

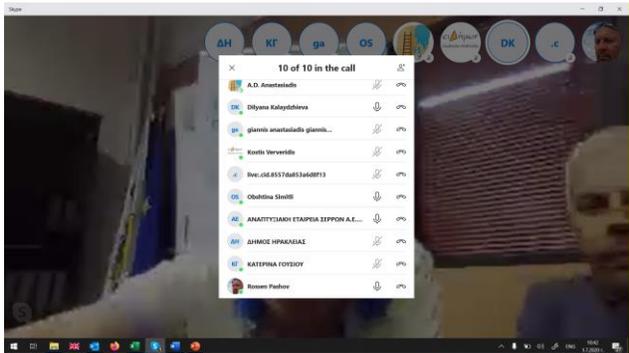
Objectives



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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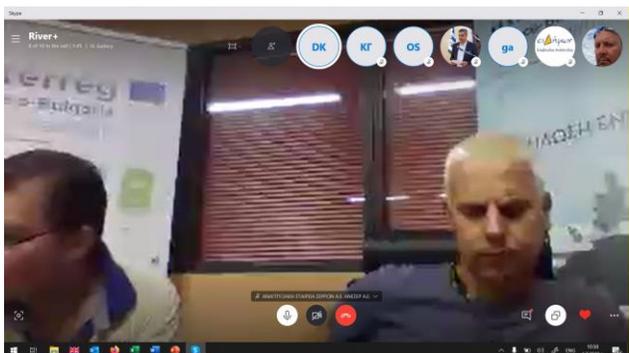
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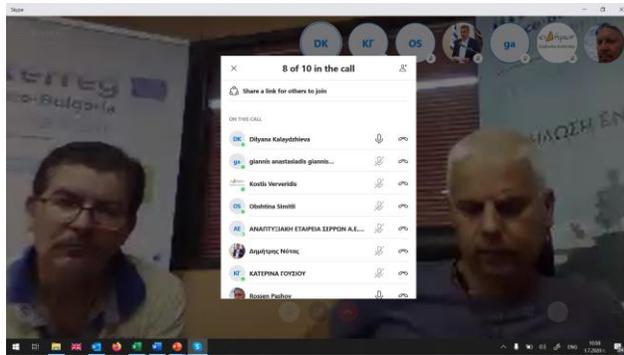
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Information and publicity



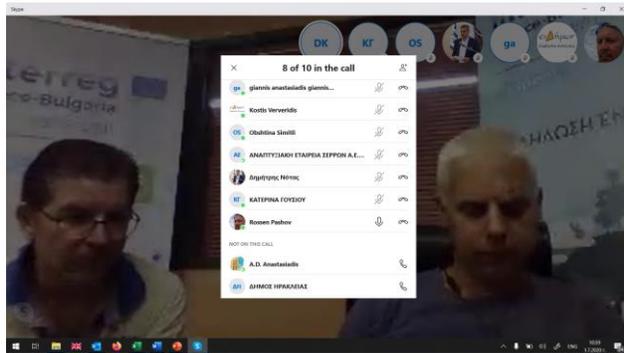
- Follow Information and publicity guidebook
- All information activities to be communicated with JS Communication and Technical Assistance Officer
- Project logo
- All project activities, implemented by **all PBs**, should be promoted through the project website. **All project deliverables produced 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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