

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 – 23 rd 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.		

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

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.	Dimitar Kolev 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 socio-economic 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,



Interreg Greece-Bulgaria CapTour

European Regional Development Fund



ASSOCIATION OF HOTELIERS, RESTAURATEURS AND TOUR
OPERATORS - SANDANSKI



- ✓ 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,

PB3 Association of Hoteliers, Restaurants and Tour Operators - Sandanski - Bulgaria, and



PB4 Union of Rhodope hoteliers and restaurateurs - Bulgaria



<https://captour.hhf.gr/>



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