

BULGARIA

Implementing Local Development Strategies

Location
Borino

Programming period
2007 – 2013

Axis / Priority
Axis 4 - LEADER

Funding (EUR)
Total budget 137 672
EAFRD 88 110
National/regional 22027
Local contributions 27 535

Project duration
2015 – 2015

Project promoter
LAG 'Western Rhodope'

Contact
mig_vzr@abv.bg

Website
<http://dyavolskapateka.org>

EAFRD funding helped develop new tourism attractions and tools to facilitate access to natural and historical landmarks in the region.

Summary

The Borino municipality in southern Bulgaria benefitted from EAFRD funding to develop new tourist attractions and tools to facilitate access to natural and historical landmarks in the region.

The project supported the development of 14 tourist attractions. The attractions include a 20 metre-tall boom lift offering a panoramic view of the mountains, an ornithological station equipped with telescopes and binoculars allowing the observation of rare birds and a 62 kilometre-long cycling trail.

To facilitate access to these and other attractions in the area, the project provided for the construction of two info centres and relief maps highlighting hiking and cycling trails, as well as all natural landmarks attracting thousands of tourists annually.



Results

The project succeeded in diversifying tourist activities, attracting an estimated 3500 additional tourists to the region.

These activities were designed to complement another EAFRD-supported project by the LAG. This involved the construction of a 20 kilometre-long wooden trail called 'Devil's path' that goes around the mountains and offers hikers the possibility to see and experience previously inaccessible sights.

Lessons & Recommendations

- Engaging local communities in the development of their own areas can be an effective means of developing innovative and creative approaches
- Effective promotion of local destinations can benefit both from the development of new or existing attractions and the use of ICT tools to promote them.
- EAFRD-supported projects with complementary objectives can be combined effectively if this is planned and integrated into an overall approach.