



Project funded by
EUROPEAN UNION



PROMOTING HERITAGE - AND CULTURE - BASED EXPERIENTIAL TOURISM IN THE BLACK SEA BASIN

Project No BSB-1145



OVERVIEW OF THE PILOT INVENTORIES

for Experiential Tourism in Bulgaria

COMMON BORDERS. COMMON SOLUTIONS.



Project funded by
EUROPEAN UNION



***PROMOTING HERITAGE - AND CULTURE - BASED EXPERIENTIAL TOURISM IN
THE BLACK SEA BASIN***

Project No BSB-1145

Overview of the Pilot Inventories for Experiential Tourism in Bulgaria

February 2022



Project funded by
EUROPEAN UNION



Authors and Credits:

Varna University of Management (VUM)

Culinary Art and Hospitality Association (CAHA)

Preslav Peev, Researcher

Zornitsa Rasheva, Researcher

Pavlina Alexieva, CAHA PRO-EXTOUR Project Coordinator



Copyright © 2020 PRO EXTOUR PROJECT

All rights reserved. Reproduction and distribution of the entire publication or its part is authorized, except for commercial purposes, provided the Project partnership is cited as the source.

This publication has been produced with the financial assistance of the European Union. The contents of this publication are the sole responsibility of the authors and can in no way be taken to reflect the views of the European Union.



FOREWORDS

The main goal of the inventory of different types of events and activities by selected categories is to include the most diverse and colorful sites and activities. Another key objective that was set was to present different administrative regions of the Black Sea basin. Of course, not everyone was able to come up with their own representatives, but overall the task was accomplished. In the four main categories (traditions and celebrations, historical sites and re-enactments, festivals and cultural events, natural heritage), 10 different activities and events were selected, which are located relatively evenly geographically on the territory of the two regions in the Republic of Bulgaria that are the subject of the study - Northeastern and Southeastern. Some of the selected cultural events do not have official representatives, which is particularly interesting given the fact that such events should need organizational support.

The main idea of the selected pilot events is to describe traditional holidays, customs, rituals and moments not only from the sacred but also from the daily life of the local population, in order to preserve folk traditions and beliefs of local ethnographic communities. The selection criteria also took into account the implementation period of the event or activity.

BRIEF OVERVIEW OF CULTURAL EVENTS INDUSTRY IN BULGARIA

In Bulgaria, festivals and various cultural events have a very long and rich history. They began long before the Liberation of Bulgaria from the Ottoman rule in 1878. Of course, in the last 30 years, in the spirit of modern times, new technologies and advanced ways of presenting events are increasingly entering.

Basically, cultural events can be divided into two main groups: traditional performances or arts, and contemporary, related to the modern way of life.

The main drivers of events are the local authorities in the face of the municipalities, which also enjoy the support and assistance of a number of non-governmental organizations, community centers, etc. The main organizers partner with local art groups, cultural centers, cultural associations, volunteer groups and individual volunteers, mostly students. The traditional partners are folk ensembles for traditional songs and dances which are becoming increasingly popular in the country.

The local authorities in the person of the Municipalities, in addition to being the organizer, are also the main sponsor of the event, as financial support is provided by local companies and individuals. In Bulgaria, the cultural events are supported by the Foundations, as well as with the assistance of the private artistic organizations and international cultural institutions.

Financial support comes from various EU programs aimed at supporting small and medium-sized enterprises, rural areas, educational, scientific and cultural organizations.



Project funded by
EUROPEAN UNION



Some of the events and activities covered in the study, due to the nature of their origin and design, do not have official organizers and financial benefactors, but are extremely popular and even gain international fame.

METHODS USED FOR GATHERING INFORMATION

The desk study in the inventory and description of the selected events and activities includes preliminary research of the information that is published in the scientific literature, as well as in the secondary sources. A huge amount of material has been studied, which can be found on the websites of organizers and cultural events, on the social networks, published project reports, etc.

Empirical investigation, which is the main and essential part of the inventory, was conducted using traditional and innovative methods of gathering information. For this purpose, a questionnaire was developed, including several panels, which was distributed to the main organizers and individual participants of activities and events. In the interest of the survey, no feedback was received from some of the organizations, while in others not all questionnaires were completed.

Subsequently, after processing the primary information, the interviews were conducted with actors and event organizers, local and regional authorities in order to obtain additional information and clarify some aspects of the organization and conduct of the events / activities. The conversations themselves were conducted using a variety of methods - face-to-face interviews, online meetings, through social networks, and more.

The responsiveness of the interviewees and the desire for cooperation and cooperation left an exceptional pleasant feeling. Almost all partners were happy to provide their photos and videos to be included in the current study. Without their support, the information would not be complete and reliable.

THEMATIC AREAS: MAIN CATEGORIES OF ACTIVITIES AND EVENTS

- Traditions and celebrations
- Historic sites and re-enactments
- Festivals, Cultural Events
- Natural heritage



Project funded by
EUROPEAN UNION



Table 1. List of cultural activities / events and festivals in Bulgaria

No	Name	Region	Implementation period	Thematic Area
1	Nestinarstvo	South-eastern Bulgaria	On the night of 3rd to 4th June	<p>Traditions and celebrations;</p> <p>A preserved centuries-old tradition and is unique for our country. There are pagan elements in it, but the essence of the ritual is respect for Saints Constantine and Helena.</p>
2	Petlyov Den	North-eastern Bulgaria	February 2 nd , all day	<p>Traditions and celebrations;</p> <p>Petlyov Den is a regional holiday celebrated in the eastern Bulgarian ethnic territory. It is conceived as a holiday for the health and fertility of boys. The main task is to preserve the folk tradition and beliefs of local ethnographic communities.</p>
3	The Last Battle of the King	North-eastern Bulgaria	On November 10 or the closest holiday, usually on Sunday	<p>Historical re-enactment;</p> <p>Colorful recreation of historical battle;</p>

Common borders. Common solutions.



Project funded by
EUROPEAN UNION



				acquainting the spectators with moments from the everyday life of the medieval Bulgarians by presenting typical for the era crafts and activities.
4	Underwater Tourist Routes on the Western Black sea	North-eastern and South-eastern Bulgaria	From April to October, depending on the hydrometeorological conditions	Historical sites; At all visited sites of the route, tourists experience the spirit of past historical epochs, and at the protected natural underwater areas they touch the unique flora and fauna of the Black Sea.
5	Yogurt Fair	North-eastern Bulgaria	Three days from Friday to Sunday at the end of July	Festival; The main message of the festival is to preserve and promote the traditional Bulgarian culture and the most ancient tradition of the local ethnographic group - Kapantsi
6	Rose festival	South-eastern Bulgaria	One month from mid-May to mid-June, with a focus on three-day	Festival; Introducing to the rich cultural heritage and



Common borders. Common solutions.



Project funded by
EUROPEAN UNION



			celebrations organized in early June	natural beauty of the Valley of the Thracian Kings; presentation of authentic productions and crafts related to the cultivation and processing of roses
7	July Morning	North-eastern and South-Eastern Bulgaria	Evening of June 30 and on July 1	Cultural event; It is a tradition in Bulgaria, associated with the hippie movement, to meet the sunrise on July 1. The symbolic welcome of the sunrise is conceived as a welcome of a new beginning and expectation of a better future.
8	“Kranovska Suha Reka” Tourist Route	North-eastern Bulgaria	All year round	Natural heritage; route offers a feeling of closeness to natural phenomena, as well as to the medieval rock monasteries.
9	Dobrudzha coast of the village of Tyulenovo, Shabla municipality	North-eastern Bulgaria	Year-round visits depending on the hydrometeorological conditions	Natural heritage; All activities are related to experiences and



Project funded by
EUROPEAN UNION



				alternative forms of tourism - jumping from the high cliff shore, seabird watching, diving.
10	Pobiti Kamani	North-eastern Bulgaria	<p>May - September: 10:00 - 19:30, closed: Monday and Tuesday</p> <p>01.10.2021 - 31.10.2021: 10.00 to 19.00, closed: Monday and Tuesday</p> <p>01.11.2021 - 30.11.2021: from 09.00 to 18.00, closed: Monday and Tuesday</p> <p>01.03.2022 to 30.04.2022: from 10.00 to 17.00, closed: Monday and Tuesday</p>	<p>Natural heritage;</p> <p>The area where the Pobiti Kamani are located is the only naturally formed desert in Eastern Europe. The biodiversity of the area is very important and valuable. The only evidence of human presence in Bulgarian lands during the Mesolithic has been found in the area.</p>



Project funded by
EUROPEAN UNION



The editor of the material: Culinary Arts and Hospitality Association

Address: Bulgaria, 9300 Dobrich, 3 Bulgaria str.

Phone: +359 58 655 626

E-mail: akig@abv.bg

Website: www.culinary-arts.bg

Joint Operational Programme Black Sea Basin 2014-2020

Culinary Arts and Hospitality Association

February 2022

Joint Operational Programme Black Sea Basin 2014-2020 is co-financed by the European Union through the European Neighbourhood Instrument and by the participating countries: Armenia, Bulgaria, Georgia, Greece, Republic of Moldova, Romania, Turkey and Ukraine. This publication was produced with the financial support of the European Union. Its contents are the sole responsibility of the Culinary Arts and Hospitality Association and do not necessarily reflect the views of the European Union.

Common borders. Common solutions.