



The Norwegian Cooperation programme with (RO/BU)
Individual Project

Establishment of SAVE/GEO Tourism centre and development of SAVE tourism destination in Smolyan region	
Bulgaria	
Project Promoter:	Partner (main):
Bulgarian Heritage National Association	Western Norway research institute
Type of Applicant:	Type of partner:
NGO	NGO
	Other partners:
	Municipality of Smolyan, Bulgaria
Grant amount awarded:	Total eligible project cost:
EUR 590'000	EUR 695 000
Grant rate:	Case no:
85 %	2008/113964
Planned project duration: 5/2009 – 4/2011	Project web-site:

Short project description:

The overall objective of the project is to contribute to the sustainable development of Rhodopi mountains region as a trans-border area in south Eastern Europe through management and enhancement of local natural, cultural, infrastructure and human resources. The project will introduce a model called "**Scientific Academic Volunteer & Educational**" (SAVE) tourism. The SAVE concept is a recently identified niche tourism market segment, the growth of which is fuelled by the new trends in travel demand and introduces and promotes environment into tourism sector. The project is expected to contribute to the overall social and economic development of the region and to influence positively the overall quality of the tourism industry on a national level.

The new SAVE Centre will be part of world wide network of The Global SAVE Travel Alliance, formed by National Geographic Society, Counterpart International, George Washington University and The Honduras Institute of Tourism.

Expected results:

- Establishment and institutionalization of the SAVE centre to act as a Destination management organization and development of the Destination management plan
- Reconstructed, renovated and equipped building for the SAVE centre in Momchilovtsi village, Smolyan Municipality
- Development of the strategy and business plan of the centre in collaboration with local stakeholders and based on international experience
- Three SAVE products (full itineraries) developed, based on existing natural, cultural and historical resources and established needed networks and human capacity for its marketing. University teams of professors and students from Bulgaria, Norway and other countries will be involved