



Communication campaign to promote EDEN destinations in Bulgaria
(BG EDEN Campaign III)

**ONLINE BULLETIN
FOR BULGARIAN EDEN DESTINATIONS CREATED FOR THE PROJECT
“COMMUNICATION CAMPAIGN TO PROMOTE EDEN DESTINATIONS IN BULGARIA –
THIRD EDITION”, IMPLEMENTED BY MINISTRY OF TOURISM UNDER THE GRANT
AGREEMENT № GRO/SME/17/C/095 EUROPEAN DESTINATIONS OF EXCELLENCE
(EDEN) – PROMOTION 2017 – BG EDEN CAMPAIGN III (BULGARIA), FINANCED BY EU
COSME PROGRAMME
(ISSUE 1, OCTOBER 2018)**

Ministry of Tourism signed a Grant Agreement GRO/SME/17/C/095 for European destinations of Excellence (EDEN) – Promotion 2017 – BG EDEN Campaign III (Bulgaria) project, financed under COSME 2014-2020 r. The project is submitted within the EC EDEN 2017 – GRO/SME/17/C/095 call. Contracting authority is the European Agency for Small and Medium Enterprises. The project budget is 55 987 euro (109 319 лв.). Its duration is 18 months starting from 1.09.2018 and ending on 29.02.2020.

Implementation of this project envisages publication of online bulletin by Ministry of Tourism aimed at informing the public for project news, events in EDEN destination in Bulgaria as well as presentation of the Bulgarian EDEN destinations.

WHAT IS EDEN?

EDEN is the acronym for European Destinations of Excellence - an initiative promoting sustainable tourism development models across the EU.

The initiative attracts the attention to the values, diversity and the common characteristics of the European tourist destinations, and creates a platform for exchange of good practices and promotes networking between the successful emerging/ unpopular European tourist destinations.

EDEN is an initiative of the European Commission and it consists of two types of projects: national competitions on a topic set by the EC, within which ‘the best tourist destination’ is chosen at a national level for each participating state, and promotion of already singled out best EDEN destinations (winners and runners-up).



THE MAIN OBJECTIVES OF THE PROGRAMME ARE:

To overcome the seasonal nature of the tourist destinations at a national level and present non-traditional and unpopular alternative forms of tourism;

To create conditions for reducing the overloading of the main tourist destinations through deconcentration of the tourism flows toward tourism by interest;

To provide sustainable development of tourism on the basis of distinctive peculiarities of the destination in terms of culture, way of life, etc;

To raise the possibilities for economic development of the regions on the basis of tourism entrepreneurship;

To create conditions for the environment protection in compliance with the European standards for ecology on the part of tourism entrepreneurs;

Awareness and promotion at a European level of the new opportunities for holiday and tourism.„дестинация“

ABOUT THE COMMUNICATION CAMPAIGN TO PROMOTE EDEN DESTINATIONS IN BULGARIA PROJECT, FINANCED BY EU COSME 2014-2020 PROGRAMME

Ministry of Tourism signed a Grant Agreement number GRO/SME/17/C/095 European destinations of Excellence (EDEN) – Promotion 2017 – BG EDEN Campaign III (Bulgaria), aimed at promoting the selected EDEN destinations in Bulgaria. The project budget is 55 897 euro. The duration of the project is 18 months starting from 1 Sept. 2018.

The project aims to further develop the previous two projects on the same topic, implemented during the 2016-2017 and 2011 – 2012. Its main objectives are to promote the Bulgarian EDEN destinations on national and foreign tourist markets. Up to now Bulgaria has selected the total of 17 destination of excellence during 4 projects for selection of destination held in 2017, 2010, 2009, 2008 and, namely Yambol, Mezdra, Dragoman, Ardino, Chavdar, Silistra, Lukovit, Sandanski, Kyustendil, Belogradchik, Belitsa, Sapareva Banya, Kavarna, Vratsa, Strandzha, Kazanlak and Kardzhali.

Overall objective of the project is to promote the Bulgarian destinations of excellence (EDEN Bulgaria) at national and chosen foreign tourist markets, as well to raise awareness and understanding of the EDEN initiative and the principles of sustainable development.

Specific objectives/ aims:

- ✓ Raising awareness and recognition of the Bulgarian EDEN destinations by integrating their promotion in the overall marketing strategy of Bulgaria as a tourist destination. Increasing recognition of the diversity, uniqueness and quality of each EDEN destination in Bulgaria.



- ✓ Involvement of both domestic and foreign travel enablers in promotional activities to raise tourists' awareness, attitude and purchase intentions towards the Bulgarian EDEN destinations.
- ✓ To create and maintain new and up-to-date promotional content for the Bulgaria EDEN destinations.
- ✓ Raising awareness and recognition of the EDEN initiative.

For more information visit: <http://www.edenbulgaria.eu/>

In each issue of EDEN bulletin we will present one of the Bulgarian EDEN destinations. The first destination will be the winner in the last competition held in 2017 on the topic of Cultural Tourism – YAMBOL

YAMBOL

Yambol is a new and fascinating destination for cultural tourism. Situated at the ancient, but also modern crossroads, the town gathers in itself a rich heritage of past eras and offers an exciting journey through the tunnel of time from Prehistory to the present day.



We are taken back in time to the Thracians and Romans, through the Thracian and Antique Town of Kabile, the only preserved Thracian town in Bulgaria, the cult and religious center, the residence of the Thracian kings, and the Roman camp



In the center of Yambol is situated a beautiful building with centuries-old history - the Bezisten - a cultural monument of National importance, rated as one of the most beautiful covered markets in the Balkans. The Bezisten is nowadays turned into a modern interactive museum, where specially designed software and high-tech computer equipment present in an innovative way the cultural and historical heritage of the Yambol region.



The walk in the past continues with the Museum of War Glory, which honors Bulgarian heroism in the struggle to achieve the national ideal. The museum attracts with unique exhibits and non-standard expositions, presenting in 3D format scenes of combats, as close as possible to the realities of the battlefield.

These three sites are part of the 100 National tourist sites, but they are not all that could be seen in Yambol.



In Yambol you can visit the gallery under the name of the artist Georgi Papazov born in Yambol with the richest collection of decorative and applied arts in the country.



Close to the gallery is the Regional Historical Museum with more than 90,000 exhibits.



Interesting are the temples - Eastern Orthodox churches, Catholic church, Armenian church, and one of the oldest Mosques in the country. Yambol has a wonderful park located on an island with many rare plants and beautiful colorful compositions.



International Masquerade Festival "Kukerlandia" - Yambol

The Kukerlandia festival is the emblem of Yambol as a festival town. The event gathers thousands of participants and guests to the city, who come to experience the colourful and deafening spectacle. The "Kukerlandia" motto "When the Festival Is Life" reflects the full-blooded life of the ancient kukeri tradition on this land and the splendid mood that fills everyone who has become part of the holiday. Kukerlandia is held annually at the end of February or in the early days of March. Kukerhood is invariably related to the approaching of the first Sunday before Lent and the customs of chasing the evil spirits away, meeting the spring and awakening the earth. The Yambol Festival is one of the largest and most spectacular events in the country. Thousands of kukers, babugers, sourvakars, old men and other masked mummers, literally from all parts of Bulgaria, take place. The colour of the holiday is complemented by the participation of many foreign groups. Among the hallmarks of the Yambol Festival are the giant Kukeri masks - creepy 3-meter installations that add a unique colour to the holiday. The territory of the festival is the Yambol city park, turned into Kukertown. The four-day event is celebrated with many concerts, exhibitions, competitions, open-air workshops, parades, grills and appetizers.

Festival "Christmas Buenek"

"Christmas Buenek" festival of dancing Yambol carol singers - a unique experience for anyone who wants to immerse themselves in the magic of the old Bulgarian custom of Christmas. The song "Come on, Nine!", accompanied by the rhythm of a heavy Christmas buenek (type of dance), echoes in Yambol for tens of years on December 25th. The best groups present the unique local tradition of the country's only dancing carol singers - these from Yambol.

Welcoming the sun on the day of the summer solstice

The ritual takes place on the Thracian rock sanctuary, over the ancient town of Kabyle. Many enthusiasts climb the hill "Rabbit Peak" on the early morning of the longest day of the year to meet the first rays of the sun and to recharge themselves with the energy of the millennial sanctuary. The rock sanctuary is considered an ancient Thracian observatory. The Thracians have recognized the longest day of the year when the first sun beam passed through a special groove and lit the image of the goddess Cybele cut into the rock.



Yambol "... a pleasant town with nice air and tasty water ... surrounded from three sides by the Tundzha river ... bustling and decorated ..." – that is how the traveler Evlia Chelebi saw it in the 17th century. Today the town represents a fascinating combination of antiquity and modernity, awaiting its guests.

More information you may find on <http://www.edenbulgaria.eu/bg/node/56> and www.tourism-yambol.com

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