

Interreg - IPA Cross-border Cooperation Bulgaria - Turkey Programme 2014 – 2020 Project No: CCI2014TC1615 CB005.1.22.105 “The Beauty Of Strandja”			
Round Table Event Development of Tourist Destinations in CBC Area			
AGENDA			
Date	21.11.2018	Time	09:30-17:30
Venue	Kırklareli Vocational and Technical Anatolian High School Application Hotel Meeting Room		

Start	End	Subject	Speaker	Duration
9:30	09:45	Registrations – Coffee		0:15
09:45	10:00	Welcoming	Mustafa ÖZTÜRK Director	0:15
10:00	10:30	Presentation <i>“3-L Tourist Guides - Results of The Project”</i>	Çiğdem BEJİ Project Manager Chem.Eng.,MBA	0:30
10:30	11:15	Presentation <i>“Developing Touristic Awareness and marketing suggestions in Strandja”</i>	Doç.Dr.Emel GÖNENÇ GÜLER University of Trakya	0:45
11:15	11:30	Coffee Break		0:15
11:30	12:15	Presentation <i>“Strandja – the mountain of eternal return...”</i>	Ivan KAMBUROV Local Branch Manager Strandja Nature Park Directorate, Scientific and conservation expert, Forestry uses expert,	0:45
12:15	13:30	Lunch		01:15
13:30	15:30	Discussions		02:00
15:30	15:45-	Coffee Break		0:15
15:45	17:20	Bilateral Talks		01:35
17:20	17:30	Close Off	Çiğdem BEJİ	0:10

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Aims and Objectives

The activity aims to raise awareness regarding to the tourism potential in the CBC area, especially the less explored region of Strandja plus the advantages of its location near the Black Sea .

Discussion will be open on the problems and challenges in tourism business and potential niche tourism activities .

Target Groups

Tour operators, cultural institutions, hotel and restaurant owners, students, teachers, police officers, municipalities, citizens, media.

Indicative Topics

- The beauty of Strandja - project partners, objectives, activities and results. EU funding.
- Presenting of the elaborated 3-lingual tourist guide.
- Touristic resources in Strandja (Turkey).
- Touristic resources in Strandja (Bulgaria).
- Challenges and problems in tourism business and potential niche tourism activities. Quality of touristic products and services. Measures and recommendations to improve the quality of tourist packages and how to attract tourists. Discussion.
- Security and safety in tourism.

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