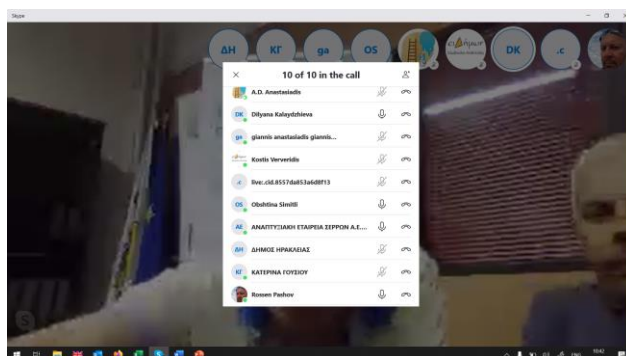


Objectives

Overall objective is to enhance touristic attractiveness of the area through protection and promotion of local natural and cultural heritage and resources.

Specific objectives:

- Sufficient exploitation for development purposes of natural resources and natural environment;
- Increase of the potential and carrying capacity of area's cultural and natural heritage as tourist attractions, in order to - in the long-term - boost tourist flows and revenues in the area and put the tourist sector on a sustainable development path;
- Promote know-how transfer in the areas on restoration, promotion and management of these resources within actions that exhibit considerable CB added value;
- Improvement of the capacities of local actors on the sustainable exploitation of cultural and natural resources;
- Improvement of the protection status of cultural and natural resources of the area;
- Increase of the attractiveness of cultural and natural resources of the area for local and international visitors;
- Increase of tourists traffic of the area;
- Development of a competitive tourist industry, complemented by an improvement in the preservation status of the cultural and natural sites and activities.



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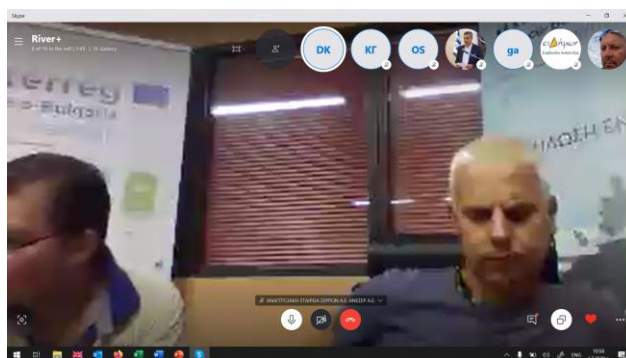


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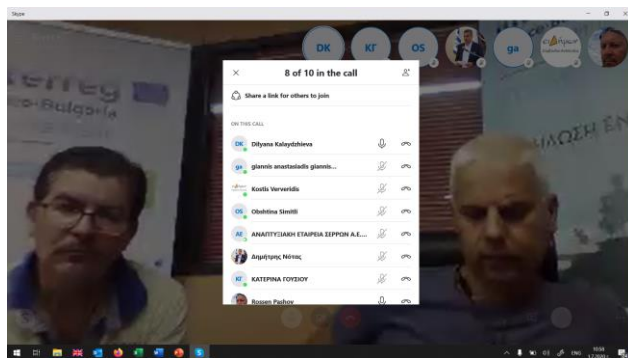
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Information and publicity

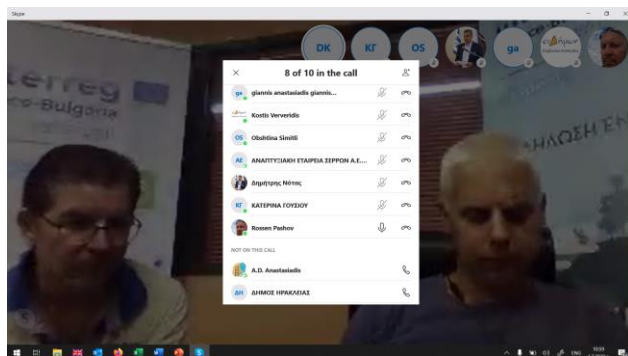
- Follow Information and publicity guidebook
- All information activities to be communicated with JS Communication and Technical Assistance Officer
- Project logo
- All project activities, implemented by all PBs, should be promoted through the project website. All project deliverables produced by all PBs should be available on the project website for reading and downloading.
- English is the official language of the Programme, thus all deliverables should be produced in English or in case they are produced in EL/BG, they should be accompanied by an English abstract.
- Include in all project deliverables: the project and program logo; statement: "The Project is co-funded by the European Regional Development Fund and by national funds of the countries participating in the Interreg V-A "Greece- Bulgaria 2014-2020" Cooperation Programme."; the disclaimer: "The contents of the <report, brochure, survey etc> are sole responsibility of <Beneficiary's name> and can in no way be taken to reflect the views of the European Union, the participating countries the Managing Authority and the Joint Secretariat."



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