





**European Regional Development Fund** 

# **AGENDA**

### BUSINESS FORUM "THE FUTURE OF TOURISM IN THE CROSS-BORDER REGION"

Organized within the project "An Initiative on Capitalising Tourism's Prospects of the Region" with acronym CapTour.

**Purpose of the event:** To analyze the opportunities and necessary conditions, as well as the difficulties, limitations, and gaps to improve the environment for the entrepreneurial business in the field of tourism.

Event date - 23rd of March, 2023 (Thursday)

Venue: Conference Hall at INTERHOTEL SANDANSKI

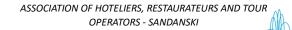
Sandanski 2800, Ring road St.

Time	Tittles / Topics	Lecturer/Moderator/
		Organization
09:30 - 10:00 h.	Registration and distribution of conference materials. Welcome coffee.	
10:00 - 10:15 h.	Event opening. Presentation of the official guests.	Dr. Stefania Temelkova, PhD New Bulgarian University Rossen Pashov Technical Training Bulgaria Moderators
10:30 - 10:45 h.	Presentation of the CapTour project.	Georgi Kunchev Project Manager Association of Hoteliers, Restaurateurs and Tour Operators - Sandanski

Discussion Panel I - Interaction between public authorities and tourism business in the context of the development of specialized forms of tourism in the region.











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Time	Tittles / Topics	Lecturer/Moderator/
Time	Titues / Topies	, , ,
		Organization
10:45 – 11:15 h.	Promoting the local tourism through	Ilin Dimitrov
Presentation 1	destination branding. Tourist promotion	
	interaction between the state and	Ministry of Tourism of the Republic
	business. The role of wine tourism to create a	of Bulgaria
	sustainable image of the destination.	
	sustamable image of the destination.	
11:15 - 11:35 h.	Cooperation between regional and local	Atanas Stoyanov
Presentation 2	authorities with tourism business	Mayor of Sandanski Municipality
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11:35 – 11:55 h. Presentation 3	The relationship between the primary sector and tourism and its benefits to	Kallias Agelos Public Relations
Fresentation 5	society.	Hellenic Federation of Hoteliers
11:55 - 12:30 h.	Final discussion on panel 1 – questions	Dr. Stefania Temelkova, PhD
11.55 12.50 11.	i mai discussion on panei i questions	New Bulgarian University
		Zargarian emverency
		Rossen Pashov
		Technical Training Bulgaria
		Moderators
12:30 – 13:30 h.	Lunch	
Discussion panel I	I – Innovation and Digitalization. Education.	Thematic Tourism.
13:30 - 13:50 h.	Innovation and information technology	Aggas Dwof Toodows Diggsys DkD
13:30 – 13:50 fl. Presentation 1	Innovation and information technology - a crucial factor for the competitiveness of	New Bulgarian University
Presentation 1	the tourism industry.	New Bulgarian Oniversity
13:50 - 14:10 h.	Innovation policy: implications for	Dr. Panagiotis Tziogkidis
Presentation 2	education	Dr. Eleni Mavragani
		University of Macedonia,
		Thessaloniki
14:10 - 14:30 h.	Trends in the development of specialized	Thomas Moutzelos
Presentation 3	forms of tourism in the region - rural,	Hotel Consultant and Co-Founder
	ecotourism, sports, adventure, spa.	Hotel Gnosis
14:30 - 15:00 h.	Coffee break	









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Time	Tittles / Topics	Lecturer/Moderator/
		Organization
15:00 – 15:20 h.	Good practices for sustainable exploitation of local resources. Presentation of a successful tourist product.	<b>Dimitar Kolev</b> General Manager SPA Resort St. Ivan Rilski, Bansko
15:20 – 16:00 h.	Final discussion on panel 2 – questions	Dr. Stefania Temelkova, PhD New Bulgarian University  Rossen Pashov Technical Training Bulgaria  Moderators
16:00 h.	Closing of the Event	

For the duration of the event, simultaneous translation is provided (Bulgarian/Greek and Greek/Bulgarian, respectively).

#### Brief presentation of the project:

The project "Initiative for capitalization of the prospects of tourism in the region" with the acronym CapTour, consists of a set of actions that will be implemented over a period of 2 years, with the ultimate goal to strengthen the key factors influencing entrepreneurial success in the tourism industry. cross-border area. It focuses on small and medium-sized enterprises (SMEs) in this sector, as their place and role in the tourism and hospitality industry have a major impact on the socioeconomic development of the cross-border area. In this regard, the growth of tourism entrepreneurship is seen as a dynamic factor for the development of local communities.

The following key activities are included in the implementation of the project:

✓ Implementation of network activities - round tables, business forums, thematic seminars and a platform for partnership opportunities,









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- ✓ Develop a cartographic study, gathering best practices across the EU on financial instruments in tourism development, finance, sustainable tourism and growth models.
- ✓ Development of supporting noise material for the purposes of the trainings;
- ✓ Implementation of trainings for raising the skills in the Tourism sector;
- ✓ Implementation of short sessions for building skills in the Tourism sector;
- ✓ Conducting thematic seminars, including study visits;
- ✓ Development of a tourism support scheme, including the provision of consultancy, personalized support services and mentoring services for entrepreneurs

### Expected results from the project implementation:

The project will lead to an improved entrepreneurial climate, which will facilitate the development of new business and also support newly created SMEs in the tourism sector by:

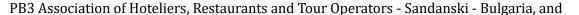
- ✓ Skills and capacity building through training, short skills building sessions, counseling services, personalized support and mentoring services;
- ✓ Improved business networks and cross-border business opportunities through round tables, business forums and thematic seminars, including study visits.
- ✓ The electronic platform for partnership opportunities, which will remain updated and accessible to the public.

#### **Project Beneficiaries:**

LB1- Federation of Hoteliers in Greece,



PB2 University of Macedonia / Research Committee / Department of Accounting and Finance - Greece,





PB4 Union of Rhodope hoteliers and restaurateurs - Bulgaria



https://captour.hhf.gr/



