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DEVELOPING JOINT SUSTAINABLE TOURISM PROGRAMME IN THE CROSS- BORDER AREA ELIN PELIN AND LESKOVAC

Short and Mid-term Operational Programme and 10 Project concepts

Place: Elin Pelin & Leskovac

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DISCLAIMER

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ОБЩИНА ЕЛИН ПЕЛИН



TURISTICKA ORGANIZACIJA LESKOVAC



**Centar za razvoj Jablaničkog
i Pčinjskog okruga**



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I. Introduction

The current operational program has been prepared under the project "The Magic of Synergies". The leading partner in the project is the municipality of Elin Pelin, Bulgaria. Project partners are the tourist organization Leskovac, the Republic of Serbia and The Centre for Development Jablanica and Pcinja Districts Leskovac Serbia.

Among the goals of the project are:

- To create a synergistic effect of the joint influence of the participants in tourism in the field of connecting festivals, development of common policies for tourism development and new tourist products in the cross-border region Elin Pelin and Leskovac;
- Carry out marketing activities aimed at tour operators and tourism service providers to promote new joint tourism products (new festivals);
- To increase the capacity of tourism participants in the cross-border region of Elin Pelin and Leskovac to implement a model for sustainable tourism development by sharing best practices, experience and know-how.

1. Purpose of the operational program

The purpose of this document is to provide the partners in the project "The Magic of Synergies" a realistic short-term (1-year) and medium-term (5-year) operational program with presented strategic and operational objectives, expected results, measurement indicators, deadlines etc.

The Operational Program is based on the strategic objectives presented in the Joint Strategy for Sustainable Tourism of the cross-border destination Elin Pelin - Leskovac, as set out in the project "The Magic of Synergies". The various ideas, sub-goals and activities included in the operational program were generated and discussed during the seminar "Preparation of the operational program", held on 18.05.2021 and 19.05.2021 in the town of Elin Pelin. The seminar was attended by 20 representatives of various stakeholders from the cross-border destination. Among the main objectives of the operational program is to provide the project partners in the person of the municipality of Elin Pelin, Leskovac Tourist Organization and The Centre for Development Jablanica and Pcinja Districts Leskovac Serbia, a specific action plan to serve as a kind of roadmap for the implementation of the set strategic goals for the sustainable development of tourism in the cross-border destination Elin Pelin - Leskovac, including the development of new joint tourism products.

2. Target audience

The current operational program is aimed mainly at the teams and representatives of the municipality of Elin Pelin, the Tourist Organization of Leskovac and The Centre for Development Jablanica and Pcinja Districts Leskovac Serbia, as partners in the project "Magic of Synergies". These are the main groups of people who will be directly responsible for the sustainable development, management and overall performance of the cross-border destination.

At the same time, the joint working group on tourism (SRGT) created during the “Magic of Synergies” project, actively participates in the process of management and development of sustainable tourism in the destination.

The Joint Tourism Working Group includes representatives of various stakeholders from both the Elin Pelin Municipality and the Leskovac area, and should accordingly be included in the main target group of the Operational Program.. In addition to the main target group presented above, this operational program is aimed at all other representatives of the tourism industry in the cross-border destination, as well as representatives of other sectors directly or indirectly related to tourism, representatives of non-governmental organizations, educational institutions and others who are also interested in the development of sustainable tourism in the destination and would like to get acquainted with the short and medium term plans for the development of tourism, while they can find activities in which they themselves could be involved as partners or subcontractors and thus contributing to the overall development of tourism in the cross-border destination Elin Pelin - Leskovac.

II. Medium-term operational program - action plan

This medium-term operational program presents a specific action plan indicating the expected results for each activity, the indicators to be used for its measurement, the responsible institutions and partners, the deadline for each activity, the estimated value for the respective operational objective and possible sources of financing.

The priorities, strategic and operational objectives on the basis of which the relevant activities are planned are part of the Joint Strategy for Sustainable Development of the Elin Pelin - Leskovac Cross-Border Area.

Priority	Strategic goals	Operational objectives (steps)	Activities	Expected results	Indicator (s)	Responsible institutions and partners		Deadline for implementation	Estimated value of the activity	Possible sources of funding
						Leading institution	Partners			
1. Development of joint tourism products	1.1. Improving cooperation between tourism participants by developing joint tourism products	1.1.1. Support for mutual learning, networking and dissemination and promotion of good practices and methodologies in the field of sustainable tourism - Annual meetings of the Joint Working Group on Tourism	1.1.1.1. Planning of two annual meetings of the Joint Working Group on Tourism - one before the beginning of the summer tourist season and one before the beginning of the winter tourist season (including preparation of the program, presentations, good practices and reports by the participants, etc.)	Prepared 10 programs, 10 presentations and 10 reports for 10 workshops	Number of prepared programs, Number of prepared presentations, Number of prepared reports	Leskovac Tourist Organization (LTO)	All participants in the Joint Working Group on Tourism (JWGT)	2021-2026	15,000 euro	Municipality of Elin Pelin, Town of Leskovac, LTO
			1.1.1.2 Preparation and sending of invitations to the participants in the Joint Working Group on Tourism and preparation of reports on good practices, analyzes and	10 invitations sent to the participants in the Joint Working Group on Tourism and a minimum of 10	Number of invitations sent, Number of reports	LTO	The participants in JWGT	2021-2026		Municipality of Elin Pelin, Town of Leskovac, LTO

			trends by the participants	reports on good practices, analyzes and trends by the participants						
			1.1.1.3 Conducting the annual meetings with preparation of final reports and possible working materials with the presented good practices, analyzes and trends after their completion	10 working meetings were held. Prepared 10 final reports for the meetings.	Number of workshops held, Number of final reports for the meetings	LTO	The participants in JWGT	2021-2026		Municipality of Elin Pelin, Town of Leskovac, LTO
			1.1.1.4. Communication on the opportunities for enrichment and development of the annual meetings (eg with the involvement of representatives of stakeholders who are not members of the Joint Working Group on Tourism, participation of external experts for trainings / discussions on specific topics and cases, etc.)	Conducted communication by e-mail, etc. means of communication on the opportunities for enrichment and development of the annual meetings	Number of ideas and proposals discussed regarding the opportunities for enrichment and development of the annual meetings	LTO	The participants in JWGT	2021-2026		Municipality of Elin Pelin, Town of Leskovac, LTO
		1.1.2. Exploitation of synergy connecting the festival: Organization of the gastronomic festival "Leskovac Grill" in Elin Pelin	1.1.2.1. Conducting a workshop with stakeholders to identify opportunities and resources needed to organize the gastronomic festival "Leskovac Grill" in Elin Pelin	Conducted a workshop with stakeholders to identify opportunities and resources needed to organize the festival and prepared a report on the conduct of the workshop	Number of workshops conducted	Municipality of Elin Pelin	LTO	2021-2026	50,000 euro	Municipality of Elin Pelin, Town of Leskovac, LTO

				and the decisions taken.						
			1.1.2.2. Preparation of a description and program of the gastronomic festival "Leskovac Grill" in Elin Pelin (including target groups of tourists, necessary resources, budget, etc.)	Prepared description and program of the gastronomic festival "Leskovac grill"	Number of descriptions, Number of programs	Municipality of Elin Pelin	LTO	2021-2026		Municipality of Elin Pelin, Town of Leskovac, LTO
			1.1.2.3 Communication and negotiation of conditions for work with key partners for the organization and holding of the gastronomic festival "Leskovac Grill" in Elin Pelin	Agreements reached and contracts for work with key partners for the organization and holding of the festival	Number of concluded contracts with partners for the organization and holding of the festival	Municipality of Elin Pelin		2021-2026		Municipality of Elin Pelin, Town of Leskovac, LTO
			1.1.2.4. Preparation of a marketing plan to promote the new gastronomic festival	Finished marketing plan to promote the festival	Number of marketing plans prepared	Municipality of Elin Pelin		2021-2026		Municipality of Elin Pelin, Town of Leskovac, LTO
			1.1.2.5. Planning and conducting online and traditional marketing campaigns to promote the new gastronomic festival in Elin Pelin and attract на посетители	Conducted at least one online and one traditional marketing campaign for each festival	Number of conducted online marketing campaigns, Number of conducted traditional marketing campaigns	Municipality of Elin Pelin	LTO	2021-2026		Municipality of Elin Pelin, Town of Leskovac, LTO
			1.1.2.6 The holding of the Leskovac Grill Festival in Elin Pelin	Held 5 annual festivals "Leskovac Grill" in Elin Pelin	Number of festivals held, Number of festival visitors	Municipality of Elin Pelin	LTO	2021-2026		Municipality of Elin Pelin,, LTO

			1.1.2.7. Analysis after the Leskovac Grill Festival in Elin Pelin in order to identify new opportunities and prevent negative cases for the next editions of the festival	Prepared 5 analyzes and 5 reports for the holding of each festival with described opportunities for improvement and prevention of negative cases	Number of prepared analyzes, Number of prepared reports	Municipality of Elin Pelin		2021-2026		Municipality of Elin Pelin
		1.1.3. Exploitation of the synergy connecting the festival: Organization of the "Shopski Folklore Day" festival in Leskovac.	1.1.3.1. Conducting a workshop with stakeholders to identify opportunities and resources needed to organize the festival "Shopski Folklore Day" in Leskovac	Conducted a workshop with stakeholders to identify opportunities and resources needed to organize the festival and prepared a report on the conduct of the workshop and the decisions taken.	Number of workshops conducted	LTO	Municipality of Elin Pelin	2021-2026	50,000 euro	LTO Municipality of Elin Pelin
			1.1.3.2. Preparation of a description and program of the festival "Shopski Folklore Day" in Leskovac (including target groups of tourists, necessary resources, budget, etc.)	Prepared description and program of the festival "Shopski folklore day "	Number of descriptions, Number of programs	LTO	Municipality of Elin Pelin	2021-2026		LTO, Municipality of Elin Pelin
			1.1.3.3. Communication and negotiation of conditions for work with key partners for the organization and holding of the festival "Shopski Folklore Day" in Leskovac	Agreements reached and contracts for work with key partners for the organization and holding of the festival	Number of concluded contracts with partners for the organization and holding of the festival	LTO		2021-2026		LTO

			1.1.3.4 Preparation of a marketing plan to promote the new festival	Finished marketing plan to promote the festival	Number of marketing plans prepared	LTO	Municipality of Elin Pelin	2021-2026		LTO, Municipality of Elin Pelin
			1.1.3.5.Planning and conducting online and traditional marketing campaigns to promote the new festival "Shopski Folklore Day" in Leskovac and attract visitors	Conducted at least one online and traditional marketing campaign for each festival	Number of conducted online marketing campaigns, Number of conducted traditional marketing campaigns	LTO	Municipality of Elin Pelin	2021-2026		LTO, Municipality of Elin Pelin
			1.1.2.6. Holding the festival "Shopski folklore day" in Leskovac	Held 5 annual festivals "Shopski folklore day" in Leskovac	Number of festivals held, Number of festival visitors	LTO	Municipality of Elin Pelin	2021-2026		LTO, Municipality of Elin Pelin
			1.1.2.7 Analysis after the festival "Shopski Folklore Day" in order to identify new opportunities and prevent negative cases for future editions of the festival	Prepared 5 analyzes and 5 reports for the holding of each festival with described opportunities for improvement and prevention of negative cases	Number of prepared analyzes, Number of prepared reports	LTO	Municipality of Elin Pelin	2021-2026		LTO
		1.1.4. Reduction of the seasonality of tourism and development of year-round tourism: Tourist product: "Leskovac weekend"	1.1.4.1. Description of the new tourist product "Leskovac Weekend" - duration, included activities, sites to visit, etc.	Described description of the new tourist product "Leskovac Weekend"	Number description	LTO		2021-2026	15,000 euro	LTO, Mutual funds available in the EU
			1.1.4.2. Research and	Prepared	Number of	LTO		2021-		LTO,

			listing of the target groups of users of the new tourist product "Leskovac Weekend"	document with the target groups of users of the new tourist product "Leskovac Weekend"	target groups			2026		Mutual funds available in the EU
			1.1.4.3. Communication and negotiation of conditions for work with key partners for the development of the new tourist product "Leskovac Weekend" (eg Leskovac Museum, Museum in Strojkovac, Miner's Church, etc.)	Agreements reached for work with key partners for the development and development of the new tourist product "Leskovac Weekend"	Number of agreements signed	LTO		2021-2026		LTO
			1.1.4.4. Preparation of a short-term and medium-term plan for the development of the new tourist product "Leskovac Weekend" (including action plan and monitoring plan)	Prepared a short-term and a long-term plan for the development of the new tourist product	Number of development plans prepared	LTO		2021-2026		LTO, Mutual funds available in the EU
			1.1.4.5. Preparation of a marketing strategy and action plan for promoting the new tourist product, incl. budget, necessary resources, partners, online channels, offline media, etc.	Existence of a marketing strategy and action plan for promotion of the new tourist product	Number of marketing strategies, Number of action plans	LTO		2021-2026		LTO, Mutual funds available in the EU
			1.1.4.6. Organizing cognitive tours among tour operators to sell the new tourist product	Conducted at least 2 cognitive tours for tour operators (TO) - one for Serbian	Number of cognitive tours conducted	LTO	Municipality of Elin Pelin	2021-2026		LTO, Mutual funds available in the EU

				TO and one for Bulgarian TO						
			1.1.4.7. Design and printing of advertising materials for the new tourist product "Leskovac weekend"	Printed at least 1000 pcs. advertising materials in Serbian, English and Bulgarian	Number of advertising materials	LTO		2021-2026		LTO, Mutual funds available in the EU
			1.1.4.8 Planning and conducting online and traditional marketing campaigns on the territory of the Republic of Serbia	Conducted a minimum of 10 online and traditional marketing campaigns	Number of conducted online marketing campaigns, Number of conducted traditional marketing campaigns	LTO		2021-2026		LTO, Mutual funds available in the EU
			1.1.4.9. Planning and conducting online and traditional marketing campaigns on the territory of the Republic of Bulgaria	Conducted a minimum of 10 online and traditional marketing campaigns	Number of conducted online marketing campaigns, Number of conducted traditional marketing campaigns	LTO	Municipality of Elin Pelin	2021-2026		LTO, Mutual funds available in the EU
			1.1.4.10. Planning and conducting campaigns for popularization of the new tourist product among children and students on the territory of the Republic of Serbia and the Republic of Bulgaria	Conducted at least 5 campaigns to promote the new tourist product among children and students in each country	Number of campaigns conducted	LTO		2021-2026		LTO, Mutual funds available in the EU
			1.1.4.11. Monitoring the development of the new	Prepared 5 annual	Number of monitoring	LTO		2021-2026		LTO, Mutual funds

			tourist product "Leskovac Weekend" and taking corrective actions if necessary	monitoring reports with written corrective action	reports					available in the EU
			1.1.4.12. Monitoring of the marketing activities for popularization of the new tourist product "Leskovac Weekend" and undertaking corrective actions if necessary	Prepared 5 annual monitoring reports with written corrective action	Number of monitoring reports	LTO		2021-2026		LTO, Mutual funds available in the EU
		1.1.5. Reduction of the seasonality of tourism and development of year-round tourism: Tourist product: "Shopski weekend"	1.1.5.1. Description of the new tourist product "Shopski Weekend" - duration, included activities, sites to visit, etc.	Scheduled description of the new tourist product "Shopski Weekend"	Number description	Municipality of Elin Pelin		2021-2026	15,000 euro	Elin Pelin Municipality, Joint Available Funds in the EU
			1.1.5.2. Research and listing of the target groups of users of the new tourist product "Shopski Weekend"	Prepared document with the target groups of users of the new tourist product "Shopski Weekend"	Number of target groups	Municipality of Elin Pelin		2021-2026		Elin Pelin Municipality, Joint Available Funds in the EU
			1.1.5.3 Communication and negotiation of conditions for work with key partners for the development and development of the new tourist product "Shopski Weekend" (eg local museums, folklore formations and ensembles, restaurants	Agreements reached for work with key partners for the development and development of the new tourist product "Shopski Weekend"	Number of agreements signed	Municipality of Elin Pelin		2021-2026		Elin Pelin Municipality, Joint Available Funds in the EU

			with traditional Bulgarian cuisine, etc.)							
			1.1.5.4. Preparation of a short-term and medium-term plan for the development of the new tourist product "Shopski Weekend" (including action plan and monitoring plan)	Prepared a short-term and a long-term plan for the development of the new tourist product	Number of development plans prepared	Municipality of Elin Pelin		2021-2026		Elin Pelin Municipality, Joint Available Funds in the EU
			1.1.5.5. Preparation of a marketing strategy and action plan for promoting the new tourist product, incl. budget, necessary resources, partners, online channels, offline media, etc.	Existence of a marketing strategy and action plan for promotion of the new tourist product	Number of marketing strategies, Number of action plans	Municipality of Elin Pelin		2021-2026		Elin Pelin Municipality, Joint Available Funds in the EU
			1.1.5.6. Organizing cognitive tours among tour operators to sell the new tourist product	Conducted at least 2 cognitive tours for tour operators (TO) - one for Bulgarian TO and one for Serbian TO	Number of cognitive tours conducted	Municipality of Elin Pelin		2021-2026		Elin Pelin Municipality, Joint Available Funds in the EU
			1.1.5.7. Design and printing of advertising materials for the new tourist product "Shopski Weekend"	Printed at least 1000 pcs. advertising materials in Serbian, English and Bulgarian	Number of advertising materials	Municipality of Elin Pelin		2021-2026		Elin Pelin Municipality, Joint Available Funds in the EU
			1.1.5.8. Planning and conducting online and traditional marketing campaigns on the territory of the Republic of Bulgaria	Conducted a minimum of 10 online and traditional marketing campaigns	Number of conducted online marketing campaigns, Number of	Municipality of Elin Pelin		2021-2026		Elin Pelin Municipality, Joint Available Funds in the EU

					conducted traditional marketing campaigns					
			1.1.5.9. Planning and conducting online and traditional marketing campaigns on the territory of the Republic of Serbia	Conducted a minimum of 10 online and traditional marketing campaigns	Number of conducted online marketing campaigns, Number of conducted traditional marketing campaigns	Municipality of Elin Pelin	LTO, town of Leskovac, The Centre for Development Jablanica and Pcinja Districts Leskovac Serbia	2021-2026		Elin Pelin Municipality, Joint Available Funds in the EU
			1.1.5.10. Planning and conducting campaigns for promotion of the new tourist product among children and students on the territory of the Republic of Bulgaria and the Republic of Serbia	Conducted at least 5 campaigns to promote the new tourist product among children and students in each country	Number of campaigns conducted	Municipality of Elin Pelin	LTO, town of Leskovac, The Centre for Development Jablanica and Pcinja Districts Leskovac Serbia	2021-2026		Elin Pelin Municipality, Joint Available Funds in the EU
			1.1.5.11. Monitoring the development of the new tourist product "Shopski Weekend" and taking corrective actions if necessary	Prepared 5 annual monitoring reports with written corrective action	Number of monitoring reports	Municipality of Elin Pelin		2021-2026		Elin Pelin Municipality, Joint Available Funds in the EU
			1.1.5.12. Monitoring of the marketing activities for promotion of the new tourist product "Shopski Weekend" and taking corrective actions if necessary	Prepared 5 annual monitoring reports with written corrective action	Number of monitoring reports	Municipality of Elin Pelin		2021-2026		Elin Pelin Municipality, Joint Available Funds in the EU

	1.2. Coordination and tourist offers according to market requirements	1.2.1. Creating joint tourism products - The ways of tradition	1.2.1.1. Study of the tourist potential of the cross-border destination Elin Pelin - Leskovac (including questionnaires, questionnaires, interviews, etc.)	Prepared a report on the tourist potential of the cross-border destination	Number of reports	Joint Working Group on Tourism at the cross-border destination Elin Pelin - Leskovac (JWGT)	Municipality of Elin Pelin, LTO	2021-2026	25,000 euro	Elin Pelin Municipality, Joint Available Funds in the EU
			1.2.1.2. Organizing and conducting workshops with the relevant public institutions by Leskovac and Elin Pelin and the various stakeholders to identify opportunities and resources needed to create new tourism products "Roads of Tradition"	Prepared a report on the workshop, the results achieved and the decisions taken on new tourist products	Number of reports	JWGT	Municipality of Elin Pelin, LTO	2021-2026		Elin Pelin Municipality, Joint Available Funds in the EU
			1.2.1.3. Preparation of detailed descriptions of the new tourist products "Roads of Tradition" (incl. Target groups, etc.)	Descriptions of the new tourist products "Roads of Tradition" available	Number of descriptions	JWGT	Municipality of Elin Pelin, LTO	2021-2026		Elin Pelin Municipality, LTO, Leskovac, EU Funds
			1.2.1.4. Communication and negotiation of conditions for work with key partners for the development and development of the new tourist products "Roads of Tradition" (eg Academy of Southern Serbia, School "Elin Pelin 1896", etc.)	Agreements reached to work with key partners for the development of new tourism products	Number of agreements signed	JWGT	Municipality of Elin Pelin, LTO	2021-2026		Elin Pelin Municipality, LTO, Leskovac, EU Funds
			1.2.1.5. Preparation of	Available short-	Number of	JWGT	Municipality	2021-		Elin Pelin

			a short-term and medium-term plan for the development of the new tourist products "Roads of Tradition" (including action plan and monitoring plan)	and medium-term plan for the development of new tourism products	development plans		of Elin Pelin, LTO	2026		Municipality, LTO, Leskovac, EU Funds
			1.2.1.6. Preparation of a marketing strategy and action plan for the promotion of new tourism products, incl. budget, necessary resources, partners, online channels, offline media, etc.	Existence of a marketing strategy and action plan for promotion of the new tourist product	Number of marketing strategies, Number of action plans	JWGT	Municipality of Elin Pelin, LTO	2021-2026		Elin Pelin Municipality, LTO, Leskovac, EU Funds
			1.2.1.7. Planning and conducting online and traditional marketing campaigns on the territory of Bulgaria and Serbia	Conducted a minimum of 10 online and traditional marketing campaigns	Number of conducted online marketing campaigns, Number of conducted traditional marketing campaigns	JWGT	Municipality of Elin Pelin, LTO	2021-2026		Elin Pelin Municipality, LTO, Leskovac, EU Funds
			1.2.1.8. Planning and organizing cognitive tours among Bulgarian and Serbian tour operators to sell the new tourist product	Conducted at least 2 cognitive tours for tour operators (TO) - one for Bulgarian TO and one for Serbian TO	Number of cognitive tours conducted	JWGT	Municipality of Elin Pelin, LTO	2021-2026		Elin Pelin Municipality, LTO, Leskovac, EU Funds
			1.2.1.9. Monitoring the marketing and development of the new tourist products "Roads of Tradition" and taking	Prepared 10 annual monitoring reports with written	Number of monitoring reports	JWGT	Municipality of Elin Pelin, LTO	2021-2026		Elin Pelin Municipality, LTO, Leskovac, EU Funds

			corrective actions if necessary	corrective action - 5 marketing reports and 5 development reports						
		1.2.2. Creation of joint tourist products "Fry Days"	1.2.2.1. Organizing and conducting a workshop with the relevant public institutions by Leskovac and Elin Pelin and various stakeholders to identify opportunities and resources needed to create joint tourist products "Fry Days"	Prepared a report on the workshop, the results achieved and the decisions taken on new tourist products	Number of reports	JWGT	Municipality of Elin Pelin, LTO	2021-2026	27,000 euro	Elin Pelin Municipality, LTO, Leskovac, EU Funds
			1.2.2.2. Preparation of "Fried Days" described on the new joint tourist products (including target groups, etc.)	Available descriptions of the new tourist products "Fry Days"	Number of descriptions	JWGT	Municipality of Elin Pelin, LTO	2021-2026		Elin Pelin Municipality, LTO, Leskovac, EU Funds
			1.2.2.3. Communication and negotiation of conditions for work with key partners for the development and development of the new joint tourist products "Fry Days"	Agreements reached to work with key partners for the development and development of new tourism products	Number of agreements signed	JWGT	Municipality of Elin Pelin, LTO	2021-2026		Elin Pelin Municipality, LTO, Leskovac, EU Funds
			1.2.2.4. Preparation of a short-term and medium-term plan for the development of the new joint tourist products "Fry Days" (including action plan and monitoring plan)	Available short- and medium-term plan for the development of new tourism products	Number of development plans	JWGT	Municipality of Elin Pelin, LTO	2021-2026		Elin Pelin Municipality, LTO, Leskovac, EU Funds
			1.2.2.5. Preparation of a marketing strategy and action plan for the	Existence of a marketing strategy and	Number of marketing strategies,	JWGT	Municipality of Elin Pelin, LTO	2021-2026		Elin Pelin Municipality, LTO,

			promotion of new tourism products, incl. budget, necessary resources, partners, online channels, offline media, etc.	action plan for promotion of the new tourist product	Number of action plans					Leskovac, EU Funds
			1.2.2.6. Planning and conducting online and traditional marketing campaigns on the territory of Bulgaria and Serbia	Conducted a minimum of 10 online and traditional marketing campaigns	Number of conducted online marketing campaigns, Number of conducted traditional marketing campaigns	JWGT	Municipality of Elin Pelin, LTO	2021-2026		Elin Pelin Municipality, LTO, Leskovac, EU Funds
			1.2.2.7. Planning and organizing cognitive tours among Bulgarian and Serbian tour operators to sell the new tourist product	Conducted at least 2 cognitive tours for tour operators (TO) - one for Bulgarian TO and one for Serbian TO	Number of cognitive tours conducted	JWGT	Municipality of Elin Pelin, LTO	2021-2026		Elin Pelin Municipality, LTO, Leskovac, EU Funds
			1.2.2.8. Monitoring of the marketing and development of the new joint tourist products "Fry Days" and taking corrective actions if necessary	Prepared 10 annual monitoring reports with written corrective action - 5 marketing reports and 5 development reports	Number of monitoring reports	JWGT	Municipality of Elin Pelin, LTO	2021-2026		Elin Pelin Municipality, LTO, Leskovac, EU Funds
		1.2.3. Vocational education and improvement of skills in restaurant and tourism	1.2.3.1. Planning and organizing workshops with stakeholders in order to identify the needs of the tourism	At least 2 meetings with stakeholders were held with reports on the	Number of meetings held, Number of reports	JWGT	Municipality of Elin Pelin, LTO	2021-2026	45,000 euro	Elin Pelin Municipality, LTO, Leskovac, Joint available funds

			business for qualified staff and opportunities for training and skills development	implementation and decisions taken - 1 in Elin Pelin and 1 in Leskovac						in the EU
			1.2.3.2. Preparation of a medium-term strategy and action plan for vocational education and improvement of skills in restaurant and tourism	Medium-term strategy and action plan available	Number of strategies, Number of action plans	JWGT	Municipality of Elin Pelin, LTO	2021-2026		Elin Pelin Municipality, LTO, Leskovac, Joint available funds in the EU
			1.2.3.3. Organizing open theoretical and practical trainings on specific topics for those employed in the tourism sector in order to develop and upgrade knowledge and skills	Conducted at least 4 open trainings per year - 2 in Leskovac and 2 in Elin Pelin	Number of trainings conducted	JWGT	Elin Pelin Municipality, LTO, external trainers	2021-2026		Elin Pelin Municipality, LTO, Leskovac, Joint available funds in the EU
			1.2.3.4. Planning and organizing trainings in specific specialties for unemployed people, tailored to the needs of the tourism business in the cross-border destination	Conducted at least 4 trainings per year in specific specialties for unemployed persons - 2 in Leskovac and 2 in Elin Pelin	Number of trainings conducted	JWGT	Elin Pelin Municipality, LTO, Professional training centers, Employment offices	2021-2026		Elin Pelin Municipality, LTO, Leskovac, Joint available funds in the EU
			1.2.3.5. Preparation and implementation of new / updated curricula in educational institutions offering tourism education, in accordance with current changes in the sector and the needs of the tourism industry	Prepared at least 1 new / updated curriculum per year	Number of curricula	JWGT	Elin Pelin Municipality, LTO, city, Leskovac, Academy of Southern Serbia, other educational institutions	2021-2026		Elin Pelin Municipality, LTO, Leskovac, Joint available funds in the EU

			1.2.3.6. Analysis and monitoring of the results of the conducted open trainings, trainings for unemployed persons and the new training programs in order to take corrective measures if necessary and update the initial action plan	Analyzes and reports available for each open training, training for the unemployed and a new / updated curriculum	Number of reports	JWGT	Municipality of Elin Pelin, LTO	2021-2026		Elin Pelin Municipality, LTO, Leskovac, Joint available funds in the EU
		1.2.4. Completion of the construction and commissioning of eco-trails around Ognyanovo dam and along the Vuchyanka gorge	1.2.4.1 Marking of the eco-trails around Ognyanovo dam and along the gorge of Vuchanka and inspection of the safety of the facilities (wooden bridges, steps, railings, etc.) after the completion of their construction	Clear and well-defined marking is available on the eco-trails around Ognyanovo dam and along the Vuchyanka gorge	Length of marked route (in km)	Municipality of Elin Pelin, Town of Leskovac	Mountain / Tourist unions and associations	2021-2023	35,000 euro	Elin Pelin Municipality, LTO, Leskovac, Joint available funds in the EU
			1.2.4.2. Design and production of printed materials for the eco-trails around the Ognyanovo dam and along the gorge of Vuchanka, which are distributed in the nearby and connected tourist sites, places for eating and entertainment, etc	Available minimum 1000 pcs. Advertising materials for the eco-trails in English, Serbian and Bulgarian	Number of printed materials	Municipality of Elin Pelin, Town of Leskovac		2021-2023		Elin Pelin Municipality, LTO, Leskovac, Joint available funds in the EU
			1.2.4.3. Research and inclusion of the eco-trails around Ognyanovo dam and along the gorge of Vuchanka in specific tourist routes, programs,	Included each eco-trail in a minimum of one tourist route / program	Number of tourist routes	Municipality of Elin Pelin, Town of Leskovac		2021-2023		Municipality of Elin Pelin, town of Leskovac, Joint available funds in the EU

			etc.							
			1.2.4.4. Planning and conducting an online campaign to promote eco-trails among the local population, families with children and other selected target groups	At least 2 online campaigns were conducted - one on the territory of the Republic of Serbia and one in the Republic of Bulgaria	Number of online marketing campaigns	Municipality of Elin Pelin, Town of Leskovac		2021-2023		Municipality of Elin Pelin, town of Leskovac, Joint available funds in the EU
2. Joint marketing and promotion	2.1. Improving the promotion of Elin Pelin and Leskovac and the joint tourist products and Leskovac	2.1.1. Development of a joint marketing strategy and marketing tools for the promotion of tourism products	2.1.1.1. Carrying out research and data collection for the cross-border destination, incl. available and planned tourist products, services, etc.	Prepared report with data and information about the cross-border destination	Number of reports	JWGT	Municipality of Elin Pelin, LTO, The Centre for Development Jablanica and Pcinja Districts Leskovac Serbia	2021-2026	25,000 euro	Elin Pelin Municipality, Toll, The Centre for Development Jablanica and Pcinja Districts Leskovac Serbia, Joint available funds in the EU
			2.1.1.2. Analysis of the needs of the cross-border destination and selection of online and traditional marketing tools	A range of selected online and traditional marketing tools available	Number of online marketing tools, Number of traditional marketing tools	JWGT	Municipality of Elin Pelin, LTO, The Centre for Development Jablanica and Pcinja Districts Leskovac Serbia	2021-2026		Elin Pelin Municipality, Toll, The Centre for Development Jablanica and Pcinja Districts Leskovac Serbia Joint available funds in the EU
			2.1.1.3. Development of a joint marketing strategy for the cross-border destination Elin	Joint marketing strategy available	Number of marketing strategies	JWGT	Municipality of Elin Pelin, LTO, The Centre for	2021-2026		Elin Pelin Municipality, Toll, The Centre for

			Pelin - Leskovac				Development Jablanica and Pcinja Districts Leskovac Serbia			Development Jablanica and Pcinja Districts Leskovac Serbia, Joint available funds in the EU
			2.1.1.4. Analysis and monitoring of the implementation of the joint marketing strategy and taking corrective measures if necessary	Existence of an annual monitoring report on the implementation of the joint marketing strategy	Number of monitoring reports	JWGT	Municipality of Elin Pelin, LTO, The Centre for Development Jablanica and Pcinja Districts Leskovac Serbia	2021-2026		Elin Pelin Municipality, Toll, The Centre for Development Jablanica and Pcinja Districts Leskovac Serbia, Joint available funds in the EU
		2.1.2. Development and updating of a mobile application and an interactive tourist website for all attractions	2.1.2.1. Preparation of assignment for making a mobile application	Existence of a task for making a mobile application	Number of assignments for making a mobile application	JWGT	Municipality of Elin Pelin, LTO,	2021-2026	15,000 euro	Elin Pelin Municipality, LTO, Joint Available Funds in the EU
			2.1.2.2. Recruitment of offers for the development of a mobile application, selection of a contractor and conclusion of a construction contract (with a fixed budget, term, functionalities, etc.)	Signed contract with a contractor for the development of a mobile application	Number of signed contracts	JWGT	Municipality of Elin Pelin, LTO,	2021-2026		Elin Pelin Municipality, LTO, Joint Available Funds in the EU
			2.1.2.3. Promotion of the ready mobile	Conducted at least 2 online	Number of online	JWGT	Municipality of Elin Pelin,	2021-2026		Elin Pelin Municipality,

			application among the target groups of tourists	campaigns to promote the mobile application - 1 for the Republic of Serbia and 1 for the Republic of Bulgaria	marketing campaigns conducted		LTO,			LTO, Joint Available Funds in the EU
			2.1.2.4. Preparation of an assignment for the development of an interactive tourist website	Existence of an assignment for development of an interactive tourist website	Number of assignments for creating an interactive tourist website	JWGT	Municipality of Elin Pelin, LTO,	2021-2026		Elin Pelin Municipality, LTO, Joint Available Funds in the EU
			2.1.2.5. Recruitment of offers for the development of an interactive tourist website, selection of a contractor and conclusion of a construction contract (with a fixed budget, term, functionalities, etc.)	Signed contract with a contractor for the development of an interactive tourist website	Number of signed contracts	JWGT	Municipality of Elin Pelin, LTO,	2021-2026		Elin Pelin Municipality, LTO, Joint Available Funds in the EU
			2.1.2.6. Promotion of the ready-made website in social media, various tourist groups, forums, etc.	Conducted at least 2 online campaigns to promote the site - 1 for the Republic of Serbia and 1 for the Republic of Bulgaria	Number of online marketing campaigns conducted	JWGT	Municipality of Elin Pelin, LTO,	2021-2026		Elin Pelin Municipality, LTO, Joint Available Funds in the EU
		2.1.3. Development and updating of interactive digital	2.1.3.1. Preparation of assignment for creation of interactive digital information points and	Existence of a task for creation of interactive digital	Number of assignments for creation of interactive	JWGT	Municipality of Elin Pelin, LTO, The Centre for	2021-2026	45,000 euro	Elin Pelin Municipality, LTO, The Centre for

		information points and interactive systems for interpretation via QR codes (video, audio, tourist information, etc.) for all economically viable attractions	interactive systems for interpretation through QR codes	information points and interactive systems for interpretation through QR codes	digital information points and interactive systems for interpretation through QR codes		Development Jablanica and Pcinja Districts Leskovac Serbia			Development Jablanica and Pcinja Districts Leskovac Serbia, Joint available funds in the EU
			2.1.3.2. Recruitment of offers for the development of interactive digital information points and interactive systems for interpretation through QR codes, selection of a contractor and conclusion of a construction contract (with a fixed budget, deadline, functionalities, etc.)	Signed contract with contractor for interactive digital information points and interactive systems for interpretation via QR codes	Number of signed contracts	JWGT	Municipality of Elin Pelin, LTO, The Centre for Development Jablanica and Pcinja Districts Leskovac Serbia	2021-2026		Elin Pelin Municipality, LTO, The Centre for Development Jablanica and Pcinja Districts Leskovac Serbia, Joint available funds in the EU
			2.1.3.3. Commissioning of interactive digital information points and interactive interpretation systems via QR codes	Put into operation and excellent functioning digital information points and interactive systems for interpretation via QR codes all economically viable attractions	% all economically viable attractions with functioning digital information points and interactive interpretation systems via QR codes	JWGT	Municipality of Elin Pelin, LTO, The Centre for Development Jablanica and Pcinja Districts Leskovac Serbia	2021-2026		Elin Pelin Municipality, LTO, The Centre for Development Jablanica and Pcinja Districts Leskovac Serbia Joint available funds in the EU
		2.1.4. Joint promotion of	2.1.4.1. Study for upcoming international,	Annual report available with	Number of reports	JWGT	Municipality of Elin Pelin,	2021-2026	20,000 euro	Elin Pelin Municipality,

		international, regional and local events and competitions	regional and local events and competitions	upcoming international, regional and local events and competitions			LTO, The Centre for Development Jablanica and Pcinja Districts Leskovac Serbia			LTO, The Centre for Development Jablanica and Pcinja Districts Leskovac Serbia, Joint available funds in the EU
			2.1.4.2. Conducting an annual working meeting of the Joint Working Group on Tourism to discuss and select international, regional and local events and competitions in which the cross-border destination Elin Pelin - Leskovac to participate and prepare a plan and program with the selected events	Annual working meetings of the SRGT and reports from each meeting on its holding and the decisions taken	Number of meetings held, Number of reports	JWGT	Municipality of Elin Pelin, LTO, The Centre for Development Jablanica and Pcinja Districts Leskovac Serbia	2021-2026		Elin Pelin Municipality, LTO, The Centre for Development Jablanica and Pcinja Districts Leskovac Serbia, Joint available funds in the EU
			2.1.4.3. Planning, organizing and participating the cross-border destination by presenting its tourist products during selected international, regional and local events and competitions	Annual participation in at least 4 international, regional and local events and competitions - 2 in the Republic of Serbia and 2 in the Republic of Bulgaria	Number of participations in international, regional and local events and competitions	JWGT	Municipality of Elin Pelin, LTO, The Centre for Development Jablanica and Pcinja Districts Leskovac Serbia	2021-2026		Elin Pelin Municipality, LTO, The Centre for Development Jablanica and Pcinja Districts Leskovac Serbia, Joint available funds in the EU
			2.1.4.4 Analysis and evaluation of the performance and the results of the participation in the selected international,	Available report with analysis and evaluation of the performance and the results of participation in	Number of reports	JWGT	Municipality of Elin Pelin, LTO, The Centre for Development Jablanica and	2021-2026		Elin Pelin Municipality, LTO, The Centre for Development Jablanica and

		regional and local events and competitions and preparation of a report with opportunities for improvement for participation in subsequent events	each event		Pcinja Districts Leskovac Serbia		Pcinja Districts Leskovac Serbia, Joint available funds in the EU
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III. Short-term operational program - action plan

The activities described in this short-term operational program (OP) are described in detail in the medium-term OP above, so here they will not be discussed again in detail with expected results, indicators, etc., but will be presented in the form of a list of tasks to each operational goal and deadline for implementation within the short-term (1-year) operational program.

Priority I. Development of joint tourism products

1.1. Improving cooperation between tourism participants by developing joint tourism products

1.1.1. Support for mutual learning, networking and dissemination and promotion of good practices and methodologies in the field of sustainable tourism - Annual meetings of the Joint Working Group on Tourism

1.1.1.1. Planning of two annual meetings of the Joint Working Group on Tourism - one before the beginning of the summer tourist season and one before the beginning of the winter tourist season (including preparation of the program, presentations, good practices and reports by the participants, etc.)

- *Deadline for implementation: until 30.06 for the employee meeting before the annual tourist season and until 15.11 before the winter tourist season*

1.1.1.2 Preparation and sending of invitations to the participants in the Joint Working Group on Tourism and preparation of reports on good practices, analyzes and trends by the participants

- *Deadline for implementation: until 20.06.2021 for the working meeting before the summer tourist season and until 20.11 before the winter tourist season*

1.1.1.3 Conducting the annual meetings with preparation of final reports and possible working materials with the presented good practices, analyzes and trends after their completion

- *Deadline for implementation: until 30.06.2021 for the working meeting before the summer tourist season and until 30.11 before the winter tourist season*

1.1.1.4. Communication on the opportunities for enrichment and development of the annual meetings (eg with the involvement of representatives of stakeholders who are not members of the Joint Working Group on Tourism, participation of external experts for trainings / discussions on specific topics and cases, etc.)

- *Deadline for implementation: up to 30 days after each workshop*

1.1.2. Exploitation of synergy connecting the festival: Organization of the gastronomic festival "Leskovac Grill" in Elin Pelin

1.1.2.1. Conducting a workshop with stakeholders to identify opportunities and resources needed to organize the gastronomic festival "Leskovac Grill" in Elin Pelin

- *Deadline for implementation: until 09.06.2021*

1.1.2.2. Preparation of a description and program of the gastronomic festival "Leskovac Grill" in Elin Pelin (including target groups of tourists, necessary resources, budget, etc.)

- *Deadline for implementation: until 09.06.2021*

1.1.2.3 Communication and negotiation of conditions for work with key partners for the organization and holding of the gastronomic festival "Leskovac Grill" in Elin Pelin

- *Deadline for implementation: until 13.06.2021*

1.1.2.4. Preparation of a marketing plan to promote the new gastronomic festival

- *Deadline for implementation: until 15.06.2021*

1.1.2.5. Planning and conducting online and traditional marketing campaigns to promote the new gastronomic festival in Elin Pelin and attract guests.

- *Deadline for implementation: until 30.06.2021*

1.1.2.6. The holding of the Leskovac Grill Festival in Elin Pelin

- *Deadline for implementation: until 30.06.2021*

1.1.2.7. Analysis after the Leskovac Grill Festival in Elin Pelin in order to identify new opportunities and prevent negative cases for the next editions of the festival

- *Deadline for implementation: until 15.07.2021*

1.1.3. Exploitation of the synergy connecting the festival: Organization of the "Shopski Folklore Day" festival in Leskovac.

1.1.3.1. Conducting a workshop with stakeholders to identify opportunities and resources needed to organize the festival "Shopski Folklore Day" in Leskovac

- *Deadline for implementation: until 10.08.2021*

1.1.3.2. Preparation of a description and program of the festival "Shopski Folklore Day" in Leskovac (including target groups of tourists, necessary resources, budget, etc.)

- *Deadline for implementation: until 15.08.2021*

1.1.3.3. Communication and negotiation of conditions for work with key partners for the organization and holding of the festival "Shopski Folklore Day" in Leskovac

- *Deadline for implementation: until 31.08.2021*

1.1.3.4 Preparation of a marketing plan to promote the new festival

- *Deadline for implementation: until 09.08.2021*

1.1.3.5. Planning and conducting online and traditional marketing campaigns to promote the new festival "Shopski Folklore Day" in Leskovac and attract visitors

- *Deadline for implementation: until 30.09.2021*

1.1.3.6. Holding the festival "Shopski folklore day" in Leskovac

- *Deadline for implementation: until 30.09.2021*

1.1.2.7 Analysis after the festival "Shopski Folklore Day" in order to identify new opportunities and prevent negative cases for future editions of the festival

- *Deadline for implementation: until 15.10.2021*

1.1.4. Reduction of the seasonality of tourism and development of year-round tourism: Tourist product: "Leskovac weekend"

1.1.4.1. Description of the new tourist product "Leskovac Weekend" - duration, included activities, sites to visit, etc.

- *Deadline for implementation: until 01.02.2022*

1.1.4.2. Research and listing of the target groups of users of the new tourist product "Leskovac Weekend"

- *Deadline for implementation: until 01.02.2022*

1.1.4.3. Communication and negotiation of conditions for work with key partners for the development of the new tourist product "Leskovac Weekend" (eg Leskovac Museum, Museum in Strojkovac, Miner's Church, etc.)

- *Deadline for implementation: until 15.02.2022*

1.1.4.4. Preparation of a short-term and medium-term plan for the development of the new tourist product "Leskovac Weekend" (including action plan and monitoring plan)

- *Deadline for implementation: until 01.03.2022*

1.1.4.5. Preparation of a marketing strategy and action plan for promoting the new tourist product, incl. budget, necessary resources, partners, online channels, offline media, etc.

- *Deadline for implementation: until 01.04.2022*

1.1.4.6. Organizing cognitive tours among tour operators to sell the new tourist product

- *Deadline for implementation: until 31.05.2022*

1.1.4.7. Design and printing of advertising materials for the new tourist product "Leskovac weekend"

- *Deadline for implementation: until 01.05.2022*

1.1.4.8. Planning and conducting online and traditional marketing campaigns on the territory of the Republic of Serbia

- *Deadline for implementation: until 31.05.2022*

1.1.4.9. Planning and conducting online and traditional marketing campaigns on the territory of the Republic of Bulgaria

- *Deadline for implementation: until 31.05.2022*

1.1.4.10. Planning and conducting campaigns for popularization of the new tourist product among children and students on the territory of the Republic of Serbia and the Republic of Bulgaria

- *Deadline for implementation: until 31.05.2022*

1.1.4.11. Monitoring the development of the new tourist product "Leskovac Weekend" and taking corrective actions if necessary

- *Deadline for implementation: until 31.05.2022*

1.1.4.12. Monitoring of the marketing activities for popularization of the new tourist product "Leskovac Weekend" and undertaking corrective actions if necessary

- *Deadline for implementation: until 31.05.2022*

1.1.5. Reduction of the seasonality of tourism and development of year-round tourism: Tourist product:

"Shopski weekend"

1.1.5.1. Description of the new tourist product "Shopski Weekend" - duration, included activities, sites to visit, etc.

- *Deadline for implementation: until 01.02.2022*

1.1.5.2. Research and listing of the target groups of users of the new tourist product "Shopski Weekend"

- *Deadline for implementation: until 01.02.2022*

1.1.5.3 Communication and negotiation of conditions for work with key partners for the development and development of the new tourist product "Shopski Weekend" (eg local museums, folklore formations and ensembles, restaurants with traditional Bulgarian cuisine, etc.)

- *Deadline for implementation: until 15.02.2022*

1.1.5.4. Preparation of a short-term and medium-term plan for the development of the new tourist product "Shopski Weekend" (including action plan and monitoring plan)

- *Deadline for implementation: until 01.03.2022*

1.1.5.5. Preparation of a marketing strategy and action plan for promoting the new tourist product, incl. budget, necessary resources, partners, online channels, offline media, etc.

- *Deadline for implementation: until 01.04.2022*

1.1.5.6. Organizing cognitive tours among tour operators to sell the new tourist product

- *Deadline for implementation: until 31.05.2022*

1.1.5.7. Design and printing of advertising materials for the new tourist product "Shopski Weekend"

- *Deadline for implementation: until 01.05.2022*

1.1.5.8. Planning and conducting online and traditional marketing campaigns on the territory of the Republic of Bulgaria

- *Deadline for implementation: until 31.05.2022*

1.1.5.9. Planning and conducting online and traditional marketing campaigns on the territory of the Republic of Serbia

- *Deadline for implementation: until 31.05.2022*

1.1.5.10. Planning and conducting campaigns for promotion of the new tourist product among children and students on the territory of the Republic of Bulgaria and the Republic of Serbia

- *Deadline for implementation: until 31.05.2022*

1.1.5.11. Monitoring the development of the new tourist product "Shopski Weekend" and taking corrective actions if necessary

- *Deadline for implementation: until 31.05.2022*

1.1.5.12. Monitoring of the marketing activities for promotion of the new tourist product "Shopski Weekend" and taking corrective actions if necessary

- *Deadline for implementation: until 31.05.2022*

1.2. Coordination and tourist offers according to market requirements

1.2.1. Creating joint tourism products - The ways of tradition

1.2.1.1. Study of the tourist potential of the cross-border destination Elin Pelin - Leskovac (including questionnaires, questionnaires, interviews, etc.)

- *Deadline for implementation: until 15.06.2022*

1.2.1.2. Organizing and conducting workshops with the relevant public institutions by Leskovac and Elin Pelin and the various stakeholders to identify opportunities and resources needed to create new tourism products "Roads of Tradition"

- *Deadline for implementation: until 10.07.2022*

1.2.1.3. Preparation of detailed descriptions of the new tourist products "Roads of Tradition" (incl. Target groups, etc.)

- *Deadline for implementation: until 15.11.2021 - for the first two trainings in Elin Pelin and Leskovac and until 15.04.2022 - for the next two trainings in Elin Pelin and Leskovac*

1.2.1.4. Communication and negotiation of conditions for work with key partners for the development and development of the new tourist products "Roads of Tradition" (eg Academy of Southern Serbia, School "Elin Pelin 1896", etc.)

- *Deadline for implementation: until 15.11.2021 - for the first two trainings in Elin Pelin and Leskovac and until 15.04.2022 - for the next two trainings in Elin Pelin and Leskovac*

1.2.1.5. Preparation of a short-term and medium-term plan for the development of the new tourist products "Roads of Tradition" (including action plan and monitoring plan)

- *Deadline for implementation: until 01.08.2021*

1.2.1.6. Preparation of a marketing strategy and action plan for the promotion of new tourism products, incl. budget, necessary resources, partners, online channels, offline media, etc.

- *Deadline for implementation: up to 14 days after each training and up to 30 days after the end of the school year (for the study programs)*

1.2.4. Completion of the construction and commissioning of eco-trails around Ognyanovo dam and along the Vuchyanka gorge

1.2.4.1 Marking of the eco-trails around Ognyanovo dam and along the gorge of Vuchanka and inspection of the safety of the facilities (wooden bridges, steps, railings, etc.) after the completion of their construction

- *Deadline for implementation: until 30.06.2021*

1.2.4.2. Design and production of printed materials for the eco-trails around the Ognyanovo dam and along the gorge of Vuchanka, which are distributed in the nearby and connected tourist sites, places for eating and entertainment, etc

- *Deadline for implementation: until 10.07.2021*

1.2.4.3. Research and inclusion of the eco-trails around Ognyanovo dam and along the gorge of Vuchanka in specific tourist routes, programs, etc.

- *Deadline for implementation: until 20.07.2021*

1.2.4.4. Planning and conducting an online campaign to promote eco-trails among the local population, families with children and other selected target groups

- *Deadline for implementation: until 30.08.2021*

2. Joint marketing and promotion

2.1. Improving the promotion of the destinations of Elin Pelin and Leskovac and the joint tourist products and Leskovac

2.1.1. Development of a joint marketing strategy and marketing tools for the promotion of tourism products

2.1.1.1. Carrying out research and data collection for the cross-border destination, incl. available and planned tourist products, services, etc.

- *Deadline for implementation: until 15.06.2021*

2.1.1.2. Analysis of the needs of the cross-border destination and selection of online and traditional marketing tools

- *Deadline for implementation: until 01.07.2021*

2.1.1.3. Development of a joint marketing strategy for the cross-border destination Elin Pelin – Leskovac

- *Deadline for implementation: until 15.08.2021*

2.1.1.4. Analysis and monitoring of the implementation of the joint marketing strategy and taking corrective measures if necessary

- *Deadline for implementation: until 30.06.2021*

2.1.2. Development and updating of a mobile application and an interactive tourist website for all attractions

- *Deadline for implementation: until 31.07.2021*

2.1.2.1. Preparation of assignment for making a mobile application

- *Deadline for implementation: until 31.07.2021*

2.1.2.2. Recruitment of offers for the development of a mobile application, selection of a contractor and conclusion of a construction contract (with a fixed budget, term, functionalities, etc.)

- *Deadline for implementation: until 31.07.2021*

2.1.2.3. Promotion of the ready mobile application among the target groups of tourists

- *Deadline for implementation: until 30.10.2021*

2.1.2.4. Preparation of an assignment for the development of an interactive tourist website

2.1.2.5. Recruitment of offers for the development of an interactive tourist website, selection of a contractor and conclusion of a construction contract (with a fixed budget, term, functionalities, etc.)

2.1.2.6. Promotion of the ready-made website in social media, various tourist groups, forums, etc.

2.1.3. Development and updating of interactive digital information points and interactive systems for interpretation via QR codes (video, audio, tourist information, etc.) for all economically viable attractions

2.1.3.1. Preparation of assignment for creation of interactive digital information points and interactive systems for interpretation through QR codes

- *Deadline for implementation: until 30.06.2021*

2.1.3.2. Recruitment of offers for the development of interactive digital information points and interactive systems for interpretation through QR codes, selection of a contractor and conclusion of a construction contract (with a fixed budget, deadline, functionalities, etc.)

- *Deadline for implementation: until 31.07.2021*

2.1.3.3. Commissioning of interactive digital information points and interactive interpretation systems via QR codes

2.1.4. Joint promotion of international, regional and local events and competitions

2.1.4.1. Study for upcoming international, regional and local events and competitions

- *Deadline for implementation: until 20.06.2021*

2.1.4.2. Conducting an annual working meeting of the Joint Working Group on Tourism to discuss and select international, regional and local events and competitions in which the cross-border destination Elin Pelin - Leskovac to participate and prepare a plan and program with the selected events

- *Deadline for implementation: until 15.07.2021*

2.1.4.3. Planning, organizing and participating the cross-border destination by presenting its tourist products during selected international, regional and local events and competitions

- *Deadline for implementation: until 01.09.2021*

2.1.4.4 Analysis and evaluation of the performance and the results of the participation in the selected international, regional and local events and competitions and preparation of a report with opportunities for improvement for participation in subsequent events

- *Deadline: up to 15 days after the end of each event*

IV. 10 most important project concepts identified in the CSST and operational Programme

Project concept № 1

Name: The taste of "Leskovac Grill" - creating a new joint tourist product for the development of the cross-border destination Elin Pelin - Leskovac

Main objectives:

Popularization of tourism in the cross-border destination Elin Pelin - Leskovac through a joint tourist product

Extracting economic benefits for the tourism industry and the local community by creating a joint tourism product

Supporting the development of sustainable tourism in the cross-border destination

Brief summary: The project aims to create a new joint tourist product "The Taste of Leskovac Grill" in the cross-border destination Elin Pelin - Leskovac. The new tourist product will be related to the annual organization and holding of an independent festival "The Taste of Leskovac Grill" in the town of Elin Pelin.

Main project activities:

1. Conducting a workshop with stakeholders to identify opportunities and resources needed to organize the gastronomic festival "Leskovac Grill" in Elin Pelin
2. Preparation of a description and program of the gastronomic festival "Leskovac Grill" in Elin Pelin (including target groups of tourists, necessary resources, budget, etc.)
3. Communication and negotiation of conditions for work with key partners for the organization and holding of the gastronomic festival "Leskovac Grill" in Elin Pelin
4. Preparing a marketing plan to promote the new festival
5. Planning and conducting online and traditional marketing campaigns to promote the new gastronomic festival in Elin Pelin and attract visitors
6. Holding the festival "Leskovac Grill" in Elin Pelin
7. Analysing the festival "Leskovac Grill" in Elin Pelin after it ends, in order to identify new opportunities and preventing negative situations for the next editions of the festival

Target groups:

1. Tourism businesses and businesses directly or indirectly related to tourism from other sectors, including small and medium-sized enterprises (SMEs) and micro-enterprises such as family hotels, guest houses, restaurants, craft workshops, local souvenir shops, etc.
2. Local authorities and public institutions

Partners: Leskovac Tourist Organization, Jablanica and Pcinja County The Centre for Development Jablanica and Pcinja Districts Leskovac Serbia, Southern Serbia Academy, Leskovac Museum, Leskovac Cultural Center, Leskovac Ajvar Association, Tour Operators and Travel Agents, Leskovac, Elin Pelin Municipality

Correspondence of the project concept with the strategic goals:

The concept of the project corresponds to strategic goal 1 "Improving cooperation between tourism participants through the development of joint tourism products."

Project duration: 18 months

Project value: 65, 000 euro

Project concept № 2

Name: „Shopski Folklore Days - Shopski Folklore in Serbia and Bulgaria "- creation of a new joint tourist product for the development of the cross-border destination Elin Pelin - Leskovac

Main objectives:

1. Promotion of tourism in the cross-border destination Elin Pelin - Leskovac through a joint tourist product
2. Better understanding and cohesion of the local population and visitors to the two regions who share the same shopski folklore
3. Increasing the importance of Shopski folklore as an integral part of offering sustainable tourism in the cross-border destination through joint actions

Brief summary: The project aims to create a new joint tourist product "Shopski Folklore Days" in the cross-border destination Elin Pelin - Leskovac. The new tourist product will be related to the annual organization and holding of an independent festival "Shopski folklore days" in Leskovac with a presentation of Shopski folklore and traditions from both regions.

Main project activities:

1. Conducting a workshop with stakeholders to identify opportunities and resources needed to organize the festival "Shop Folklore Day" in Leskovac
2. Preparation of a description and program of the festival "Shopski Folklore Day" in Leskovac (including target groups of tourists, necessary resources, budget, etc.)
3. Communication and negotiation for conditions to work with key partners for the organization and holding of the festival "Shopski Folklore Day" in Leskovac
4. Preparing a marketing plan to promote the new festival
5. Planning and conducting online and traditional marketing campaigns to promote the new festival "Shopski Folklore Day" in Leskovac and attract visitors.
6. Holding the festival "Shopski folklore day" in Leskovac
7. Analysing the festival "Shopski folklore day" in Elin Pelin after it ends, in order to identify new opportunities and preventing negative situations for the next editions of the festival

Target groups:

Tourism businesses and businesses directly or indirectly related to tourism from other sectors, including small and medium-sized enterprises (SMEs) and micro-enterprises such as family hotels, guest houses, restaurants, craft workshops, local souvenir shops, etc.

Folklore ensembles, formations, associations, etc.

Partners: Leskovac Tourist Organization, Yablanica and Pcinja County The Centre for Development Jablanica and Pcinja Districts Leskovac Serbia, Southern Serbia Academy, Leskovac Museum, Leskovac Cultural Center, Elin Pelin Municipality, Elin Pelin 1986 Community Center, Hristo Botev National University, Elin Pelin Museum Collection, Shopkinja Association

Correspondence of the project concept with the strategic goals: The concept of the project corresponds to strategic goal 1 "Improving cooperation between tourism participants through the development of joint tourism products".

Project duration: 18 months

Стойност на проекта: 65, 000 euro

Project concept № 3

Name: "The tourist diversity of Leskovac in one weekend" - creating a new tourist product aimed at promoting the cross-border destination Elin Pelin – Leskovac

Main objectives:

1. Reduction of the seasonality of tourism and development of year-round tourism in the cross-border destination Elin Pelin – Lekovac
2. Promotion of the various opportunities for tourism in the region of Leskovac
3. Extracting economic benefits for the tourism industry and the local community by creating a joint tourism product

Brief summary: The new tourist product of the project envisages a two-wave program, including a trip by tourist train to the town of Leskovac, a visit to the Leskovac Museum, a tour of the park, a visit to the Miner's Church, the museum in Strojkovac, a walking tour of the Vucianka River canyon and others.

Main project activities:

1. Description of the new tourist product "Leskovac Weekend" - duration, included activities, sites to visit, etc.
2. Research and listing of the target groups of users of the new tourist product "Leskovac Weekend"

3. Communication and negotiation of conditions for work with key partners for the development of the new tourist product "Leskovac Weekend" (eg Leskovac Museum, Museum in Strojkovac, Miner's Church, etc.)
4. Preparation of a short-term and medium-term plan for the development of the new tourist product "Leskovac Weekend" (including action plan and monitoring plan)
5. Preparing of a marketing strategy and action plan for promotion of the new tourist product, including budget, necessary resources, partners, online channels, offline media, etc.
6. Organizing cognitive tours among tour operators to sell the new tourist product
7. Design and printing of advertising materials for the new tourist product "Leskovac Weekend"
8. Planning and conducting online and traditional marketing campaigns on the territory of the Republic of Serbia
9. Planning and conducting online and traditional marketing campaigns on the territory of the Republic of Bulgaria
10. Planning and conducting campaigns for promotion of the new tourist product among children and students on the territory of the Republic of Serbia and the Republic of Bulgaria
11. Monitoring the development of the new tourist product "Leskovac Weekend" and taking collective action if necessary
12. Monitoring of the marketing activities for promotion of the new tourist product "Leskovac Weekend" and undertaking corrective actions if necessary

Target groups: Tourist landmarks, attractions, tourist businesses, including hotels, guest houses and other accommodation, establishments and restaurants, transport companies, tour operators and travel agents, other businesses directly or indirectly related to tourism, as well as local government and public institutions.

Partners: Leskovac Tourist Organization, Center for Development of Jablanica and Pcinja Districts, Academy of Southern Serbia, Leskovac Museum, Leskovac Cultural Center, Tour Operators and Travel Agents, Leskovac, Elin Pelin Municipality

Correspondence of the project concept with the strategic goals: The concept of the project corresponds to strategic goal 1 "Improving cooperation between tourism participants through the development of joint tourism products."

Project duration: 24 months

Project value: 70,000 euro

Project concept № 4

Name: „The tourist diversity of Elin Pelin in one weekend "- creating a new tourist product aimed at promoting the cross-border destination Elin Pelin - Lekovac

Main objectives:

1. Reducing the seasonality of tourism and development of year-round tourism in the cross-border destination Elin Pelin – Lekovac
2. Promotion of the various opportunities for tourism in the region of Elin Pelin
3. Extracting economic benefits for the tourism industry and the local community by creating a joint tourism product

Brief summary: The main goal of the new tourist product is to help reduce seasonality and the development of year-round tourism, and therefore the new tourist product is expected to cover several different forms of tourism - visiting cultural and historical sites, eco tourism and more.

Main project activities:

1. Description of the new tourist product "Shopski Weekend" - duration, included activities, sites to visit, etc..
2. Research and listing of the target groups of users of the new tourist product "Shopski Weekend"
3. Communication and negotiation of conditions for work with key partners for the development of the new tourist product "Shopski Weekend" (eg local museums, folklore formations and ensembles, restaurants with traditional Bulgarian cuisine, etc.)
4. Preparation of a short-term and medium-term plan for the development of the new

tourist product "Shopski Weekend" (including action plan and monitoring plan)

5. Preparation of a marketing strategy and action plan for promotion of the new tourist product, incl. budget, necessary resources, partners, online channels, offline media, etc.
6. Organizing cognitive tours among tour operators to sell the new tourist product
7. Design and printing of advertising materials for the new tourist product "Shopski Weekend"
8. Planning and conducting online and traditional marketing campaigns on the territory of the Republic of Bulgaria
9. Planning and conducting online and traditional marketing campaigns on the territory of the Republic of Serbia
10. Planning and conducting campaigns for promotion of the new tourist product among children and students on the territory of the Republic of Bulgaria and the Republic of Serbia
11. Monitoring the development of the new tourist product "Shopski Weekend" and taking corrective actions if necessary
12. Monitoring of the marketing activities for promotion of the new tourist product "Shopski Weekend" and undertaking corrective actions if necessary

Target groups: Tourist landmarks, attractions, tourist businesses, incl. hotels, guest houses and other accommodation, establishments and restaurants, transport companies, tour operators and travel agents, other businesses directly or indirectly related to tourism, as well as local government and public institutions.

Partners: Leskovac Tourist Organization, Yablanica and Pcinja County The Centre for Development Jablanica and Pcinja Districts Leskovac Serbia, Southern Serbia Academy, Leskovac Museum, Leskovac Cultural Center, Elin Pelin Municipality, Elin Pelin 1986 Community Center, Hristo Botev National University, Elin Pelin Museum Collection, Shoporya Association, and travel agents from both destinations

Correspondence of the project concept with the strategic goals: The concept of the project corresponds to strategic goal 1 "Improving cooperation between tourism participants through the development of joint tourism products."

Project duration: 24 months

Project value: 70,000 euro

Project concept № 5

Name: "Roads of tradition" - creation of new tourist products for the sustainable development of the cross-border destination Elin Pelin - Leskovac.

Main objectives:

1. Development of tourist products contributing to the sustainable development of the destination
2. Promotion of the local culture and customs through a joint tourist product
3. Increasing the importance of local traditions as an integral part of the offer of sustainable tourism in the cross-border destination Elin Pelin - Leskovac.

Brief summary: The project envisions the creation of several common tourist products, based on the shared Shopski traditions between Elin Pelin and Leskovac. In this way, in addition to helping to develop sustainable tourism in the cross-border destination, local traditions and customs it will be promoted among tourists, thus helping to preserve traditions and increase the self-confidence of the local population.

Main project activities:

1. Study of the tourist potential of the cross-border destination Elin Pelin - Leskovac (including questionnaires, questionnaires, interviews, etc.)
2. Organizing and conducting workshops with the relevant public institutions by Leskovac and Elin Pelin and the various stakeholders to identify opportunities and resources needed to create new tourism products "Paths of Tradition"
3. Preparation of detailed descriptions of the new tourist products "Roads of Tradition" (including target groups, etc.)
4. Communication and negotiation of conditions for work with key partners for the development and development of the new tourist products "Roads of Tradition" (eg Academy of Southern Serbia, Community center "Elin Pelin 1896", etc.)
5. Preparation of a short-term and medium-term plan for the development of the new tourist products "Roads of Tradition" (including action plan and monitoring plan)
6. Preparation of a marketing strategy and action plan for promotion of new tourist

products, incl. budget, necessary resources, partners, online channels, offline media, etc.

7. Planning and conducting online and traditional marketing campaigns on the territory of Bulgaria and Serbia
8. Planning and organizing cognitive tours among Bulgarian and Serbian tour operators to sell the new tourist product
9. Monitoring of the marketing and development of the new tourist products "Paths of Tradition" and taking corrective actions if necessary

Target groups:

1. Tourism businesses and businesses directly or indirectly related to tourism from other sectors, including small and medium-sized enterprises (SMEs) and micro-enterprises such as family hotels, guest houses, restaurants, craft workshops, local souvenir shops, etc..
Folklore ensembles, formations, associations, NGOs, etc.

Partners: Leskovac Tourist Organization, Yablanica and Pcinja County The Centre for Development Jablanica and Pcinja Districts Leskovac Serbia, Southern Serbia Academy, Leskovac Museum, Leskovac Cultural Center, Elin Pelin Municipality, Elin Pelin 1986 Community Center, Hristo Botev National University, Elin Pelin Museum Collection, Shoporya Association, and travel agents from both destinations

Correspondence of the project concept with the strategic goals: The concept of the project corresponds to strategic goal 2 "Coordination and tourist offers according to market requirements".

Project duration: 24 months

Project value: 90 000 euro

Project concept № 6

Name: "Fry Days" - creation of new tourist products, presenting the local gastronomy as an integral part of the offer of sustainable tourism in the border communities through joint actions

Main objectives:

- 1) Development of tourist products contributing to the sustainable development of the destination
- 2) Promotion of local gastronomy through a joint tourist product
- 3) Raising awareness of local gastronomy as a factor for sustainable use of traditional cultural heritage and promoting the common tradition, incl. through cross-border events

Brief summary: The project envisages the creation of several common tourist products, based on the common culinary traditions of the cross-border destination and in particular the so-called fry or sprajki.

Main project activities:

1. Organizing and conducting a workshop with the relevant public institutions by Leskovac and Elin Pelin and the various stakeholders to identify opportunities and resources needed to create joint tourism products "Fry Days"
2. Preparation of concepts and description of the new joint tourist products "Fry Days" (including target groups, etc.)
3. Communication and negotiation of conditions for work with key partners for the development and development of new joint tourist products "Fry Days"
4. Preparation of a short-term and medium-term plan for the development of the new joint tourist products "Fry Days" (including action plan and monitoring plan)
5. Preparation of a marketing strategy and action plan for promotion of new tourism products, incl. budget, necessary resources, partners, online channels, offline media, etc.
6. Planning and conducting online and traditional marketing campaigns on the territory of Bulgaria and Serbia
7. Planning and organizing cognitive tours among Bulgarian and Serbian tour operators to sell the new tourist product
8. Monitoring the marketing and development of the new joint tourist products "Fry Days" and taking corrective action if necessary

Target groups: Tourism businesses and businesses directly or indirectly related to tourism from other sectors, including small and medium-sized enterprises (SMEs) and micro-enterprises such as family hotels, guest houses, restaurants, craft workshops, local souvenir shops and more.

Partners: Leskovac Tourist Organization, Jablanica and Pcinja County The Centre for Development Jablanica and Pcinja Districts Leskovac Serbia, Southern Serbia Academy, Leskovac Museum, Leskovac Cultural Center, Elin Pelin Municipality, Shopkinja Association, Tour Operators and Travel Agents from Both Destinations, Bars and Restaurants from both destinations and / or more famous masters of frying

Correspondence of the project concept with the strategic goals: The concept of the project corresponds to strategic goal 2 "Coordination and tourist offers according to market requirements".

Project duration: 24 months

Project cost: 80 000 euro

Project concept № 7

Name: Improving the quality of the tourist product in the cross-border destination Elin Pelin - Leskovac through professional education and improvement of skills in the fields of restaurant business and tourism

Main objectives:

- 1) Improving the quality of the tourist product in the cross-border destination Elin Pelin
- 2) Meeting the current and expected future needs of the tourism business in terms of staff in tourism
- 3) Reducing the level of unemployment in the region through retraining and increasing the economic well-being of the local population

Brief summary: The project envisages training of personnel in important neobohodimi for tourism positions through open training courses on specific subjects for the unemployed and the preparation and implementation of new / updated curricula in educational institutions offering tourism education.

Main project activities:

1. Planning and organizing workshops with stakeholders in order to identify the needs of the tourism business for qualified staff and opportunities for training and skills development
2. Preparation of a medium-term strategy and action plan for vocational education and skills development in the restaurant and tourism industry
3. Organizing open theoretical and practical trainings on specific topics for those employed in the tourism sector in order to develop and upgrade knowledge and skills
4. Planning and organizing training on specific subjects for the unemployed tailored to the needs of tourism in the border destination
5. Preparation and implementation of new / updated curricula in educational institutions offering tourism education, in accordance with current changes in the sector and the needs of the tourism industry
6. Analysis and monitoring of the results of the conducted open trainings, trainings for unemployed persons and the new training programs in order to take corrective measures if necessary and update the initial action plan

Target groups: Tourism businesses in the area, unemployed, training centers and restaurants in the area, local community

Partners: Leskovac Tourist Organization, Yablanica and Pcinja County The Centre for Development Jablanica and Pcinja Districts Leskovac Serbia, Southern Serbia Academy, Leskovac Museum, Leskovac Cultural Center, Elin Pelin Municipality, Elin Pelin 1986 Community Center, Hristo Botev National University, Elin Pelin Museum Collection, Shoporya Association, and travel agents, Bars and restaurants, Hotels, guest houses and other accommodation

Correspondence of the project concept with the strategic goals: The concept of the project corresponds to strategic goal 2 "Coordination and tourist offers according to market requirements".

Project duration: 13 months

Project value: 75 000 euro

Project concept № 8

Name: Development of a joint marketing strategy and marketing tools for the promotion of tourist products at the cross-border destination Elin Pelin - Leskovac

Main objectives:

- 1) Laying a solid foundation for subsequent marketing and promotion of the cross-border destination Elin Pelin - Leskovac through a joint marketing strategy
- 2) Increasing the effectiveness of marketing activities by selecting and implementing the most appropriate marketing tools according to the goals of the destination
- 3) Maximizing the effect of the means of marketing and advertising of the cross-border destination with the possibility of their reduction, without seriously affecting the results

Brief summary: The project envisages developing a marketing strategy for cross-border destination Elin Pelin - Leskovac, which helps to increase the effectiveness of marketing activities to identify priority target groups of tourists and select the most appropriate for them and consistent with the objectives of the destination online and traditional marketing tools and channels.

Main project activities:

1. Carrying out research and data collection for the cross-border destination, incl. available and planned tourist products, services, etc..
2. Analysis of the needs of the cross-border destination and selection of online and traditional marketing tools
3. Development of a joint marketing strategy for the cross-border destination Elin Pelin – Leskovac
4. Analysis and monitoring of the implementation of the joint marketing strategy and taking corrective measures if necessary

Target groups: Public institutions and organizations responsible for the marketing of the cross-border destination Elin Pelin and Leskovac.

Partners: Leskovac Tourist Organization, Center for Development - Jablanica and Pcinja Districts, Elin Pelin Municipality

Съответствие на концепцията за проекта със стратегическите цели: The concept of the project corresponds to strategic goal 3 "Improving the promotion of the destinations of Elin Pelin and Leskovac and the joint tourist products and Leskovac".

Project duration: 12 months

Project value: 35 000 euro

Project concept № 9

Name: Digitization of information and its presentation to tourists in tourist attractions in the cross-border destination Elin Pelin and Leskovac

Main objectives:

- 1) Facilitating access to information about tourist attractions and easier perception through the use of new technologies
- 2) Promotion of lesser known landmarks and tourist attractions by raising the awareness of tourists about them
- 3) More efficient use of human resources by transferring part of the information activity to special interactive systems

Brief summary: The project envisages development and updating of interactive digital information points and interactive systems for interpretation through QR codes (video, audio, tourist information, etc.) for all economically viable attractions in the cross-border destination Elin Pelin and Leskovac.

Main project activities:

1. Preparation of assignments for the development of interactive digital information points and interactive systems for interpretation through QR codes
2. Collection of offers for the development of interactive digital information points and interactive systems for interpretation through QR codes, selection of a contractor and conclusion of a construction contract (with a fixed budget, deadline, functionalities, etc.)
3. Commissioning of interactive digital information points and interactive interpretation systems via QR codes

Target groups: Local tourist attractions and attractions, public institutions and organizations responsible for the development of tourism in the cross-border destination Elin Pelin and Leskovac

Partners: Cross-border Tourist Organization Leskovac, Center for Development - Yablanitsa and Pcinja Districts, Elin Pelin Municipality

Correspondence of the project concept with the strategic goals: The concept of the project corresponds to strategic goal 3 "Improvement of the promotion of the destinations of Elin Pelin and Leskovac and the joint tourist products and Leskovac".

Project duration: 13 months

Project value: 45 000 euro

Project concept № 10

Name: Promotion of tourist attractions, attractions, activities and in general the opportunities for tourism among the local community of the cross-border destination Elin Pelin - Leskovac

Main objectives:

1. Raising the awareness of the local community in the cross-border destination Elin Pelin - Leskovac about the opportunities for tourism, social, economic and cultural benefits.

2. Promotion of tourist attractions, attractions, activities and entire tourist programs among the local population.
3. Training of the local population on the ways and opportunities for popularization of the tourist sights, attractions, activities and whole tourist programs for the tourists, both foreign and local.
4. Increasing the number of visits by foreign and local tourists during the different seasons in all tourist attractions, attractions, hotels, accommodation, restaurants and more.

Brief summary:

The main goal of the project is to raise the awareness of the local community in the cross-border destination Elin Pelin - Leskovac about the opportunities for tourism, social, economic and cultural benefits, both specifically for themselves and for their region as a whole. This will be realized with the help of various interactive presentations and workshops, as well as through special tourist tours for the local population, which may be led by Bulgarians for Leskovac and Serbs for Elin Pelin, to further enhance the effect of knowledge and understanding. of the local community for both cities as tourist destinations.

Main project activities:

1. Planning and conducting a survey among the local community on the knowledge of the different opportunities for tourism and on the understanding of the benefits of the development of tourism in the cross-border destination Elin Pelin – Leskovac
2. Preparation of a medium-term strategy and action plan for promotion of tourist attractions, attractions, activities and in general the opportunities for tourism among the local community of the cross-border destination Elin Pelin – Leskovac
3. Organizing open workshops and discussions for local residents about the opportunities for tourism and the benefits of tourism development in the destination
4. Organizing interactive activities and presentations of various tourist attractions, activities, as well as hotels and other accommodation, restaurants and bars, specific programs of tour operators, etc.
5. Organizing special interactive presentations of tourist attractions, sights and tourist activities for children and students in kindergartens and schools
6. Organizing tourist tours for the local population (some of them may be led by

Bulgarians for the residents of Leskovac and by Serbs for the residents of Elin Pelin

7. Holding an Open Day in all tourist attractions and attractions for the local community with organized attractive programs, food and drink tastings, participation in workshops for various crafts and more.

8. Analysis and monitoring of the results of the workshops, discussions, interactive activities, presentations, tours and the Open Day for the local community in order to take corrective measures if necessary and update the initial action plan

Target groups: The local community in the cross-border destination Elin Pelin - Leskovac

Partners: town of Leskovac, Yablanitsa The Centre for Development Jablanica and Pcinja Districts Leskovac Serbia, Pcinja County, Academy of Southern Serbia, Leskovac Tourist Organization, High School of Hospitality and Tourism, Leskovac Museum, Leskovac Cultural Center, Elin Pelin Municipality, Elin Pelin Community Center 1986, Hristo Botev National University, Elin Pelin Museum Collection, Shopkin Association

Correspondence of the project concept with the strategic goals: The concept of the project corresponds to strategic goal 3 “Improving the promotion of the destinations of Elin Pelin and Leskovac and the joint tourist products and Leskovac ”.

Project duration: 18 months

Project value: 120 000 euro

IV. Conclusion

In the current operational program was presented a realistic short-term and medium-term program for the development of sustainable tourism in the cross-border destination Elin Pelin - Leskovac. The Operational Program contains an action plan with specific steps for implementation, the main goal of which is the realization of the set strategic goals for the sustainable development of the cross-border destination and its new joint tourist products.

The structure of the action plan for each activity presents the specific expected results from it, the measurement indicators, the deadline for implementation, the lead institution / organization and the additional partners, etc. In this way, the partners of the project "Magic of Synergies" are provided with the necessary information for the start and implementation of each activity, while the plan provides activities related to monitoring its implementation and taking appropriate corrective measures if necessary. Thus, the operational program becomes a kind of practical guide, which describes step by step how the partners to achieve all goals related to the development of sustainable tourism in the cross-border destination Elin Pelin - Leskovac and together build a better and sustainable future development for both the tourism industry and the local community and visitors to the destination.