



EPICAH INTERREG Europe

Forum of European Border Tourism EXPOCIDADES 2019

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TOURISM

Natural Tourism

tourism that offers experiences directly related to nature and its beauties

Cultural Tourism

tourism based on the use of local and regional cultural resources





Integrated Tourism Development Plan of the Region of Western Macedonia

VISION

WESTERN MACEDONIA
TOURIST DESTINATION OF FOUR SEASONS :
high quality, sustainable and smart exploitation of nature and
culture





Integrated Tourism Development Plan of the Region of Western Macedonia

Indicative actions (1/2):

- ✓ Integrated Investments in Culture and Tourism
- ✓ Upgrading constitutions and events of great attractiveness
- ✓ Creation of (digital) informative material, labeling and interpretation of tourism resources
- ✓ Supporting Innovative Approaches to Tourism
- ✓ Upgrading human resources in tourism professions





Integrated Tourism Development Plan of the Region of Western Macedonia

Indicative actions (2/2) :

- ✓ Support clusters with the participation of tourist sectors
- ✓ Developing Sustainable Mobility in Tourism
- ✓ Interregional partnerships for the connection of tourist areas
- ✓ Destination Management Organization (DMO)
- ✓ Implementation of an integrated management-monitoring system for tourism and digital applications





Integrated Tourism Development Plan of the Region of Western Macedonia

Synergy and complementarity with the interventions of the :

- ✓ Integrated Territorial Investment for the Exploitation of the Lakes of Western Macedonia, a significant part of which is located in the border area
- ✓ Sustainable Urban Development Plans of 5 cities of Western Macedonia
- ✓ Integrated local development program under Community Led Local Development – CLLD/LEADER 2014-2020.
- ✓ for entrepreneurship and innovation under the Entrepreneurship and Innovation Program (EIP) 2014-2020
- ✓ The Regional Research and Innovation Strategies for Smart Specialization (RIS3)





Operational Program Western Macedonia 2014-2020

Linking the vision with Operational Program Western Macedonia 2014-2020

Thematic Objective TO-6:

Environment and resource efficiency

investment priority 6.2 (6c)

Preservation, protection, promotion and development of the natural and cultural heritage





Operational Program Western Macedonia 2014-2020

Action 06.2.1.01: Projects to boost the competitiveness of tourist destinations

Budget 8 m€ : 0.1 m€ to SUD zones, 3.5 m€ to ITI zones and 4.4 m€ for the rest

- ✓ Actions to protect, valorize and promote the discovery of the natural heritage of the Region
- ✓ Development of networks of thematic routes and accessible destinations (routes, infrastructure and means) of tourist interest for the disabled
- ✓ Regional Tourism Promotion Actions





Operational Program Western Macedonia 2014-2020

Δράση 06.2.1.02: Cultural heritage projects and their functional networking

Budget 15.4 m€ : 1.7m€ to SUD zones, 4.7m€ to ITI zones and 9m€ for the rest

- ✓ Actions to protect, valorize of the cultural heritage of the Region
- ✓ Developing networks of thematic cultural routes and valorizing contemporary culture





Operational Programs of Western Macedonia 2000-2013

For tourism infrastructure were spent 17 m€



Dragon Cave



Lake infrastructures at Polifitos





Operational Programs of Western Macedonia 2000-2013



Geo – Park at Bouharia



Ski Center at Vitsi





Operational Programs of Western Macedonia 2000-2013

Cultural infrastructure were spent 28.6 m€



Mansion
"Tsiatsapa"

Byzantine castle



Archaeological Site
at "Petres"





Operational Programs of Western Macedonia 2000-2013



Mansion
"Poulko's"

Byzantine
Museum
at Kastoria



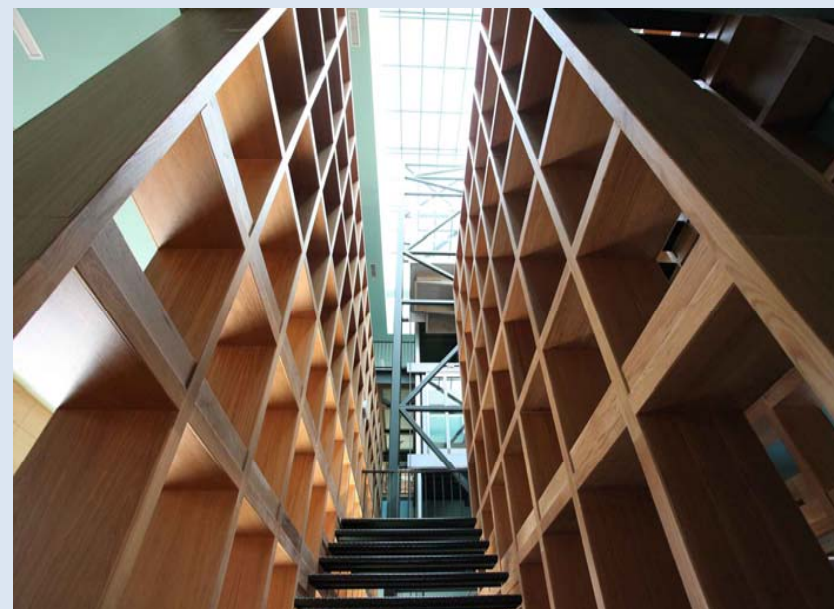
Archaeological Site
at Aiani





Operational Programs of Western Macedonia 2000-2013

For contemporary culture infrastructures were spent 26.5 m €



New building of the Municipal Library at Kozani





Επιχειρησιακό Πρόγραμμα Περιφέρειας Δυτικής Μακεδονίας 2014-2020
Regional Operational Programme of Western Macedonia 2014-2020



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Managing Authority
Operational Programme of Western Macedonia





Obrigada pela vossa atenção

