



## Bulletin

# European Destinations of Excellence

**ONLINE BULLETIN ON BULGARIAN EDEN DESTINATIONS, CREATED UNDER THE PROJECT ENTITLED "COMMUNICATION CAMPAIGN TO PROMOTE EDEN DESTINATIONS IN BULGARIA– SECOND EDITION", AS IMPLEMENTED BY THE MINISTRY OF TOURISM UNDER A GRANT AGREEMENT WITH THE EUROPEAN COMMISSION NO 699265 OF JAN 18, 2016**

**(Issue 15, May 2017)**

### **NEWS, RELATED TO THE PROJECT**

#### **Bulgarian EDEN destinations were presented at the 13th edition of the International Tourism Fair "Weekend Tourism", Ruse**

Ministry of Tourism presented Bulgaria EDEN destinations at the 13th International Tourism Exhibition "Weekend Tourism", during the period 11-13 May 2017 in Ruse. This fair is one the most significant tourism events in the city and the Danube region and is a forum for meetings of



tourism stakeholders. The event presents Danube region as an attractive destination for trips and rest, as well as other parts of the country. The exhibition and its accompanying 10th Festival of Tourist Animation contribute to the development of specialized forms of tourism. Both events contribute to overcoming the seasonal disproportions in the region and the country as well as the development of a year-round tourist product.

This year more than 160 participants demonstrated their potential and the tourism resources at their disposal. In the days of the forum, guests of the city witnessed various presentations, entertainment, attractions, and tasted different wines and cuisine.

EDEN destinations in Bulgaria are 12 and have been selected within the framework of 3 National competitions for excellent tourist destination on the following topics: cultural tourism, protected areas and aquatic tourism. The destinations are: Belogradchik, Lukovit, Vratsa, Silistra, Kavarna, Strandzha Natural Park, Kardzhali, Kazanlak, Belitsa, Sandanski, Sapareva Banya and Kyustendil.

During the exhibition, there was a growing interest in destinations by the general public and the tourism stakeholders (tour operators, tourist administrations, etc.). Tourists and travel agents were interested in known and less-known destinations. The region of Northwest and Central Bulgaria, as well as the nearby destinations were among the preferred options for rest, incl. for short trips.

The presentation of the project "Communication campaign to promote EDEN destinations in Bulgaria – Second Edition" during the International Tourism Exhibition "Weekend Tourism" is a successful advertising platform contributing to the promotion of Bulgarian EDEN destinations and the EDEN initiative as a whole.

### **FORTHCOMING EVENTS FROM THE EDEN DESTINATIONS**

#### **Festival of amateur theaters with international participation "Kavarna" 2017 (29 May - 4 June 2017)**

For the twentieth year in a row, the National Festival of Amateur Theaters with international participation will be held in Kavarna. In the days of May 29th to June 4th, 2017 the city will host theater groups from all over Bulgaria. Within seven days Melpomene's magic will touch the viewers through the best theatrical productions that are broadcast after a selective session. This year the event will be held under the patronage of the mayor of Kavarna Municipality – Mrs. Nina Stavreva.

**More information about the event can be find on the following websites:** <http://www.kavarna.bg/kultura-i-turizym/festivali/xx-natsionalen-festival-na-liubitelskite-teatri-s-mezhdunarodno-uchastie-kavarna-2017/> and: <http://www.kavarna.bg/kultura-i-turizym/festivali/>

#### **National Folklore Festival "Ledenika" (24-25 June 2017)**

During the period 24-25 June 2017, the National Folklore Festival "Ledenika" will be held in the Vratsa Balkan. The event, which gathers thousands of lovers of Bulgarian traditions and customs, is organized by the Municipality of Vratsa.

The festival aims at preserving and promoting the traditions and cultural values of different



ethnic and ethnographic groups in the country, ensuring continuity for future generations, providing the opportunity for the choirs and performers and creating conditions for cultural exchange, supporting the development of folk and amateur art, promoting the Vratsa region as a place with a long history and rich cultural traditions and transforming the folklore festival "Ledenika" into an event in favor of tourism development in the region.

Groups and performers for authentic and processed folklore from different

geographical regions of Bulgaria will participate in the program. Ancient traditions will be recreated capturing with their mystique and beauty.

The culmination of the festival will be recreating of an authentic Northern wedding and this year the dress code for participation in the Folklore festival "Ledenika" will be folk costume or clothing with elements of Bulgarian embroidery.

The widespread resonance that the first edition of the festival found among the public brought him a number of prestigious awards. The festival won the first prize in the "Spirit of Bulgaria" category in the competition announced by the Ministry of Tourism, as well as a prize for "Festival tourism" of the "Balkan Tourism Industry Awards".

**More information about the event can be find on the following websites:** <http://www.vratza.bg/?category=4&sub=715> and: <https://opoznai.bg/view/severniashki-folkloren-sabor-ledenika>

### **International Folklore Festival "Pautalia" 2017 (7-9 July 2017)**



The eleventh International Folklore Festival "Pautalia" – 2017, which will take place from July 7-th to 9-th July 2017 is organized under the patronage of the Mayor of Kyustendil. The organizer of the event is the "Bratstvo 1869" Community Center - Kyustendil.

The competition aims to give an opportunity for performance and expression to folk groups and performers from different countries so that they can show the richness of their folklore; to preserve and promote Bulgarian folklore and to show its

pride of place among other nations. The competition lasts for three days.

The competition takes place in three sections:

- Folk dances – up to 12 years old, up to 17 years old, over 17 years old;

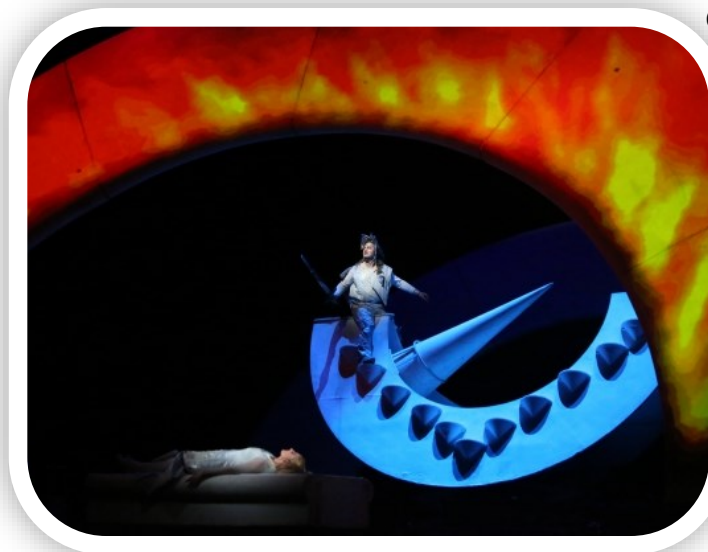
- Folk songs – individual performers and folk song groups;

- Original song.

Applications for participation can be sent not later 23rd June 2017 on the following address: 11 Otets Paisiy street, 2500 Kyustendil or e-mail: [chitalishte@bratstvokn.org](mailto:chitalishte@bratstvokn.org).

**More information about the event can be find on the following websites:** <http://www.kultura-kn.info/festival/5/%D0%BC%D0%B5%D0%B6%D0%B4%D1%83%D0%BD%D0%B0%D1%80%D0%BE%D0%B4%D0%B5%D0%BD-%D1%84%D0%BE%D0%BB%D0%BA%D0%BB%D0%BE%D1%80%D0%B5%D0%BD-%D1%84%D0%B5%D1%81%D1%82%D0%B8%D0%B2%D0%B0%D0%BB-%D0%BF%D0%B0%D1%83%D1%82%D0%B0%D0%BB%D0%B8%D1%8F> and: [http://www.bratstvokn.org/index.php?option=com\\_content&view=article&id=50%3A2009-08-10-18-53-43&catid=45%3A2009-08-10-18-06-55&lang=bg](http://www.bratstvokn.org/index.php?option=com_content&view=article&id=50%3A2009-08-10-18-53-43&catid=45%3A2009-08-10-18-06-55&lang=bg)

### **Opera of the peaks – The Belogradchik Rocks (21 - 30 July 2017)**



Opera of the peaks – The Belogradchik Rocks is an innovative idea by director Plamen Kartaloff whose unusual theatrical visions and design of the original director's interpretation are associated with their conception among the magical beauty of the Rocks. They give the audience the opportunity to experience their favourite works in a new way. Many guests come to enjoy opera and ballet art in the opera air. The performances are held in the first courtyard of the fortress from 20:00. Along with them, a special

event is offered - a visit to the Magura Cave for an extraordinary performance "Wagner Magura: Gods, Giants, Dwarves and Valkyries" on 21, 22, 23, 27, 28, 29, 30/07/2017, starting at 11:00. The performance lasts one hour and twenty minutes: the first part is at the entrance of the cave, the second is in the concert hall of the cave, and the third part ends with "The Ride of the Valkyries" at the exit of the cave and a tasting of region wines from the Magura Winery.

**More information about the event can be found on the following website:** <http://www.operasofia.bg/novini/item/5520-vagner-magura> and: <https://ilovebulgaria.eu/opera-na-vyrhovete-2017/>

### **INTERESTING TOURIST ROUTES IN BULGARIA EDEN DESTINATIONS**

#### **Itineraries in the EDEN destinations Kazanlak**

The charm of the Rose Valley, the soft curves of Sredna Gora and the magnificence of the Balkan, offer excellent conditions for walking and recreation among nature and they are an excellent prerequisite for ecotourism. The variety of panoramic, breathtaking sights, to the lush green meadows, streams and waterfalls are a delight for the eyes during the four annual seasons. For tourists who prefer healthy contact with nature mountain routes are organized with a guide. The huts are well equipped and offer typical mountain accommodation conditions. The routes are grouped by settlements or localities from which they begin or pass, the end of which is almost always on the central Stara Planina ridge.

#### **„Mechkite” area**

/Kran - Dereazla – “Mechkite” area - Buzludzha hut/

The route passes through the steep slopes of the Shipka Stara Planina mountain. On the way





to Buzludzha hut, turning back, there is a wonderful view of the Kazanlak valley. A resting place is the Mechkite area, an attractive rock formation with an area of 10 km.

### **Area „Katunite“**

/Enina - "Katunite" - Buzludzha hut /

The route starts with the village of Enina and passes through the Katunite area, which is of a protected form. It is located 2 km away from the village of Enina in the north direction. Tourists find it very interesting, climbing along the ridge path to Buzludzha Peak. The area is named so because of 7 - 8 domed rocks are arranged in a row.

### **Path „Bosilkovets“ /The steep meadow /**

/Shipka - The Steep Meadow /Bosilkovets / - Buzludja hut /

The path is accessible for most of the year. In the winter months, the attention must be increased, as it is advisable to use pickeys, climbers or snowshoes (if it's snowy) when people are going to climbing. The abundance of wild fruits /strawberries, raspberries/ and mushrooms is guaranteed in autumn and summer. The air is fresh and in some places nature has given breathtaking views to the valley to the south.

### **Shipka - Shipka Monastery - Russian Cemeteries - Shipka Peak**

The route is a cognitive purpose because besides a pedestrian passage, where people can also visit places of Bulgarian glorious history so typical of this region. It is a short route that connects the Shipka peak and the town of Shipka.

### **Enina – area "Zlatevitsa" - "Rodopova cheshma" – peak "Jalti" - Dolno Izvorovo**

Lovely walking path for relax and recreation. It passes through several picturesque places, the most famous of which are Zlatevitsa and Rodopova cheshma. On the way to the destination - the panoramic "Zalti peak", the road passes by a built hunting shelter, which is also a pleasant place for relax, for a picnic, for a kids outing.

## **Kazanlak - Koprinka dam - fortress Tvarditsa - Gorno Cherkovishte - Buzovgrad – Kazanlak**

During the summer season, Koprinka dam is a preferred recreation place, offering opportunities for beach, fishing and water sports. The cool pine woods around, and the variety of hills on the slopes of Sredna Gora, predispose to the organization of hiking tours, tourist orientation, etc. The combination of mountain and water massifs is one of the most preferred. Fishing, favored by more and more people, is an excellent occasion to meet and chat with friends. The surrounding area is also suitable for practicing cycling, water sports, eco-lakes and more.

### **Ecopath "Path Through the Centuries": Kazanlak - Buzovgrad - Megalith /Thracian sanctuary**

The beginning of the ecopath is Kazanlak, and the village of Buzovgrad is 5 km away from the town. A signpost in the center shows the distance to the destination and the sights along the route. From the Megalith, the view is amazing: the whole valley is like a palm, to the north Stara Planina mountain with Botev peak, to the west Koprinka dam. The megalith is an ancient Thracian settlement of rock formations with an opening through which the sun passes at sunset. The whole area is a nature reserve and the perfect place for a picnic, relaxing walks and pictures. During the Days of Thracian Culture in the town of Kazanlak, end of August, there is a restoration of Thracian rituals, which are received with interest from the people. There are benches and tables along the route, two arbors and a fountain.

The mountainous routes cross the picturesque meadows and glades, meet different tree species, mountain flowers, berries, mushrooms, birds. You can practice hilly hiking and cycling, more climbing, rock climbing, ski tourism, delta planarism, tourist orientation, green schools and more.

With good planning of leisure, some of the routes can be combined with a visit to the cultural monuments in the town of Kazanlak: Thracian Tomb, Rose Museum, Chudomir Museum, Kulata Ethnographic Complex, Golyama Kosmatka Tomb, etc.

**More information about the event can be find on the following website:** <https://www.kazanlak.bg/cat-392.html>



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