



CHARITY AND SUPPORT FUND
EUROREGION ŠEŠUPĖ
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Network



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Recommendations on tourism development in the border regions

1. In the course of development of international, national, sectoral and local tourism development programmes to consider the aspect of cross-border co-operation. To include the relevant ministries, Parliament and local councils into programme development.
2. To create new multinational tourism products embracing and including cross-border territories.
3. To develop a positive image of border regions both in the domestic and foreign markets. To include local companies engaged in tourism in border territories and mass-media into work of presentation of the region in international exhibitions. To develop and implement image policy for the border territories.
4. To facilitate border crossing formalities by opening new border crossing points, shortening visa issue time and simplifying the procedures.
5. To apply privileges in border crossing and visa issue procedures for organisations working in the fields of cross-border co-operation and tourism.
6. To develop a border region (Euroregion) development fund for development of the border territory and co-financing of co-operation projects.
7. To include the whole border territory into activities, irrespective of the level of tourism development in it. To develop a common (Euro)region website, portal by applying all tourism capacities of the region.
8. To enhance the identity and heritage of the region by using them in presentation of the region and cross-border tourism development.
9. To establish and strengthen reliable and close relations between the governmental bodies and tourism organisations in the Euroregion. To promote collection of reliable and independent information for investors.
10. To develop tourism products taking into account and using culinary heritage of the border territory.