



DEVELOPMENT OF CROSS- BORDER TOURIST PACKAGES IN RUSE REGION OF BULGARIA

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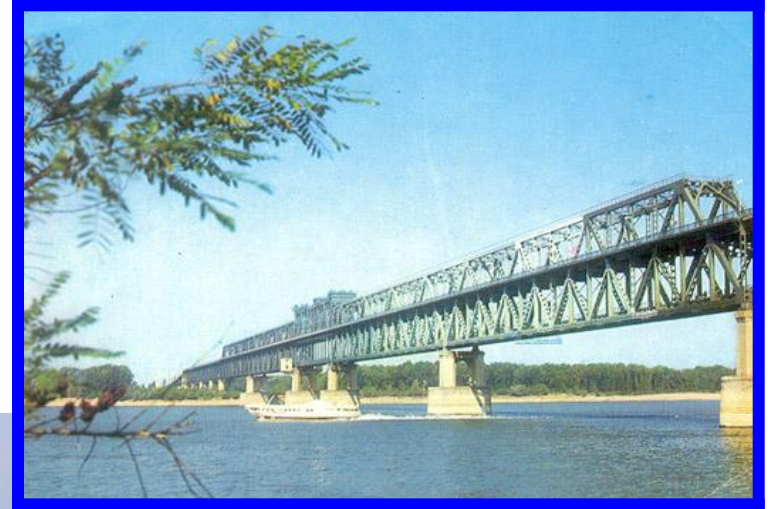
**SOUTH EAST
EUROPE**

Transnational Cooperation Programme

PP7 TARGET REGION: RUSE



Programme co-funded by the
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STRATEGIC DOCUMENTS USED:

- PLAN FOR RUSE MUNICIPALITY DEVELOPMENT
- PROGRAM FOR TOURISM DEVELOPMENT OF RUSE MUNICIPALITY
- PROGRAM FOR TOURISM DEVELOPMENT OF IVANOVO MUNICIPALITY

ORGANIZATION AND LEGAL FRAME:

- STAKEHOLDERS IN TOURISM AND TRANSPORT
- MUTUAL LINKS BETWEEN STAKEHOLDERS AND LG

WE ALSO CONSIDERED:

- ALL RELEVANT PROJECTS IMPLEMENTED IN THE MUNICIPALITY (3 INFRASTRUCTURE PROJECTS AND 2 RELATED TO TOURISM)
- TWO CURRENT PROJECTS RELATED TO TOURISM AND URBAN TRANSPORT SCHEME
- ALL AVAILABLE FUNDING SCHEMES
- THE GOOD PRACTICES COLLECTED IN THE FRAME OF TRANSDANUBE
- THE EXPERIENCE GAINED FROM THE STUDY VISIT IN AUSTRIA AND SLOVAKIA – **very useful!!!**

WE CONSIDERED AGAIN THE SWOT-ANALYSIS AND TRIED TO DEFINE THE STATUS OF THE REGIONAL SUCCESS FACTORS:

- PARTNERSHIP BETWEEN THE INSTITUTIONS AND THE PRIVATE SECTOR
- POSSIBILITIES FOR FUNDING THE PRIVATE INITIATIVES
- AVAILABILITY OF TOURIST SERVICES ON MANY LANGUAGES
- SUSTAINABILITY OF TOURIST PACKAGES
- MONITORING OF THE QUALITY OF TOURIST SERVICES
- INFORMATION AND ADVERTISING CAMPAIGNS

GAPS IN EXISTING TOURIST PACKAGES

- THE EXISTING TOURIST PACKAGES ARE RATHER INFORMATIVE AND NOT FEASIBLE IN REALITY; THEY ARE NOT “PACKAGES” IN THE TOURISM SENCE
- THERE IS TOO MUCH INFORMATION AND TOO MANY LANDMARKS DESCRIBED, WHICH MAKES THE CHOISE OF VISITORS DIFFICULT AND WOULD TAKE WEEKS TO VISIT ALL OF THEM
- THEY FOCUS ONLY ON THE LANDMARKS WITHOUT SHOWING HOW TO REACH THEM – LACK OF ANY TRANSPORT INFORMATION
- THERE IS A LACK OF ANY INFORMATION ABOUT PLACES FOR EATING, RESTING, SPENDING OVERNIGHTS IN VICINITY OF THE LANDMARKS
- THERE IS A LACK OF INFORMATION ABOUT TIMING AND PRICES
- **SUSTAINABILITY IS NOT A COMPONENT OF ANY EXISTING TOURIST PACKAGE – IT SEEMS THEY ARE ALL CREATED ONLY FOR CAR TRAVELLERS**

IDENTIFICATION OF POTENTIAL NEW PACKAGES

- FOLLOWING THE PROJECT PLAN PP7 HAD TO DEVELOP TWO TRANS-BORDER TOURIST PACKAGES; ONE CULTURAL AND ONE ECOLOGICAL.
- THE PROJECT TEAM DECIDED TO DEVELOP THREE PACKAGES: TWO CULTURAL AND ONE ECOLOGICAL BECAUSE OF THE VERY RICH CULTURAL HERITAGE IN THE SELECTED REGION
- THE PACKAGES FOCUS ON THE LANDMARKS BUT SHOW ALSO HOW TO REACH THEM IN A SUSTAINABLE WAY (BY USING PT, WALKING OR BIKING) AND PROVIDES TRANSPORT INFORMATION
- THERE IS INFORMATION ABOUT PLACES FOR EATING, RESTING, OVERNIGHTS – CONTACTS WITH HOTELS AND RESTAURANTS WERE MADE AND PROVIDERS OF SUSTAINABLE SERVICES WERE DETECTED
- THERE IS INFORMATION ABOUT TIMING AND PRICES
- **SUSTAINABILITY IS THE MAIN COMPONENT OF THE NEW TOURIST PACKAGES**

SUSTAINABILITY AS THE MAIN COMPONENT OF THE NEW TOURIST PACKAGES

- THE PACKAGES SHOW HOW TO REACH LANDMARKS IN A SUSTAINABLE WAY (BY USING PT, WALKING OR BIKING) AND PROVIDE TRANSPORT INFORMATION ABOUT DISTANCES, ROADS, TIMETABLES AND PRICES OF THE AVAILABLE PT
- THE ECO-PACKAGE INCLUDES PHOTO-SAFARI IN THE NATURAL PARKS
- THE CULTURAL PACKAGES INCLUDE ONLY SUSTAINABLE MODES OF VISITING THE HERITAGE SITES AND MONUMENTS
- THE RECOMMENDED HOTELS AND RESTAURANTS ADOPTED SUSTAINABLE PRACTICES IN SUSTAINABLE TOURIST OFFERS (PROVIDING LOCAL PRODUCTS, ECO-FOODS, ENERGY SAVING PRACTICES, USING NATURAL MATERIALS, HAVING PARKING PLACES FOR BIKES, PROVIDING INFORMATION ABOUT TIME-TABLES OF THE PT, ETC.).

TRANS-BORDER ASPECT OF THE PROPOSED NEW PACKAGES

- THE PACKAGES WILL BE DEVELOPED IN TWO DIRECTIONS: FROM ROMANIA TO BULGARIA (FOR ROMANIAN TOURISTS) AND FROM BULGARIA TO ROMANIA (FOR BULGARIAN TOURISTS). THEY CAN ALSO BE USED BY OTHER NATIONALS MAKING TOURISM IN BOTH COUNTRIES.
- CSDCS CONTACTED THE ROMANIAN PARTNER FROM BUCHAREST AND INVITED A REPRESENTATIVE FROM THE ROMANIAN ENVIRONMENTAL AGENCY IN ORDER TO HELP WITH THE DEVELOPMENT OF THE ROMANIAN PART OF THE PACKAGES.

MRS. NONA ARDELEANU FROM REA VISITED CSDCS OFFICE IN KAVARNA IN AUGUST 2013.



THANK YOU FOR YOUR ATTENTION!

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