



Project funded by  
EUROPEAN UNION



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

Project No. BSB 1145

**PROCEEDINGS**

**From the International Fair on Heritage- and Culture-based Experiential Tourism  
November 8<sup>th</sup>-9<sup>th</sup>, 2022**

Common borders. Common solutions.

## Introduction

The International Fair on Heritage and Culture-based Experiential Tourism in the Black Sea Basin<sup>1</sup> was a main demonstration and multiplication event aimed to showcase the practice of experiential tourism in Armenia, Bulgaria, Georgia and Greece. It promoted the pilot Inventories of heritage and culture activities, the on-line repository and the Black Sea Hubs on Experiential Tourism, created within the PRO EXTOUR project in 2021-2022.

The Fair brought together practitioners, researchers, students and the general public interested to explore together and discuss the role of the digital technologies in all stages of creation and delivery of the tourist experience. Working business models were presented and their owners discussed the success and challenge factors that mark their activities. The forum provided opportunities for new business partnerships and networking and cooperation.

The Fair panels were devoted to the following topics:

- ✚ Experience economy and creation of experiences in tourism
- ✚ Experiential tourism destinations
- ✚ Culture-based activities and events
- ✚ Heritage-based activities and events
- ✚ Cross-border opportunities for experiential tourism
- ✚ Business model for experiential tourism
- ✚ Technology and innovations for experiential tourism and travel
- ✚ Black Sea Hubs for Experiential Tourism
- ✚ Public policies in support of sustainable tourism
- ✚ Networking.

At the International Fair forefront topics related to the business approach to creating an experience, the specifics of the tours of the future and the use of technologies and robots to end this were discussed. During the first day, the entrepreneurs and experts from Armenia, Georgia and Greece presented their unique modern and traditional location-specific initiatives for creating experiences in hospitality and tourism - thematic festivals, exhibitions of cultural and historical artefacts, master classes in cooking, textile making and traditional puppets. The second day showcased the creativity of the Bulgarian operators - on a hunt for truffles and grape harvest. The final panel featured a presentation by the chefs and students from the Culinary Arts Institute, who gave the participants a wonderful culinary demonstration and taste experience.

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<sup>1</sup> The area of the Black Sea Basin is understood as to the European Neighbourhood Instrument's definition and includes Armenia, Bulgaria (Northeast and Southeast Planning Regions), Georgia, Greece (Central Macedonia, Eastern Macedonia and Thrace), Romania (Southeast Region), Republic of Moldova, Turkey (Regions İstanbul; Tekirdağ, Edirne, Kırklareli; Kocaeli, Sakarya, Düzce, Bolu, Yalova; Zonguldak, Karabük, Bartın; Kastamonu, Çankırı, Sinop; Samsun, Tokat, Çorum, Amasya; Trabzon, Ordu, Giresun, Rize, Artvin, Gümüşhane) and Ukraine (Odesa, Mykolaiv, Kherson, Zaporosh'ye and Donetsk Oblasts, Crimea Republic, Sevastopol).



Varna University of Management and the Culinary Arts and Hospitality Association organised and hosted the International Fair at the campus, located at the address: Oborishte St., No. 13A, Floor 4 in Varna, Bulgaria.

PRO EXTOUR partners (Varna University of Management (Bulgaria), Aristotle University of Thessaloniki (Greece), Georgian Arts and Culture Centre (Georgia) and Culinary Arts and Hospitality Association (Bulgaria)) as well as guest organisations delivered presentations and shared their own experience and good practices. Page | 3

These proceedings provide a synopsis of the presentations, delivered at the conference.

The working languages of the conference were English and Bulgarian with simultaneous translation.

More details are available at <https://vum.bg/> and <https://proextour.eu>.

## Agenda and Presenters

### + Day 1: November 8<sup>th</sup>, 2022

9:30-10:00	<b>Registration of the participants</b>
10:00-10:10	Opening and welcome <i>Todor Radev, PhD, Prof., President Rector Varna University of Management</i>
10:10-10:20	PRO EXTOUR Project - Concept and Achievements <i>Tzvetalina Genova, Senior Projects and Applied Research Manager Varna University of Management</i>
10:20-11:30	<i>Business Models and Sites from Greece</i>  Olicatessen - Modern Grocery Store in Thessaloniki <i>Dimitra Chondromatidou, Store Manager and Online Manager</i>  Playing on Traditional Paths <i>Varvara Pikoula, Dance teacher, Initiator of the Playing on Traditional Paths Project in Thessaloniki</i>
11:30-12:40	<i>Business Models and Sites from Armenia</i>  Mosh studio as Experiential Tourism Product <i>Armine Aghajanyan, Entrepreneur, Designer, Founder of Mosh Studio, Organiser of puppet-making workshops, Yeghegnadzor</i>  Tavush region as an Experiential Tourism Destination: Business Models and State of the Art <i>Syuzanna Petrosyan, Executive Director of the Tavush Development Agency</i>
12:40-12:55	<i>Business Models and Sites from Georgia</i> Art Palace of Georgia - Museum of Cultural History Video presentation of the research project "Textile from Georgia" <i>Leila Chichinadze, a Foundation Guard of the Repository of Fine Arts, Member of the Science Foundation, Art Palace of Georgia - Museum of Cultural History</i>
<b>Reception</b>	
14:00-15:40	<i>Business Models and Sites from Georgia</i>  Batik Paintings on Silk Demonstration <i>Nino Kvavilashvili, Applied Artist and Owner of Gallery 27, Tbilisi, Georgia</i>

	<p>Georgian Cuisine Demonstration <i>Ekaterine Vashakmadze, Active Chef and Owner of Restaurant Maisi, Senior Property Manager of Kazbegi Hut and Kazbegi Cabins Complexes</i></p> <p style="text-align: right;"><i>Tasting of wines from Areni Village, Armenia</i> <i>Presentation by Svetlana Khachatryan, wine-producer and owner of Ar Areni Restaurant</i></p>
15:40-16:30	<p>“Meet PROFY” - human-robot interaction (Lobby of the Varna University of Management 1<sup>st</sup> Floor) <i>Stanislav Ivanov, PhD, Prof., Vice Rector for Research Varna University of Management, Editor in chief of European Journal of Tourism Research,</i> <a href="https://ejtr.vumk.eu/index.php/about">https://ejtr.vumk.eu/index.php/about</a></p>
16:30	<p>Round-tour around the stalls. Networking, bilateral meetings and discussions</p>

 Day 2: November 9<sup>th</sup>, 2022

9:30-10:00	Registration of the participants
10:00-10:10	<p>Opening and welcomes <i>Todor Radev, PhD, Prof., President Rector Varna University of Management</i></p> <p><i>Tzvetalina Genova, Senior Projects and Applied research manager Varna University of Management</i></p>
10:10-10:50	<p>Tours of the Future <i>Zornitsa Rasheva, Tourism Expert and Licensed Guide E-Tours, Culinary Arts and Hospitality Association</i></p>
10:50-11:30	<p>Business Approach to Creating Experiences <i>Pavlin Kosev, Chairman Varna Association of Restaurant and Hotel Owners (VARH)</i></p>
11:30-12:30	<p>Museums as Experience-creators <i>Dobri Dobrev, Archaeologist, Director, Ivelina Romanova, Historian, Tour Guide and Marketing Euseum</i></p>
<b>Reception</b>	
13:30-14:00	<p><i>Business Models and Sites from Bulgaria</i> Creating Modern Experiences: Truffle Hunting <i>Dimitar Dimitrov, Chairman</i></p>



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	Bulgarian Truffle Association
14:00-14:45	<i>Business Models and Sites from Bulgaria</i> Grozdober @Lozeto Estate (Vine Harvest @Vineyard Estate) <b>Ivalina Ivanova</b> , Wine-producer, Entrepreneur and owner of @Lozeto Estate
15:00-16:00	<i>Food as Experience: Culinary Demonstration</i> <b>Culinary Arts Institute</b> at the Varna University of Management
16:00	Farewell and closure

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## Presentations

### *Business Models and Sites from Greece*

#### *Olicatessen*



Our journey began in 2010 with the company called “Agora”, the first theme extra virgin olive oil store, an extremely innovating idea for the Greek food market.

Over the following years we discovered numerous special Greek products besides olive oil, and decided to take it a step further. We started tastings of local products from small scale producers located all over Greece. This resulted in the idea of “Olicatessen”! Its birth took place in October 2016 and since then, we have kept searching and discovering the best quality products our country has to offer!

We maintain vertical partnerships with producers, old or new partners, constantly communicating and evolving our synergies with every single one of them. We keep updating the products that they supply us with in a yearly basis, using strict criteria for every product that we decide to welcome and place on our shelves. We retain an evaluation parameter process that every product is bound to receive, regardless if it is already in our store or if it is new.

In addition, we continue to conduct tastings in-store or in various venues according to the scale and needs of every group. We have already performed 3.239 tastings until today and we are very honoured that so many people trust us with their time and preference to learn a little bit more about Greek gastronomy. Our modern experiential experiences are also offered in collaboration with travel agents.

Our love to pass on the knowledge has always been too big. That’s how “Gourmet Exhibition” and “Specialist Awards” were born.

“Gourmet Exhibition” first took place in 2016 so as to promote the excellence and wealth of the Greek gastronomic heritage. It has become part of the rich cultural and gastronomical agenda of Thessaloniki, attracting thousands of visitors from all over the world!

“Specialist Awards” has sealed this important trading venue in our country by playing a leading role in facilitating small and medium-size producers of fine foods and promoting the benefits of consuming high-quality products. The assessment is carried out by specialized panels consisting of taste-testers, professors, researchers, chefs and food journalists. Page | 8

### *Playing on Traditional Paths*



Our company was established in November 2018.

Our logo : Παίζοντας σε Παραδοσιακά Μονοπάτια/In English: **Playing on Traditional Paths.**

The choice of name and logo is clear:

**Playing:** because game, as playing a game, is important for us

**Traditional:** because tradition, in songs, dances and customs work across borders.

**Paths:** However, the narrow and difficult path, often leads to new horizons.

The Four Pillars/Towers symbolize the four seasons. Every season is a trigger for creation.

**On the logo the first tower** symbolizes –autumn. You can see the grapes in the grape press in Greece we call it *patitiri*.

**The second of these**, symbolizes winter and specifically the custom of Iresioni from Ancient Greece. Olive branches are decorated with red and white woolen threads, nuts, walnuts and almonds. Also, you can see the Twelfth Day custom which is called Καμήλα και Ντιβιτζής/ In English, Camel and Divitzis from the Arabian word (dive), meaning the camel and the camel guide. This custom, according to folklore , contributes to the awakening of nature from its winter hibernation .

**The third tower** symbolizes the spring season. Swallows, is an ancient custom where children celebrated the end of winter

**The fourth one** symbolizes summer and the custom Pyrakamnios: the participants light a fire. They jump from above. This means, leaving the diseases that afflict them in the fire.

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Our company is active in the field of experiential tourism, with the impetus of the Circle of Life and Popular Culture. It was born out of the belief, that the creative process of participation, in Folk Culture events and customs, is an object of highlighting and promoting Culture. It is an active experiential physical and spiritual procedure, which is based on the form learning by doing. The Participants of the Adventure games acquire a unique experience from the place they visit.

Among the first collaborations of the laboratory were the Archaeological Museum at Kilikis and The Rooftile and Brickworks Museum N. & S. Tsalapatas at Volos.

The implementation of an experiential workshop in the space of a Museum, gives an added value, combines the exhibits, with the experience, active and meaningful participation and creates a new impression of experience for the visitor. From simple observer to active participant.

Our workshop reproduces popular practices, from the richness of our cultural tradition, with a special emphasis on local customary procedures. Our vision is to create personalized experiences, the "visitor" will implement—and experience a journey, that is, will create the feeling of a common place, a common destination, a common bond.

The collaboration with travel organizations creates new experiential experience for the visitor. The extroversion and the collaborations with public and private bodies, will provide the opportunity for interaction of the bodies proving, that, with the appropriate communication strategy, as well as the appropriate organization and administration, any weaknesses will be accessed and experiential tourism will be the "strong" card for the sustainability of the agencies involved.

Despite the fact that the future seemed bright, the pandemic came to remind us that nothing is certain. This was a serious blow to experiential activities, initially for all of us, who experience this, as a way of life. There was immediate adaptation to new data and creation of online activities. It was a difficult process, but it was the trigger for feedback and preparation for the next day.

In the difficult days of the pandemic, there were collaborations with institutions and organizations, such as the Municipality of Kalamaria in Thessaloniki, who wanted to keep the channel of communication open with the public, and take them on a digital journey.

In the same sense, cultural organizations that could not carry out their local events, due to the restrictive measures for Covid 19, such as the swallows in the village of Melissoxori, in the region of Thessaloniki, carried out the custom online. The benefit was twofold and the actual custom took place, but also online visitors had the opportunity to watch it from afar.

The post-covid 19 era leads to collaborations such as participation in the kidot family festival, where 15.000 participants from within and outside the country had the opportunity to get to know our company and participate in popular culture events.

In the end I will show you the spring custom Swallows. It proves that intangible cultural heritage has no borders. The song says that the swallows travelled from the Black Sea, passed through many towns and villages, where they stopped and sang sweetly.



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### Business Models and Sites from Armenia



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DOLLMAKING MASTERCLASSES



IMAGE DOLLS



PURPOSE OF PARTICIPATION

- Acquisition of new knowledge's and skills
- New connections, opportunities
- B2B
- Studio-cafe for community residents



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## COOPERATION

• Cooperation with many international organizations (USAID ARMENIA, AGBU, APWA, IBERA)



«Մեր արտադրանքը կա՞նք»

«Ինչպես կարող եմ ես օգտագործել իմ արտադրանքը և այլ երկրներում և արտադրողներին? Ինչ երկրներում կարող եմ ես արտադրանքը վաճառել և ինչպե՞ս կարող եմ ես արտադրողներին հարցնել?»



## ART-CAFE



## VISION

- To create a unique Armenian brand
- Develop tourism in the community and create jobs
- To develop aesthetic taste in young people, breaking stereotypes
- Open MOSH boutiques in Gyumri and Yerevan

**Mosh**  
STUDIO  
*The Girl Who Dreams*

*The end*



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VISIT TAVUSH



**Tavush region as an  
Experiential Tourism  
Destination**

**Business  
State of the  
Art**

**SYUZANNA  
PETROSYAN**  
EXECUTIVE DIRECTOR  
TAVUSH TOURISM  
DEVELOPMENT



**4 PILLARS**

- Sector coordination
- Product
- Development
- Communication, Marketing, and Promotion
- Capacity development and education




Tavush region is located in the north-eastern part of Armenia.  
Due to its geographical location, the region is distinguished by the diversity of nature.  
The forest zone makes up about 51% of the region's territory, Tavush is the most forested region of Armenia.



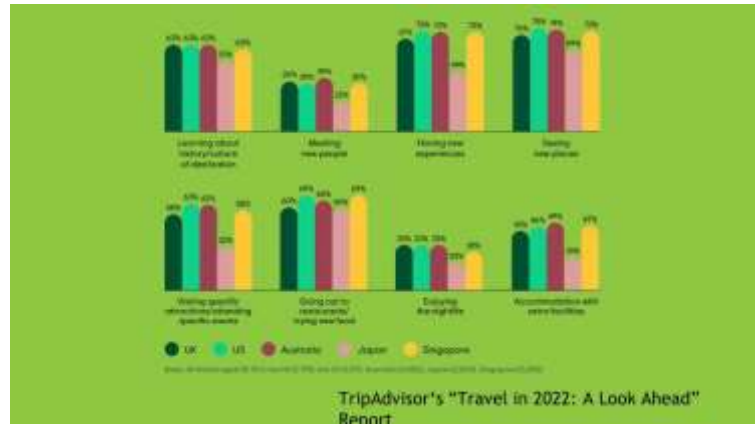
**BENDAVAN CASTLE**  
1000 m above sea level  
8-XI centuries

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## Travel trends

In the last few years, travel trends have dramatically shifted and multiple studies prove it. TripAdvisor's [Travel in 2022 Report](#) discovered that about three-quarters of travelers are willing to see new places with priorities such as having new experiences and learning about history and culture not far behind.





Traveling isn't about getting to a new place. It's about how you grow as a result of the journey.

**Razerfish study**

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 mncngg tt bnt, wntmblm lant  
 mncngg tt bnt, wntmblm lant





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# VISIT TAVUSH FEEL OUR WARMTH



## Woodcarving with a local master Mayilyan

Vahe Mayilyan is a fourth-generation woodcarver and hiking guide from Tavush. In his small workshop in the center of Zevan he both displays his works and teaches visitors how to work with wood.



## ARMENECOOP



The ARMENECOOP social enterprise welcomes you to a master sewing class, which highlights the contemporary revitalization of Armenian creativity and crafts.



## Create your own copper jewelry at Buduart

Copper is one of the oldest natural materials that ancient Armenians used for making jewelry, but that doesn't mean it is the least bit old-fashioned.

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### Chibukhchian art studio

Chibukhchyan's art studio is a creative center of handmade art, engaged in the production of souvenirs and applied items, representing the Chibukhchyan brand. It is an offer for those who prefer stained glass art, tapestry, textile and silk delicate works.



### Aghavnavank

Alex, the first winemaker in Aghavnavank, combines his family's traditional winemaking skills with modern approaches to make family-label red and white wines from a variety of local grapes.



### Piece of MARvel

Piece of MARvel's collections features custom-made dolls, very tiny crocheted animals, and kids' backpacks with crocheted details.

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## EXPERIENCES IN TAVUSH



**Woodworking**

The Carpenter's House is a company-acted workshop which has five woodworking classes.



**"Arts" Armenian National Art Center**

"Arts" is an Armenian national art center. Here you can learn the secrets of Maroukhi Art, Van, Urfa, Sebaste and etc. participate in the wood and stone artistic carving course of the M&M.



**Herbal tea**

The Hacıyan family share their own life experience of nature's healing power, knowledge and skills, through organization specializing in the creation of herbal tea, infusions and other natural products.



**Dried Herbs Yard**

Yard is a lovely garden where you can visit.

Yard is a water class in making traditional Tavush dishes.



### Contact Us

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## Thank You

See you in  
Armenia

## ***Business Models and Sites from Georgia***

### ***Art Palace of Georgia***



The palace, which houses the Museum of Cultural History, was built in 1895. It is located on the left shore of the Mtkvari in one of the oldest districts of Tbilisi and was designed by architect Paul Stern.

The building was repeatedly rebuilt. In the 60s of the XIX century this location was called the garden street (later - Pirogov street). The name was associated with the cultivation of orchards by German colonizers on both sides of the street, much of which belonged to Franz Titel, a representative of the Austrian Empire. His daughter, Emilia, ordered architect Paul Stern to build a palace in 1895.

The project was redeveloped before its completion, as German Prince Constantine Peter Oldenburg (1850-1906) purchased the building for a Georgian woman, Agrafina Japaridze-Dadiani, during the construction process. Later, Prince Andria Dadiani of Samegrelo, the youngest son of world-famous chess player Ekaterine Chavchavadze and David Dadiani, lived in this palace. Then Andria's sister's Salome Dadiani's husband, Prince Ashil Murat settled here.

Stern was one of the most famous architects of the time. The style of the palace, on the one hand, represents the "brick Gothic" style, and on the other hand, pays great attention to the detail's characteristic of Islamic architecture. Oldenburg Palace also goes far beyond the Tbilisi tradition: the castle-hall type building has an open terrace, a stone staircase, a middle bastion with an azure steep roof and a three-story tower with a secret room; The arches on the main façade, the roses embedded in the wall, the thin columns of the railing create an unusual and interesting pattern of Gothic stylization.

In 1927, Davit Arsenishvili and his associates founded the Museum of Theater in Tbilisi, the first of its kind in the Caucasia. Arsenishvili donated 500 exhibits to the museum from his personal collection. A year later, the museum collected more than 3,000 exhibits from donations.

The Art Palace is the only palace-type museum left in Tbilisi. It includes 8 permanent and 2 temporary exhibition halls. Every hall is of historical significance.



Travelers' Choice recognizes businesses that earn consistently great reviews. Travelers' Choice award-winners are among the top 10% of listings on Tripadvisor. Tripadvisor Travelers' Choice honors select accommodations, attractions and restaurants that consistently demonstrate a commitment to hospitality excellence. In 2020 Art Palace of Georgia received the TripAdvisor Traveller's Choice 2020.

Art Palace of Georgia is the first Georgian museum to become a member of the world's largest cultural association, the Google Cultural Institute. This virtual space allows you to observe unique works of art preserved in the museum down to the smallest detail. Page | 20

You can observe Georgian Modernist set and costume designer Petre Otskhelidze's works, who was undoubtedly an outstanding professional of his time. A great deal of his drawings were created for stage productions but the sophisticated nature of his sketches effortlessly turns them into autonomous masterpieces of graphic arts, imbued with independent aesthetic value.

The Palace of Arts received the Best European Cultural Heritage Award "Europe Nostra" for its scientific research "Textile from Georgia" done in 2018, and a year ago it was awarded a special prize by the jury of "Europe Nostra" for the best restoration.

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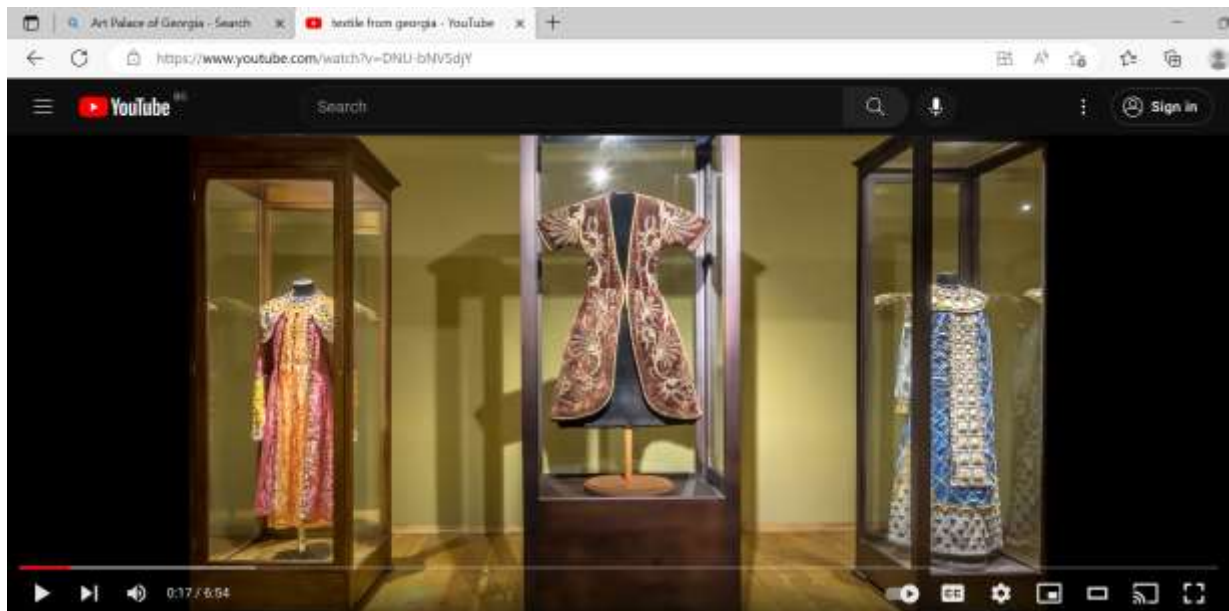
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## Georgian Textiles



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## Business Models and Sites from Bulgaria



### МУЗЕИТЕ КАТО СЪЗДАТЕЛ НА ПРЕЖИВЯВАНИЯ

Ивелина Романова



#### Римска баня



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### Хепанинги в музея

• Рожден ден



### Хепанинги в музея в градски парк



### Час по родолюбие

- 3 март Освобождението на България
- Санстефанският предварителен мирен договор за прекратяването на Руско-турската война от 1877 – 1878 г., който ознаменува Освобождението на България. Договорът е подписан на 3 март (19 февруари по стар стил) през 1878 г.



### Възстановки на народни обреди и обичаи

• Бабомартенска седянка



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### Възстановки на народни обреди и обичаи

- 25 март **Благовест** или **Благовещение** - На този ден се възпоменава богатата вест, донесена от Архангел Гавраил на Дева Мария – че тя ще роди Спасителя на човечеството, сина Божий Исус Христос. В християнската традиция се почита като **празник на майката**. За българите празникът е известен още като **Благовест**.



### Възстановки на народни обреди и обичаи

- **Лазаровден** - Млади жени, наречени „лазарки“, берат цветя за венците, които ще оплетат за празника Цветница. Момите са пременени в традиционни фолклорни носии. Обикалят къщите на селото, пеят обредни лазарски песни и благославят за здраве, щастие и берекет. Стопанинът на дома ги дарява с яйца, пари, плодове и дребни подаръци.



### Възстановки на народни обреди и обичаи

- **Великден**



### Възстановки на народни обреди и обичаи

- 6 май **Гергьовден** - Денят, в който се чества Свети Георги Победоносец. Обявен е за официален празник в Република България, както и за Ден на храбростта и Българската армия. Чества се и като Празникът на овчаря. На този празник се извършват редица обредни практики и ритуали за здраве и плодородие на нивите и животните.



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## Възстановки на народни обреди и обичаи

- 24 юни Еньовден - Продължителността на дена започва да намалва, а годината клони към зима. Момите се събират в една къща и обличат едно 5-6-годишно момиченце като булка: с дълга била риза и червена връхна дреха, наречена нават. Забулват го с червено було. На главата му поставят сребърна пара и венец от еньовче. Една мома адига Еньовата булка върху раменете си и цялото шествие започва да обикаля селото, нивите, градините, кладенците и чешмите. През цялото време момите пеят еньовденски песни. С тази ритуална обиколка те измолват от Св. Еньо здраве и плодородие.



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## Възстановки на народни обреди и обичаи

- Бъдни вечер и Коледа



## Възстановки на народни обреди и обичаи

Коледарчета от Детска градина № 17



## Игрите на баба

- Клуб „Златна ябълка“ при СУ „Св. Кл. Охридски“
- Гори, Гори, кърпа; Дай бабо огънче; Отвори Калъо порти; Прескочи кобила; Хвър, хвър вранке и др.



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### Образователни програми във Възрожденското училище



### Априлско въстание - възстановка



### Образователни програми във Възрожденското училище



### Възрожденско училище

• Учебни модули на Народно читалище „Български искрици 2016“



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Образователна програма „Моето първо свидетелство“



Творческа работилница



Творческа работилница - калиграфия



Творческа работилница „Направи си сам“

• Клуб „Майчина грижа“





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### Лято в музея

• Слънчеви деца



### Забавни игри в лапидариума



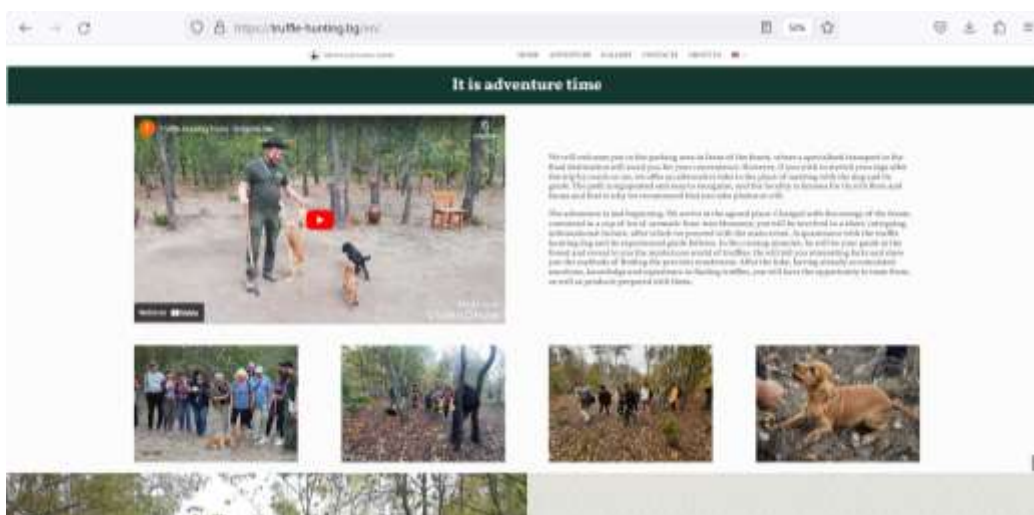
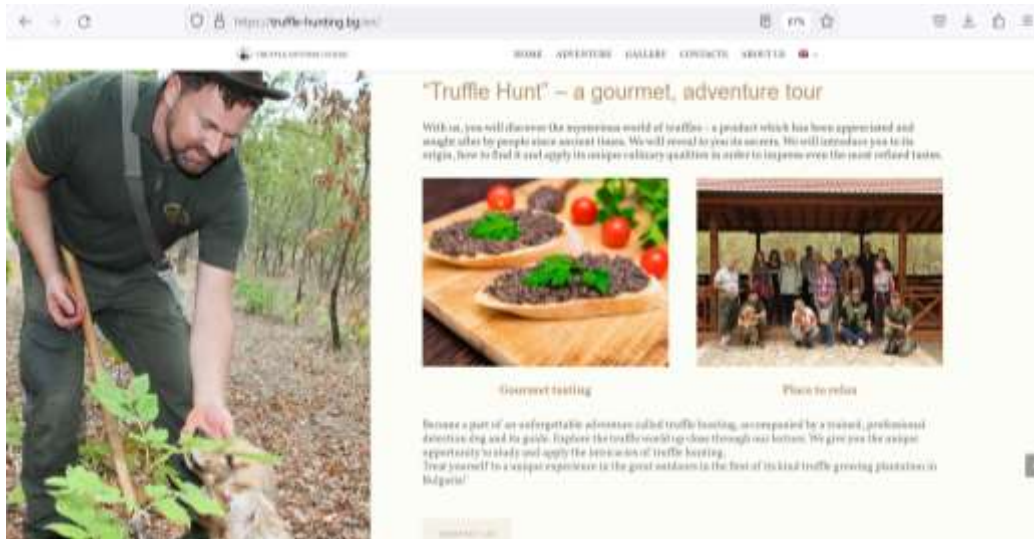
### Търсачи на съкровища в експозиция „Археология на Добруджа“



### Европейски практики



Common borders. Common solutions.





**МЕЖДУНАРОДНО ИЗЛОЖЕНИЕ ЗА ТУРИЗЪМ,  
ОСНОВАН НА ПРЕЖИВЯВАНИЯТА С ФОКУС ВЪРХУ КУЛТУРНО-ИСТОРИЧЕСКОТО  
НАСЛЕДСТВО**

**LOZETO ESTATE**



Опункова винарска изба **Lozeto Estate** е създадена около 18 години преди това, които през 2015 г. произвеждат първата си една необработена вина. След няколко направени опитове и първото изследване се насочват 21 ха лозя на изток от терен виненд в близост до село и Славина, на 20 км от гр. Варна.

Избата се намира в община Лозето, Села в Провадийското плато. Произвеждат голямо количество грозде с потенциал до 130 000 кг. За да се произведат качествени вина, лозята са разделени и индивидуално се вземат специално внимание на всички производствени етапи и се влага много отношение към всяко едно Лозето вино. Произвеждат се извощарски черви вина с защитен знак България и сортови грозде.

Lozeto

**Историята ...**



За нас, винарите трезост е една невъзможна мисъл и улеснено преживяване, което означава да поживим на всички лозята с наследие от нашите вина. Затова още по време на първия ни Гроздобер през 2017 г. решихме да сиберем приетелите си на лозята над невъзможността на лозя в извощарския район.

От този момент разбрахме, че всички тези малки моменти да се полагат всяко лозята по същото време. Така винарите нещат Бизнес модел за едно успешно виноно събитие с непропускателното нарастване, отпускат.

Lozeto

**Виното се създава на лозето**



Лозята са изградени са разположени в местност, защитена от ветровете и дървова гора. Плъзгата се оформи по време с множество и най-различни минерали, екологичен режим и транзит. Плъзгата от тях са със защитна форма и се се оформили в периода, в който тези вина са били донесени нагоре. От тук идва специфичната минералност и леко сивен характер във вината.

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### Енотуризмът като успешен бизнес модел



Енотуризмът като бизнес модел в една эмоция и зареждащо преживяване. Той не е само консумация на вино, а и култура, история, бит, съвещание и дискусия до природата.  
Основната ни идея в този бизнес модел е да покажем региона, историята, коарствата като отрасъл и път на високоефективността, ама от лозето до бутилката.

Енотуризмът: дълготраен и лъчлив наслажда на всички сезони!



### Визия на нашето портфолио



### Магични лозя, магнетична природа и свободен дух



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