

Press Release

ALTER TRIP Promotes Accessible Tourism in the Cross-Border Area

The Ministry of Interior (Sector Macedonia and Thrace) is delighted to invite you to the Infoday event organized as part of the ALTER TRIP | Alternative Touristic Experience project. The Infoday will take place on Friday, June 2, 2023, at 11:00 a.m. in Lingos Hotel Florina.

The purpose of the Infoday is to promote and communicate the project actions for accessible tourism to organizations and citizens in the cross-border area. The Ministry of Interior (Sector Macedonia and Thrace), as a partner in the ALTER TRIP project, is committed to enhancing alternative tourism experiences within the region.

ALTER TRIP is a project focused on planning alternative touristic experiences with a focus on accessibility and sustainability. Thus, during the event the nature of the project and its objectives will be presented. In addition, an interactive discussion on accessible tourism and sustainable tourism development in the cross-border area, including challenges and perspectives will take place.

Worth mentioning that the project deliverables includes the conduction of study with the focus on analyzing the accessibility of natural and history monuments. This deliverable also covers the institutional framework on accessibility. In this event a presentation will be delivered on natural and digital accessibility to museums and sites with historical and cultural interest, covering the institutional framework, current situation, and good practices.

This Infoday event is an excellent opportunity for stakeholders, organizations, and individuals interested in accessible tourism to learn about the ALTER TRIP project and engage in valuable discussions on enhancing tourism experiences in the cross-border area.

About the ALTER TRIP project

ALTER TRIP project aims to motivate the transformation of the cross-border area into an accessible and inclusive tourist destination and support the sustainable development of heritage tourism.

The "ALTER TRIP" project is co-funded by the European Union and national funds of the participating countries within the framework of the Program Interreg IPA-CBC "Greece - Republic of North Macedonia" 2014-2020.

www.altertrip.eu | <http://www.ipa-cbc-programme.eu/>