

**TRAININGS FOR MUSEUMS FROM HASKOVO REGION "THE POWER IS IN YOU" ON THE PROJECT „PROMOTION AND DEVELOPMENT OF NATURAL AND CULTURAL HERITAGE OF BULGARIAN – GREEK CROSS-BORDER REGION THROUGH SMART AND DIGITAL TOOLS“, ACRONYM „eTOURIST“, SUBSIDY CONTRACT № B2.6C.07/09.10.2017**

In the period 13.04.2022 – 23.05.2022 RMA "Maritza" held four one-day trainings for museums from Haskovo region on the topic. The trainings were organized on the project „Promotion and development of natural and cultural heritage of Bulgarian – Greek cross-border region through smart and digital tools“, acronym „eTOURIST“, Subsidy contract № B2.6C.07/09.10.2017.

The aim of the trainings was to increase the capacity of the museums for development of the tourist potential and presentation of the tourist sites on the territory of the municipality where they work. 20 representatives of museums from the municipalities of Topolovgrad and Dimitrovgrad took part in the trainings. The following thematic panels were presented during the events:

- Presentation of the project eTOURIST;
- Presentation of methodology and study on the eTOURIST project related to tourism development in Haskovo region;
- Possibilities of the electronic tools on the eTOURIST project, related to the presentation of the tourist sites in Haskovo region;
- Digitalization of cultural and natural sites and traditional culinary and wines from Haskovo region;
- Presentation of strategic guidelines on the eTOURIST project related to the development of tourism in Haskovo region;
- Discussion and funding opportunities.

