



FINAL REPORT

From Concluding Discussion on topic „Organizing and conducting round table meeting about "How can you promote the festival to increase tourism": Conclusions and Recommendations".

The final report is based on a protocol from a round table on "How can you promote the festival to increase tourism"

The event is part of the activities under Project “Growing UP Festivals with innovative Approaches”, Project No. CB005.1.22.194, co-funded by European Union through the Interreg-IPA CBC Bulgaria – Turkey Programme 2014-2020

The project is implemented in partnership between the Municipality Tundzha and the Association for Promotion and Support of the Culture of Kirkpınar, Edirne, Republic of Turkey.



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1. OPPORTUNITIES FOR THE TOURISM DEVELOPMENT IN MUNICIPALITY “TUNDZHA”

Tourism and tourism activities combine numerous services such as transport, hotel and restaurant, animation, cultural events and more. In view of the territorial structure of municipality Tundzha and the wide territorial scope, which includes 44 settlements, the municipality is focused on using the opportunities for development of alternative tourism.

The territory has potential for development of various types of tourism, including: cultural-historical and cultural-cognitive, natural / ecotourism, hunting and fishing, cycling. The Tundzha River creates good opportunities for the development of water tourism. The Festival “Kukerlandia” is a typical example of the successful expansion of festival tourism, which attracts more and more tourists not only from the country but also in the last two years and from abroad.

The 44 rural settlements create good preconditions for utilization of the potential for development of rural tourism in most of the settlements in the municipality. The peculiarities of the agro-climatic potential create conditions for the development of wine-making and for the practice of wine tourism. The local wine cellars specialize in the production of a range of high quality wines, including red wines from the Cabernet, Sauvignon, Merlot and Syrah varieties. There are opportunities to combine rural tourism with activities such as cycling routes, sport fishing, visiting cultural and natural landmarks organized on tourist routes.

One of the most interesting water routes is passing by boat along the middle course of the river, which reaches the area of "Darkaya" / near the border with R. Turkey /. Water tourism in the municipality and outside it can be practiced on three first-class routes: Zavoj - Yambol, Tenevo - Konevec village, Konevec - Elhovo.

Taking into account the specific location of the municipality Tundzha, the regional center is a successful decision for the development of tourism, it is the combination of rural tourism on the territory of the municipality with a visit to various tourist sites in the municipality of Yambol.

The region and in particular Tundzha Municipality have considerable potential for development of various forms of tourism: monuments of cultural and historical heritage, cultural and interesting tourist sites, natural resources and traditional customs and crafts. Their full use will make it possible to diversify the tourist product as well as to increase the revenues from tourism. Achieving a unified tourist identity will be the basis for developing innovation and creating a positive image of the municipality.



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1. STRUCTURAL ORGANIZATION OF THE CULTURAL SERVICES AND ACTIVITIES OF MUNICIPALITY TUNDZA

Tundja operates 40 chitalishte, 38 public libraries and 9 information centers. The cultural calendar includes a variety of events of various kinds - festivals, festive celebrations, exhibitions, tournaments, competitions:

- ✓ International masquerade festival "Kukerland" - It is realized in cooperation with Yambol Municipality - It shows the folklore traditions of the winter masquerade games - Competitive character. It is held every year on the third Saturday of February
- ✓ Tundja Municipality Day - April 22 - Every year in April - Cultural and sporting events in all 44 settlements in the municipality - various festive events
- ✓ Exhibition "Made in Tundzha Municipality"
- ✓ Horse Racing Tournament for the Cup of the Mayor of Tundzha Municipality
- ✓ "Tundja Literary Days"
- ✓ National spring celebration of harmony and beauty "From Tsvetnica to Gergyovden"
- ✓ Sports holidays
- ✓ Municipal Holiday "For Our Bread"
- ✓ Municipal children's celebration "We are leading the future by hand"
- ✓ Children's Assembly "Tundja - Creativity and Beauty"
- ✓ Wine Festival - Organized in the village of Skalitsa
- ✓ National Competition "With the Songs of Binka Dobрева" - It is held in the village of Roza
- ✓ International Youth Festival, a gathering of Bulgarians and Greeks with roots from the villages of General Inzovo and the Great Monastery.

The inherited cultural traditions of the inhabitants of the different settlements in the municipality of Tundja suggest the specifics of the territorial concentration of the activities and events of a cultural nature. Given the location of the settlements around Yambol, some of the cultural events are organized together with the regional center.

2. PREREQUISITES FOR THE DEVELOPMENT OF FESTIVAL TOURISM

The Festival tourism is characterized by massive diversity, rich in variety of genres and offers to tourist's participation in various forms of traditional and modern cultural holidays. These are festivals of various arts, authentic events, and more. In the festival tourism are also the adaptations of famous folk celebrations, holidays of specific national symbols.



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Tundja Municipality participates in organizing and conducting cultural events, festivals and festive celebrations of local and regional character, which are a good prerequisite for the attraction of tourist interest. The pursuit of absorption of the tourism development potential is linked to the need to overcome some factors with a retentive effect on the development of tourism. Among the main problems to be solved are the insufficient infrastructure of tourism infrastructure, insufficient information on the possibilities of practicing different types of tourism, the lack of financial resources for maintaining the state of the traditions and the sites of the cultural and historical heritage.

The festivals as a phenomenon which covers the widest range of activities in the field of art, cultural heritage and the cultural and creative industries. The festival is a program of various performances of artistic character that achieves a new level of festivity of the event. The festival achieves exceptional festivity at a certain place. Its unique attractiveness can only be maintained for a certain period of time. Through the implementation of innovative approaches involving cultural and festive events typical of the two cross-border regions, prerequisites for the development of sustainable tourism will be created by creating common destinations and strengthening the role of cultural heritage as a tool for cross-border cooperation.

The festival cultural-cognitive tourism trips (festivals and demonstrations of different arts, folk festivals, holidays of traditional national productions) are those trips, which are due to the interest in traditional or modern cultural events and participation in them. Most often these events and festivals are subordinate to certain types of arts. Other traditional productions, visits to fairs, bazaars and more can be included in this group. Festival tourism is one of the fastest growing types of the entire tourism sector. Travel-related events are extremely popular and result from the increased need for experiences. These are specially staged events, whose main features are uniqueness, shortness, rarity, so as to distinguish themselves from other natural and permanent cultural proposals. Their cultural diversity covers various events in the fields of music, theater, art and religion, as well as traditions, customs, science, technology and the media. More and more regions see in festival tourism the opportunity to attract the attention and interest to themselves through large and large-scale projects, thereby increasing their cultural capital, thus attracting more visitors and increasing economic revenues. Festival tourism, according to the outlined features, is a type of event tourism that is practiced by a specific group of users.

The development of this type of tourism should aim to create conditions for overcoming these serious problems, as well as to clearly define the priorities in the sector. A successful decision is the desire to attract tourist interest to the inhabitants of the nearby towns - Yambol, Sliven, Stara Zagora. Bourgas. The location of the



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municipality of Tundzha to the major transport thoroughfares - Trakia Highway and the road to Lesovo border crossing, creates conditions for servicing transit passengers and tourists.

Tourism, and in particular festival tourism, occupies a place in the economy of the Region and the Municipality of Tundja. The branch develops as a lucrative economic activity that diversifies the economy of the region and creates different forms of employment.

3. TERRITORIAL COOPERATION FOR THE DEVELOPMENT OF TOURISM

Based on Tundzha Municipality's municipal development plan and its priorities, Tundja municipality is looking for and will continue to look for opportunities to develop sustainable high quality tourism by conducting territorial cohesion initiatives that include all forms and scale of cooperation leading to mutual benefits for different territories.

In this connection, there is an indisputable need for the implementation of measures and activities aimed at improving the interaction and the degree of cooperation at different territorial levels: both between the municipality of Tundja and the neighboring municipalities, as well as on a cross-border level - between Tundja municipality and the Republic of Turkey.

In the period 2014-2020, the municipality of Tundja focuses its efforts on the realization of territorial cooperation initiatives in the following areas of development: sustainable transport systems, priority economic activities / agriculture, animal husbandry, alternative ecological tourism /, institutional cooperation / cross-border initiatives development of tourism, creation of tourist destinations and products).

A characteristic feature of tourist resources is the inclusion of two completely different groups of attractions: natural and anthropogenic. An important feature of natural tourism resources is the natural impact they exert on humans and they can be visually monitored as natural landmarks, formations, caves, rock phenomena, etc., or through the natural components - relief, climate, water, flora, fauna, soils, bioclimate.

Regional tourist resources that have gained tourist popularity attract tourists. To a large extent, determining the degree of utilization and visit of the various tourist resources according to the localization factors and their regional territorial coverage represent a partial or complex assessment by the tourist contingent. The transformation of the natural or anthropogenic features and phenomena in the Tundzha Municipality into tourism resources is a continuous process as they are identified according to the local conditions and the realization factors that determine and influence the tourist development in the region. Very often in practice, the proposed regional tourist product contains complex nature and specific bipolarity



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because it covers both types of tourist resources - natural and anthropogenic. In the tourism-terrestrial realities and in the regional territorial scope, place, given and conditions of the tourist destination, one of the two types of tourist resources is predominant and predominant.

Types of tourism and significant development sites in the municipality of Tundja

- Cultural and historical Ecotourism Hunting and fishing Water Wine Country
- Remains from the ancient Thracian town of Kabile / near the village of Kabile /
- Lesopark Bakadzhik
- "Tundzha" State Forestry - Yambol Tundja River Wine tasting in local wineries
- Protected shaft "Erkesiia" - border trench between Bulgaria and Byzantium -
- Protected area "Tetrakla" / "The brilliant tulip", Simeonovo /
- Prehistoric settlement mound "Drama" / village. Drama /
- Ethnographic complex „ The Old Acupuncture House " / village. General Inzovo /

Conclusions:

- □ Attractive and varied natural environment, rich cultural and historical heritage and traditional crafts and festivals, allowing the combination of cultural and festival tourism with cultural-historical, congress tourism, eco tourism, rural, spa tourism, hunting and sports tourism;
- The development of various forms of tourism and the provision of a specific regional tourist product can have a mobilizing role for the overall economic development of the region;
- Tourism continues to take the leading position in the economy of the Southeastern region on the basis of favorable natural factors, the built tourist base and infrastructure and the traditional experience in the provision of tourist services;
- There is a rapid recovery of the tourism industry in the region from the impact of the economic crisis;
- Notwithstanding the potential of the region to expand and diversify the regional tourist product, the services provided and a small number of quality tourism products, complementing the cultural and festive tourism and providing an all year round load on the tourist base;
- A good marketing and advertising strategy is needed for the development of the regional tourist product.

4. RECOMMENDATIONS



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It will support the creation of a regional tourist product, the conduct of marketing studies to support the creation of a regional tourist product, the development of brand strategies for SIR, reflecting its cultural specificity, customs and traditions and cultural events that have periodic character - festivals, theater days, poetry days, etc. The integration into a regional tourist product of famous real cultural values, natural landmarks, local flora and fauna, local customs represented as a tourist attraction and cultural events will enhance the interest of tourists to the region and create a positive image and popularity. The territory of the municipality of Tundzha has the potential for development of different types of tourism, which at the moment we can define as unused.

To create and promote tourism products, it is essential to create and promote the development of international, regional and local initiatives and partnerships between them, municipalities in the area and cross-border organizations, as this can be achieved by complementing tourist attractions and offering new tourist services and products.

The cultural and creative industries and centers are directly linked to the overall cultural development of local and regional communities, with the revival and stimulation of traditional cultural industries in the arts and arts. Achieving this goal is particularly important for enhancing local and regional potential, cultural level and image of the area and quality of life.

5. CONCLUSION

The great variety of festivals in the country determines their deep social and cultural importance and should be more closely tied to improving the opportunities for the development of festival tourism in Bulgaria.

The analysis of the uniqueness, the organization, the state of the Kukerland festival and the project results show that the project activities are good practice for the development and promotion of festival tourism and the support of the persons who participate directly in the realization of the cultural events.

As accompanying activities for the development of festival tourism should be added:

- Expansion of advertising activities related to the festival events in the country - advertising campaigns, organized through joint activities with the business;
- organizing partnerships between municipalities to promote events;
- training of unemployed and other persons to offer work related to festival events;
- implementation of the good practices of other regions, including outside Bulgaria, in organizing, conducting and dealing with issues related to festival events;



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- promoting the importance of festival tourism among businesses in the regions, in order to get support in advertising and marketing of events;
- cooperation with non-governmental organizations to increase knowledge and information on festival events;
- Implementation of internship and other programs related to the higher education institutions in the region for the purpose of staffing;
- exploring the opportunities for organizing and organizing various festival events in order to attract tourists with specific interests;
- detailed and detailed analysis of the activities of the municipalities aimed at popularizing the festival practices and improving these activities in order to increase the awareness of the festival tourist product;
- concluding contracts with foreign tour operators and organizing trips, including visits to festival events in the country and abroad;
- participation of municipalities in international projects, competitions, forums and presentations for popularization of festival tourism in Tundzha municipality;
- Continuing initiatives for innovative promotion of festivals involving cultural and festive events characteristic of the cross-border region will create prerequisites for the development of sustainable tourism by creating common destinations and strengthening the role of cultural heritage as a tool for cross-border cooperation.

The project team takes into account the existing potential and benefits, and taking into account the generally accepted European principles for the development of sustainable tourism, we believe that in the period 2014-2020, the municipality should focus its efforts on creating a favorable environment and creating opportunities for practicing of different types of cultural, festivals and exploratory tourism. Due to the opportunities and gaps in the development of festival tourism in Tundzha and Yambol, it can be concluded that there are all prerequisites for the transformation of the festival events into a competitive advantage of the tourist product and the affirmation of Bulgaria as an interesting and an attractive destination for festival tourism.

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