

Memorandum of cooperation for Sustainable Tourism Development of Haskovo and Merich Regions was signed during the "Haskovo & Merich Cooking" Festival, which took place on the 10th of May 2018 in Merich District, Turkey on the project: „Virtual Maritza – Merich Cuisine“, № CB005.1.23.017, funded under the Interreg-IPA CBC Bulgaria–Turkey Programme 2014-2020.



The text of the Memorandum in English is as follows:

MEMORANDUM FOR SUSTAINABLE TOURISM DEVELOPMENT OF HASKOVO – MERICH

Today, 10/05/2018, in Meriç, Turkey the following Memorandum for sustainable tourism development of Haskovo – Merich in relation has been signed between organizations from both regions.

The parties with the necessary authority to enter into this Memorandum and

- Taking into account the challenges and needs for presentation & promotion of traditional cuisine of Haskovo & Merich regions;
- Supporting and enhancing promotion and cultivation of CB traditional cuisine as part of cultural heritage of Haskovo and Merich;
- Taking into account the strengths of the regions, the competitive advantages and potential for excellence in tourism agreed to start an active and constant cooperation, and in particular:

SUBJECT OF THE MEMORANDUM

Art. 1. The parties declare their commitment to unite their efforts for joint cooperation in the field of sustainable tourism development and cooperation between Haskovo and Merich. Cooperation aims to establish joint efforts towards building a favorable tourism environment and stimulate innovations in tourism towards increasing the attractiveness of both regions.

Art. 2. The priorities the parties share are:

- Increasing the touristic attractiveness of Haskovo – Merich cross-border area through better utilisation of natural, cultural and historical heritage and related infrastructure;
- Increasing the cross-border tourism potential by developing common destinations;
- Increasing networking for development of sustainable tourism through cross-border cooperation initiatives.

Art. 3. The parties agree on the following forms of cooperation:

- Mutual exchange of information, knowledge, experience, ideas and best practices;
- Consultations at expert and management level;
- Development of joint initiatives, projects and reports;
- Coordination in the implementation of activities;
- Establishment of the necessary organization for dialogue with the state and local government, business and civil society, as well as foreign and international organizations with identical or similar objectives and priorities;
- Co-expression of professional positions in the areas of tourism innovations;
- Conducting joint and mutual participation in various forums, conferences, seminars, roundtables, trainings, workshops, programs and festivals;
- Implementation of media and public activities and campaigns to achieve common goals;
- Undertaking joint initiatives to update and rationalize the national legislation in the field of innovation and its appropriate harmonization with international legislation in this area.

PARTIES TO THE MEMORANDUM:

Merich Governorship
Eriç DEMİR
Kaimakam

Regional Municipalities Association "Maritza"
Margarita GEORGIEVA
Chairperson