mobility of tourism professionals.</p>	<p>20.000,00 €</p>
EXPECTED RESULTS	
<p>RESULTS</p> <ul style="list-style-type: none">  Increase in traffic to tourist resources  Increase in the number of visitor arrivals  Increasing the attractiveness of the region 	
COMMUNICATION CHANNELS	
Social media communication & advertising	✓
Digital advertising & marketing	✓
Digital listings	
Email marketing	
Articles & press releases online	✓
Webinars	
Printed materials	✓

Organizing familiarization trips				
Contact via phone				
One 2 one appointment for presentation				
Workshops				
Events				
Sponsorships - Collaborations				
Word to Mouth	✓			
IMPLEMENTING BODY				
Municipality of Sandanski				
JUSTIFICATION OF THE IMPLEMENTING BODY'S SELECTION				
The Municipality of Sandanski is the legal management body of the resource. For this reason, it is the most appropriate body to design and implement the promotional strategy of this resource.				
FINANCIAL POTENTIAL SOURCES				
Operational Plans in Central Macedonia and Blagoevgrad	✓			
National Sectoral Programs with reference to Tourism	✓			
INTERREG Cross - Border Programs	✓			
European Programs on Tourism	✓			
HORIZON research projects	✓			
Own resources of Regions				
Own resources of Municipalities	✓			
N.	AXIS	THEMATIC PRIORITY	ACTION	REGION
30	C.	T.P.: C.7	C.7.4 Festivals & Events	Blagoevgrad Region
St John 's Eve (Enyovden)				
RESOURCE SUMMARY DESCRIPTION				
<p>Enyovden or Saint John's Eve is a Bulgarian holiday that is celebrated annually on 24th June. This holiday has pagan roots and, it was celebrated during the summer solstice, so it has a lot to do with the cult to the sun and its significance in people's lives. A lot of Bulgarians celebrate their name day on Enyovden. A very famous Bulgarian belief is that on Enyovden, the sun bathes in the water (rivers, seas, etc.), giving it some of its power. That is why, on Enyovden, there is a ritual that includes bathing in rivers and in the sea. Enyovden is also known as the day on which herbs have the strongest healing powers, for this reason many herb gatherers pick different medical herbs this day. Finally, on Enyovden, there was also a ritual for all unmarried young women and girls to gather together and proclaim an Enyo's</p>				

bride. They used to dress the girl as a bride with a white shirt, a special red coat and a red veil. Then the dressed “bride” would be lifted up to a grown woman’s shoulders and they would both make a round of the village, together with the rest of the unmarried girls.

NEEDS & STRATEGIC GOALS




NEEDS

- ✚ Composition of a multifaceted product based on available resources, through the strengthening of special infrastructure and the provision of quality tourism services.
- ✚ Adaptation of the touristic product to the characteristics of demand and the requirements of focused target groups.

STRATEGIC GOALS

- ✚ Emphasis on intra-regional inter-sectoral and cross-sectoral synergies.
- ✚ Emphasis on interregional and cross-border synergies.

INDICATIVE PROMOTIONAL ACTIONS	INDICATIVE BUDGET
<p>Production of photographic material</p> <p>The production of a high-quality photographic material that will have copyright.</p>	<i>5.000,00 €</i>
<p>Video production - Promotion</p> <p>The production of a high-quality promotional video with short variations, with the aim of spreading it widely on social networks. It will be at least in Bulgarian / English language.</p>	<i>30.000,00 €</i>
<p>Create promotional texts</p> <p>The texts will be used on social media accounts of the management body, on the tourist website of the Region and other possible sources and they will be at least in Bulgarian / English language. The texting will concern the destination and the experiences it offers.</p>	<i>8.000,00 €</i>
<p>Interregional and cross-border cooperation for the interconnection of resources</p> <p>The aim of this action is the interconnection (part) of the tourist product with relevant geographical and thematic networks of neighboring areas in such a way that the management body can take advantage of the</p>	<i>20.000,00 €</i>

<p>attractiveness of resources outside his area, but also increase its attractiveness. The actions that can be included concern the thematic networking and the promotion of joint promotion/promotion actions, the cooperation of competent bodies and the networking of infrastructures, the development of cooperation between businesses of different destinations, the strengthening of the mobility of tourism professionals.</p>	
EXPECTED RESULTS	
<p>RESULTS</p> <ul style="list-style-type: none">  Increase in traffic to tourist resources  Increase in the number of visitor arrivals  Increasing the attractiveness of the region 	
COMMUNICATION CHANNELS	
Social media communication & advertising	✓
Digital advertising & marketing	✓
Digital listings	
Email marketing	
Articles & press releases online	✓
Webinars	
Printed materials	✓
Organizing familiarization trips	
Contact via phone	
One 2 one appointment for presentation	
Workshops	
Events	
Sponsorships - Collaborations	
Word to Mouth	✓
IMPLEMENTING BODY	
-	
JUSTIFICATION OF THE IMLEMENTING BODY'S SELECTION	
-	
FINANCIAL POTENTIAL SOURCES	

Operational Plans in Central Macedonia and Blagoevgrad	✓
National Sectoral Programs with reference to Tourism	✓
INTERREG Cross - Border Programs	✓
European Programs on Tourism	✓
HORIZON research projects	✓
Own resources of Regions	
Own resources of Municipalities	

D6. CONCLUSION

The area of the River Plus project is characterized by a rich cultural and natural heritage. The municipalities of Simitli and Strumyani in Bulgaria as well as the municipalities of Heraklion, Sintiki and Emmanuel Pappas in Greece, crossed by the Strymon river, have favorable conditions for the development of eco-tourism, thematic tourism and opportunities for the development of cross-border cooperation. The similarities in the physical and social environment of the partners are reflected in common problems, issues, challenges and opportunities that focus on the protection, management and utilization of natural and cultural resources and local traditional activities.

The River Plus project focuses on tourism and cultural "products" that create an area more desirable to visitors. In this context, promotional actions must be carried out, in order to attract tourists in the sights of interest (mountain and national parks, rivers, mineral springs, cultural monuments, traditional settlements and festival - events).

The project emphasizes the integration of sustainable tourism and culture, the promotion of the multifaceted nature of tourism and the creation of innovative tourism activities with the environment and culture as a basis. In addition, through technological approaches (social media, mobile applications) it will try to deal with the low "traffic" of visitors, as well as the low popularity and choice of the area as a destination.

So, in the framework of this project, Serres Development Agency implemented the above study for the development of a common cross-border identity of the Region. The goal of the study is to achieve the redesign of the image and identity of the cross-border intervention area of the River Plus project through the enhancement and effective promotion of eco-cultural resources, with particular emphasis on tourism development.

In the context of the study 30 eco-cultural resources of the Regional Unit of Serres and the Region of Blagoevgrad were recorded, and the 15 more representative were selected. A critical evaluation of them was followed via questionnaires to the representatives of the resources management bodies and with the swot analysis method. Then, the development of the Strategic Promotion Plan, was implemented which was based on the above analysis.

In conclusion and regarding the formation of the common identity of the cross-border region, the region presents significant potential for the utilization of its natural and cultural resources and many opportunities to promote and highlight them. One of the most important advantages of the region is certainly its natural environment, with several important national parks and rivers. On the Bulgarian side, its natural thermal resources are also used quite well, which is also evident from the large developed thermal resorts. At the same time, it presents a large and important traditional residential stock which has potential for further development and promotion. On the Greek side, on the other hand, there is a significant number of cultural monuments, many of which need conservation and restoration. Religious points of interest are numerous in both regions, as well as cultural events and customs.

Given all the above characteristics, it is proposed to promote the area as a destination that can offer authentic experiences of culture and nature, which will be adapted to all seasons of the year in order to ensure a continuous flow of visitors. In the context of this common strategic promotion plan, some indicative promotion actions were proposed, which aim to direct each management body to the most efficient promotion of their resources. However, in the context of this, cross-border cooperation is deemed necessary to achieve a common places development and promotion of resources.

ANNEX

LIST OF 62 ECO-CULTURAL RESOURCES			
N	Natural and Wildlife Resources		
1	Strymon River	Region	Regional Unit of Serres
2	Lake Kerkini	Region	Regional Unit of Serres
3	Angitis River-Angitis Gorge	Region	Regional Unit of Serres
4	Vrontous Mountain - Lailias	Region	Regional Unit of Serres
5	Alistrati Cave	Region	Regional Unit of Serres
6	Thermal Baths of Agistro	Region	Regional Unit of Serres
7	Thermal Baths of Sidirokastro	Region	Regional Unit of Serres
8	Menoikio Mountain	Region	Regional Unit of Serres
9	Pangaion Hills	Region	Regional Unit of Serres
10	Lofos Pefkon	Region	Regional Unit of Serres
11	Belles Mountain	Region	Regional Unit of Serres
12	Pirin Mountain- National Park	Region	Blagoevgrad Region
13	Belasitsa Nature Park	Region	Blagoevgrad Region
14	Rila National Park	Region	Blagoevgrad Region
15	Mesta River	Region	Blagoevgrad Region
16	Sandanski Mineral Springs	Region	Blagoevgrad Region
17	Marikostinovo mineral springs	Region	Blagoevgrad Region
18	Rupite mineral springs	Region	Blagoevgrad Region
19	Melnik Sandstones pyramids	Region	Blagoevgrad Region
20	Slavyanka (Alibotush)-Bouνό Όρβηλος	Region	Blagoevgrad Region
N	Tangible Cultural Heritage		
1	Archaeological Museum - Bezesteni	Region	Regional Unit of Serres
2	Zincirli Mosque	Region	Regional Unit of Serres
3	Ahmet Pasha Mosque	Region	Regional Unit of Serres
4	Archaeological Museum of Amphipolis - Kasta Tomb	Region	Regional Unit of Serres
5	Holy Monastery of Timios Prodromos	Region	Regional Unit of Serres
6	Byzantine Church of Saints Theodore of Serres	Region	Regional Unit of Serres
7	Roupel Fortress	Region	Regional Unit of Serres
8	Rowing track of Pethelinos	Region	Regional Unit of Serres
9	Byzantine church of Agios Nikolaos	Region	Regional Unit of Serres
10	Acropolis of Serres	Region	Regional Unit of Serres
11	Monastery of Panagia Eikosifoinissa	Region	Regional Unit of Serres
12	Folklore Museum of Sarakatsani	Region	Regional Unit of Serres
13	Natural History Museum	Region	Regional Unit of Serres
14	Koca Mustafa Pasha Mosque	Region	Regional Unit of Serres
15	The Old town of Bansko	Region	Blagoevgrad Region

16	Kovachevitsa Village	Region	Blagoevgrad Region
17	Leshten Village	Region	Blagoevgrad Region
18	Melnik Town	Region	Blagoevgrad Region
19	Rozhen Monastery	Region	Blagoevgrad Region
20	Holy Trinity Church	Region	Blagoevgrad Region
21	Samuilova Fortress	Region	Blagoevgrad Region
22	Ancient Town Herakleya Sintika	Region	Blagoevgrad Region
23	Renaissance complex "Varosha" – Blagoevgrad	Region	Blagoevgrad Region
24	"Presentation of the Blessed Virgin Mary" church	Region	Blagoevgrad Region
25	Dolen Village	Region	Blagoevgrad Region
26	Sveto Blagoveshtenie (St Annunciation) church	Region	Blagoevgrad Region
27	Municipal History Museum – Gotse Delchev	Region	Blagoevgrad Region
28	Historical Museum Petrich	Region	Blagoevgrad Region
29	Historical Museum Razlog	Region	Blagoevgrad Region
30	Nicopolis ad Nestum	Region	Blagoevgrad Region
31	Delchevo Village	Region	Blagoevgrad Region
N	Intangible Cultural Heritage		
1	Anastenaria	Region	Regional Unit of Serres
2	Gynaikokratia (or Babo or Vrexoudia)	Region	Regional Unit of Serres
3	Revival of the Battle of Rupel Fortress	Region	Regional Unit of Serres
4	Gerakinia	Region	Regional Unit of Serres
5	Amphipolis Festival	Region	Regional Unit of Serres
6	Eleutheria	Region	Regional Unit of Serres
7	Astrovrada	Region	Regional Unit of Serres
8	International Festival "Pirin Folk"	Region	Blagoevgrad Region
9	St John 's Eve (Enyovden)	Region	Blagoevgrad Region
10	International Folklore Festival "Maleshevo sings and	Region	Blagoevgrad Region
11	International Folklore Festival of Dance Clubs	Region	Blagoevgrad Region

LIST OF 30 ECO-CULTURAL RESOURCES			
N	Natural and Wildlife Resources		
1	Strymon River	Region	Regional Unit of Serres
2	Lake Kerkini	Region	Regional Unit of Serres
3	Angitis River-Angitis Gorge	Region	Regional Unit of Serres
4	Vrontous Mountain - Lailias	Region	Regional Unit of Serres
5	Alistrati Cave	Region	Regional Unit of Serres
6	Thermal Baths of Agistro	Region	Regional Unit of Serres
7	Pirin Mountain- National Park	Region	Blagoevgrad Region
8	Belasitsa Nature Park	Region	Blagoevgrad Region
9	Rila National Park	Region	Blagoevgrad Region
10	Mesta River	Region	Blagoevgrad Region
11	Sandanski Mineral Springs	Region	Blagoevgrad Region
N	Tangible Cultural Heritage		
1	Archaeological Museum - Bezesteni	Region	Regional Unit of Serres
2	Zincirli Mosque	Region	Regional Unit of Serres
3	Ahmet Pasha Mosque	Region	Regional Unit of Serres
4	Archaeological Museum of Amphipolis - Kasta Tomb	Region	Regional Unit of Serres
5	Holy Monastery of Timios Prodromos	Region	Regional Unit of Serres
6	Byzantine Church of Saints Theodore of Serres	Region	Regional Unit of Serres
7	Roupel Fortress	Region	Regional Unit of Serres
8	The Old town of Bansko	Region	Blagoevgrad Region
9	Kovachevitsa Village	Region	Blagoevgrad Region
10	Leshten Village	Region	Blagoevgrad Region
11	Melnik Town	Region	Blagoevgrad Region
12	Rozhen Monastery	Region	Blagoevgrad Region
13	Holy Trinity Church	Region	Blagoevgrad Region
14	Samuilova Fortress	Region	Blagoevgrad Region
15	Ancient Town Herakleya Sintika	Region	Blagoevgrad Region
N	Intangible Cultural Heritage		
1	Anastenaria	Region	Regional Unit of Serres
2	Gynaikokratia (or Babo or Vrexoudia)	Region	Regional Unit of Serres
3	International Festival "Pirin Folk"	Region	Blagoevgrad Region
4	St John 's Eve (Enyovden)	Region	Blagoevgrad Region

LIST OF PROPOSED INTERVENTION - ACTIONS					
N.	CODE	AXIS	THEMATIC PRIORITY	TITLE OF THE ACTION	REGION
1	A.1.1	A	Parks & Mountains	Lake Kerkini	Serres
2	A.1.2	A	Parks & Mountains	Vrontous Mountain - Lailias	Serres
3	A.1.3	A	Parks & Mountains	Pirin Mountain- National Park	Blagoevgrad
4	A.1.4	A	Parks & Mountains	Belasitsa Nature Park	Blagoevgrad
5	A.1.5	A	Parks & Mountains	Rila National Park	Blagoevgrad
6	A.2.1	A	Rivers	Strymon River	Serres
7	A.2.2	A	Rivers	Angitis River-Angitis Gorge	Serres
8	A.2.3	A	Rivers	Alistrati Cave	Serres
9	A.2.4	A	Rivers	Mesta River	Blagoevgrad
10	A.3.1	A	Mineral Springs	Thermal Baths of Agistro	Serres
11	A.3.2	A	Mineral Springs	Sandanski Mineral Springs	Blagoevgrad
12	B.4.1	B	Settlements	Roupel Fortress	Serres
13	B.4.2	B	Settlements	Ancient Town Herakleya Sintika	Blagoevgrad
14	B.4.3	B	Settlements	The Old town of Bansko	Blagoevgrad
15	B.4.4	B	Settlements	Kovachevitsa Village	Blagoevgrad
16	B.4.5	B	Settlements	Leshten Village	Blagoevgrad
17	B.4.6	B	Settlements	Melnik Town	Blagoevgrad
18	B.4.7	B	Settlements	Samuilova Fortress	Blagoevgrad
19	B.5.1	B	Cultural Monuments	Archaeological Museum - Bezesteni	Serres
20	B.5.2	B	Cultural Monuments	Zincirli Mosque	Serres
21	B.5.3	B	Cultural Monuments	Ahmet Pasha Mosque	Serres
22	B.5.4	B	Cultural Monuments	Archaeological Museum of Amphipolis	Serres
23	B.6.1	B	Religious Places	Holy Monastery of Timios Prodromos	Serres
24	B.6.2	B	Religious Places	Byzantine Church of Saints Theodore	Serres
25	B.6.3	B	Religious Places	Rozhen Monastery	Blagoevgrad
26	B.6.4	B	Religious Places	Holy Trinity Church	Blagoevgrad
27	C.7.1	C	Festivals & Events	Anastenaria	Serres
28	C.7.2	C	Festivals & Events	Gynaikokratia (or Babo or Vrexoudia)	Serres
29	C.7.3	C	Festivals & Events	International Festival "Pirin Folk"	Blagoevgrad
30	C.7.4	C	Festivals & Events	St John 's Eve (Enyovden)	Blagoevgrad

River Plus

This questionnaire is part of a research effort of the Development Company of Serres S.A. to contribute to the formation of a common cross-border identity of the wider area of the Serres Regional Unit and the Blagoevgrad Region, by highlighting their eco-cultural resources and emphasizing to the tourism development.

The present research is implemented in the framework of the RIVER PLUS project which is financed by the Interreg VA Cooperation Program Greece-Bulgaria 2014 -2020, while the corporate structure includes three bodies from the Greek side and two from the Bulgarian side.

The purpose of this questionnaire is to investigate the eco-cultural resources of the Blagoevgrad Region, their strengths and weaknesses and their development prospects.

We look forward to your positive response and your contribution to this research.

***Required**

Important!

The information provided in the questionnaire is completely confidential and will be used exclusively for research purposes.

Personal Information

1. Full Name *

2. Representative Body *

3. Work Position *

Elements of the Eco-Cultural Resource that you Refer to

4. Name the eco-cultural resource you are referring to. *

5. In which of the following categories do you think the resource you are referring to fits best? *

Mark only one oval.

- Natural Resource (ecosystems, lakes, rivers, forests, etc.)
- Settlement (traditional settlements, traditional neighborhoods, etc.)
- Tangible Cultural Heritage (churches, bridges, monuments, etc.)
- Intangible Cultural Heritage (customs, special events, history, etc.)
- Other: _____

6. Describe if you know the ownership and management status of the eco-cultural resource (management body etc.)

7. Indicate the address / area of the eco-cultural resource.

8. Mention an official link (website / link) that provides additional resource information (preferably in English).

Evaluation of the Eco-Cultural Resource

9. Rate from 0 to 4 to what extent the following sentence corresponds to reality (0 = zero response, 1 = Low response, 2 = Moderate response, 3 = high response, 4 = very high response): *

Mark only one oval.

	0	1	2	3	4
The administrative and legal status of the resource contributes to the formation of a common identity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. Rate from 0 to 4 to what extent the following sentence corresponds to reality (0 = zero response, 1 = Low response, 2 = Moderate response, 3 = high response, 4 = very high response): *

Mark only one oval.

	0	1	2	3	4
The resource currently contributes significantly to the local and supra-local economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Rate from 0 to 4 to what extent the following sentence corresponds to reality (0 = zero response, 1 = Low response, 2 = Moderate response, 3 = high response, 4 = very high response): *

Mark only one oval.

	0	1	2	3	4
The resource has significant potential for further touristic development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Rate from 0 to 4 to what extent the following sentence corresponds to reality (0 = zero response, 1 = Low response, 2 = Moderate response, 3 = high response, 4 = very high response): *

Mark only one oval.

	0	1	2	3	4
There is a significant prospect of connecting the resource with a strong identity for the area	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Rate from 0 to 4 to what extent the following sentence corresponds to reality (0 = zero response, 1 = Low response, 2 = Moderate response, 3 = high response, 4 = very high response): *

Mark only one oval.

	0	1	2	3	4
The resource is properly promoted through websites and social networks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Does this eco-tourist resource have an entrance ticket? *

Mark only one oval.

- Yes
 No

15. Is it possible for this resource to be linked to a strong 'brand identity' of the region in the future? *

Mark only one oval.

- Yes
 No

16. Evaluate from 0 to 4 the extent to which the resource can create a positive outlook in the future (0 = zero outlook, 1 = low outlook, 2 = moderate outlook, 3 = positive outlook, 4 = very positive outlook): *

Mark only one oval.

	0	1	2	3	4
Wealth will be created and income will be increased	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Evaluate from 0 to 4 the extent to which the resource can create a positive outlook in the future (0 = zero outlook, 1 = low outlook, 2 = moderate outlook, 3 = positive outlook, 4 = very positive outlook): *

Mark only one oval.

	0	1	2	3	4
New jobs will be created	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18. Evaluate from 0 to 4 the extent to which the resource can create a positive outlook in the future (0 = zero outlook, 1 = low outlook, 2 = moderate outlook, 3 = positive outlook, 4 = very positive outlook): *

Mark only one oval.

	0	1	2	3	4
The quality of life will be improved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. Evaluate from 0 to 4 the extent to which the resource can create a positive * outlook in the future (0 = zero outlook, 1 = low outlook, 2 = moderate outlook, 3 = positive outlook, 4 = very positive outlook):

Mark only one oval.

	0	1	2	3	4
The number of tourists will be increased	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. Evaluate from 0 to 4 the extent to which the resource can create a positive * outlook in the future (0 = zero outlook, 1 = low outlook, 2 = moderate outlook, 3 = positive outlook, 4 = very positive outlook):

Mark only one oval.

	0	1	2	3	4
Entrepreneurship and innovation will be encouraged	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

21. Evaluate from 0 to 4 the extent to which the resource can create a positive * outlook in the future (0 = zero outlook, 1 = low outlook, 2 = moderate outlook, 3 = positive outlook, 4 = very positive outlook):

Mark only one oval.

	0	1	2	3	4
The skills and know-how of the local human resources will be improved	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Importance of the Eco-Cultural Resources of the Region

22. Choose from the list below, the 5 most important natural resources of the region. *

Tick all that apply.

- Pirin Mountain- National Park
- Belasitsa Nature Park
- Rila National Park
- Mesta River
- Sandanski Mineral Springs
- Marikostinovo Mineral Springs
- Rupite Mineral Springs
- Melnik Sandstones Pyramids
- Slavyanka (Alibotush)

23. Choose from the list below, the 5 most important tangible cultural resources of the region. *

Tick all that apply.

- Old Town of Bansko
- Kovachevitsa Village
- Lesten Village
- Melnik Town
- Dolen Village
- Delchevo Village
- Renaissance complex "Varosha" – Blagoevgrad
- Samuilova Fortress
- Ancient Town Herakleya Sintika
- Nicopolis ad Nestum
- Rojen Monastery "Nativity of the Mother of God"
- Holy Trinity Church
- "Presentation of the Blessed Virgin Mary" Church
- Sveto Blagoveshtenie (St Annunciation) Church
- Municipal History Museum – Gotse Delchev
- Historical Museum Petrich
- Historical Museum Razlog

24. Choose from the list below, the 3 most important intangible cultural resources of the region. *

Tick all that apply.

- International Festival "Pirin Folk"
- International Folklore Festival "Maleshevo sings and dances"
- St John's Eve (Enyovden)
- International Folklore Festival of Dance Clubs "Sharena Stomna"

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River Plus

Το παρόν ερωτηματολόγιο αποτελεί μέρος μιας ερευνητικής προσπάθειας της Αναπτυξιακής Εταιρείας Σερρών να συμβάλει στη διαμόρφωση μίας κοινής διασυννοριακής ταυτότητας της ευρύτερη περιοχής της Περιφερειακής Ενότητας Σερρών και της Περιφέρειας του Blagoevgrad, μέσω της ανάδειξης των οικο-πολιτιστικών πόρων τους και με έμφαση στην τουριστική ανάπτυξη.

Η παρούσα έρευνα υλοποιείται στο πλαίσιο του έργου RIVER PLUS το οποίο χρηματοδοτείται από το πρόγραμμα Interreg VA Cooperation Program Greece-Bulgaria 2014 -2020, ενώ στο εταιρικό σχήμα συμμετέχουν τρεις φορείς από την ελληνική πλευρά και δύο από την πλευρά της Βουλγαρίας.

Σκοπός του παρόντος ερωτηματολογίου είναι η διερεύνηση των οικο-πολιτιστικών πόρων της Περιφερειακής Ενότητας Σερρών, τα δυνατά και αδύναμα στοιχεία τους και οι προοπτικές ανάπτυξής τους.

Ελπίζουμε στην θετική σας ανταπόκριση και στη συμβολή σας στην παρούσα έρευνα.

***Required**

Σημαντικό!

Οι παρεχόμενες πληροφορίες του ερωτηματολογίου είναι απολύτως εμπιστευτικές και θα χρησιμοποιηθούν αποκλειστικά για ερευνητικούς σκοπούς

Προσωπικά Στοιχεία

1. Ονοματεπώνυμο *

2. Φορέας Εκπροσώπησης *

3. Ιδιότητα *

Στοιχεία του Οικο-Πολιτιστικού Πόρου που Αναφέρεστε

4. Ονομάστε τον οικο-πολιτιστικό πόρο στον οποίο αναφέρεστε. *

5. Σε ποια από τις παρακάτω κατηγορίες εκτιμάτε ότι ταιριάζει καλύτερα ο πόρος που αναφέρεστε; *

Mark only one oval.

- Φυσικός Πόρος (οικοσυστήματα, λίμνες, ποτάμια, δρυμοί κλπ)
- Οικισμός (Παραδοσιακοί οικισμοί, παραδοσιακές γειτονιές κλπ)
- Υλική Πολιτισμική Κληρονομιά (Εκκλησίες, γεφύρια, μνημεία κλπ)
- Άυλη Πολιτισμική Κληρονομιά (Εθιμα, Ειδικά Γεγονότα, Ιστορία κλπ)
- Other: _____

6. Περιγράψτε εάν γνωρίζετε το καθεστώς ιδιοκτησίας και διαχείρισης του οικο-πολιτιστικού πόρου.

7. Αναφέρετε τη διεύθυνση/περιοχή του οικο-πολιτιστικού πόρου.

8. Αναφέρετε κάποιο επίσημο σύνδεσμο (website/link) που παρέχει επιπλέον πληροφορίες για τον πόρο (κατά προτίμηση Αγγλικά).

Αξιολόγηση του Οικο-Πολιτιστικού Πόρου

9. Αξιολογείστε από το 0 έως το 4 σε πιο βαθμό η παρακάτω πρόταση *
ανταποκρίνεται στην πραγματικότητα (0=μηδενική ανταπόκριση, 1=Μικρή ανταπόκριση, 2=Μέτρια ανταπόκριση, 3= μεγάλη ανταπόκριση , 4= πολύ υψηλή ανταπόκριση):

Mark only one oval.

0 1 2 3 4

Το διοικητικό και νομικό καθεστώς του πόρου συμβάλλει στην διαμόρφωση μιας κοινής ταυτότητας

10. Αξιολογείστε από το 0 έως το 4 σε πιο βαθμό η παρακάτω πρόταση *
ανταποκρίνεται στην πραγματικότητα (0=μηδενική ανταπόκριση, 1=Μικρή ανταπόκριση, 2=Μέτρια ανταπόκριση, 3= μεγάλη ανταπόκριση , 4= πολύ υψηλή ανταπόκριση):

Mark only one oval.

0 1 2 3 4

Ο πόρος συμβάλλει σήμερα σημαντικά στην τοπική και υπερ-τοπική οικονομία

11. Αξιολογείστε από το 0 έως το 4 σε πιο βαθμό η παρακάτω πρόταση *
ανταποκρίνεται στην πραγματικότητα (0=μηδενική ανταπόκριση, 1=Μικρή ανταπόκριση, 2=Μέτρια ανταπόκριση, 3= μεγάλη ανταπόκριση , 4= πολύ υψηλή ανταπόκριση):

Mark only one oval.

0 1 2 3 4

Ο πόρος έχει σημαντικό περιθώριο περαιτέρω τουριστικής αξιοποίησης

12. Αξιολογείστε από το 0 έως το 4 σε πιο βαθμό η παρακάτω πρόταση *
 ανταποκρίνεται στην πραγματικότητα (0=μηδενική ανταπόκριση,
 1=Μικρή ανταπόκριση, 2=Μέτρια ανταπόκριση, 3= μεγάλη ανταπόκριση ,
 4= πολύ υψηλή ανταπόκριση):

Mark only one oval.

0 1 2 3 4

Υπάρχει σημαντική προοπτική σύνδεσης του πόρου με μια ισχυρή ταυτότητα για την περιοχή

13. Αξιολογείστε από το 0 έως το 4 σε πιο βαθμό η παρακάτω πρόταση *
 ανταποκρίνεται στην πραγματικότητα (0=μηδενική ανταπόκριση,
 1=Μικρή ανταπόκριση, 2=Μέτρια ανταπόκριση, 3= μεγάλη ανταπόκριση ,
 4= πολύ υψηλή ανταπόκριση):

Mark only one oval.

0 1 2 3 4

Ο πόρος προωθείται κατάλληλα μέσα από ιστότοπους και κοινωνικά δίκτυα

14. Έχει εισιτήριο εισόδου ο συγκεκριμένος οικο-τουριστικός πόρος; *

Mark only one oval.

- Ναι
 Όχι

15. Έχει τη δυνατότητα ο συγκεκριμένος πόρος να συνδεθεί με μια ισχυρή *
 'εικόνα' (brand identity) της περιοχής στο μέλλον;

Mark only one oval.

- Ναι
 Όχι

16. Αξιολογείστε από το 0 έως 4 το βαθμό που ο πόρος μπορεί να *
 δημιουργήσει θετική προοπτική στο μέλλον (0=μηδενική προοπτική,
 1=χαμηλή προοπτική, 2=μέτρια προοπτική, 3=θετική προοπτική, 4=πολύ
 θετική προοπτική):

Mark only one oval.

0 1 2 3 4

Θα δημιουργηθεί πλούτος και θα αυξηθεί το εισόδημα

17. Αξιολογείστε από το 0 έως 4 το βαθμό που ο πόρος μπορεί να δημιουργήσει θετική προοπτική στο μέλλον (0=μηδενική προοπτική, 1=χαμηλή προοπτική, 2=μέτρια προοπτική, 3=θετική προοπτική, 4=πολύ θετική προοπτική): *

Mark only one oval.

0 1 2 3 4
Θα δημιουργηθούν νέες θέσεις εργασίας <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>

18. Αξιολογείστε από το 0 έως 4 το βαθμό που ο πόρος μπορεί να δημιουργήσει θετική προοπτική στο μέλλον (0=μηδενική προοπτική, 1=χαμηλή προοπτική, 2=μέτρια προοπτική, 3=θετική προοπτική, 4=πολύ θετική προοπτική): *

Mark only one oval.

0 1 2 3 4
Θα βελτιωθεί η ποιότητα ζωής <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>

19. Αξιολογείστε από το 0 έως 4 το βαθμό που ο πόρος μπορεί να δημιουργήσει θετική προοπτική στο μέλλον (0=μηδενική προοπτική, 1=χαμηλή προοπτική, 2=μέτρια προοπτική, 3=θετική προοπτική, 4=πολύ θετική προοπτική): *

Mark only one oval.

0 1 2 3 4
Θα αυξηθεί η επισκεψιμότητα τουριστών, σχολείων κλπ. <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>

20. Αξιολογείστε από το 0 έως 4 το βαθμό που ο πόρος μπορεί να δημιουργήσει θετική προοπτική στο μέλλον (0=μηδενική προοπτική, 1=χαμηλή προοπτική, 2=μέτρια προοπτική, 3=θετική προοπτική, 4=πολύ θετική προοπτική): *

Mark only one oval.

0 1 2 3 4
Θα ενθαρρυνθεί το επιχειρηματικό πνεύμα και η καινοτομία <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>

21. Αξιολογείστε από το 0 έως 4 το βαθμό που ο πόρος μπορεί να δημιουργήσει θετική προοπτική στο μέλλον (0=μηδενική προοπτική, 1=χαμηλή προοπτική, 2=μέτρια προοπτική, 3=θετική προοπτική, 4=πολύ θετική προοπτική): *

Mark only one oval.

0 1 2 3 4
Θα βελτιωθούν οι δεξιότητες και η τεχνογνωσία του ανθρώπινου δυναμικού της περιοχής <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>

Ιεράρχηση των Οικο-Πολιτιστικών Πόρων της Περιοχής

22. Επιλέξτε από την παρακάτω λίστα, τους 5 πιο σημαντικούς φυσικούς οικο-πολιτιστικούς πόρους της περιοχής. *

Tick all that apply.

- Στρυμόνας Ποταμός
- Λίμνη Κερκίνη
- Ποταμός Αγγίτης-Φαράγγι Αγγίτη
- Όρος Λαϊλίας (Βροντούς)
- Σπήλαιο Αλιστράτης
- Όρος Μπέλλες
- Όρος Μενοίκιο
- Όρος Παγγαίο
- Ιαματικά Λουτρά Αγκίστρου
- Ιαματικά Λουτρά Σιδηροκάστρου

23. Επιλέξτε από την παρακάτω λίστα, τους 5 πιο σημαντικούς οικο-πολιτιστικούς πόρους υλικής πολιτιστικής κληρονομιάς της περιοχής. *

Tick all that apply.

- Αρχαιολογικό Μουσείο Σερρών (Μπεζεστένι)
- Ζινζιρλί Τζαμί
- Τζαμί Αχμέτ Πασά
- Τζαμί Κοτζά Μουσταφά
- Αρχαιολογικό Μουσείο Αμφίπολης-Τύμβος Καστά
- Ακρόπολη Σερρών
- Οχυρό Ρούπελ
- Λαογραφικό Μουσείο Σαρακατσάνων
- Μουσείο Φυσικής Ιστορίας
- Βυζαντινός Ναός Αγίων Θεοδώρων Σερρών
- Βυζαντινός Ναός Αγίου Νικολάου
- Ιερά Μονή Παναγίας Εικοσιφοίνισσας
- Ιερά Μονή Τιμίου Προδρόμου Σερρών

24. Επιλέξτε από την παρακάτω λίστα, τους 3 πιο σημαντικούς οικο-πολιτιστικούς πόρους άυλης πολιτιστικής κληρονομιάς της περιοχής. *

Tick all that apply.

- Αναστενάρια
- Γυναικοκρατία - Μπάμπω - "Βρεξούδια"
- Αστοβραδιά
- Γερακίνεια
- Φεστιβάλ Αμφίπολης
- Ελευθέρια
- Αναβίωση της Μάχης των Οχυρών Ρούπελ

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