



## DEVELOPMENT OF CULTURAL TOURISM IN BULGARIA

Projects developed under the European Commission PHARE Programme, 2003-2005

### **Varna – town with cultural heritage, crossroad of civilisations** *Varna Municipality*



The goal of the project is to present Varna as first-class destination for cultural tourism – through the development and promotion of an integrated cultural-historical and tourist product. Providing conditions for a sustainable development of urban tourism, the project is a step forward in the process of converting of Varna into cultural capital of Europe.

### **Direction Strandzha – The Mountain of Ancient Thracians** *Malko Tarnovo Municipality*



The project builds the frame and sets the tools for the development of integrated tourist product, based on cultural heritage and traditions in the region of Strandzha mountain. It applies the modern approaches for the set up and development of a tourist destination, combining active advertising, training and market offer of products and services in the field of cultural tourism.

[www.malkotarnovo.yes.bg](http://www.malkotarnovo.yes.bg)

### **Development and promotion of local cultural route Ruse-Ivanovo-Tcherven - Travelling from Modern Times to the Middle Ages**

*Regional Administration – Ruse*



The route covers the territory of Ruse and the villages Ivanovo and Cherven and aims at the presenting the architectural and cultural heritage in Ruse and the unique combination of historical heritage within a natural setting in the *Ivanovo-Cherven area (The Rock hewed churches of Ivanovo– World heritage, The Medieval town Cherven and Natural Park Rusenski Lom)*.

The tasks set by the project is acquaintance with the cultural and natural resources, building of tourist infrastructure, marketing and promotion of the tourist product, stimulation of abandoned rural areas, establishment of network of partners in the field of cultural tourism.

## **The creative work of Craftsmen of Old**

### *The Dryanovo Municipality*



The project covers the territory in-between the municipalities Dryanovo and Tryavna and aims at the development of the route *Dryanovo-Bojenzi-Tryavna* as stable cultural product, integrating the natural and cultural assets of the region and should exhibit the authenticity of its specific traces left from the period of the Bulgarian Revival. It will enhance infrastructure and apply European standards for converting of the region into an attractive tourist destination.

## **Development and promotion of a market cultural-tourist product**

### *Targovishte Municipality*



The project aims at the development of sustainable and cultural tourism through the restoration of sites of the cultural and historical heritage and the tourist infrastructure of the municipality, as well as through the development and promotion of municipal tourist product.

[www.targovishte.yes.bg](http://www.targovishte.yes.bg)

## **Magic folklore travel through a magic country**

### *The Bulgarian song Foundation*



The aim of the project is the development of tourist product, presenting the folklore festivals and traditions in 15 Bulgarian villages. A Map of the festival sites will be developed, as well as Guidebook of the festival tourist, a Promotion film, Website, CD and Guidelines for festival management. Training for festival management will be held, as well as National seminar dedicated to *The development of Festival tourism as a model for sustainable economic development of the villages.*

## **Creation and Promotion of Cultural Tourist Product in the Town of Sozopol by Restoration of the Southern Fortress Wall and Tower and Construction of Public Tourist Infrastructure for Disabled**

### *Sozopol Foundation*



The project aims at the development and promotion of a new cultural-tourist product in Sozopol, including the restoration of the southern fortification wall and tower and the set up of public tourist infrastructure for disabled.

[www.foundation-sozopol.com](http://www.foundation-sozopol.com)

### **Restoration of the school and development of new tourist products in the village of Kovatchevitsa**

*Historical and Architectural Reserve the of Kovatchevitsa village Society*



The aim of the project is to develop new tourist products and improve the quality of the tourist services in the village. The project includes restoration of the village school and the development of tourist-information centre there; organising of cultural event, training and seminars; development of cultural-historical and tourist routes.

[www.kovachevica.com](http://www.kovachevica.com)

### **The route of Gods, the route of gold and the route of people**

*Kardjali Municipality, Ardino Municipality*



The aim of the project is to develop and promote the richness and authenticity of ancient and National Revival culture, born in the heart of Eastern Rhodope Mountain, through the development of market-orientated tourist product of high guaranteed quality. The project activities combine management of information, marketing, promotion campaigns and development of human resources.

[www.ardino-kardjali.yes.bg](http://www.ardino-kardjali.yes.bg)

### **Cultural and historical mysteries in Eastern Rhodope**

*Alliance for Regional Co-operation and Development*



The main project activities include research and promotion of the cultural-historical heritage of Eastern Rhodope Mountain. Its priority is the development of thematic tourist routes, development of better possibilities for marketing of the regional product and stimulation of the small underdeveloped municipalities through the use of their cultural heritage.

[www.eastern-rhodopes.org](http://www.eastern-rhodopes.org)

### **The Eastern Rhodopes – co-existence of Thracian culture, Christianity and Islam**

*Municipal association for small and middle business – Haskovo*



The project aims at the promotion through cultural tourism of numerous unique monuments, evidence of the centuries-old successful co-existence between the various religions and ethnic communities and for the inheritance of their traditions.

## **Restoration and promotion of the ancient Roman castle Nove in Svishtov**

*Svishtov Municipality*



The project unites the richness of the cultural-historical heritage and tourism and social-economic development. It is developed on the basis of public-private initiative and aims at the development of cultural tourism in the municipality, to the increase of its economic contribution and the development of new possibilities for income and working places.

## **Black Sea Archaeological Park Durankouлак**

*Historical museum Dobritch*



The park is developed on the territory of the existing in Durankouлак world-famous archaeological sites – settlements, necropolises and cave temple dating back to Prehistoric times, Antiquity and the Middle Ages. The infrastructure is reconstructed and the archaeological remains opened to the public, an information centre is developed to promote the cultural heritage through information materials, training programmes and tourist attractions.

## **Development and promotion of new cultural-tourist product *The Holy Rhodope Mountains***

*Assenovgrad Municipality*



The project aims presenting the system of religious sites and pilgrims' routes on the territory of Assenovgrad and Laki municipalities. The route includes four integrated zones: *Assenovgrad – the sacred gates of Rhodope, The road to the monastery, The monastery and the nature, The Holy Places.*

[www.holyrhodope.com](http://www.holyrhodope.com)

## **Travelling through the Unknown Revival**

*Regional Administration Gabrovo*



The project route passes through the territory of Gabrovo, Sevlievo, Dryanovo and Tryavna and presents the cultural and historical value of Bulgarian National Revival. It includes popular destinations – Etara, Bojentsi, Dryanovo monastery and less-known tourist sites – Batoshevski and Sokolski monasteries, Tabahna and Icon-painting school.

[www.cultour.gb.government.bg](http://www.cultour.gb.government.bg)



## **Development and promotion of tourist product on the basis of the cultural and historical heritage in Razgrad region**

*Razgrad Municipality*



The project aims to raise the attractiveness of the Archaeological reserve *Abritus* and of the Historical-archaeological reserve *Sborianovo*. It includes enhancement of infrastructure; development of tourist information centre and new exhibitions and animation; promotion of the cultural heritage in the region through printed, video and electronic materials; organisation of info-tours.

## **Development of the Salt Museum in Pomorie as complete site of cultural tourism**

*Pomorie Municipality*



The Museum of salt presents the ancient technology of the Anchyalo region for the production of sea-salt and the related cultural heritage. Main tasks of the project are the promotion of the museum through the Internet, printed materials, audio and video clips etc. and the development of tourist infrastructure for extra convenience for the tourists.

[www.saltmuseumbg.com](http://www.saltmuseumbg.com)

## **Open-air Sculpture Park – Ilindentci**

*Foundation Art centre Inlindentci*



Seven years already in the vicinity of the village Ilindentci is being built a unique in character and scale open-air sculpture park. Over 50 sculptural compositions, created by 59 sculptors from 12 countries prove that art can alter the living and natural environment. The results of the symposia held in 2004 exceed their impressive quantitative dimensions (100 tons stone) and enrich the concept for cultural tourism.

[www.ilindentci.com](http://www.ilindentci.com)

## **The region of Kjustendil – Crossroad of Eight Millennium History and Culture**

*Regional Administration Kjustendil*



The project includes the territory of the Kjustendil, Nevestino, Boboshevo, Sapareva Bania and Rila municipalities, with monuments of world and national importance from all cultural-historical periods. The project aims at the development and promotion of two cultural-tourist routes dedicated to *The region of Kjustendil – cradle of Christian tradition and centre of ancient cultures*.