



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

“The Unique Rhodopes” – Where the nature reviews traditions	
Bulgaria	
Project Promoter:	Partner (main):
Foundation “Development of industrial, cultural and nature heritage”	The Happy End - Norddal
Type of Applicant:	Type of partner:
NGO	NGO
	Other partners:
Grant amount awarded:	Total eligible project cost:
EUR 310 000	EUR 344 880
Grant rate:	Case no:
90%	2008/100038
Planned project duration: /2009 – 4/2011	Project web-site:

Short project description:

NGO to NGO- project aiming at encouraging the long term sustainable development of the rural tourism in Western Rhodopes through establishment of integrated tourist products

Expected results:

- Five new tourist products developed, promoting the use of local food, produced by respecting environment friendly practices and the originality of local handcrafts and traditions.
- Development and promotion of a regional trade mark for food and handcrafts products “The Unique Rhodopes”
- At least 15 farmers, 15 inn keepers and 5 handicraft producers trained on how to meet quality standards in tourism.
- Establishment of a local rural tourism organisation. 100 hotels, guest houses and restaurants will be part of it.
- Elaboration of a tourist guide “The Unique Rhodopes”