



**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 17, July 2017)**

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

#### **Representatives of EDEN destinations in Bulgaria held a second, final meeting**



The second, final meeting of Bulgaria EDEN destinations was held in the period 04-05 July 2017. The event was organized by the Ministry of Tourism within the framework of a project "Communication campaign to promote EDEN destinations in Bulgaria - second edition", funded by European Commission's

COSME 2014-2020 program.

The project contributes exceptionally to both their promotion on the domestic and international market, and to their sustainable development. This opinion was shared by the representatives of EDEN destinations in our country during their second and final work meeting. It was attended by experts from Belitsa, Kardzhali, Sapareva Banya, Lukovit, Kavarna, Sandanski, and Kyustendil. „EDEN is another opportunity to present Bulgaria at a high European level”, the project leader said, adding that sustainability of the destinations and good conditions for their development were created via the project.

It was made clear during the discussion that the project videos presenting the 12 Bulgarian EDEN destinations were highly popular among the general public. A translation query was received even for Chinese, it was announced by the Ministry of Tourism. The project leader announced that EDEN destinations were consistently presented to representatives of diplomatic missions in our country and during international level meetings. 9 videos for the individual destinations and 1 aggregate one were made within the project's framework. These were also disseminated via the Ministry of Tourism's online channels.

Three familiarization tours with bloggers from Romania, Germany, and Bulgaria were held during the project. Sofia-Kyustendil-Melnik-Sandanski-Belitsa-Sapareva Banya-Sofia was the itinerary for our neighbouring-country guests and Bulgarian bloggers, while the German travel bloggers were captivated by the beauty of Vratsa, Belogradchik, and Lukovit. The representatives of EDEN destinations in Bulgaria and the experts of the Ministry of Tourism commented that all bloggers published their articles shortly after visiting and that they were active with posts and photos as early as their journeys. The meeting attendees concluded that such activities are the best way to feel the spirit and traditions of a given settlement.

Part of the project-implemented activities are: monthly issuance and dissemination of a bulletin (in English and Bulgarian) about the Bulgarian EDEN destinations, updating of an image brochure, elaboration of banners and posters, prepared and distributed online leaflet, printed information materials - leaflets "Events and Festivals in the Bulgarian EDEN Destinations" and "Thematic Routes between EDEN Destinations in Bulgaria", Magnets with children's drawings.

Each destination was presented at national and international tourism exhibitions, such as TTR, the biggest exhibition in Romania, ITB in Berlin, Vacation and Spa EXPO, and Green Days in Sofia, Cultural Tourism in Veliko Tarnovo and Weekend Tourism in Rouse.

The representatives of Bulgarian EDEN destinations shared their experiences with each other and exchanged ideas about the sustainable development of each destination. Dedicated questionnaires were filled in at the work meeting's end, where all attendees reflected their recommendations and opinion about the benefits from the project and how it should be developed and built on going forward.

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

### **International folklore festival "Songs from the spring" (August 2017)**



The International Festival for Authentic Folklore Songs from the Spring is held annually in the Izvora area, near the Sandanski village of Petrovo. Amateur groups from all over Bulgaria and abroad keep and continue the folk song traditions. The festival has no competitive character, and folk music, horror songs and bloody people continue throughout the day.

**More information about the event can be find on the**

following website: <http://sandanskibg.com>



### **International Folklore Festival "Pirin Folk" and "Children's Pirin Folk" (25 - 27 August 2017)**

The Pirin Folk Festival Sandanski is one of the most prestigious festivals in Bulgaria, which gathers participants from different countries every year in a meeting of traditions, cultures and languages in the name of song folklore.

The Pirin Folk Festival - Sandanski was founded in 1993. This is the first in Bulgaria, the only one of its kind and the most popular Macedonian song festival in Bulgaria. The festival consists of two contests: Macedonian Song

con-  
Contest and Contest for Performing Arts.

The main purpose of the festival is to preserve and enrich the folklore tradition of the Pirin region and the cultural and historical heritage of the town of Sandanski and the region.

More information about the event can be find on the following website: <http://www.pirinfolk.com/bg>

### **Festival "Terlika" (September 2017)**

The Terlika Festival was launched in Dazhdovnitza in 2006 at the initiative of Art Movement KRUG and young artists from different European countries with the support of the Municipality of Kardzhali. In 2006, the festival was a tricky terlic, 3.5 meters long, 18 kg of wool, which was later shown in the world-renowned ExCell Expo Center in London. In 2007, the festival participants eaten a 4-meter cake in the form of a terlik, weighing 300 kg.

New transformations of tics are expected every year. The Terlika Festival makes Dazhdovnitza famous and mentioned in dozens of television reports, media publications, and more than 20 sites in different languages. The empha-



sis placed on this simple but colorful piece of home-made clothing in the village - the terlik, actually adds importance to the multi-coloured thread that can be transformed to infinity.

Art classes, summer residences for artists and poets, exhibitions and meetings with educational institutions in Kardzhali are organized. A contest for the fastest knitting of a terlik by men and women.

**More information about the event can be find out on the following website:** <http://tourism.kardjali.bg/?pid=5,8>

### **Festival of Rich Harvest (30 September 2017)**



The "Festival of Rich Harvest" celebrates the autumn in Kyustendil. This autumn feast of abundance is an inheritance from the First National Fruit Competition in 1896, declared by the Kyustendil Municipality, under the patronage of the Ministry of Trade and Agriculture.

Arranged fruit and vegetable corners enjoy the visitors. Autumn Fertility Days are accompanied by a scientific session of

the Institute of Agriculture, Investment Forum, Carnival of Fertility and Attractions.

**More information about the event can be find out on the following website:** <http://www.kultura-kn.info/celebration/4/%D0%BF%D1%80%D0%B0%D0%B7%D0%BD%D0%B8%D0%BA-%D0%BD%D0%B0-%D0%BF%D0%BB%D0%BE%D0%B4%D0%BE%D1%80%D0%BE%D0%B4%D0%B8%D0%B5%D1%82%D0%BE>

### **City Celebration "With Love and Faith in Common Values" (2 September 2017)**

The aim of the festival is to preserve and popularize the Bulgarian nature and folk traditions - a source of the constant power of the Bulgarian root and spirit, bearing the messages of love and belief in the human values of the Belitsa municipality and our national culture. To encourage the entrepreneurial spirit in the development of tourism in the Natural phenomenon - Belitsa. To present and promote the model of peaceful coexistence of ethnically and religiously diverse communities, to be multiplied on national and world level.

**More information about the event you can be found out on the following website:**

<http://www.belitsa.acstre.com/>

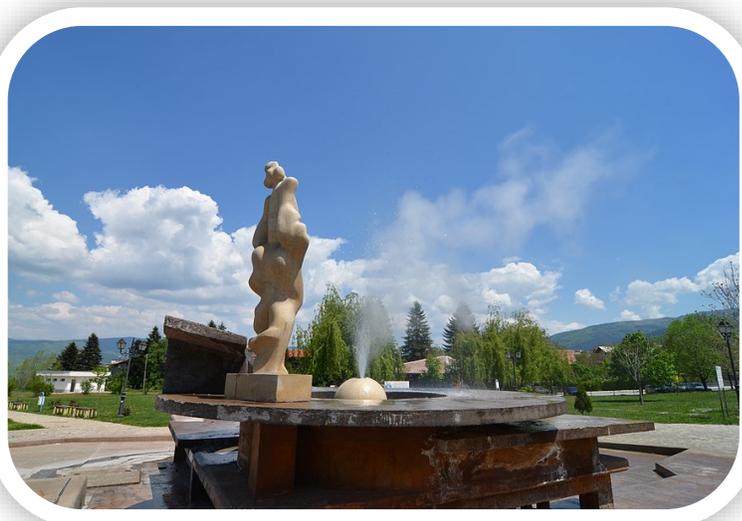
## INTERESTING TOURIST ROUTES IN THE BULGARIAN EDEN DESTINATIONS

### Itineraries in the EDEN destination Sapareva Banya

**“Geyser-Fountain” 103 °C, Sapareva Banya - Consecrated ground “Sveta Voda” - “Path of Health” - St. Petka Chapel, Sapareva Banya - Valyavitsa eco-trail - natural phenomenon “Panichishte” lake**

Itinerary length - 7 km and 2 hours and 30 minutes walking distance.

The tourist itinerary has a starting point at the Geyser-fountain 103 °C. South of the fountain, about 500 meters away, you can walk on Pchela Street on the border between Rila Mountain and the plain of Gorno pole is an ancient holy settlement “Holy Water”. The route continues eastwards from “Holy Water” along the “Path of Health” in the foothills. At the end of the path there is a chapel “St. Petka”. From here continue to trail “Valyavitsa”, cross the main road and reach the first pavilion and the beginning of the eco-trail that runs near the riverbed Valyavitsa. From the ecotrail “Valyavitsa” along a marked trail it goes on to the natural phenomenon “Panichishte” lake.



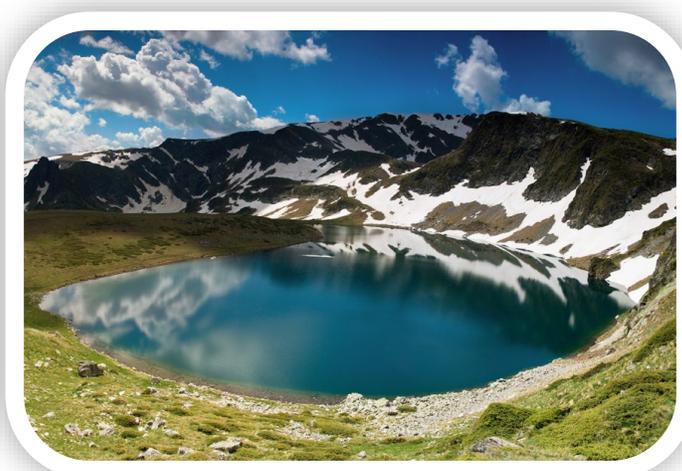
### **„Geyser – Fountain” 103 °C, Sapareva Banya - Seven Rila Lakes**

Itinerary length 20 km; Run time - 1 hour

The itinerary “On the road to living water” can be done in two ways by vehicle or by foot. If you prefer a vehicle you will leave from the Sapareva Banya, through the Panichishte village to Pionerska hut, where is the starting point of the Rila Lakes passenger ropeway and from here, you go along marked tourist trails. If you prefer more difficult option - by foot, go from the geyser fountain, walk along the path of health, ecopath “Valyavitsa”, marked tourist path and reach the Visitor Information Center at Rila National Park in the Panichishte village. From here on the marked tourist path is reached the place Green Preslap and the entrance of Rila National Park. It passes through the Skakavitsa reserve known for its Pinus peuce plantations. Here you can visit “Skakavitsa” waterfall and “Skakavitsa” hut, which is the oldest hut in Bulgaria and continue to the Seven Rila Lakes.

Next to the Seven Lakes lead two paths from the “Rila Lakes” hut: The right path, which first ascends steeply along the ski lift, leads to Lake Babreka (The Kidney). The left path leads to the “Seven Lakes” hut of the Ribnoto Ezero (The Fish Lake) and from there

through the lakes of Trilistnika (The Trefoil) and Bliznaka (The Twin) again to the Babreka (The Kidney). This path passes through every lake of this circus. From the left end of the Kidney, the path continues up to Lake Okoto (The Eye), Salzata (The Tear) and Lake Peak, where all seven lakes can be seen.



**More information can be find on the following website:** [http://](http://saparevabanya.bg/pages/mid/71/%D0%A2%D1%83%D1%80%D0%B8%D0%B7%D1%8A%D0%BC/%D0%95%D0%BA%D0%BE%D1%82%D1%83%D1%80%D0%B8%D0%B7%D1%8A%D0%BC.html)

[saparevabanya.bg/pages/mid/71/%D0%A2%D1%83%D1%80%D0%B8%D0%B7%D1%8A%D0%BC/%D0%95%D0%BA%D0%BE%D1%82%D1%83%D1%80%D0%B8%D0%B7%D1%8A%D0%BC.html](http://saparevabanya.bg/pages/mid/71/%D0%A2%D1%83%D1%80%D0%B8%D0%B7%D1%8A%D0%BC/%D0%95%D0%BA%D0%BE%D1%82%D1%83%D1%80%D0%B8%D0%B7%D1%8A%D0%BC.html)

### **Itineraries in the EDEN destination Kardzhali**

**Ecopath: Kardzhali – “Chamlaka” reserve - Assara fortress - Ustra hut - Alada peak – Beli brezi hut - Diadovci village - The Devil’s Bridge - Kardzhali.**

On the territory of the municipality along this ecotrail can be seen bindweed from Bindweed family; Iris reichenbachii of the family Iris (Balkan endemic); Saponaria stranjensis from the family Caryophyllaceae (Bulgarian endemic); Dictamnus from the family Rutaceae.

**Ecopath: Kardzhali - Valchi dol reserve - Studen Kladenec hut - Kardzhali.**

On this ecotrail can be seen Haberlea rhodopensis of the family Gesneriaceae - relict species and Balkan endemic; Stefanoffia daucoides Carrot family (Apiaceae); Cleomeornitopodioides. From representatives of the ornithofauna can be seen a Griffon vulture(Gyps fulvus), an Egyptian vulture (Neophron percnopterus), a black stork (Ciconia nigra) and others.

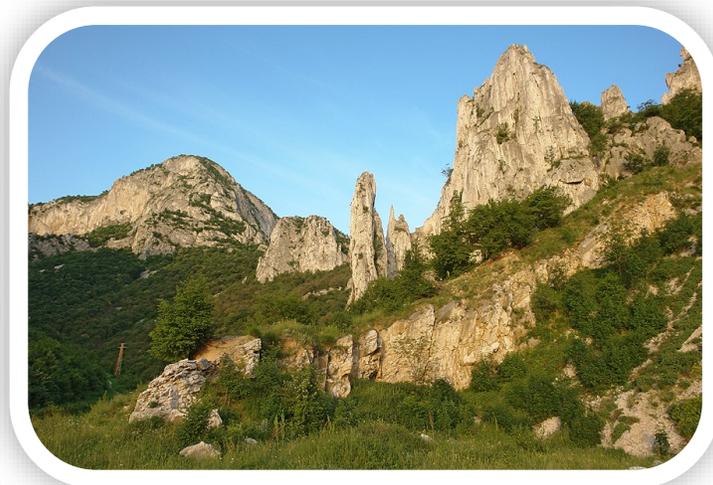
**More information can be find on the following website:** <http://tourism.kardjali.bg/?pid=2,1>



## Itineraries in the EDEN destination Vratsa

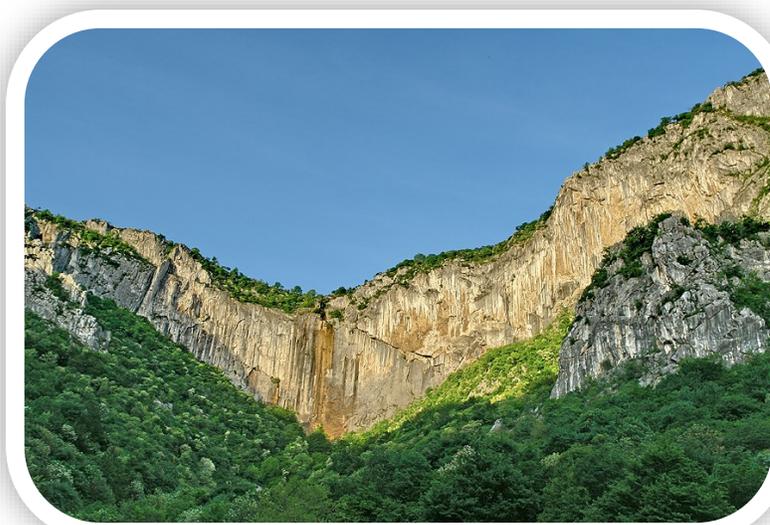
### Vratsa Ecopath "Borov Kamak"

The ecopath starts from the end of the Zgorigrad village and follows the canyon of the Leva river. Wooden footbridges, a number of handrails and stairs lead to Borov Kamak waterfall (63m). The trail passes directly beneath the waterfall and climb the wooden stairs to the right. There is a nice overview site built above the waterfall. After a while, the trail leads to a beautiful meadow with a wooden shelter and barbecue.



### Vratsa–Lokumcheto locality– Zambina Mogila locality–Parshevitsa hut

The trail starts at Natura Visitor Information Centre, following the road to the Ledenika Cave. After the first sharp after the Vratsata pass, turns to the left on a beaten cart track. Then a mountain path takes you to the main road again to turn to the left at the next sharp turn which passes into a mountain trail and goes out again on the road. At the next sharp turn, the path turns left, crosses a ravine with a running stream, and through marvellous beech woods climbs up Lokumcheto ridge to reach the main road once again. Walking about one



kilometre on this road, you have to turn to the right and come to the labour service men's fountain in a ravine. From the fountain, you have to continue uphill, crossing the meandering road to reach the fork in the road to Ledenika and Parshevitsa Chalets. Here you have to go to the left to Parshevitsa Chalet.

**More information about the itineraries can be find on the**

**following website:** <http://www.vr-balkan.net/bg/turisticheski-marshruti>



*This material is part of the project "Communication campaign to promote EDEN destinations in Bulgaria – second edition" which has received funding from the European Union's COSME Programme (2014-2020)". The content of the material represents the views of the author only and is his sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Executive Agency for Small and Medium-sized Enterprises or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.*