

PROJECT № CB005.1.23.017 „Virtual Maritza - Merich Cuisine “
SUBSIDY CONTRACT: ПД-02-29-61/20.03.2017, FINANCED UNDER
THE INTERREG - IPA CROSS-BORDER COOPERATION
PROGRAM BULGARIA - TURKEY 2014-2020.



PRIORITY AXIS 2 „SUSTAINABLE TOURISM“

CONTENTS

INTRODUCTION.....	3
DESIGN OF THE SURVEY	6
1. Theme of the survey.....	6
2. Objectives and tasks of the survey	6
3. Object and subject of the survey	7
4. Scope of the survey	7
5. Concepts.....	7
6. Toolbox. Methodology for data logging	10
6.1. Studying opinions through a poll	12
6.2. Study of documents.....	13
7. Methodology of the sample.....	13
Category "one star"	21
LOCAL PLACES WITH TRADITIONAL CUISINE IN HASKOVO REGION	28
1. Region of Haskovo - regional characteristic	28
1.1. Demographic characteristics	28
1.2. Economic development	31
1.3. Cultivated crops, livestock, food products	38
1.4. The typical foods and Haskovo region.....	40
1.5. Tourist potential and cultural heritage.....	44
1.6. Regional traditional cuisine and culinary tourism.....	48
2. Analysis of the information received by the questionnaire surveys.....	51
2.1. Summary of the survey results	51
2.2. Analysis of the information obtained through online inquiries.....	63
2.3. Analysis of the information gathered through interviewer and paper questionnaire	73
EVALUATION OF SURVEY RESULTS, MAIN FINDINGS	81
SOURCES OF INFORMATION.....	84

INTRODUCTION

The present survey "Local places with traditional cuisine in Haskovo region" was prepared in the period June - September 2017 under Project № CB005.1.23.017 "Virtual Maritza - Merich Cuisine" of the Regional Association of Municipalities "Maritza", Subsidy contract: RD-02-29-61 / 20.03.2017. The survey was carried out and financed under the Interreg - IPA Cross-Border Cooperation Program Bulgaria - Turkey 2014-2020.

The Project „Virtual Maritza - Merich Cuisine“ contributes to strengthening the capacity for cross-border cooperation between Bulgaria and Turkey in the field of sustainable tourism. The project offers opportunities for cooperation and networking between the regions of Haskovo and Merich for creating common products in the field of traditional cuisine and the organization of cross-border advertising initiatives.

The specific objectives of the project are:

- 1. Planning and implementation of field survey in Haskovo and Merich regions for collection traditional recipes of both regions and local food establishments for traditional cuisine;
- 2. Developing ICT tool and smart app for presentation and promotion of traditional cuisine of Haskovo and Merich regions and for networking between project partners, regional actors in tourism;
- 3. Enhancing promotion and cultivation of CB traditional cuisine as part of cultural heritage of Haskovo and Merich.

In connection with the achievement of specific objective 1 is planned and conducted this survey, which is associated with the identification of areas of traditional cuisine.

The project activities are as follows:

- Activity 1: Field surveys in Haskovo
- Activity 2: Field surveys in Merich
- Activity 3: Video cooking - Haskovo and Merich traditional recipes;

This document has been produced with the assistance of the European Union through the Interreg-IPA CBC Bulgaria-Turkey Programme 2014 - 2020, CCI No 2014TC1615CB005. The content of this document are the sole responsibility of RMA „Maritza“ and can in no way be taken to reflect the views of the European Union or the Managing Authority of the Programme.

- Activity 4: Web platform "Virtual Chef" and "Haskovo & Merich cooking" application;
- Activity 5: Haskovo & Merich Cooking Festival;
- Activity 6: Information and Publicity in BG;
- Activity 7: Information and Publicity in Turkey

Expected results on the project are: 1 Survey „Traditional recipes of Haskovo region“; 1 Survey "Local places with traditional cuisine in Haskovo region"; 1 Map „Local places with traditional cuisine in Haskovo region; 1 common Map „Local places with traditional cuisine in Haskovo region and Merich region“; 1 Survey „Traditional recipes of Merich region“; 1 Survey "Local places with traditional cuisine in Merich region"; 1 Map „Local places with traditional cuisine in Merich region; 10 long videos presenting traditional recipes from Haskovo; 10 long videos presenting traditional recipes from Merich; 10 short videos presenting traditional recipes from Haskovo; 10 short videos presenting traditional recipes from Merich; 1 Web platform "Virtual Chef" "; 1 online forum; 1 section for the project on the web platform; 1 Smart application for mobile devices: „Haskovo & Merich cooking“; 1 Haskovo & Merich Cooking Festival with 40 participants; 1 Cooperation Memorandum for sustainable development of tourism in Haskovo and Merich regions; 1 banner; Promotional package of materials for 40 participants; 1 initial press conference; 7 publications in Haskovo media; 1 final press conference in Turkey; 1000 copies of Traditional Cuisines Recipe Book "Culinary delights of Haskovo - Merich border region"; 7 publications in Edirne askovo media; 500 Information brochures; 5 meetings.

The main objective of the survey "Local places with traditional cuisine in Haskovo region " is to examine what are the most popular traditional dishes offered in restaurants in the area. In this regard, the survey covers catering in Haskovo region included in the National Register of catering establishments and retail food sector "catering" identified as: restaurants, fast food establishments and coffee shops. As a final product the survey should present the collected information and other relevant data about the offered dishes in establishments in

Haskovo Region, offering traditional cuisine. The aim is to examine what are the most popular traditional dishes offered in food establishments in the area. As a result of the survey, local areas with traditional cuisine are expected to be designated in Haskovo Region.

Traditional productions in Bulgaria are predominantly not marketable, they are closed to families and producers do not perceive themselves as business entities.

Experts from all spheres participated in the survey process. Representatives of Regional Municipalities Association "Maritza", municipal administrations, private and NGO sector and the local community were also included. A team of highly qualified experts was formed.

Work on planning and conducting the survey went through 5 major milestones:

- *First Stage:* Survey Design. Develop the survey program, including defining the subject, objectives and tasks of the survey. Within this stage, the definition of an appropriate methodology and the development of methodologies for the survey that are relevant to the objectives and tasks are included. Review the relevant national legislation on catering. Development of a set of research tools such as questionnaires, spreadsheets, etc. that help to collect and record information from respondents and other sources of information. In stage 1 the organizational plan of the survey is included;
- *Second Stage:* Collection of sociological facts and recording of necessary information as well as collection of data from other relevant sources of information;
- *Third Stage:* Mathematical and statistical processing of information in a suitable database;
- *Fourth Stage:* Evaluation of the results of the survey, basic findings and preparation of the final product according to the requirements.

DESIGN OF THE SURVEY

1. Theme of the survey

The way the survey topic is formulated determines the further work of the research team. **The theme of the survey** is related to the collection of information and other relevant data for catering in Haskovo, offering traditional cuisine and focuses on the most popular traditional dishes offered in food establishments in the area.

2. Objectives and tasks of the survey

The aim of the survey is to gather information on the most popular traditional dishes offered in food establishments in Haskovo Region, as the empirical information is truthful and accurate in terms of the studied problem. The aim is to solve the studied practical case as well as its practical orientation - to distinguish local areas with typical traditional dishes.

In this regard, the purpose of the survey is to collect, process and analyze empirical and other information that reveal the most popular traditional dishes offered in restaurants in Haskovo. The survey aims to collect information and other relevant data for dining in the area. There must be the establishment of local areas with traditional cuisine in the Haskovo region.

The tasks of the survey are a system of statements that ensure the achievement of its objectives. The formulation of the tasks is important procedure because one or another of their statement will be bound by conforming to these productions constructing all subsequent components of the research program.

The main tasks of the survey are:

- determining the most popular traditional dishes offered in the food establishments in the area
- determining information and facts about restaurants, quick service coffee and pastry on the territory of Haskovo region offering local traditional dishes
- identifying information related to local traditional meals in restaurants as a type of visitors, customer preferences in connection with the traditional cuisine offered, etc..

- designating local areas with traditional cuisine in Haskovo region

3. Object and subject of the survey

The object of the survey is a concrete fragment of the social reality where the problem is studied and which is subjected to a direct investigation. The determination of the object is on the basis of the definition of the topic, objectives and tasks of the survey. In our example, the subject of the survey is:

- The catering establishments in the Haskovo region included in the National Register of Public Catering and Food Retail establishments, identified as: restaurants, fast food establishments and coffee shops.
- food establishments, fast food restaurants and coffee shops on the territory of Haskovo region, offering local traditional dishes

The object of the survey is to identify local areas of traditional dishes in Haskovo region based on the surveyed food establishments and most popular traditional dishes served as well as attitudes towards traditional local dishes.

4. Scope of the survey

The territorial scope of the survey is on the territory of Haskovo Region - 11 municipalities: Haskovo, Dimitrovgrad, Harmanli, Simeonovgrad, Svilengrad, Madzharovo, Ivaylovgrad, Lyubimets, Mineralni bani, Stambolovo and Topolovgrad.

The scope of the survey is related to the use of primary data, statistics, data from documents, materials and other related topics in this survey. The timeframe of the survey is June-September. The preparation of the survey involves collecting relevant information, including contact information, send inquiries communication with the Contracting Authority, collecting a database of documents and materials related to the topic.

5. Concepts

- **Traditional cuisine** - is a conditional term, which implies the traditional dishes of a nation. This is the basic set of dishes and ingredients are present in the life of a nation.

- **Tourism related to traditional cuisine.** This type of tourism is a type of alternative tourism falling within the category of "thematic" alternative tourism. One of the characteristics of this type of tourism is the search for authentic contact with the visited region, with its population, culture, history, economy, providing an opportunity to express the tourist himself.
- **Local traditional dishes.** In the context of this survey, Bulgarian traditional dishes and specialties are presented, according to local recipes from the relevant municipality or for the entire region. Traditional foods - a broad, non-specialized term, often used as part of a marketing approach to attract more users.
- **Traditional specialties guaranteed (TSG)** – Product names which guarantee the traditional character typical of the composition of the product or the means of its manufacture. Traditional specific foods are not associated with any particular place but must be produced according to a specified specification. The concept of 'traditional' is associated with proven Community use over a period of time showing the transmission from generation to generation (25 years). Traditional specialties receiving official protection in European registers are very few (Mozzarella).
- **Protected designation of origin (PDO)** – product names due to their characteristics exclusively or mainly to their place of production and skills of local producers. The agricultural product or foodstuff must be produced, processed or prepared in a given geographical area by recognized know-how.
- **Protected Geographical Indication (PGI)** – Agricultural products or foodstuffs whose reputation or characteristics are closely related to production in the geographical area. At least one of the stages of production, processing or preparation takes place in the same area.
- **Quality Policy - Protected Designations.** Includes protected designations of origin, protected geographical indications and traditional specialties guaranteed. The EU's quality policy pursues the following objectives: to highlight the specific qualities of certain typical products on the market and to distinguish them from other products in the shops by means of the symbols of the European Community. Protection of

geographical names is primarily aimed at products with geographical origin from a small geographical area within a state, not a product produced throughout the country under the name "Bulgarian". Protected Geographical Labels have IPR protection.

- **Public catering establishments.** Any premises or building where extraction, partial or complete processing, preparation, packaging, repackaging, bottling, labeling and storage of foodstuffs intended for human consumption is carried out. All companies whose subject matter is related to food production and trade are subject to registration. The register of establishments for food production and trade is maintained in the form of a computer database. Registration is mandatory and its aim is monitoring compliance with the statutory requirements, and its action is warning under the Health Act and constitutive under the Food Act.
- **Restaurant.** General food and entertainment establishments offering cuisine and confectionery, alcoholic and non-alcoholic beverages. Customer service is by qualified waiters using special forms of serving. The restaurants with Bulgarian cuisine offer mainly Bulgarian national and regional cuisine and beverages. This in most cases are taverns, inns, guest houses, etc;
- **Fast food establishments.** They offer a limited typical assortment of culinary products and / or ready packaged goods, desserts, beverages - soft and alcoholic. Self-service is a basic form of service. форма на обслужване. Заведенията за бързо обслужване могат да бъдат: A combined snack bar can be provided; Bistro; Fast-food; Pizzeria; Breakfast room; A small house or a kitchen; Buffet, pavilion, caravan
- **Coffee shops -** Catering establishments offering confectionery, ice cream, pasta, soft and alcoholic beverages. Coffee shops can be: coffee shop (offers perennial and durable confectionery, sugar and chocolate products, sandwiches, burgers, desserts, ice cream, hot drinks, cocktails, soft drinks, beer, alcoholic beverages); Café (offers hot drinks, alcoholic and non-alcoholic beverages, perishable and durable confectionery, sugar and chocolate products, pasta, nuts); Cafe-club (a place of interest for customers (internet, art, games, gambling, etc.), Offering hot drinks, soft

drinks, alcoholic beverages, sugar and chocolate products, nuts; Cafeteria (offers various hot drinks, soft drinks, snacks, pastries, sugar and chocolate products), etc.

- **European register of protected designations of origin and protected geographical indications and the European register of traditional specialties guaranteed.** The EC creates and maintains electronic registers of protected designations of origin and protected geographical indications and traditional specialties guaranteed to be made public.
- **National Register of Public Catering and Food Retail establishments.** The Register is regulated by the Food Law and in particular in Article 14, para. 1 and 3. The register is divided into two sub-registries - Food groups register (contains food group code data) and a register of types of establishments for food production and trade. In the period 2014-2015, BFSA has implemented the project "Construction of the national electronic register of public catering and food retail establishments. Implementation of new electronic administrative services related to the use of the developed register ", Contract for BOP No. 14-32-10 of 01.09.2014, financed under OPAC 2007-2013. With the implementation of the project a national electronic register of the catering and food retail establishments to which everyone has access has been built. Register is updated periodically.

6. Toolbox. Methodology for data logging

The methodology mainly influences the program of the survey, when determining and revealing the essence of those phenomena, events, processes, interrelations, etc., which are the subject of the survey. Without a methodology, a convincing answer can not be given to what is going to be explored. As far as the research program is its initial and decisive point, the methodology influences the other elements.

After having clarified the question of what will be examined (local areas of traditional dishes in Haskovo region based on the surveyed food establishments and most popular traditional dishes as well as attitudes towards traditional local dishes), it is necessary to answer the other question - how the requested information will be collected. Here we have

This document has been produced with the assistance of the European Union through the Interreg-IPA CBC Bulgaria-Turkey Programme 2014 - 2020, CCI No 2014TC1615CB005. The content of this document are the sole responsibility of RMA „Maritza“ and can in no way be taken to reflect the views of the European Union or the Managing Authority of the Programme.

formulated a series of principles and rules which, in their totality, represent the methodology of the study. These principles, rules and requirements refer to the number and selection of research units, as well as to the specific ways of collecting information about them.

The following methods and techniques for drawing up the questions were used to prepare the questionnaire and its questions:

- Clear and concise formulations: avoiding foreign words, with the exception of special terms referring to the tourist industry, as well as complex sentences.
- Without too long questions, as this hampers understanding, and the respondent responds not to the whole question, but to individual elements of it.
- Unambiguous questions that do not lead to ambiguous interpretation, as well as the thematic connection of many issues with each other, which also makes understanding difficult.
- Specific questions.
- Without suggestive and guiding questions.

In preparing the possible answers to each question, the following methods of their formation are used:

- Closed questions - when certain response options are given
- Open questions - with the possibility of expressing a free answer, this helps to express their own opinion on the issue. This type of question is two types - with the possibility of a shorter response and an opportunity to express an opinion on the given question in a whole paragraph.
- Combination between open and closed question - when certain opportunities are given, but also an opportunity for expressing a free opinion

The following practical principles have also been taken into account when drawing up the questionnaires:

- inclusion of only the most important questions, the answers of which give the information needed for the survey.
- Adherence to the principle of saving time and efforts of researchers and respondents. Search through the survey to collect information that can not otherwise be obtained.

- Questioning is understandable to respondents in order to get the most complete communication between the researcher and the respondents.
- Avoided questions that would cause reluctance to answer respondents or place them in an unfavorable situation.
- The questionnaire is drawn up as a system of questions and answers of different nature and different in type and structure in order to achieve greater objectivity of the received information.

The current **data recording methodology** has been developed to support the process of collecting, analyzing and evaluating data, circumstances and facts needed for the survey. The methodology was developed during the first stage of the survey.

6.1. Studying opinions through a poll

For the purpose of the present survey within the project CB005.1.23.017 "Virtual Maritza - Merich Cuisine", financed by Interreg - IPA Cross-Border Cooperation Program Bulgaria - Turkey 2014-2020, two methods were used to collect information through a survey:

- Online Survey: 1. Sending online polls to representatives of mass caterers in Haskovo Region with active email included in the National Register of Public Catering and Food Retail Establishments, The Public Catering Sector identified as: restaurants , Fast-food establishments and coffee-shops. Prior to the online consultation, a survey was conducted including telephone consultation, research in catalogs, internet, and other sources for collecting e-mail addresses of establishments in the area; 2. Online poll for representatives of mass caterers uploaded on the website of RAM "Maritza" www.martiza.info;
- Interviewer and questionnaire on paper. Within this type of survey respondents are personally met by an interviewer, as before that the interviewer summarizes the survey in order to avoid overlapping of online survey and questionnaire on paper. Appendix 1 presents the content of the online questionnaire and the paper-based questionnaire through which the survey data was gathered

6.2. Study of documents

Besides the empirical approach taken in this survey, a documentary approach has also been put in place, where review and analysis are documentary sources with specific information about the area relevant to the survey. The study used data from strategic documents, thematic studies, reports, information from national registries, research and development of various institutions and organizations, information from the public, etc..

7. Methodology of the sample

According to the Food Safety Agency there are approximately 1091 objects (restaurants, fast service establishments and coffee shops) that fall in the National Register of Public Catering and Food Retail establishments in Haskovo region, sector "catering". In this connection it was decided to be used a sample survey which will be conducted with a limited number of units set. In this type of study sample only units of the sample were observed and the results will be generalized to the whole units set.

Basic conditions:

- ❖ Representatives of catering establishments identified as restaurants, fast-food establishments and coffee confectioners from Haskovo region are the units in the sample selected by random selection;
- ❖ The main methods of registration of the necessary information in this survey are:
Study of views - interview and study of documents.

8. Organization plan of the survey

Within the organizational plan of the survey were identified the stages of the research program implementation, the main types of work, the calendar deadlines and all the resources needed for their implementation.

Methodology and methods deal with the cognitive process in its own right, with its subject and course of action to provide qualitative information. The organization provides those technical, staff, financial, and other conditions that make this cognitive process public activity in order to implement the requirements and rules of the methodology in view of the

research program. The organization can be seen as a specific application, specification and continuation of some elements of the methodology.

The circle closes with the organization. The design of the study and the elaboration of its methodology clarify what will be explored and how this will be done, given the peculiarities and the technology of the cognitive process taken by itself, in its relative self-reliance. By providing the necessary social prerequisites for the implementation of this process, the organizational plan makes it possible to study as a definite public activity, realizes its links with the social context.

The purpose of the study is to cover all catering establishments listed in the Register of Meals in the Region of Haskovo identified as: restaurants, fast food restaurants and coffee shops. As a final product, the survey should provide the information gathered and other relevant data on the food establishments in Haskovo Region that offer traditional cuisine. The survey will identify the most popular traditional dishes available in the food establishments in Haskovo Region. As a result of the survey, local areas with traditional cuisine are expected to be designated in Haskovo Region.

Consequently, the 4 stages in which the study was performed were organized in the following timeframe:

1 stage: Design of the survey - 19.06.2017 - 23.06.2017

Stage 2: Collection of sociological facts and recording of necessary information as well as collection of data from other relevant sources of information 26.06.2017 - 18.08.2017

Stage 3: Mathematical and statistical processing of information in a suitable database 21.08.2017 - 25.08.2017

Stage 4: Evaluation of the results of the survey, main findings and preparation of the final product 28.08.2017 - 08.09.2017

9. Review of relevant national legislation on catering establishments

9.1. Food law

According to the Food Law, the establishments for food production and trade, incl. food establishments must be registered in accordance with the law.

One of the mandatory conditions for the registration of the establishments (Art. 12, para 1, item 3 of the Food Law) is to have established good practices for food production and trade and a system for analysis of hazard and critical control points or procedures in accordance with its principles when the overall implementation of the system is inapplicable and a food safety management system.

Art. 17, para. 2 of the Law stipulates that the Minister of Health and the Minister of Agriculture, Food and Forestry shall determine by an order:

- Requirements for food producers and traders, including those who carry out primary production and related activities;
- Hygiene requirements in primary production;
- Hygiene requirements for food production and trade establishments;
- Conditions for food production and trade.

To meet the above-mentioned requirements, branch organizations of food producers and traders develop, together with competent authorities, sub-branches guidelines for the application of good practices and implementation of the hazard analysis system and critical control points in food production and trade. These guides are approved by the Minister of Agriculture, Food and Forestry, respectively by the Minister of Health - for bottled natural mineral, spring and table waters.

Art. 18 of the Law regulates the deployment, implementation and maintenance of management system for food safety or system of hazard analysis and critical control points. When the overall implementation of a system is inappropriate, procedures shall be deployed, implemented and maintained in accordance with the principles of the hazard analysis system and critical control points.

Section 90 of the Transitional and Concluding Provisions to the Amendment and Supplement to the Food Law provides that all establishments for food production and trade implement the system or procedures under Art. 18, para. 1 and apply them from 1 January 2007.

The implementation of HACCR /Hazard Analysis and Critical Control Point/ requires effective development and implementation of good commercial practices and good hygienic

practices, trained staff, documentation development and time for implementation and verification of the effectiveness of the planned procedures. HACCP is a science-based and systematic approach that identifies specific hazards and measures for their control to ensure food safety. HACCP is a tool to assess hazards and establish control systems that focus primarily on prevention (avoidance) rather than relying mainly on end (final) product. Each HACCP system allows changes to be reflected, such as innovations in equipment design, manufacturing processes, or technology development. It consists of two main components:

- Risk analysis (HA = Hazard analysis)
- Determining these points in the production process where the hazards are controlled (CCP = Critical Control Points).

This covers the entire food route - from the delivery (or extraction) to the time it is delivered to the consumer.

Successful implementation of the HACCP requires full engagement and participation of the establishment management and all executive staff. It also requires a multidisciplinary approach; This multidisciplinary approach should include, where appropriate, experts with knowledge of agronomy, veterinary medicine, food production, microbiology, medicine, public health, food technology, environmental protection, chemistry and engineering.

HACCP consists of the following seven principles:

- Identify any hazard that must be prevented, eliminated or reduced to acceptable levels (hazard analysis);
- Determination of critical control points in the step or steps where control is essential to prevent or eliminate a hazard or reduce it to acceptable levels
- Establishing critical limits at critical control points that declare acceptable from unacceptable production to prevent, eliminate and reduce identified hazards;
- Creating and implementing effective monitoring procedures at critical control points;
- Establish corrective actions when monitoring indicates that a critical control point is not under control;
- Establish procedures to be carried out regularly to verify that the measures outlined in paragraphs 1 to 5 are working effectively;

- Create documents and records appropriate to the nature and size of the food business to demonstrate the effective implementation of the measures outlined in paragraphs 1 to 6

The application of HACCP system covers the entire food chain from production to food supply, production, processing products, trade, supply, storage and transport. The HACCP system is applied at the shopping centers and allows traders to offer safe food to consumers by identifying and controlling possible hazards / risks / in the storage and supply of food products. This is a set of processes that apply techniques such as proper personal and professional hygiene procedures at critical control points / CCP / keeping and storage of documents.

Globalization of the food market threatens domestic production, traditions and knowledge. According to the FAO, 75% of the plant varieties used for food are irretrievably lost. Today, 60% of the world's food is based on three cereals - wheat, rice and corn. This process is especially dangerous in the Balkans, particularly in Bulgaria, where rural depopulation, abandonment of land, stealing of land for non-agricultural needs and aging population in the villages are different faces of weak national economies. Losses are accelerated by the formal and mechanical adaptation of national legislation to the European framework, ignoring the need to preserve craft industries as part of the national identity.

9.2. Regulations

This section presents the regulations that are relevant to the activities of food establishments and food trade. One of the basic regulations for the food establishments is the **Ordinance on the Requirements for the Accommodation and Catering and Entertainment Facilities and on the Procedure for Determining Category, Refusal, Decrease, Suspension and Termination of the Category** (adopted by CM Decree No. 177 of 17.08.2015 (Official Gazette, No. 65 of 25 August 2015)). For dining establishments, the ordinance defines: types of dining and entertainment establishments and their characteristics, requirements for types of restaurants and entertainment; The minimum mandatory requirements to be met by accommodation establishments, adjoining catering and leisure

establishments and self-catering establishments to determine their category. The Ordinance also defines the procedure for categorizing, refusing, decreasing, suspending and terminating the category of accommodation and the adjoining catering and entertainment establishments and the self-catering and entertainment establishments as well as the order for reflecting a change in the circumstances listed in the relevant register regarding the categorized tourist site.

In accordance with the provisions of the Ordinance, the types of food and entertainment establishments (stand-alone and adjacent to accommodation) are:

- Restaurants;
- Fast service;
- Drinking establishments;
- Coffee-shops;
- Bars.

Restaurants are the following types:

- Classic restaurant: offers a wide variety of ready-to-eat multi-ingredient culinary products and specialties, confectionery, desserts, bread, bakery and pasta, hot drinks, juices, ready-to-eat soft and alcoholic beverages and creates nutrition and entertainment;
- Specialized restaurant:
 - ❖ For fish, poultry, game or other: offers an assortment based on a major product - fish, fish products and other marine products; chicken meat; Game meat or other;
 - ❖ For barbecue, grill or grill: offers an assortment based on roasted meat on grill or on plate;
 - ❖ Restaurant with national cuisine:
 - ✧ Restaurant with Bulgarian cuisine: mainly Bulgarian national and regional cuisine and drinks - tavern, pub, guest house, inn, etc.
 - ✧ Restaurant with foreign cuisine: offers French, Italian, Chinese, Japanese and other cuisine; The assortment is based on the respective national cuisines and beverages;

- ❖ Restaurant-Pizzeria: offers kitchen products and a variety of different types of bakery and pasta products - pizzas, spaghetti, lasagna, macaroni; Salads, sauces, kitchen desserts, perishable and durable confectionery, prepared on the spot, etc., as well as preparing for consumption alcoholic and non-alcoholic beverages, natural mineral, spring and table waters, beer and wine;
- ❖ Attraction-themed restaurant: offers a suitable range of dishes, beverages and / or an artistic and musical program with a characteristic architectural interior and exterior appearance (tents, pavilions, huts, frigates, etc.).

Types of fast service restaurants are:

- snack bar, offers an assortment of dishes and specialties prepared on the grill or plate, light salads, soups; ready durable and perishable pastries, ice cream; Hot drinks, natural mineral, spring and table waters, ready-to-drink alcoholic and non-alcoholic beverages and beer; kitchen products are prepared in front of customers and is offered by bar;
- Bistro: offers limited cuisine production of ready-to-eat foods in canned, frozen, concentrated or dried form; The process of food preparation in the establishment is missing; The map includes hot drinks, natural mineral, spring and table waters, ready-to-eat alcoholic and non-alcoholic beverages and beer;
- Fastfood: offers sandwiches with sausages, cheese, combined, sandwiches combined with fresh vegetables, hamburgers, fried potatoes, meat dishes, sauces, salads, ready made pasta, confectionery, sugar and chocolate, ice cream, Natural mineral, spring and table waters, ready-to-drink soft drinks and beer;
- Dining Room: Offers a varied assortment listed in one of the listed groups:
 - ❖ Soups, salads, soups and dishes from sub-products;
 - ❖ Grilled pasta - meatballs, kebab, carnations, skewers, etc., salads; The menu includes hot drinks, dairy drinks, natural mineral, spring and table waters, ready-to-drink soft drinks, beer and a limited range of alcoholic beverages.

Types of drinking establishments:

- Cafe-aperitif: offers a wide range of ready-to-drink alcoholic and non-alcoholic beverages, natural mineral, spring and table waters; A limited range of culinary products - salads, cold appetizers, fried potatoes, meat grilled meat, sandwiches, hamburgers, sugar and chocolate products, nuts, ice cream;
- Winery: it offers a wide assortment of predominantly bulk and bottled wines, ready-to-drink alcoholic and non-alcoholic beverages, natural mineral, spring and table waters, suitable cuisine products and appetizers; There may be conditions for tasting;
- Pub: offers sparkling and bottled alcoholic and non-alcoholic beverages, natural mineral, spring and table waters, hot drinks, salads, cold appetizers, nuts, sugar and chocolate products;
- Beerhouse: Offers a variety of assortment of bulk and bottled beer, salads, cold appetizers, fried potatoes, meat grilled meals, hot drinks, natural mineral, spring and table waters, ready-to-drink soft and alcoholic beverages.

Types of coffee shops:

- Coffee shop: offers delicious and durable confectionery, sugar and chocolate products, sandwiches, hamburgers, desserts, ice cream, hot drinks, cocktails, natural mineral, spring and table waters, beer, ready-to-drink soft and alcoholic beverages;
- Confectionery: offers delicious and durable confectionery, sugar and chocolate products, pastries, sandwiches, ice cream, hot drinks, dairy drinks, natural mineral, spring and table waters and ready-to-drink non-alcoholic beverages;
- Ice cream salon: offers a predominant assortment of various ice creams of dairy, fruit, cream and other basis, ice cream specialties, ice cream cakes, pastries, shakes, ice coffee, etc.;
- Café: offers hot drinks, natural mineral, spring and table waters, ready-to-drink alcoholic and non-alcoholic beverages, natural mineral, spring and table waters, perishable and durable confectionery, sugar and chocolate products;
- Coffee-club: offers hot drinks, natural mineral, spring and table waters, ready-to-drink soft and alcoholic beverages, sugar and chocolate products, nuts for customers with specific interests (internet, art, games, etc.);

- Cafeteria: offers a variety of hot drinks, ready-to-eat soft drinks, natural mineral, spring and table water, snacks, pasta, chocolate and sugar confectionery;
- tearoom, offers hot toning and low-alcoholic drinks (tea, herbal infusions, coffee, hot chocolate, cocoa, grog, punch, mulled wine, etc.) and snacks.

With regard to catering requirements, the following obligations are met for public food establishments:

- Observance of the minimum required requirements (Construction, furniture and equipment, service, tourist services offered, education or professional qualification, experience in tourism and language qualification of the manager and professional and linguistic qualification of the tourist site staff).
- providing information to consumers on prices of the provided basic and additional services;
- Disclosure of the information on the offered menu and services in the tourist site in Bulgarian and, if necessary, in a foreign language; Disclosure of information under Art. 114, item 3 of the TL in the indicated way Highlighting the categorical symbolism of the tourist site as well as the acquired symbolism in voluntary certification
- Maintaining a special rubric on the web site of the tourist site or providing otherwise the opportunity for tourists to reflect their feedback.

The tables below shows the requirements for construction, furnishing and equipping of catering and entertainment establishments, broken down by categories:

Requirements for the construction, furnishing and equipment of the catering and entertainment establishments

Category "one star"						
№	Requirements	Видове заведения				
		Restaurants	Fast food establishments	Drinking establishments	Coffee-shops	Bars
1	2	3	4	5	6	7
1.	Area of a seat - 1.1 sq. m	yes	yes	yes	yes	yes

This document has been produced with the assistance of the European Union through the Interreg-IPA CBC Bulgaria-Turkey Programme 2014 - 2020, CCI No 2014TC16I5CB005. The content of this document are the sole responsibility of RMA „Maritza“ and can in no way be taken to reflect the views of the European Union or the Managing Authority of the Programme.

2.	Bathroom					
2.1.	Toilet cell for women and toilet cell for men ¹	yes	yes	yes	yes	yes
2.2.	A sink with hot and cold water	yes	yes	yes	yes	yes
2.3.	Soap	yes	yes	yes	yes	yes
2.4.	Hand dryer or disposable towels for Hands	yes	yes	yes	yes	yes
2.5.	Waste bin	yes	yes	yes	yes	yes
2.6.	Forced suction and / or mechanical ventilation	yes	yes	yes	yes	yes
3.	Commercial area	yes	yes	yes	yes	yes
3.1.	General lighting	yes	yes	yes	yes	yes
3.2.	Tables with seating chairs	yes	yes	yes	yes	yes
3.3.	Suction-pressure ventilation	yes	yes	yes	yes	yes

Table 1.

Category "two stars"						
No	Requirements	Restaurants	Fast food establishments	Drinking establishments	Coffee-shops	Bars
1	Area of one seating - 1,2 sq. m	yes	yes	yes	yes	yes
2	Hangers in the commercial hall	yes	yes	yes	yes	yes
3	Bathroom	yes	yes	yes	yes	yes
3.1.	Forced suction and / or mechanical ventilation	yes	yes	yes	yes	yes
3.2.	A sink with hot and cold water	yes	yes	yes	yes	yes
3.3.	Soap	yes	yes	yes	yes	yes
3.4.	Hand dryer or disposable towels for Hands	yes	yes	yes	yes	yes
3.5.	Toilet cell for women and toilet cell for men	yes	yes	yes	yes	yes
3.6.	Waste bin	yes	yes	yes	yes	yes

¹For dining and entertainment establishments with a capacity of up to 30 seats, one toilet cell is allowed. Except for fast-service facilities - women's and men's toiletries (one at 60 places), over 60 seats - 2 men's toilet cells and 2 ladies toilet cells. For fast-food establishments women's and men's lavatories (one in 75 places), over 75 seats - 2 lavatory cells for women and 2 toilets cells for men.

4	Commercial area	yes	yes	yes	yes	yes
4.1.	General lighting	yes	yes	yes	yes	yes
4.2.	Tables with seating chairs	yes	yes	yes	yes	yes
4.3.	Suction-pressure ventilation	yes	yes	yes	yes	yes

Table 2.

Category "three stars"						
Nº	Requirements	Restaurants	Fast food establishments	Drinking establishments	Coffee-shops	Bars
1.	Area of one seating - 1,4 sq. m	yes	yes	yes	yes	yes
2.	An anteroom	yes	no	yes	yes	yes
3.	Wardrobe - for establishments with more than 50 seats (for the summer season establishments are not required)	yes	no	yes	no	yes
4.	Toilet with anteroom with mirrors and sinks with hot and cold water, soap, hair dryer, disposable hand towels, wastebasket	yes	yes	yes	yes	yes
4.1.	Toilet cell for women and toilet cell for men	yes	yes	yes	yes	yes
4.2.	In every cell:					
4.2.1.	Door with lock informant and hanger	yes	yes	yes	yes	yes
4.2.2.	Waste bin	yes	yes	yes	yes	yes
4.2.3.	Forced suction and / or mechanical ventilation	yes	yes	yes	yes	yes
5.	Commercial hall	yes	yes	yes	yes	yes
5.1.	Decorative decoration (plants, flowers, paintings, etc.)	yes	yes	yes	yes	yes
5.2.	Lighting	yes	yes	yes	yes	yes
5.3.	Hangers (for restaurants up to 50 seats)	yes	yes	yes	yes	yes
5.4.	Suction-pressure ventilation	yes	yes	yes	yes	yes
5.5.	Heating	yes	yes	yes	yes	yes
5.6.	Furnitures					
5.6.1.	Tables for two / for four / for six	yes	no	yes	yes	yes

This document has been produced with the assistance of the European Union through the Interreg-IPA CBC Bulgaria-Turkey Programme 2014 - 2020, CCI No 2014TC16I5CB005. The content of this document are the sole responsibility of RMA „Maritza“ and can in no way be taken to reflect the views of the European Union or the Managing Authority of the Programme.

	people					
5.6.2.	Serving tables	yes	no	yes	yes	no
5.6.3.	Waiters' cabinets	yes	yes	yes	yes	yes
5.6.4.	Carts for serving beverages, starters, desserts, etc.	yes	no	yes	no	no
5.6.5.	Upholstered chairs	yes	yes	yes	yes	yes
5.6.6.	Bar stools (in the presence of a bar)	yes	yes	yes	yes	yes
5.6.7.	Children's chairs	yes	no	yes	yes	no
5.6.8.	In case of availability - the open areas of the hall are landscaped, have tables and chairs with light construction, shaded devices etc.	yes	yes	yes	yes	yes

Table 3.

Category "four stars"						
№	Requirements	Restaurants	Fast food establishments	Drinking establishments	Coffee-shops	Bars
1.	Parking (own or rented)		yes	yes	yes	yes
2.	Area of one seating - 1,6 sq. m		yes	yes	yes	yes
3.	Wardrobe (for the summer season establishments are not required)		yes	yes	no	yes
4.1.	Hangers according to the number of seats		yes	yes	yes	yes
4.2.	A full-length mirror		yes	yes	yes	yes
5.	Bathroom, incl. an accessible toilet for people with reduced mobility		yes	yes	yes	yes
5.1.	Anteroom with mirrors and sink with hot and cold water top		yes	yes	yes	yes
5.2.	Liquid soap		yes	yes	yes	yes
5.3.	Toilet cabinet with paper napkins or paper rolls		yes	yes	yes	yes
5.4.	Bins with lids - from non-combustible material		yes	yes	yes	yes
5.5.	Mirror		yes	yes	yes	yes
5.6.	Toilet cell for women and toilet cell for men		yes	yes	yes	yes
5.7.	In every cell:					
5.7.1.	Door with lock informant and hanger		yes	yes	yes	yes
5.7.2.	Waste bin		yes	yes	yes	yes
5.7.3.	Forced suction and / or mechanical ventilation		yes	yes	yes	yes

This document has been produced with the assistance of the European Union through the Interreg-IPA CBC Bulgaria-Turkey Programme 2014 - 2020, CCI No 2014TC16I5CB005. The content of this document are the sole responsibility of RMA „Maritza“ and can in no way be taken to reflect the views of the European Union or the Managing Authority of the Programme.

6.	Commercial area, providing comfort	yes	yes	yes	yes
6.1.	Ability to separate	yes	yes	yes	yes
6.2.	Decoration (paintings, posters, plants, flowers, etc.).	yes	yes		
6.3.	Direct or indirect lighting	yes	yes	yes	yes
6.4.	Air conditioned	yes	yes	yes	yes
6.5.	Suction-pressure ventilation	yes	yes	yes	yes
6.6.	Furnitures	yes	yes	yes	yes
6.6.1.	Tables 90 x 60 cm for two people	yes	yes	yes	yes
6.6.2.	Tables 90 x 60 cm for four people	yes	yes	yes	yes
6.6.3.	Tables for six people (160 cm in diameter)	yes	не	не	не
6.6.4.	Tables (70 cm in diameter)	yes	не	yes	yes
6.6.5.	Tables should be covered with cloth and tablecloths	yes	No	No	No
6.6.6.	Serving tables	да	no	No	no
6.6.7.	Waiters' cabinets	yes	yes	yes	yes
6.6.8.	Chairs with luxury upholstery	yes	yes	yes	yes
6.6.9.	Bar stools (in the presence of a bar)	yes	yes	yes	yes
6.6.10.	Children's chairs	yes	yes	yes	no
6.7.	Waiter carts (drinks, appetizers, desserts, flamed, cutting, etc.).	yes	yes	yes	no
6.8.	Modular trolleys - chilled, heated and neutral	yes	yes	yes	yes
6.9.	Refrigerated showcases for finished products	No	No	Yes	no
6.10.	The open areas to the hall are richly landscaped, with tables and chairs with lightweight construction, shaded devices, etc.	yes	yes	yes	yes

Table 4.

Category "Five stars"				
№	Requirements	Establishments types		
		Restaurants	Coffee shops	Bars
1.	Parking (own or rented)	yes	yes	yes
2.	Area of one seating - 1,8 sq. m	yes	yes	yes
3.	Lobby (for independent establishments)	yes	yes	yes
3.1.	Sofas	yes	yes	yes
3.2.	Telephone	yes	yes	yes
3.3.	Decorative plants	yes	yes	yes
3.4.	Art decorations (paintings, tapestries, panels, etc.)	yes	yes	yes
4.	Wardrobe (according to the specifics and the type of	yes	yes	yes

This document has been produced with the assistance of the European Union through the Interreg-IPA CBC Bulgaria-Turkey Programme 2014 - 2020, CCI No 2014TC16I5CB005. The content of this document are the sole responsibility of RMA „Maritza“ and can in no way be taken to reflect the views of the European Union or the Managing Authority of the Programme.

	the establishment)			
4.1.	Hangers (according to the number of seats in the commercial hall)	yes	yes	yes
4.2.	Crystal mirror in full height	yes	yes	yes
5.	Special place for "refreshing the ladies", equipped with the most necessary (dressing table with a chair, etc.)	Yes	No	yes
6.	Toilet labeled (1), incl. an accessible toilet for people with reduced mobility	yes	yes	yes
6.1.	double entrance	yes	yes	yes
6.2.	Sink with a plot and mirror - one in every 50 seats	yes	yes	yes
6.3.	Photocell battery - one in every 50 locations	yes	yes	yes
6.4.	Liquid soap	yes	yes	yes
6.5.	Toilet cabinet with large mirror (*), fresh flowers or plants	yes	yes	yes
6.6.	Cloth napkins	yes	yes	yes
6.7.	Paper napkins or paper rolls	yes	yes	yes
6.8.	Bins with lids - from non-combustible material	yes	yes	yes
6.9.	Toilet cell for women and toilet cell for men	yes	yes	yes
6.10.	Separated urinals	yes	yes	yes
6.11.	In every cell			
6.11.1.	Door with lock informant and hanger	yes	yes	yes
6.11.2.	Waste bin	yes	yes	yes
6.11.3.	Forced suction and / or mechanical ventilation	yes	yes	yes
6.11.4.	Sound system	yes	yes	yes
7.	A special place for sanitary-Hygienic consumables	yes	yes	yes
8.	Commercial hall with original interior and maximum comfort	yes	yes	yes
8.1.	Ability to separate the commercial hall (transforming partitions, folding doors, separate halls, etc.)	yes	yes	yes
8.2.	Decoration (paintings, tapestries, decorative grilles, panels, Flower gardens, live flowers and / or fresh flowers Flower decoration, rock gardens, Pots, etc.)	yes	yes	yes
8.3.	Direct or indirect lighting	yes	yes	yes

8.4.	Air conditioned	yes	yes	yes
8.5.	Suction-pressure ventilation	yes	yes	yes
8.6.	Sound system	yes	yes	yes
8.7.	Furnitures	yes	yes	yes
8.7.1.	Tables 100 x 70 cm for two people (*)	yes	yes	yes
8.7.2.	Tables 100 x 100 cm for four people (*)	yes	yes	yes
8.7.3.	Tables for six people (160 cm in diameter)	Yes	No	no
8.7.4.	Tables for bars	No	Yes	yes
8.7.5.	Tables - covered with cloth and tablecloths	Yes	No	No
8.7.6.	Support service tables	Yes	No	No
8.7.7.	Waiters' cabinets	Yes	Yes	No
8.7.8.	Chairs and armchairs with soft upholstery	Yes	No	No
8.7.9.	Shakers seats (in the case of a bar)	yes	yes	yes
8.7.10.	Childrens' chairs	Yes	Yes	No
8.7.11.	Waiter carts (for drinks, appetizers, desserts, etc.).	Yes	Yes	no
8.7.12.	Modular carts for short-term storage and production of products - for cooling, warming and neutral	Yes	No	No
8.7.13.	Refrigerated showcases for finished products	No	Yes	No
8.7.14.	The open areas of the hall are richly landscaped, with tables and chairs with lighter design, well-lit shaded devices etc.	yes	yes	yes

Table 5.

The Regulation defines requirements to service in restaurants, requirements for professional and language skills of the staff and are presented examples of application and form for categorization of catering and additional applications.

Another important sector enactment Ordinance № 1 of 26 January 2016 on the hygiene of foodstuffs, which specifies hygiene requirements for manufacturers and retailers of food and their facilities and conditions for the production and marketing of food. The Regulation also refers to relevant European legislation, such as Regulation (EC) No 852/2004 of the European Parliament and of the Council of 29 April 2004 on the hygiene of foodstuffs, Regulation (EC) No 853/2004 of the European Parliament and of the Council of 29 April 2004 laying down specific hygiene rules for food of animal origin, etc.

LOCAL PLACES WITH TRADITIONAL CUISINE IN HASKOVO REGION

1. Region of Haskovo - regional characteristic

The present review of the socio-economic situation of Haskovo region aims to present the environment in which the catering establishments offering traditional local food operate. In this connection, an analysis of the main indicators related to the socio-economic development of the region and sector conditions is presented.

1.1. Demographic characteristics

One of the factors that have a strong influence on the supply of services and the economic development in the region is the dynamics in the development of demographic processes and changes in the structures of the population. As of 31 December 2016, the population of Haskovo Region was 233,415, and compared with 2015 it decreased by 2,968, or by 1.3%. The men in the area are 114,151 (48.9%) and women - 119,264 (51.1%) or 1,000 men in the area are 1045 women. The population at working age as of 31.12.2016 in Haskovo Region is 137 826 people, which is 59.0% of the population of the region, with men being 73 529 and women - 64 297. The number of the working population in the area in 2016 decreased by 2,441 people, or 1.7% over the previous year. The population over working age is 60 333 people, which represents 25.8% of the total population in the region.

Population below, in and above working age in Haskovo region							
	2010	2011	2012	2013	2014	2015	2016
Under working age	36 116	34 570	34 444	34 631	35 090	35 438	35 256
In working age	155 559	147 028	146 036	144 239	141 871	140 267	137 826
Above working age	61 452	62 357	61 196	60 442	60 703	60 678	60 333

Table 6.

The average age of the population at the end of 2016 is 44.4 years. For men in the area, the average age is 42.6 and for women 46.1 years. The average age of the population in the cities is 43.0 years, and in the villages - 48.2 years.

At the end of 2016, in Haskovo region, the settlements are 261 - 10 cities and 251 villages. As of 31.12.2016, 72.2% of the population live in cities and 27.8% in villages. The territorial distribution of the population is presented in the following table:

This document has been produced with the assistance of the European Union through the Interreg-IPA CBC Bulgaria-Turkey Programme 2014 - 2020, CCI No 2014TC16I5CB005. The content of this document are the sole responsibility of RMA „Maritza“ and can in no way be taken to reflect the views of the European Union or the Managing Authority of the Programme.

Region	Total			In cities			In villages		
Municipalities	Total	Men	Women	Total	Men	Women	Total	Men	Women
Haskovo	233415	114151	119264	168526	81867	86659	64889	32284	32605
Dimitrovgrad	49061	23765	25296	36615	17657	18958	12446	6108	6338
Ivajlovgrad	6012	3022	2990	3385	1698	1687	2627	1324	1303
Lyubimetz	9448	4710	4738	7071	3516	3555	2377	1194	1183
Madzharovo	1725	881	844	587	295	292	1138	586	552
Mineralni bani	6292	3205	3087	-	-	-	6292	3205	3087
Svilengrad	22234	10988	11246	17754	8778	8976	4480	2210	2270
Simeonovgrad	8003	3927	4076	6226	3062	3164	1777	865	912
Stambolovo	5805	2912	2893	-	-	-	5805	2912	2893
Topolovgrad	10357	5142	5215	4986	2442	2544	5371	2700	2671
Harmanli	26007	13162	12845	20216	10230	9986	5791	2932	2859
Haskovo	88471	42437	46034	71686	34189	37497	16785	8248	8537

Table 7.

The peculiarities of the sex-age structure of the population in the area as of 31.12.2016 are reflected through the represented sex-age pyramid of the population in fig.1. The sex-age pyramid best describes the peculiarities of the population in the Haskovo region - the narrow structure at the base of the so-called pyramid, and the shrinking of the top speaks of the low birth rate and mortality, which also characterizes the negative natural growth.

Sex-age pyramid of the population in Haskovo region - 31.12.2016 г.

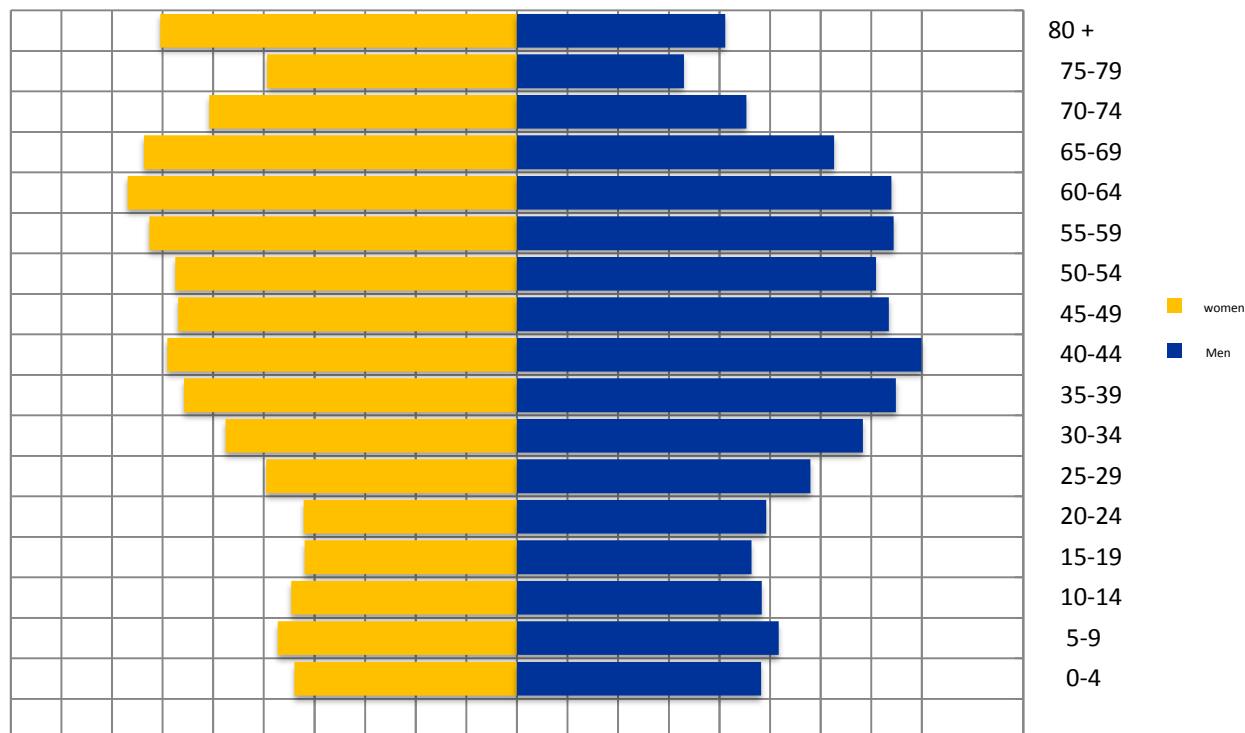


Figure 1.

The main factors influencing changes in population numbers and structures are demographic processes - fertility, mortality and migration. In 2016, 2 057 children were born in the region of Haskovo. Compared to the previous year, the number of live births decreased by 131 children. Of all the 2016 live births, 1,025 are boys and 1,008 girls or 1,000 boys are 983 girls. In cities live births were 1478, and in villages - 555. The total fertility rate (average number of live births a woman) for the area in 2016 was 1.70 and the average age of the mother at birth of first child is 25.4 years. According to the National Center for Public Health and Analysis for the first six months of 2017 newborns in the region 700. At the same time the deceased were 1747. In the first quarter of 2017 were born 333 children, 903 people are dead in Second quarter the trend remains - 367 (844).

In Haskovo Region, the deaths in 2016 were 3 849 people. Compared to 2015, their number has decreased by 185. The average life expectancy for the population of Haskovo region, calculated for the period 2013-2015, is 74.53 years and compared to the previous period decreased by 0.18 years.

With regard to the internal and external migration of the population in the year 2016, 96 014 persons participated in resettlements between the settlements in the country. Of all those who have changed their usual domicile within the country, 44.5% are men and 55.5% - women. With respect to the age structure, the largest percentage of the displaced people are in the age group 20-39 years (35.6%), followed by persons under the age of 20 - 26.7%, and 40 - 59 years - 17.2% of the migrants. For resettlement in the country for a new residence the greatest number have chosen region of Sofia (capital) (18 397). The areas with the largest relative shares in the migration flow to the Sofia region (capital) are Sofia - 9.4%, Blagoevgrad - 7.0%, and Plovdiv - 6.0%. The least traveled in the capital are Razgrad and Targovishte, respectively 0.9 and 1.0%.

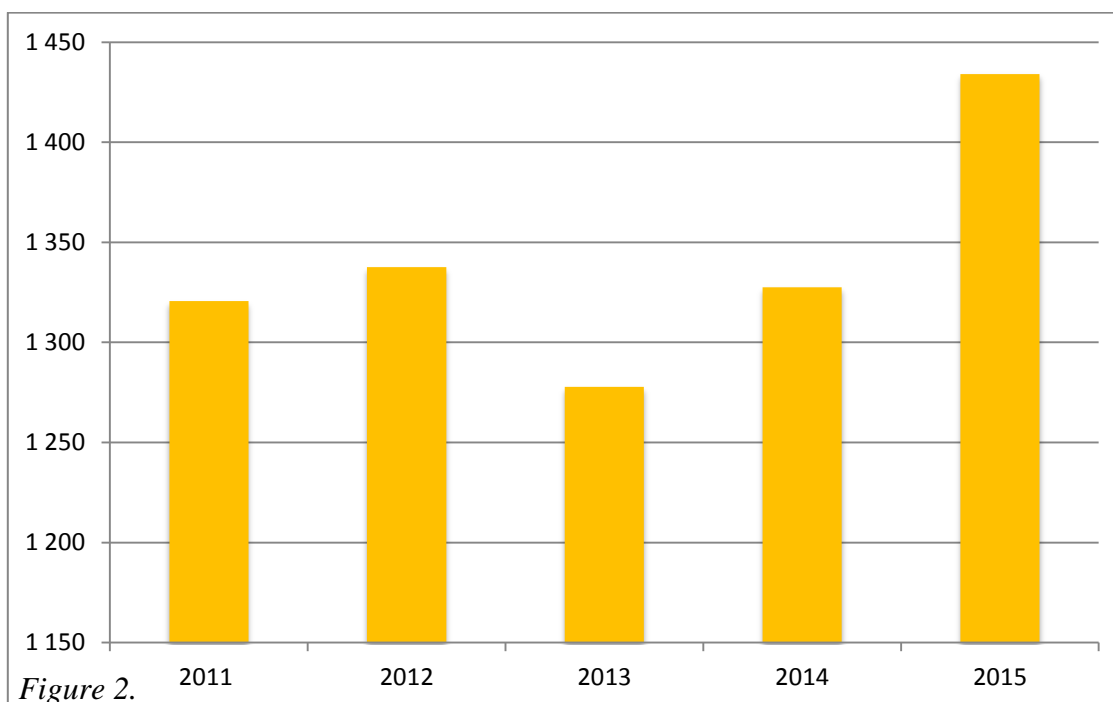
The difference between live births and deaths represents the natural growth of the population. After 1990 the demographic development in the area is characterized by negative natural population growth. In 2016, as a result of the negative natural increase, the population in Haskovo Region decreased by 1,816 people. In 2016, all areas of the country have a negative natural growth. The population decrease in Haskovo Region in 2016, measured by the natural growth factor, is minus 7.7 ‰ with the average for the country minus 6.0 ‰. The smallest values of negative natural growth rates are Sofia (capital) (-1.5 ‰) and Sliven (-2.4 ‰). The biggest decrease in the population due to the high negative natural growth is the Vidin region - minus 16.9 ‰, followed by the region of Montana (-13.2 ‰) and Kyustendil (-13.0 ‰). In seven regions, the population declined by more than 10 per 1,000 people in 2016.

In 2016, five areas had a positive mechanical growth: Sofia (capital) (4.4 ‰), Varna (2.8 ‰), Plovdiv (2.6 ‰), Burgas (0.8 ‰) and Kurdzhali (0.1 ‰). For Haskovo this indicator was minus 4.9 ‰. The biggest decrease in the population as a result of the negative mechanical growth is the region of Smolyan (-11.8 ‰), Vidin (-9.4 ‰), and Vratsa (-9.0 ‰).

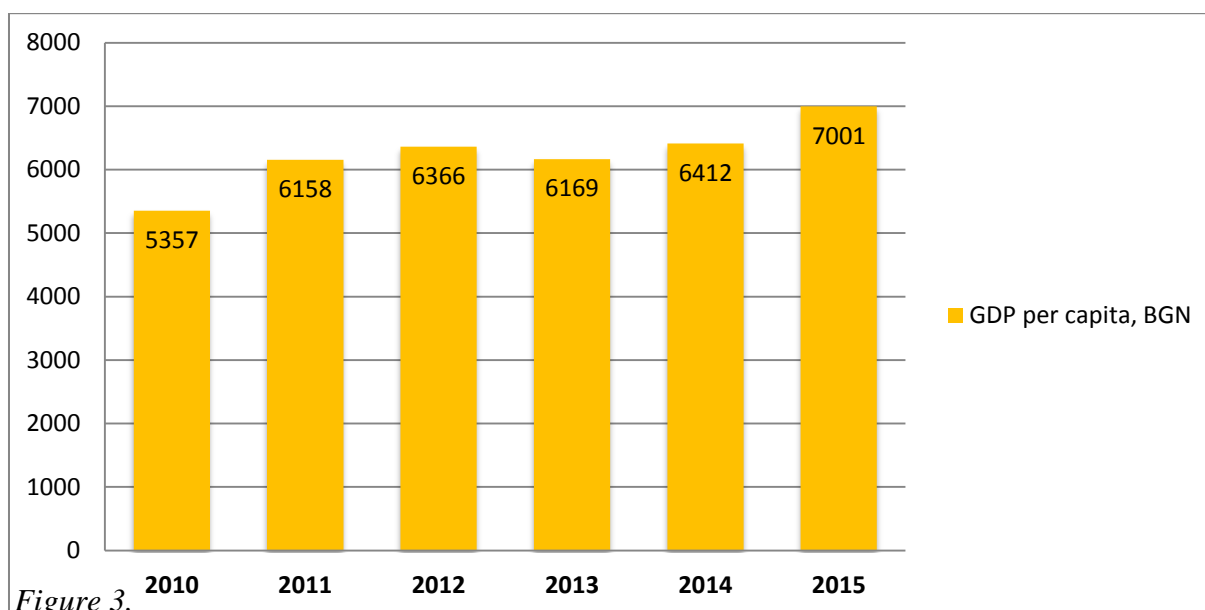
1.2. Economic development

With regard to the gross value added indicator, which is also the measure of the value of the produced goods and services, the region of Haskovo is characterized by a high share of "services". According to NSI data by 2015, GVA of Haskovo region is BGN 1 434 000 000,

62.1% of services sector, 27.4% of industry and 10.5% of agrarian sector. In the following figure are presented the values of GVA for Haskovo region in the period 2011-2015.



In 2015 the GDP per capita in Haskovo is 7001 leva, which gives the area 23rd place among the 28 regions in the country. The GDP per capita GDP in the region of Haskovo in 2010-2015 is presented in the following figure. There is a tendency to increase the gross product per capita, which shows the economic development of the region in recent years. Despite the tendency to raise the indicator, the difference in the GDP between Haskovo and Sofia (capital) amounts to 19 689 lv.



The income of the population in the region is gradually recovering, taking into account the relatively higher contribution of the incomes from self-employment and from pensions. In 2015, the average annual gross salary reached BGN 7 416, but remained among the lowest in the country. There is a tendency for its increase compared to previous years (2014 - 6948 BGN, 2013 - 6576 BGN, 2012 - 6 264 BGN). **The average gross monthly salary** in Haskovo Region in January 2017 is BGN 709, in February - BGN 694 and in March - BGN 723. In the first quarter of 2017 the average monthly wage decreased by 4.7% compared to the fourth quarter of 2016 to 709 BGN. For the public sector, the average monthly salary is 848 BGN and for the private one - 659 BGN. **The highest average monthly salary** in the first quarter of 2017 have been employees under labor contract in economic activities:

- "Electricity, gas, steam and air conditioning supply" - BGN 1 463
- "Creation and dissemination of information and creative products; Telecommunications "- BGN 1,174
- Human health and social work "- BGN 926

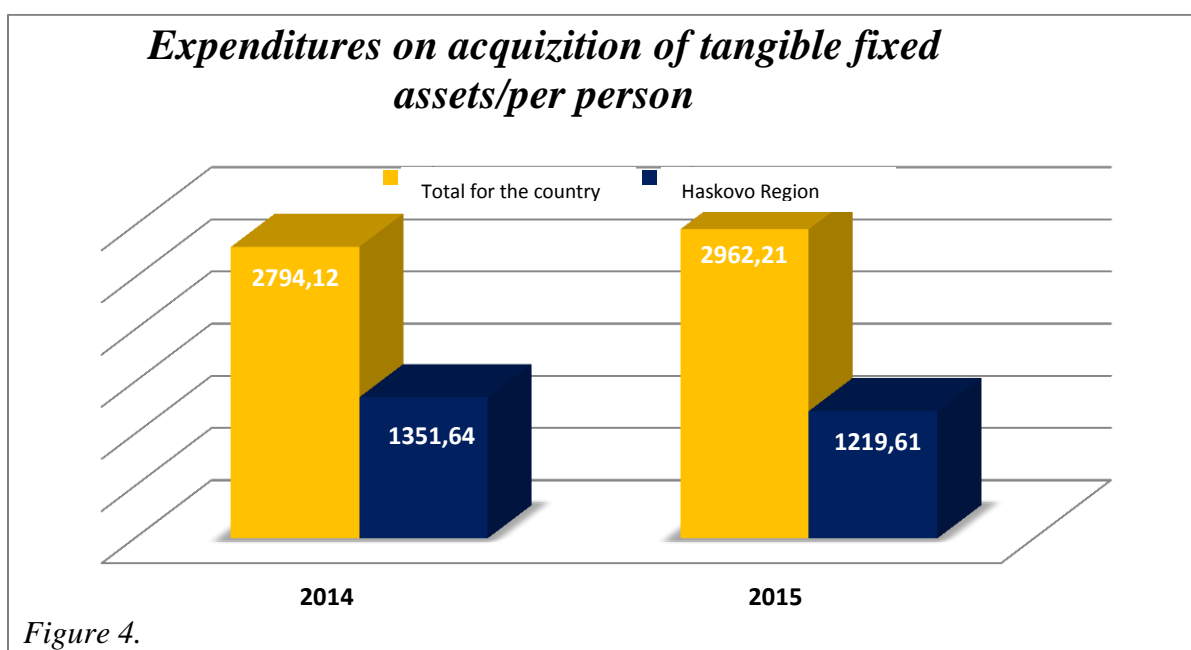
The lowest paid were the employees in the economic activities:

- "Other activities" - BGN 511
- "Hotels and restaurants" - 522 leva
- "Transport, warehousing and post office" - 538 leva

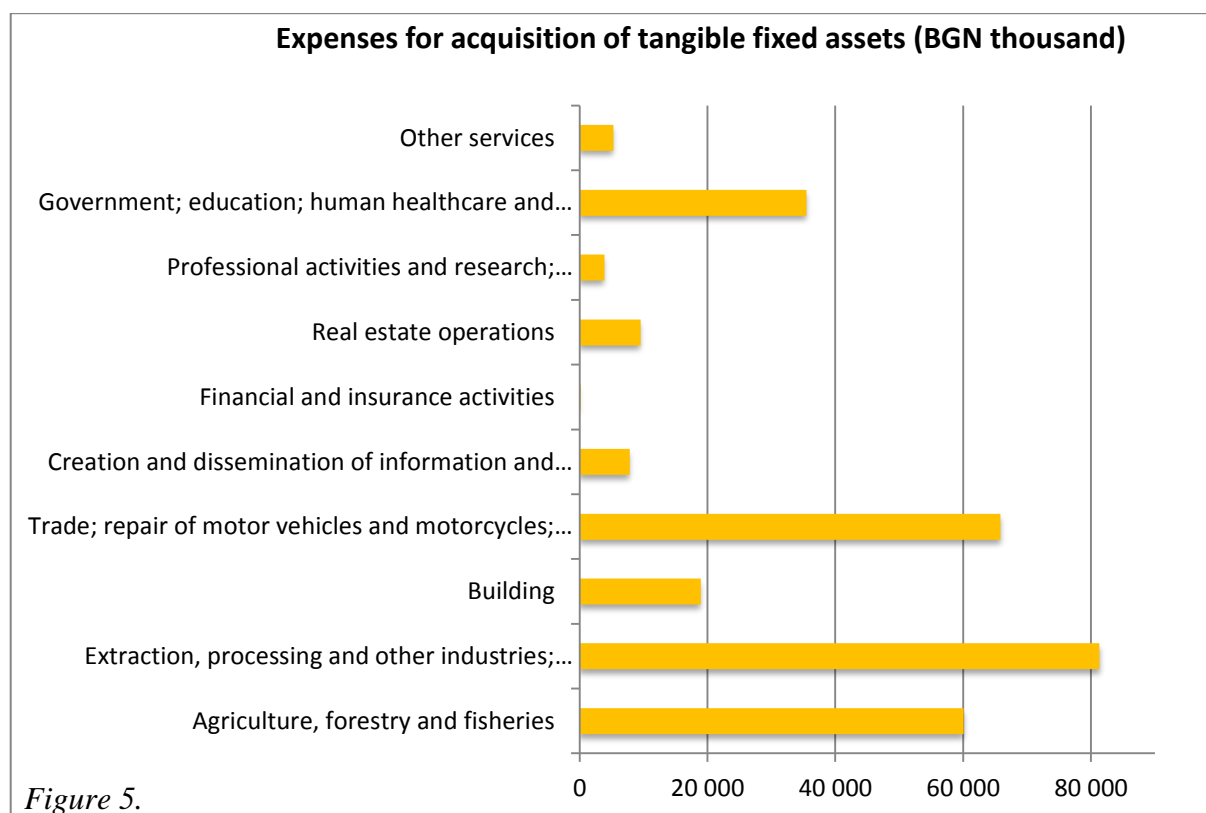
The data show that the hotel and restaurant sector is characterized by some of the lowest wages in the region of Haskovo.

According to the average monthly salary in the first quarter of 2017 Haskovo ranks 23rd among the 28 regions in the country. The highest average monthly salary is Sofia Region (capital) - BGN 1,372, and the lowest is Vidin Region - BGN 643. For the observed period the average monthly salary for the country is BGN 1,006 - by BGN 297 Higher than that for Haskovo region.

Data show that the cost of acquisition of tangible fixed assets increased in 2014 to reach BGN 321 million for the year. In 2015, there was a sharp decrease in the cost of acquiring tangible fixed assets, with a decrease of nearly BGN 33 million. The following figure shows the cost of acquisition of tangible fixed assets, BGN / person total for the country and the region of Haskovo.



The following figure shows the costs incurred for acquiring tangible fixed assets in 2015 by economic activities:

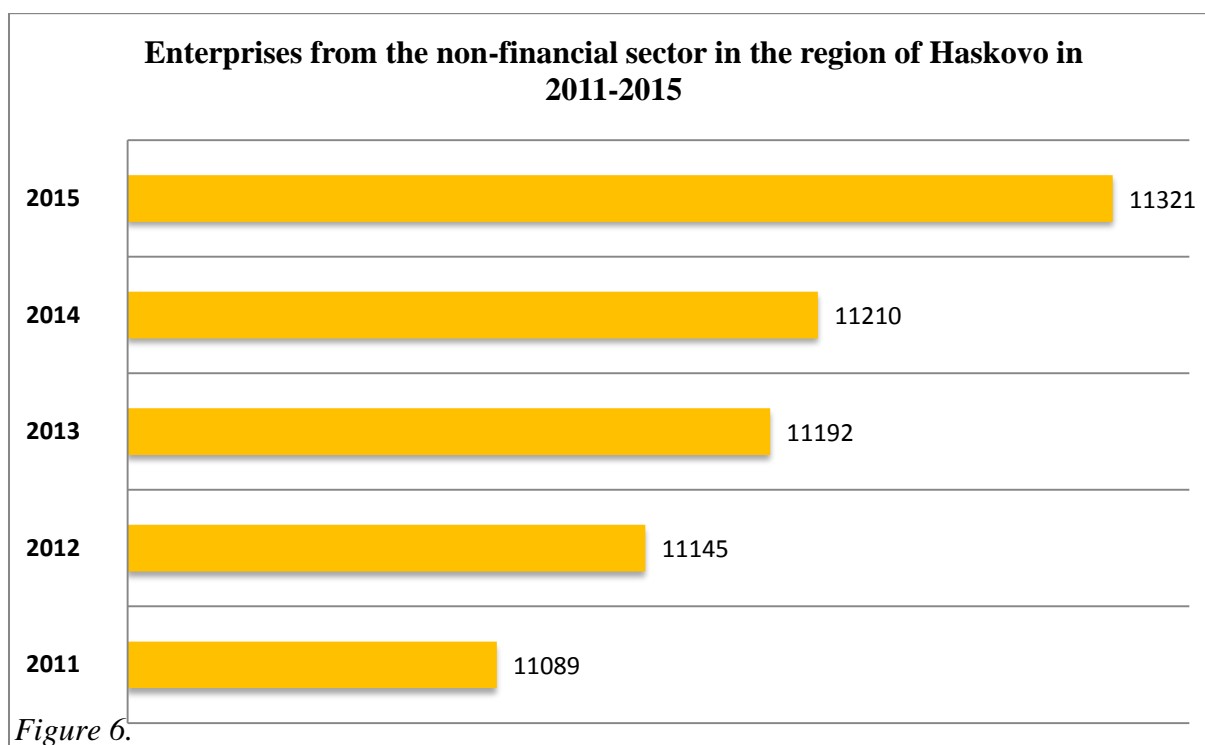


The following table presents the key characteristics of enterprises in the non-financial sector of the economy for Haskovo region in the period 2011-2015:

Indicator	Unit	2011 г.	2012 г.	2013 г.	2014 г.	2015 г.
Employed persons	Number	50 135	49 296	48 914	48 455	48 512
Net sales revenue	Thousand of BGN	3 045 442	3 283 033	3 439 851	3 524 431	3 668 185
Fixed assets	Thousand of BGN	1 107 193	1 306 775	1 285 177	1 343 104	1 336 446
Profitability of sales	%	5,7	4,6	4,0	5,1	7,1
Operational profitability	%	105,5	104,4	103,8	105,0	107,0

Table 8.

The non-financial enterprises in Haskovo region for 2015 amount to 11 321. There is an increase in the number of non-financial enterprises in the period 2011-2015 and by 2315 more than in 2011 compared to 2011 data. This means that 58 enterprises were registered on average for this period annually..



In relation to the non-financial enterprises in the region it is noticeable that the largest number of enterprises is in the group of Micro to 9 employees - 93.0%. The structure of the regional economy in terms of the size of the enterprises is analogous to that of the national and European economy.

Over the last decade, the number of SMEs in the EU has grown considerably, making the sector's enterprises a major driver of employment. For the 2002-2008 period, the number of SMEs in the EU increased by 13%, while the number of large enterprises (over 250 employees) was 5%. For the same period, the number of jobs in SMEs increased by 1.9% on average per year, While the number of jobs in large enterprises - by 0.8%. In Bulgaria the growth in the number of SMEs is higher than in the EU - 24%. The growth in the number of jobs is considerably higher - 41% (compared to 12% in the EU-27). In 2015, according to NSI data, the number of non-financial enterprises in the Bulgarian economy amounts to 393460, of which only 0.2% can be classified as large according to the number of persons employed in them. From this point of view, the SME sector can be defined as dominating with a share of 99.8% or 392.721 enterprises.

At regional level, the data show that micro enterprises (93%) are followed by small (5.8%) and medium-sized enterprises (1.1%), and the share of enterprises with more than 250 employees (large enterprises) 1%.

In the Haskovo region in recent years there have been foreign investments, which have an impact on the regional profile of the economy. For example, the municipality of Dimitrovgrad is preferred by one of the largest automotive components suppliers in the world and by another automotive company investing in the construction of new factories. A modern asphalt base is under construction nearby. In Svilengrad municipality, numerous foreign investments are concentrated in the construction of hotels, restaurants and entertainment establishments that shape the local economic profile. Municipality of Mineralni Bani is formed as attractive destination associated with spa tourism.

With regard to the current review of the economic profile of the area, statistics can not capture all the investments made. What can be envisaged is that such foreign investment can have an impact on the local economy, and in particular on the "restaurant and hotel industry" and food establishments. According to statistical data in 2015, foreign direct investment in non-financial enterprises in the region is 451 euro / person, indicating that Haskovo is one of the areas that attract the least foreign capital in the country.

Absorption of EU funds by the municipalities in the area increased in recent years but still lags behind the average in the country. By May 31, 2016, the European funds paid to the municipalities of Haskovo reached BGN 129 million. Regarding the population, the Municipality of Svilengrad is best represented with BGN 45 million utilized. In the Haskovo Regional Center, the paid funds reach 52 million BGN.

Characterizing in general the regional economy and the priorities for the development of the industry in Haskovo region, it is necessary to emphasize that they are related to the establishment of the region as one of the main centers in the country in terms of machine building for the food industry; Preserving traditions in the textile and clothing industry; separation of the field as one of the leading wine regions in the country.

Speaking about wine, we should note that the area has a huge potential in terms of the development of the wine sector. Today all the wine-making facilities on the territory of the

region are specialized in the production of high-quality wines, which find a good realization on the international market. An important indicator of the prosperity of the wine industry in recent years is the creation of many new wineries, equipped with state-of-the-art equipment.

Besides wine-making, the food industry in the area is represented by bakery and confectionery, meat processing, dairy and canning industries. In the bakery and confectionery sector in the region of Haskovo are working many private companies, bakery and pastry shops, with relatively modern technological equipment, which produce a variety of assortment products. The same is true for meat and dairy businesses. There are numerous small meat and meat processing factories in the region, cheeses for cheese production, yellow cheese and butter, equipped with modern equipment and producing high capacity and quality products meeting the contemporary international requirements.

1.3. Cultivated crops, livestock, food products

Of great importance in shaping the concepts of traditional local cuisine is the consideration of traditional crop-grown crops, specific foods and products, which to a large extent also characterize regional culinary.

Agriculture is one of the leading industries in the region of Haskovo, which creates employment for a large part of the population in the region. In the area there are exceptionally favorable soil and climatic conditions for the development of the plant growing.

Crop production as a sector produces a larger share of the total agricultural production in the area. Grains, technical and fodder crops are mostly grown. Vegetables are also grown; Perennials - vines, fruit species and others. The area is famous for producing water melons, melons, excellent grapes, tomatoes, cucumbers and many other fruits and vegetables.

There is a definite **territorial distribution** of the different groups of agricultural crops due to the climatic and soil characteristics. There is a sharp border in the predominant cultures in the plain and mountainous part of the area. As a whole, the municipalities of Dimitrovgrad, Haskovo, Harmanli, Simeonovgrad are dominant in the cultivation of grain cereals. Leaders in the vegetable growing and the cultivation of perennial crops are the municipalities of

Lyubimets, Svilengrad, Harmanli, Dimitrovgrad. The cultivation of oriental tobacco has traditions in the area, mainly in the semi-mountainous parts of the municipalities - Stambolovo, Mineralni Bani, Ivaylovgrad, Topolovgrad, Svilengrad and Haskovo.

Generally, on the basis of a common arable land area, the municipality of Lyubimets is a leader in the cultivation of the whole spectrum of agricultural crops. The municipality of Dimitrovgrad is characterized by the most accumulated areas and the highest average yields per hectare. The region is famous for its high yields of cherries, apples, plums, peaches, water melons and melons - above the country average.

Haskovo has a leading position in the country in terms of agricultural land with permanent crops and especially - wine vineyards.

In Haskovo region, the main types of livestock are grown, with almost 100% concentrated in the private sector. The data from the census of agricultural farms in Bulgaria in 2010 for Haskovo region indicate that there are 39 373 cattle and buffaloes (6.7% of the total number in the country), cows and buffaloes - 24 366 (6.9 Of the total number in the country), sheep - 86,927 (6% of the total number in the country), goats - 24,381 (6,3% of the total number), pigs - 11,576 In the country), birds - 695 737 (4% of the total number in the country), bee families - 25 169 (4.2% of the total number in the country). In the municipalities of Dimitrovgrad, Haskovo and Harmanli, where there is a feed of cereal crops and irrigated areas with suitable conditions for the cultivation of alfalfa and forage maize, cattle breeding is concentrated. In the semi-mountainous and mountainous parts of the municipalities of Svilengrad, Topolovgrad, Ivaylovgrad, Madzharovo, Stambolovo and Mineralni bani, sheep and goat breeding predominate. The municipalities of Ivaylovgrad, Madjarovo and Topolovgrad are characterized by the cultivation of rare and endangered breeds of cattle and sheep. Poultry farming is concentrated in large poultry farms in the municipalities of Haskovo and Dimitrovgrad. In the municipalities of Harmanli and Haskovo there are also buffalo farms. Throughout the area is developed beekeeping.

1.4. The typical foods and Haskovo region

The survey in practice explores the most typical foods in the region of Haskovo, which are naturally associated with specific characteristics of a particular region, lifestyle, culture, traditions and cultivated specific crops. Traditional dishes are a variety of ways to use the products. They show a direct connection with the culture, religious affiliation and the lifestyle of the local community. In the course of this survey, the issue of geographic indications was discussed as one of the industrial property objects representing a sign used to mark goods of a specific geographical origin which possessed qualities or reputation owing to the geographical origin of those goods, or in other words, there is a link between the qualities of the products and their geographical origin.

Protected designations of origin (PDO) are the names of products due exclusively or mainly to their place of production and to the skills of local producers. The agricultural product or foodstuff must be produced, processed or prepared in a given geographical area by recognized know-how.

Protected Geographical Indications (PGI) are agricultural products or foodstuffs whose reputation or characteristics are closely related to production in the geographical area. Moreover, at least one of the stages of production, processing or preparation is carried out in the same area.

Traditional specific foods (TSG) are product names that guarantee the traditional character typical of the composition of the product or its means of production. They are not related to any particular location but must be manufactured according to a specified specification.

The goals of the protected geographical indications are:

- promoting products with specific characteristics, in particular those coming from less favored or rural areas;
- improving farmers' incomes in exchange for "genuine efforts to improve quality";
- keeping the population in rural areas;
- providing clear and accurate information to consumers about the origin of the product.

Unlike trademarks, the right to use a particular registered geographical indication includes all producers from the relevant geographical location who produce goods with the specific characteristics of the geographical indication.

Registrations of geographical indications for the territory of Bulgaria are carried out at the Patent Office. It includes geographical indications for food products for the territory of Bulgaria, for example: "Bulgarian yoghurt", "white brined cheese", "Bulgarian yellow cheese", "Parvomayska lyutenitsa", etc. At the same time, we have no other geographical indication than the "Gornooryahovski Sudjuk", which is entered in the European Register. This is due, not only to the lengthy procedure and the cost, but especially to the fact that a large part of the documentation proving that the traditional origin of a good is in Bulgaria or that Bulgarian is the traditional method of its production is missing. And in the absence of documentation, it can hardly be proven that a particular food product owes its specific characteristics to the geographic location in which it is produced or is produced by an established traditional technology. Apart from the registration of geographical indications, however, it is also possible for a foodstuff to be registered as a traditional specialty food.

For the territory of Bulgaria the registration is made at the Ministry of Agriculture and Food (MAF). MAF is the national competent authority for registration of both the protected geographical indications in the European register and traditional specialty foods at national and European level.

Legal protection through the registration of a product aims not only to protect and assist producers, but also to inform purchasers about the producers, the characteristics of the goods concerned and the specifics of their production. In addition, registration ensures to a certain extent loyal competition between manufacturers. In addition, registration ensures, on the one hand, the quality of a product and, on the other hand, helps to preserve the traditional method of its production. In the presence of a single internal market, it is in the exclusive interest of both producers and consumers of the goods they offer to be protected throughout the EU. Registration in a European register can effectively achieve what Bulgarian producers are trying to achieve by creating national standards though that do not allow protection outside the territory of Bulgaria.

A characteristic feature of traditional foods is that it uses processing methods that are passed from generation to generation and are now threatened with extinction. Traditional food producers know the ingredients they use, know their origin and specifics. They know in detail the production process, its history and its development, while exhibiting intuition, experimenting and constantly improving the product at the same time preserving its traditional appearance and character. They stand by their name and are responsible for the products they produce - their impact on humans and nature.

Although not many there are still some places in the region of Haskovo, where there are dishes that are close to the recipe of the Rhodopes, Sakar and Thrace, preserved over the years and which the research team managed to find. After the survey we can conclude that these traditional dishes are preferred by the customers, both of small and large establishments. Unfortunately, there have been no attempts to register individual foods in geographic labels registers.

Among the main factors influencing the delayed registration rate for PGI / PDO are:

- Rural areas - depopulation, aging of the population
- Limited production volumes - small producers, often with unsettled status
- Products are part of the local population's lifestyle, but not a business model
- Difficult association of producers in the name of common business goals
- Local varieties - labor-intensive and low-productive; New diseases and the impact of climate change
- Restrictive regulatory framework for processing small quantities
- Lack of a financial support measure for producers when registering a PDO / PGI
- Annual certification costs for PDO / PGI products

Here it is necessary to open a clause and to mention the danger of globalization on the food market, which seriously threatens local production, traditions and knowledge. This process is particularly dangerous for Bulgaria, where rural depopulation, land abandonment, non-agricultural land grabbing and rural aging have a sharp image. Here, the realization of the Virtual Maritza - Merich Cuisine project, which aims at implementing the joint activities of the regions of Haskovo and Merich in connection with the restoration of the knowledge of the

dishes as a gesture expressing the cultural content of the society from the territory of the two regions. At the same time, one should not go to an extreme in which to seek to close existing dietary and culinary habits at the existing or earlier level as the world is developing and this process can not be stopped.

Among the typical and traditional foods for the territory of Haskovo are: meatless and meat products; The bread that has always been present at the table in any form - butter, banitsa, parlenka and goulisma, Rhodopean pike, etc .; A wide variety of different types of meat - pork, poultry, mutton, lamb and veal; fish; wheat and corn; bulgur; leek; beans and many more.

These numerous products are the result of the knowledge passed down through generations. They are the result of the ingenuity and skill of the local community. The survey of local dishes showed that the way the main raw material is processed can lead to a big difference in the final product. Practices in establishments associated with local traditional dishes allow the creation of such specific products. They are making it easier for raw products to tell stories and reflect local culture. Initially, they arose as a result of people's efforts to secure the livelihood and survival of the numerous peoples, and later changed to meet demand or adapt to changing weather conditions and production technologies, changing seasons.

Attention is paid to the food or the so-called "dishes" from the territory of Haskovo region. Typical and traditional local dishes of the past far more than now are made from products whose production has been cyclical and depended on the alternation of different seasons that have conditioned the cooking of dishes associated with different annual periods. These factors inevitably dictated the composition of the dishes. Traditionally, there is also the connection between food and holidays, especially religious, when the days were truly exceptional, different from everyday life, and everyone, even the poorest, prepared a festive menu. Beginning with the specific meanings inherent in every holiday - Christmas, Easter, Zagovezni, and the celebrations of the various saints most certainly stand out, and always keeping in mind what the land offered during the season, special dishes were prepared in these conditions, which in themselves have dictated the taste of the feast.

In this connection, we can mention dishes such as bumbar, prazenik, pork shashlik, katino meze, puska and many more, which use pork mainly.

1.5. Tourist potential and cultural heritage

Tourism is a sector of increasing importance for the country as a whole and in particular for Haskovo region. The favorable climate, the beautiful and clean nature and the unique flora and fauna are a key factor determining the opportunities for development of tourism in Haskovo region. Another precondition is the rich cultural and historical heritage of the region: architectural monuments from the antiquity and the Middle Ages, archaeological monuments, monuments from the Renaissance (fortresses, monasteries, old houses and churches), historical places and museums. An important element for tourism development is the specific lifestyle, traditions, customs and crafts of the local population. Over the past few years, many new luxury hotels and catering establishments have been built in the major cities of the area. In 2003 "Virgin Mary" Monument - the world's highest statue of the Virgin Mary recorded in the book "Guinness Records" and included in the 100 national tourist sites was opened in Haskovo. The SPA resort Mineralni bani 2 is situated 0 km from the town of Haskovo. The unique composition and healing properties of the mineral water in the resort /with the unique European analogue the resort "Karlovy Vary"/ attracts both Bulgarian and foreign tourists and the interest of serious Bulgarian and foreign investors. Along with the traditional forms of mass tourism (mainly ecotourism, healing tourism and rural tourism), the region is also promising for development of some new forms of tourism: specialized wine-tourism tourism; hobby tourism (bicycle sports, water tourism, fishing); transit tourism, mainly due to the completion of the Maritsa motorway; religious tourism related to visits to churches, holy places and religious holidays; exploratory tourism, on the basis of the creation of dedicated routes and attractions at places not developed to date; alternative and recreational tourism. The tourist companies in the area managed to keep alive the spirit of mountain tourism as well. The number of urbanized and renovated cabins and cottages in the mountains of the Eastern Rhodopes and Sakar is growing. Traditional hiking trails are marked and traced annually. Many new eco paths have been created in the municipalities of the region.

Mineralni bani is a national balneological center and resort. Because of the healing properties and chemical composition of the mineral water, in 1952 with an order of the Ministry of Health, the resort Haskovo Mineralni bani was declared a national resort. It is primarily profiled to treat obliterating diseases of the peripheral arteries, diseases of the peripheral nervous system and of the locomotor system. It is a suitable place for balneological, ecological and rural tourism. The municipality is famous for its curative mineral water with unique composition and properties.

Municipality of Madzharovo is located in the Eastern Rhodopes mountain, which is known as ecologically clean and preserved from industrial waste area. Favorable factor for the initial development of the sector is the increased demand for specialized types of tourism on an international scale, which Madzharovo can offer. The main contribution for tourism development belongs to the Nature Conservation (visitors) Center which has established in 1994 under a project of the Bulgarian-Swiss Biodiversity Conservation Program with the aim to preserve the unique natural resources of the region. Attractive for tourism are relief forms, water resources and biodiversity. A particularly valuable resource for the development of water and fishing tourism is the Ivailovgrad Dam, the mouth of which is located on the territory of the municipality. Madzharovo has conditions for development of ecological, hunting and alternative tourism. Another potential segment is green schools and open-air workshops. In the region of the biggest municipality in the region - **Ivaylovgrad**, there are also wonderful landscapes for the development of ecological, rural and hunting tourism, as well as for active tourism related to the practice of water sports. The municipality is particularly attractive because of the rare combination of mountains, mild climate and abundant water resources. In terms of **tourism associated with traditional cuisine and customs** the municipality of Ivaylovgrad hosts the International festival of traditional food, livelihood and crafts "Culinary heritage of Thrace". The festival has become a place for the exchange of cultures and good practices, promoting the cultural wealth of Ivaylovgrad and the region.

Svilengrad Municipality has the potential to develop both alternative tourism in its following areas - cultural and historical, rural and ecotourism, hunting, wine-making,

adventure, etc., as well as domestic and international tourism and entertainment. Great opportunity for Svilengrad Municipality is the development of exploration and ecotourism, given the rich cultural and historical heritage (eight immovable cultural properties of national significance) and the natural resources in the region of Svilengrad. Linking the cultural and historical monuments in the municipality to several regional tourist routes and creating integrated tourist products on this basis would significantly increase the potential of the territory for the development of cultural tourism. The development of the wine-growing tourism is also very promising for the development of the territory. More than 14 000 decares of vineyards are planted on the territory of the municipality of Svilengrad, most of them with wine varieties. Extremely favorable soil and climatic conditions determine the establishment of a complete wine-growing circle of quality grape growing and wine production. In the municipality of Svilengrad, mainly in the administrative center, the private hotel and restaurant industry is developing at a fast pace and serves the transit tourists and foreign visitors. The city has plenty of attractive places visited mostly by customers from Bulgaria, Greece and Turkey. Major investments, new hotels and casinos are a prerequisite for the ever-increasing number of visitors from Greece and Turkey, which make Svilengrad a preferred destination.

On the territory of the **Municipality of Dimitrovgrad** and with prime importance for balneological tourism in Haskovo region is the town of Merichleri. Although with relatively modest dimensions, Merchleri has the potential of healing mineral waters and for development of SPA tourism. In this connection, it is of utmost importance to carry out an inventory and passporting of Merchleri with a view to developing SPA tourism and attracting funding from donors and other programs. The Municipality of Dimitrovgrad also has the potential for the development of cultural and exploration tourism. A great number of historical sites, protected areas and cultural monuments build a good tourist image of the municipality.

On the territory of the **Municipality of Haskovo** there are conditions for the development of tourism related to business visits, sporting or cultural events, as well as the servicing of the transits on the E-80 road, which are potential users of the tourist product. As a

region and business center, Haskovo is of great importance with regard to the information and advertising provision of the region. In the economic complex of Haskovo municipality, tourism is a sector that does not have much weight but has great prospects for development. Haskovo municipality has a well-developed base to meet tourists. Private entrepreneurs in the sphere of hotel accommodation and restaurant industry have restructured many of the existing buildings or built new ones, making a significant contribution to improving the city's potential in terms of facilities for accommodation and servicing of residents in Haskovo. The restaurant sector is well developed in Haskovo. There is a wide range of restaurants, cafes, cocktail bars, pastry shops and nightclubs in town and surroundings. The potential for development is cultural, religious, sports and conference tourism, and they are the leaders of the municipality.

The Municipality of Topolovgrad has rich resources for the development of rural, ecological, hunting, cultural and historical tourism. Interesting and still preserved are different folk traditions, customs, holidays, ethnographic elements - clothing, songs, traditions and others. Interesting in creating a tourist product for the region would be the colorful local women's costumes that embraced the traditions of Thrace and Aegean Macedonia and their ways of making, some local culinary specialties, handmade rugs and carpets, etc. Some local holidays are also attractive, and they deserve popularization and development. These are: the National Council of the Holy Trinity Monastery, Todorovden - in Topolovgrad and in Orlov Dol village, Vassilov Day in Oreshnik village, Christmas, Zagovezni, Trifon Zarezan and others. Topolovgrad celebrates its holiday on May 24 - The Day of Bulgarian Education and Culture and Slavonic Scripture.

On the territory of **Harmanli municipality** there are favorable conditions for the development of: ecotourism, biotourism, photo tourism, hiking, sport tourism, such as fishing, cycling, horse tourism, hunting tourism, urban tourism, rural tourism, ethno-tourism - related to traditions and customs.

The tourist potential of the **municipality of Lyubimets** includes: the transit, wine tourism as well as the opportunities for development of domestic and international tourism related to water sports in Ivailovgrad dam.

Tourism is the sector with growing importance for **Stambolovo Municipality**. The region has great potential for tourism development, but a relatively small part of it is used.

Tourism in the **municipality of Simeonovgrad** is poorly documented despite the richness of the region. There are no functioning tourist infrastructure facilities in the municipality. On the territory of the municipality there are forests which provide good opportunities for development of traditional forms of tourism - mountain tourism, rural tourism, ecotourism, cycling and hunting.

1.6. Regional traditional cuisine and culinary tourism

Culinary Tourism, which can be defined as gastronomic/gastronomy tourism or gastrotourism, and also as food tourism or tasting tourism, is a specific type of tourism where the main tourist attraction for which tourists travel to a certain distance and visit the place, is the food and its accompanying beverages.

Regardless of the purpose of the tourist trip, all tourists should eat during their stay and during their trip. For most tourists, quality food at the place of residence is at least as important as the good climate and nature, and in most cases tourists may like the food and drinks they are offered. But this does not necessarily mean that all tourists can be referred to the category of culinary tourists. What distinguishes culinary tourists from other types of tourists is that the motivation of culinary tourists to visit certain places is merely or mainly to try "authentic" local prepared meals from the local cuisine. Attractive to the tourists can be all or only separate characteristics of the food - its type, origin, history, taste, way of preparation, way of presentation, connection with customs and traditions, etc.

Many tourist countries seek to establish as a tourist attraction their national cuisine, the specific cuisine of individual regions of the country or individual specific dishes. Some of the most famous destinations for culinary tourism are France, Italy, Mexico, Malaysia, Singapore, Japan and so on. To promote local cuisine as a tourist attraction, many countries hold specific events - culinary festivals, local cooking days, culinary races, local cooking by tourists during their stay, etc., all showing the great potential of culinary tourism.

Some tourism classifications assume that culinary tourism is an underlying theme of cultural tourism, since part of the knowledge of a culture is also knowledge of the cuisine of this culture, or even of rural tourism, as far as the practice of rural tourism is inextricably linked to tasting specific local dishes. Traditionally, wine tourism is also considered to be a topic in culinary tourism.

Characteristics of Bulgarian national cuisine and its regionalization

Bulgarian national cuisine reflects the traditions of eating enshrined in centuries of history under the influence of a number of factors - historical and socio-economic development, geographical and climatic conditions, demographic changes, communication and influence of other cultures on food of Bulgarians, customs, lifestyle, religion, culture and others. Three ethnic groups form the creation of the Bulgarian nationality - Thracians, Slavs and Proto-Bulgarians, each of whom has its influence in the development and formation of the peculiarities of the Bulgarian national cuisine. In the process of influencing of nutrition of Slavs, Thracians, Proto-Bulgarians, Romans, Hellenes and others the preconditions of the peculiarities of the Bulgarian national cuisine are formed. Christian religion, the holidays and the customs related to it has proved to have some influence on the national cuisine. There are no particular restrictions on religion with regard to consumed foods, incl. meat. Holidays and customs have created certain traditions in nutrition and culinary. For the big holidays Christmas Eve, Christmas, Easter, and most autumn-winter holidays, Bulgarians have created and established traditions in preparing and consuming food for the holiday.

In Bulgaria there are separate areas that are characterized by their typical dishes and nutrition specifics, which gives grounds for talking about regional cuisines in Bulgaria. We talk about Rhodope cuisine, Thracian cuisine, Dobroudzha cuisine and etc. It is known that we have typical Shopski meals, typical dishes in the Pirin region, in the Sredna Gora Mountains, etc. Studies and developments related to the regional peculiarities in the culinary technology and the events for popularizing our national cuisine among the catering establishments in Bulgaria and the materials in this regard are extremely scarce. Few are the published recipes from regional cuisines (typical for individual areas) and even fewer are the authentic recipes of dishes and desserts collected in different parts of the country, directly

from the local people (culinary folklore). At present, there is no official culinary map of Bulgaria to present the regionalization of Bulgarian national cuisine and in particular of Haskovo region. In Bulgaria, the only attempt to produce such a culinary map dates back to 2012 on the initiative of the then State Tourism Agency for studying the culinary heritage and traditions in Bulgaria, but the result is only a pilot project in Lovech and the Lovech region. To make such culinary regionalization it is necessary to unite the efforts of local restaurants, the NGO sector in the region and the state as the idea is to connect the authentic Bulgarian dishes with the production in the respective regions and with the local traditions. In this sense, the main purpose of culinary geography can be interpreted in the ability of local producers to produce their products with the emblem of the region and also entering into great production to preserve their authenticity. In order to have a future, culinary tourism, and in particular regional culinary tourism, it is necessary not only to preserve the recipes, but also the products and varieties that give authenticity to the dishes.

Knowing the specialties of regional Bulgarian cuisines would allow their successful use in the complex of culinary tourism services and the combination of culinary tourism with other types of tourism, such as mountain, sea, SPA / balneo tourism, eco tourism, rural tourism etc. Typical regional food is a stimulating factor in culinary tourism, as well as in the combination of culinary tourism with other types of tourism, mainly for foreign tourists, while the Bulgarians emphasize more on the natural features, the cultural and historical sites and others. In this connection, there are strong arguments for the development of culinary tourism targeted to individual regions and the inclusion of regional culinary tourism in tourist packages.

Culinary events

If guests are interested in the region's culinary art, their host creates conditions and conducts "sessions" for the preparation of typical dishes or deserts wished by tourists. Guests may be given the option to prepare their own lunch or dinner, using products from the garden. Entertaining thematic courses on "Typical regional cuisine" can be organized. Culinary events can be held on holidays where there are peculiarities in the traditions of eating - the celebration or custom requires specially prepared dishes (including ritual ones) and a special

arrangement of the table. In our folk and church calendar there are such holidays - Easter, St. George, St. Andrew, Niculden, Christmas Eve, New Year and others and courses for the preparation of ritual tables, ritual breads, egg dyeing and other typical holiday meals can be organized. Culinary events could be combined with other folklore events - songs, instrumental performances, dancing.

Bulgaria has an interesting, distinctive and attractive regional cuisine, which has not yet found enough space in the offer of different tourist products of the alternative types of tourism - rural, culinary and others. More active emphasis is needed on the typical regional cuisine by finding and offering various assortments, organizing culinary animation, presenting the Bulgarian culinary folklore from the region and the closer involvement of the foreign tourist to the theme.

Culinary tourism and benefits for the region

Culinary tourism sounds like a great idea, but what tangible, measurable benefits it can bring to the particular region? Briefly benefits can be summarized as follows with regard to the involvement of various stakeholders in the region and engage them in sustainable tourism strategy in the field of food and beverages:

- More visitors to the region;
- More sales (rooms / tickets / restaurants / rental cars, etc.);
- Higher media interest;
- New competitive advantage or unique offer for sale (ie unique food and / or drink);
- More local revenue for municipalities;
- Increased community awareness of tourism as a whole;
- Increased community pride and awareness of resources in the region - traditional food and beverages

2. Analysis of the information received by the questionnaire surveys

2.1. Summary of the survey results

Two methods of collecting information - document research and interviewing - were used in this survey. Questionnaires are applied in interviewing:

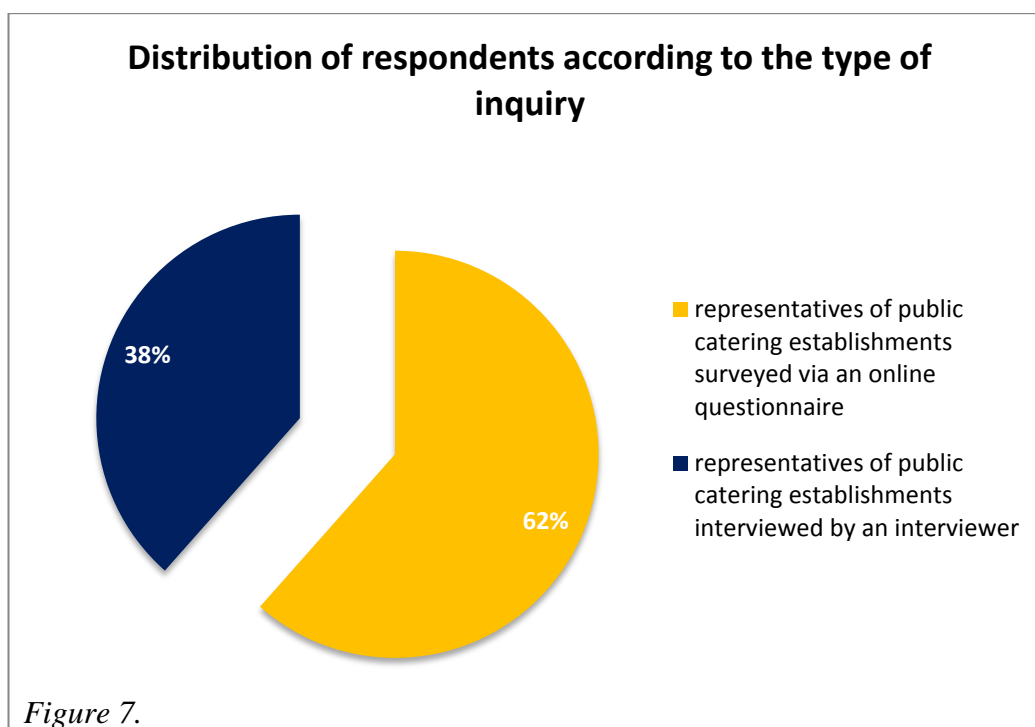
This document has been produced with the assistance of the European Union through the Interreg-IPA CBC Bulgaria-Turkey Programme 2014 - 2020, CCI No 2014TC16I5CB005. The content of this document are the sole responsibility of RMA „Maritza“ and can in no way be taken to reflect the views of the European Union or the Managing Authority of the Programme.

- Online interviewing: 1. Sending online questionnaires to representatives of food establishments in Haskovo region with an active email included in the National Register of Public Catering and Food Retail establishments, sector "Food establishments", identified as: restaurants, fast food restaurants and coffee shops. Prior to the online consultation, a survey was conducted including telephone consultation, research in catalogs, internet, and other sources for collecting email addresses of restaurants in the region; 2. An online questionnaire for representatives of food establishments uploaded on the website of RMA "Maritza" www.maritza.info;
- An interviewer and questionnaire on paper. Within this type of survey, the questionnaire is personally provided to the respondents by an interviewer, and the interviewer summarizes the survey beforehand to avoid overlapping of the online questionnaire and the paper questionnaire. **Appendix 1** presents the content of the questionnaire cards that provided the survey data.

The survey involved respondents from Haskovo region, interviewed by a questionnaire card and an online questionnaire, with a total of **52 people**. From them:

- **32 are representatives of food establishments, surveyed via an online questionnaire**
- **20 are representatives of food establishments, interviewed by an interviewer**

The following figure shows the percentage ratio between the two groups of respondents.

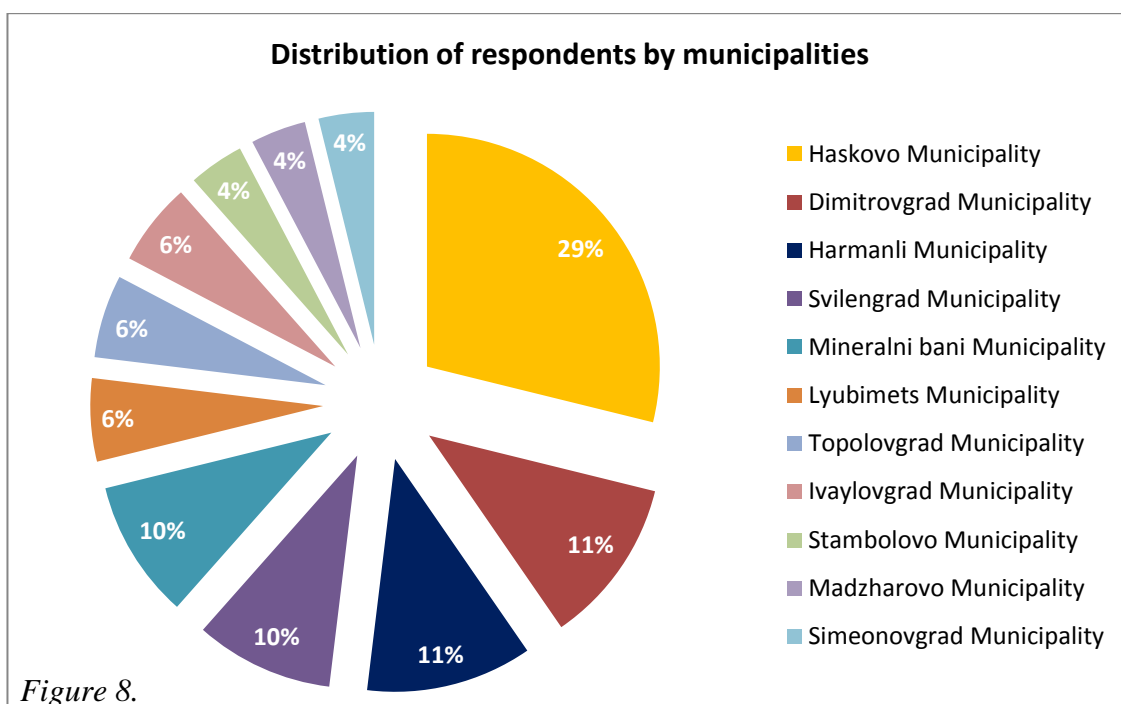


The information base for the survey is the National Register of Public Catering and Food Retail establishments, sector "Food establishments", identified as: restaurants, fast food restaurants and coffee shops.

In addition to the surveyed units of the target group, documents with specific information about the region relevant for the study were studied and analyzed. The survey uses data from strategic documents such as the Regional Strategy for Development of Haskovo Region for the period 2014-2020, Municipal Development Plans of the municipalities for the period 2014-2020, thematic developments such as "Rural Tourism in Bulgaria and the National Culinary Traditions", references, NSI information, national registers, research and development of different institutions and organizations, information from the public space, etc.

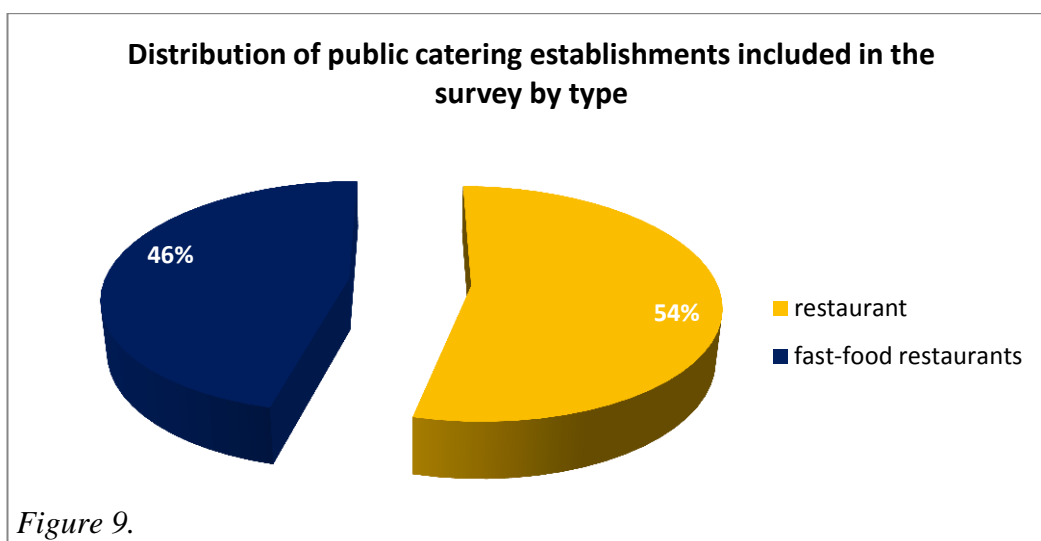
The aggregate distribution of informants by municipalities presented in Fig. 8 shows that the highest number of representatives included in the survey is from Haskovo municipality - 15 representatives of food establishments. The large number of informants involved is due to the fact that there is a concentration of catering establishments in the municipality of Haskovo - the target group of this survey. Six food establishments from the

municipality of Dimitrovgrad and six from Harmanli municipality have joined the survey. With 5 establishments in the survey are the municipalities of Svilengrad and Mineralni bani, where there is good tourist activity developed. Three are the municipalities with three establishments - Lyubimets, Topolovgrad and Ivaylovgrad. 2 food establishments per each of the remaining three municipalities (Stambolovo, Madzharovo and Simeonovgrad) were involved in the survey. Phone conversations were also conducted with representatives of establishments providing a contact email address through which they were invited to participate in the survey. In preliminary activities information was sought from the municipalities in the region related to available contact information in the databases of categorized food establishments on their territory. Researchers have found that in some municipalities there is contact information for categorized establishments, but in most of them there is no such information. There is no such information in the Bulgarian food safety agency, namely in its Register of food establishments on the territory of Haskovo region, and in this connection an additional survey has been carried out to collect contact information by searching the Internet, in the publications and business catalogues for Haskovo region, database of various business organizations in the region and others. In this respect, contact bank is collected with email addresses of 57 restaurants and 41 fast food restaurants and 15 coffee shops. Of the 113 people invited by email to participate in an online survey, 32 representatives of catering establishments or 28.3% of them were involved. Besides the online questionnaire was sent to the target group, it was uploaded on the website of RMA "Maritza" www.martiza.info.



The data show that 28.8% of the included catering facilities are in the municipality of Haskovo. Together with the municipalities of Dimitrovgrad and Harmanli they form more than 50% of the establishments in the present survey. The three municipalities of Stambolovo, Madzharovo and Simeonovgrad have the fewest establishments involved in the survey. This is due to the fact that they are categorized as smaller municipalities, where the number of establishments is significantly smaller compared to the municipalities of Haskovo, Dimitrovgrad, Harmanli and Svilengrad.

Considering the answers received regarding the type of the food establishment, it is impressive that 28 hotels and 24 fast-food restaurants were included in the survey. The distribution of catering establishments is presented in the following figure. 54% of the respondents are representatives of restaurants in Haskovo region and 46% are representatives of fast-food establishments. In the questionnaires received, two of the respondents replied that their establishment is bistro and an informant from Mineralni Bani Municipality indicated that its establishment is a sandwich shop. In interviewing by an interviewer there are two different responses from those identified as optional (1 pizzeria and 1 bistro).



The third question from the questionnaire is a controlling question related to the supply of traditional local cuisine in the facility (food establishment). 46 of the respondents replied that local cuisine is available in their premises and 6 respondents did not offer this type of dish. The aggregate percentage distribution is presented in Figure 10.



From the answers provided, it is clear that most of the restaurants in the area offer traditional meals. Apparently, the region's favorable geographic features, rich tourist resources and well-preserved food traditions favor the development of culinary tourism combined with cultural and knowledge exploration tourism. It is clear from the analysis of the tourist potential of the region that there are many architectural and historical monuments

predisposing to the combination of culinary tourism and other types of specialized tourism (ecological, rural, wine, hunting, etc.). The surveyed public catering/food establishments have focused on the traditional cuisine of the region and this is one of the reasons for achieving sustainability in the sector's development.

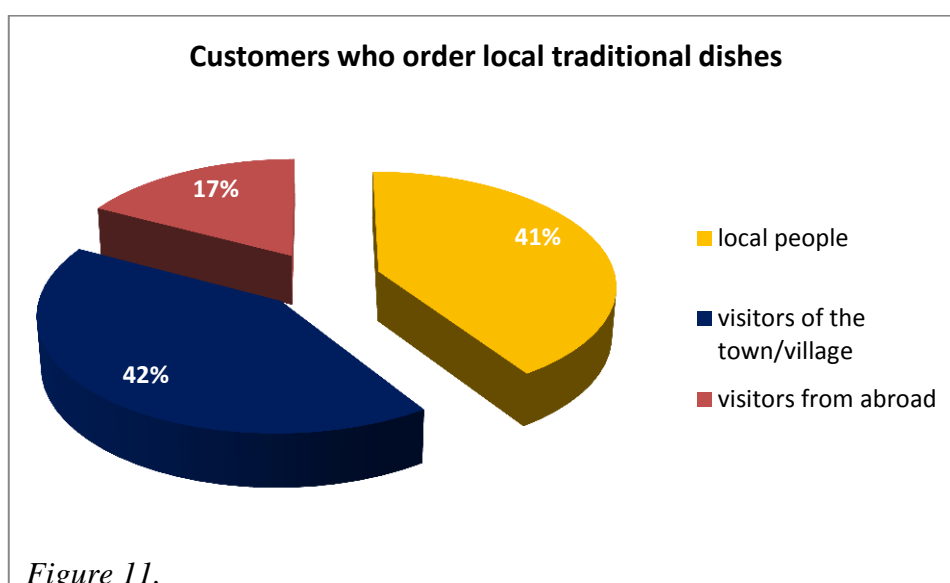
In summing up the answers to the reasons for including local traditional meals in the menus of the restaurants, it is impressive the variety of answers that could be grouped into several main categories. One type of related answers is related to market principles (in the surveyed establishments such dishes are sought, they distinguish them, etc.). Another reason cited as the main one is the so-called local patriotism and the desire of local restaurant owners to promote and preserve traditional cuisine. Some of the restaurants, mainly from the municipalities of Svilengrad, Mineralni bani and Ivaylovgrad, have indicated as the main reason the tourists and the guests of the settlements in whose interest are offered this type of dishes. There are also purely subjective reasons, such as the individual preferences of the owners of the restaurants to the traditional cuisine and the style of the restaurants. Some of the respondents have indicated that they have made a study of food supply that has shown that potential customers will be looking for traditional cuisine.

The most local traditional dishes listed as the most sought after are present in the public catering establishments in Haskovo municipality, and the least represented by establishments in the municipality of Ivailovgrad. A total of 51 dishes are defined by informants as the most sought after local traditional in their establishments. It is noteworthy that there is a variety of dishes that fall within the scope of local traditional dishes and those that are rather typical of the Bulgarian national cuisine as a whole. These are, for example, grilled dishes, shopska and shepherd's salad, shkembe and bean soup, caramel cream, and so on. Failing to understand the concept of "local traditional cuisine" is one of the supposed reasons for such type of answers. This is also the goal of this type of survey - to popularize local traditional cuisine and focus on the specifics of traditional cuisine in the region. The necessity of regionalization of traditional cuisine in Bulgaria is one of the conclusions that can be made in order to allow the future development of so-called "culinary tourism". Another

supposed reason, according to the research team of the survey, is that informants are also guided by the condition "the most wanted dishes from customers".

Haskovo region, comprising areas of Thrace, Sakar Mountain and the Eastern Rhodopes, is diverse with different tastes and traditional foods. Thracian cheese, bumbar, gyuzleme, shashlik, Rhodopean kolak and patatnik focus the attention of the researchers to these areas specifically.

When analyzing respondents answers related to customers profile who prefer local traditional dishes it can be seen that the distribution of customers identified as "local people" and "city / village guests" is approximately evenly distributed. 40.74% of the customers who order local traditional dishes are local people, 41.98% are guests of the city / village and 17.28% are designated as visitors from abroad.



The distribution of clients by age group (Figure 12) shows that more local traditional dishes are ordered by customers at 30-60 years.

Distribution of customers ordering local traditional dishes by age group

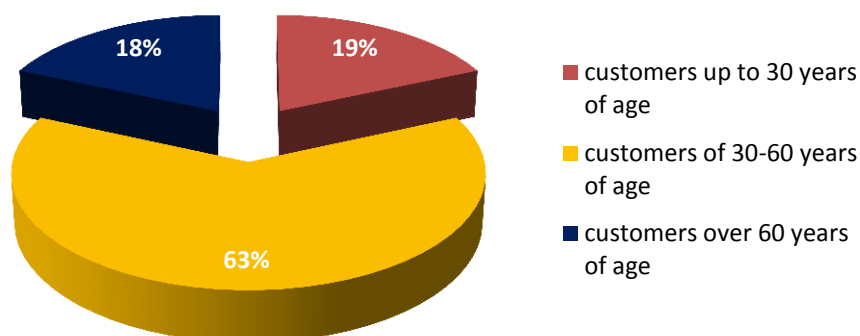


Figure 12.

This is due to the fact that the population aged 30-60 years is more economically active than the rest.

The responses received show that over 50% of the customers in the establishments included in this survey order more local traditional cuisine. 13% of the respondents have indicated that the ratio between ordered local traditional meals and others is half. 31% of customers prefer to order another type of meals from the menu of the surveyed establishments.

Do customers order more local traditional dishes

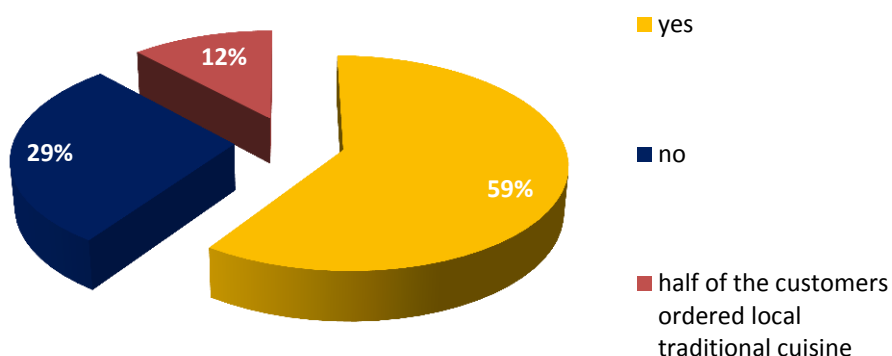
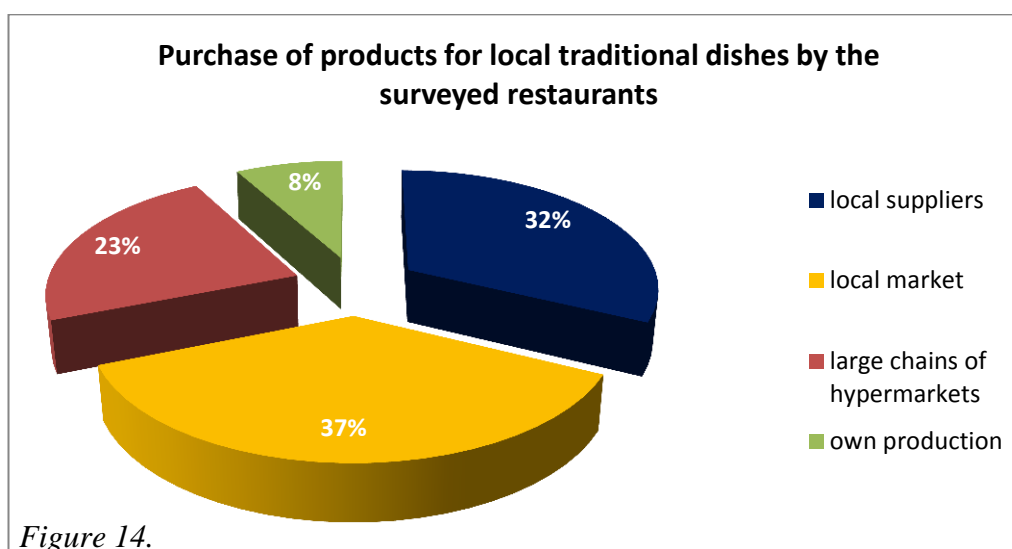


Figure 13.

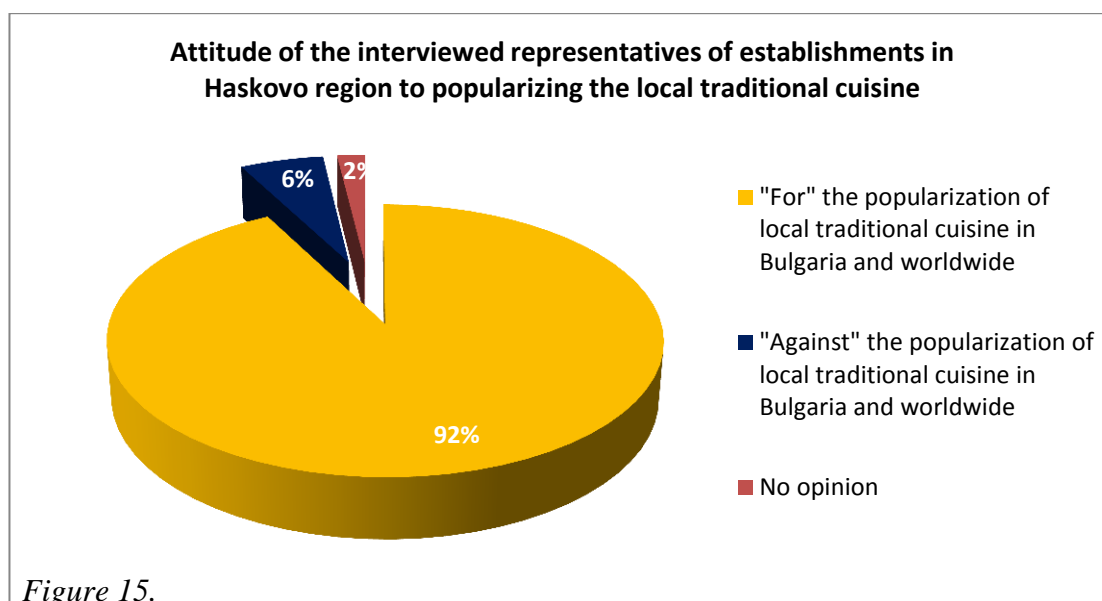
91.3% of respondents said that customers are not looking for local traditional dishes that are not in the menus of the restaurants. 8.7% of respondents said customers were looking for traditional dishes not included in the menu.

With regard to the supply of products needed to prepare local traditional dishes, the surveyed representatives of the restaurants in the region indicated that they mainly buy products from local suppliers and the local market (68.97%). The remaining answers are distributed as follows:

- Big chains of hypermarkets – 22,99 %
- Own production – 8 %.

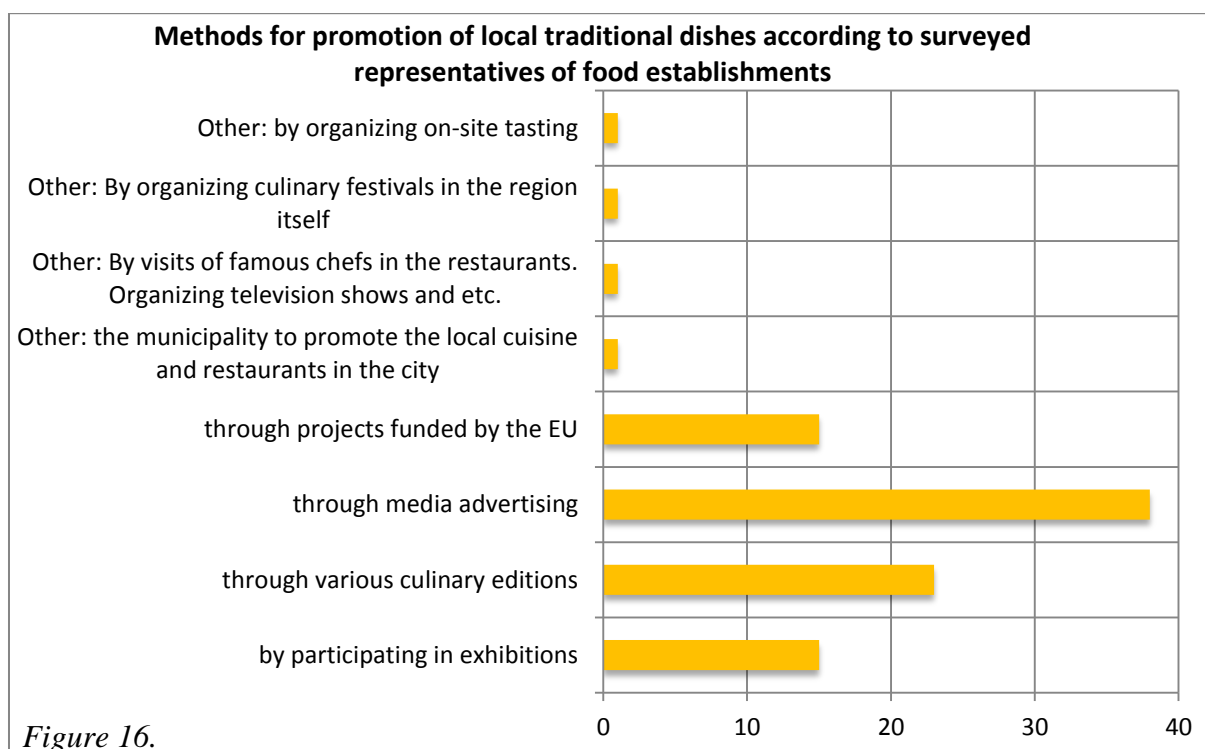


Definitely, more than 90% of the surveyed informants believe that local traditional cuisine should be popularized in Bulgaria and the world. Three of the respondents indicated they did not think it was necessary to be promoted and one of the respondents did not answer the question.



Regarding the methods of popularizing traditional local cuisine, most respondents have indicated "through a media campaign" (40%). 24.21% of the responses focus attention on popularization through different culinary editions. The answers are presented in the following figure, and there are also specific suggestions from the representatives of the establishments in the region who believe that:

- the municipality should promote the local cuisine and restaurants in the city
- promotion should be done by visits of famous chefs in the restaurants, by organizing television shows and others.
- promotion should be done by organizing culinary festivals in the region itself
- promotion should be done by organizing on-site tastings



In the question of pursuing a targeted state policy to promote local traditional customs and traditions, including regional traditional culinary, once again categorically the participants have stated that they support the state to be involved in the process of popularizing local traditions and customs. 43 of 52 respondents said they were "for" a purposeful government policy.

Bulgaria boasts rich historical heritage and cultural diversity. It ranks third in Europe by number and variety of cultural and historical monuments, with Italy and Greece in front of it. Bulgaria is abounding in historical treasures, but there must also be a purposeful state policy and measures for their preservation, restoration and advertising. The intangible cultural heritage of Bulgaria, incl. traditional cuisine, is a collection of cultural values that bear the historical memory, national identity and have scientific and cultural value. Appropriate measures and appropriate government legislation are needed to preserve and promote cultural heritage in the most appropriate and sustainable way. Cultural heritage is a difficult object of protection, but measures must be taken to protect and promote it.

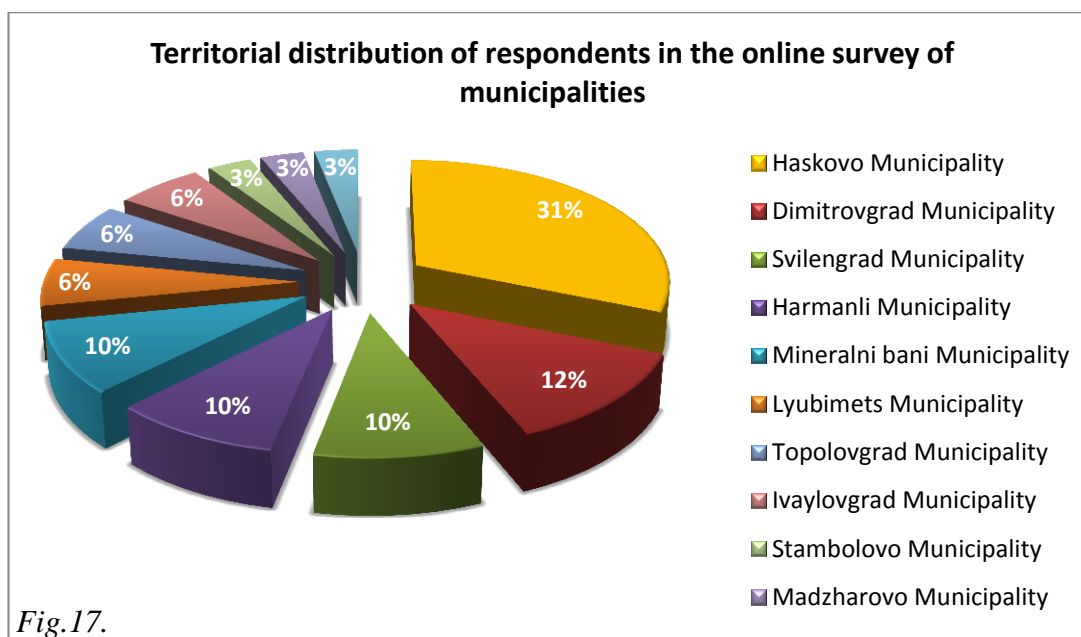
2.2. Analysis of the information obtained through online inquiries

Using the information from the National Register of Public Catering and Food Retail establishments, a bank with information on public catering establishments in Haskovo region was collected that are identified as restaurants, fast food restaurants and coffee shops. Out of the 1091 registered establishments (restaurants, fast food restaurants and coffee shops) in Haskovo Region, a specification of the establishments falling within the target group of the present survey was carried out. There is no contact information for the public catering/food establishments on the territory of Haskovo region in the Register of the Bulgarian Food Safety Agency and in this connection an additional survey was carried out for the collection of contact information by searching the Internet, in publications and business catalogs for Haskovo region, various business organizations in the region and others. In addition, it is noted that in this register there is repeated information about the public catering/food establishments in Haskovo region. Phone conversations were conducted with the establishments' representatives, who provided contact email addresses through which they were invited to participate in the survey. In preliminary activities, information was sought from the municipalities in the region to provide contact information included in the database of registered establishments on their territory. Researchers have found that in some municipalities there is contact information for categorized establishments, but in most of them there is no such information.

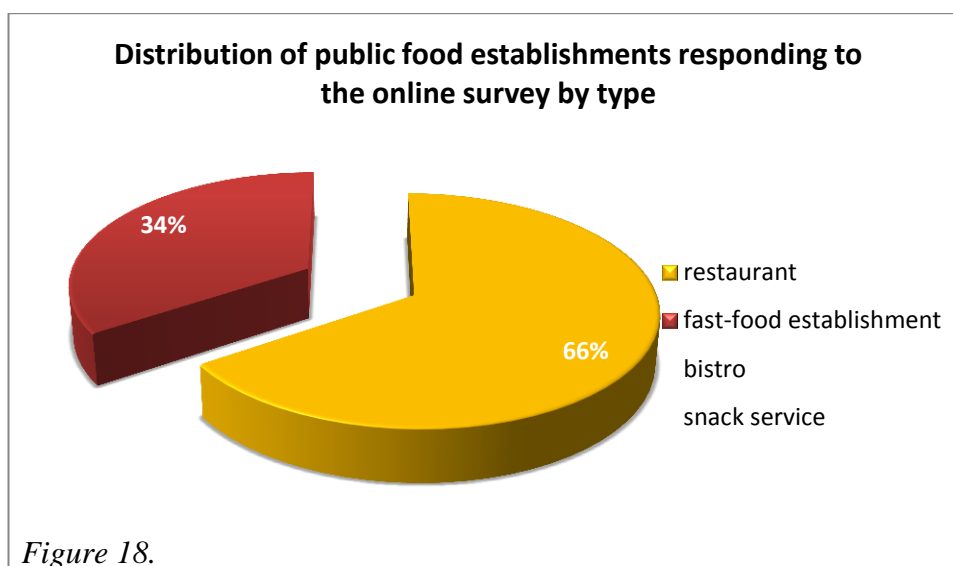
A contact bank was collected with email addresses of 57 restaurants and 41 fast food restaurants and 15 coffee shops. Out of the 113 invited by email in an online survey, 32 representatives of catering/food establishments were involved or in relative value - 28.3% were involved. Besides that the online questionnaire was sent to the target group, it is uploaded on the RMA "Maritza" website www.martiza.info.

From the group, the representatives of public catering/food establishments in Haskovo region responded to the online questionnaire to **question № 1 „In which municipality is your establishment located?“** 10 (31,25 %) have indicated that their establishment is located on the territory of Haskovo Municipality, 4 (12,50 %) on the territory of Dimitrovgrad Municipality. Three are the municipalities, from which 3 establishments were involved. These are the municipalities of Svilengrad, Harmanli and Mineralni bani. Two establishments pre

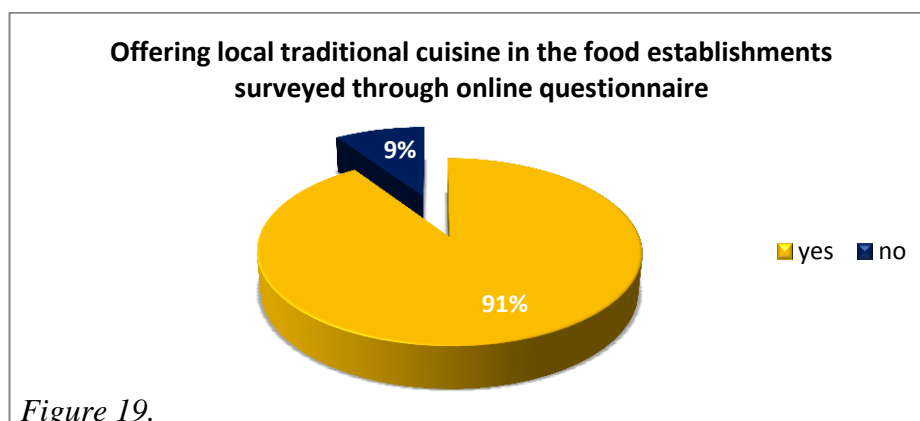
municipality were involved in the survey are from the municipalities of Lyubimets, Topolovgrad and Ivaylovgrad and one establishment per municipality was involved from the municipalities of Stambolovo, Madzharovo and Simeonovgrad. The territorial distribution of the representatives of the catering/food establishments in Haskovo region by municipalities is presented in the following figure.



In connection with **question № 2 „What is the type of your establishment?“** the absence of respondents from the group of coffee shops is noted. On the other hand, there are 21 replies (66%) from restaurants in the region and 11 (34%) from fast-food establishments. Two of the respondents indicated specifically in the online questionnaire that their establishment is a bistro and a snack service that falls within the scope of fast service establishments.



Regarding **question № 3 "Do you serve traditional local cuisine at your establishment?"** 29 of the respondents indicated that they offer local traditional cuisine.



In the replies to **question № 4 "Why do you include a local traditional dish in your menu?"**, a variety of responses are noticed that direct the researchers team attention to several main categories of answers:

- As a reason to include local traditional meals in the restaurants' menus, the interest of tourists and guests of the city is indicated. This type of response is indicated by the establishments in the municipalities of Mineralni bani, Svilengrad and Ivaylovgrad, where there is such a type of tourist activity, which is largely connected and dependent on the visits from Greece and Turkey.

- answers of the type "because customers are looking for it", "distinguishes the establishment", "demand also determines the supply" are also noticed. This can be conditionally explained as reasons related to market economic principles.
- 9 of the respondents stated reasons such as "to present the local traditions", "because it is local", "it is obligatory in the menu of a Bulgarian restaurant to have traditional dishes", "we are proud of the local cuisine", etc. This type of answer indicates the so-called "local patriotism" and the desire of the owners to preserve and present the tastes of the region.
- The fourth group of answers can be categorized as subjective reasons such as "I like Bulgarian cuisine", "I offer mainly traditional Bulgarian cuisine", "The restaurant is a traditional style, the atmosphere is for traditional dishes" and others. This type of answer shows the individual preferences of the owners of the establishment.

The answers to question № 4 are presented as follows:

- To present the local traditions
- In the interest of the customers to taste a part of the local food/meals
- Customers prefer local food/meals. There are many tourists from Turkey and Greece in Svilengrad.
- I like Bulgarian cuisine
- To popularizing the town (Haskovo) and cuisine
- Distinguishes the establishment
- I offer mainly traditional Bulgarian cuisine
- Because it is local
- Because of the tourists and the interest
- To have a variety in the menu
- It is imperative that the menu of a Bulgarian restaurant has traditional dishes
- For the tourists
- The restaurant is a traditional style, the atmosphere is for traditional dishes
- Guests of Svilengrad often ask questions about traditional local dishes
- Because customers are looking for it

- Because we are from Haskovo
- Demand determines the supply
- We are proud of the local cuisine
- We are proud of our recipes from Lyubimets
- Looked for
- Because the restaurant is local
- With the opening of the border checkpoint with Greece there are many visitors from Greece who are looking for local dishes
- The restaurant is local and the dishes are local. They are prepared by local people
- The restaurant is traditional and traditional dishes are offered
- Demand
- Customers order it
- Given the guests of the city from Turkey and Greece

On question № 5 "Please indicate what is the most demanded local traditional dish in your establishment?" from the online questionnaire, the respondents indicated 34 dishes they identified as the most demanded in their establishments. It is noteworthy the inclusion of dishes that are characteristic of the Bulgarian national cuisine in general - eg shepherd salad, tripe soup, tarator, etc., but are mentioned as local traditional dishes.

The following table presents the identified by the respondents most demanded local traditional dishes by municipalities.

№	MOST DEMANDED LOCAL TRADITIONAL DISH	MUNICIPALITY
1	Shepherd salad	Harmanli
2	Shaked kebab miller's type	Madzharovo
3	Banska salad	Mineralni bani
4	Many dishes are sought such as a tarator, shishlik, etc., but the most demanded of the traditional dishes is cheese of Thracian style	Svilengrad
5	Fresh pork breasts on fire	Dimitrovgrad
6	Appetizer of pork and mushrooms - katino	Haskovo
7	Rhodope kolak	Haskovo

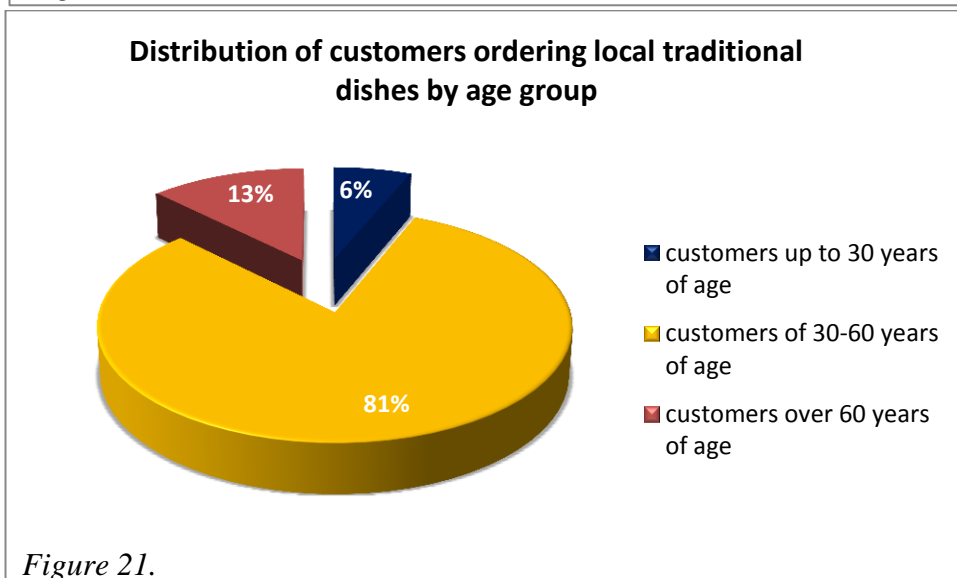
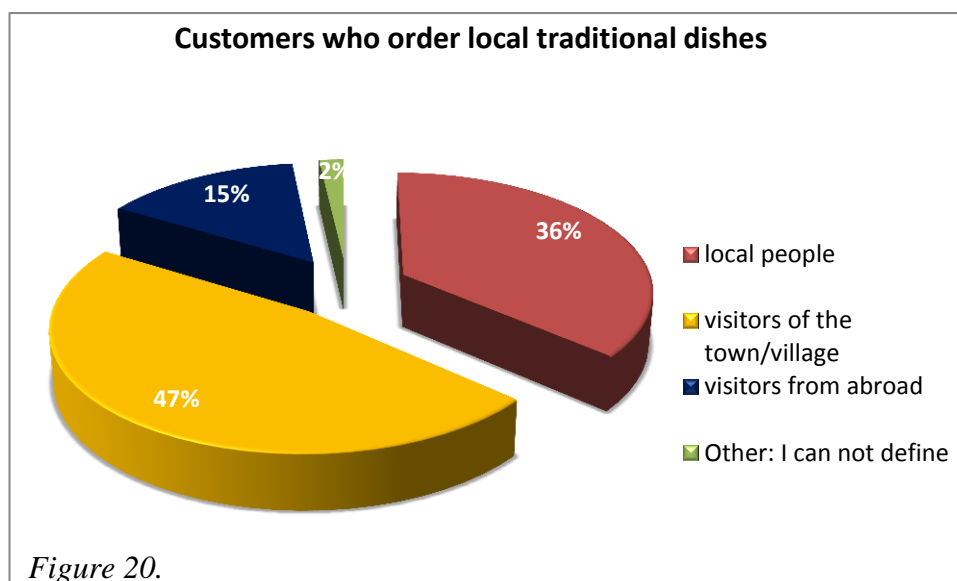
8	Pork knuckle baked in a pot	Harmanli
9	Granny' appetizer	Haskovo
10	Puska as appetizer	Dimitrovgrad
11	Wine, if considered a dish	Ivaylovgrad
12	Thracian salad with katak	Haskovo
13	Shaked kebab	Haskovo
14	Beans in a pot	Topolovgrad
15	Steamed banitsa	Mineralni bani
16	Saraliya which we make to order	Haskovo
17	Cheese of Thracian style	Svilengrad
18	Maslenitsa	Dimitrovgrad
19	Purlenka with cheese	Haskovo
20	Thracian pot	Haskovo
21	Pork ears with onions	Simeonovgrad
22	Summer dish	Lyubimets
23	Prazenik	Lyubimets
24	Bumbap – pork with leek	Harmanli
25	Stuffed peppers with corn	Ivaylovgrad
26	Tripe soup, banitsa with bulgur	Stambolovo
27	Banitsa, parlenka, curban	Mineralni bani
28	Gyuzleme, veal knuckle	Haskovo
29	Pork liver fried	Dimitrovgrad
30	Roast lamb with rice	Svilengrad

Table 9.

Question № 6 "Do you have a look at what type of customers order local traditional dishes" identifies the customers' profile in the researched establishments that order local traditional dishes. The establishments' representatives from the region who responded, indicated that 47.27% of the customers who order traditional dishes are guests of the town / village. 36.36% of customers are local people who prefer local dishes. This is due to the fact that they know the local taste, local culinary traditions and prefer local cuisine to other dishes. Figure 21 shows the percentage distribution of the types of customers, according

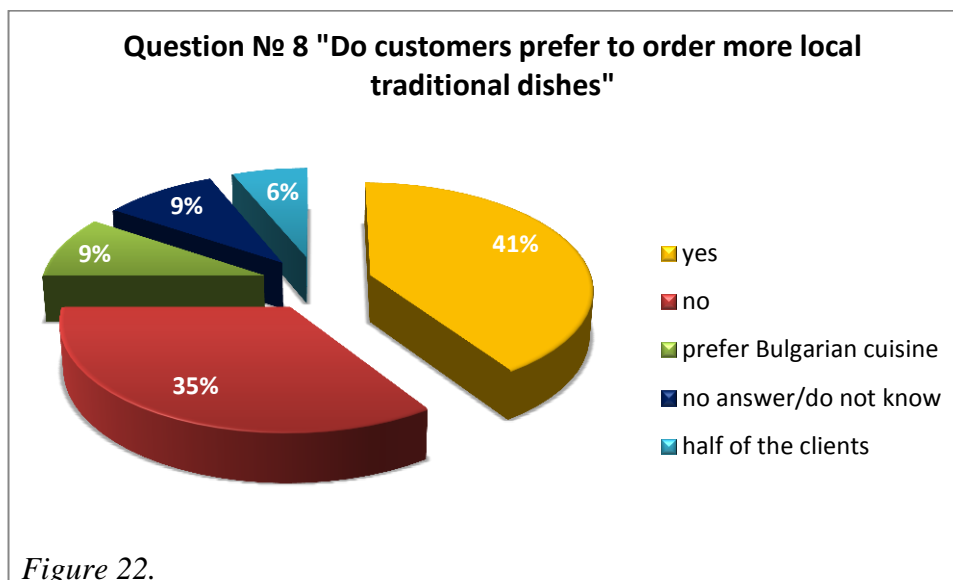
to the asked representatives of public catering establishments in the region through the online questionnaire.

Considering the structure of customers who order local traditional dishes by age group (Fig. 21), it is noticeable that the majority of clients are in the age group 30-60 years.

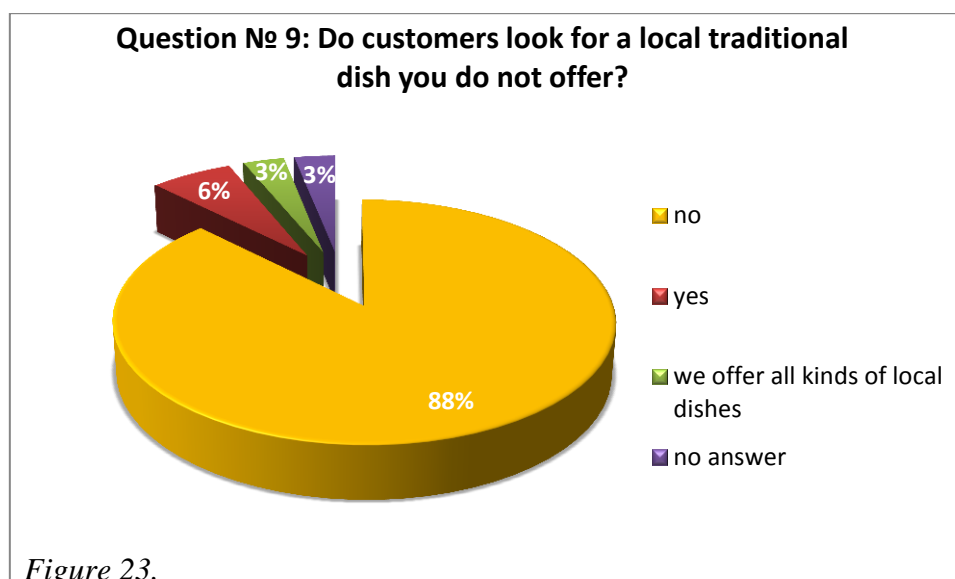


In connection with **question № 8 "Do customers prefer to order more local traditional dishes"** 13 of the respondents in the online questionnaire indicated that customers prefer local traditional cuisine and 11 respondents that customers do not prefer local dishes. Three informants responded that customers prefer Bulgarian national cuisine as a whole, 3 did

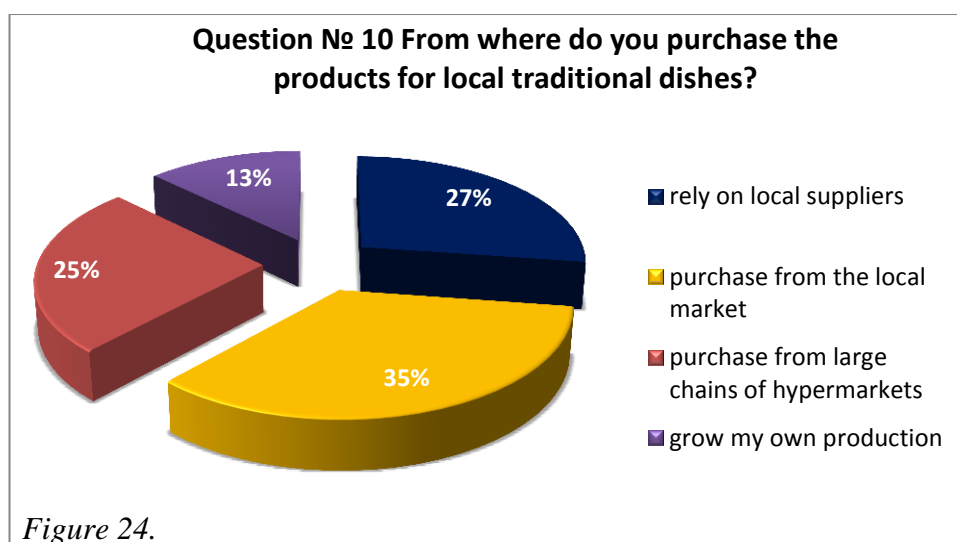
not respond and 2 indicated that half of the customers preferred the local traditional cuisine. The following figure summarizes the answers to question № 8.



To question № 9: "Do customers look for a local traditional dish you do not offer?" 88% of the respondents from establishments in the region have indicated that customers are not looking for local traditional dishes that their establishments do not offer. Two of the informants have noted that customers were looking specifically for meatball soup, moussaka and malebi from Svilengrad. It is questionable whether "meatball soup" and "moussaka" are local traditional dishes, provided that there are different theories about their origin.



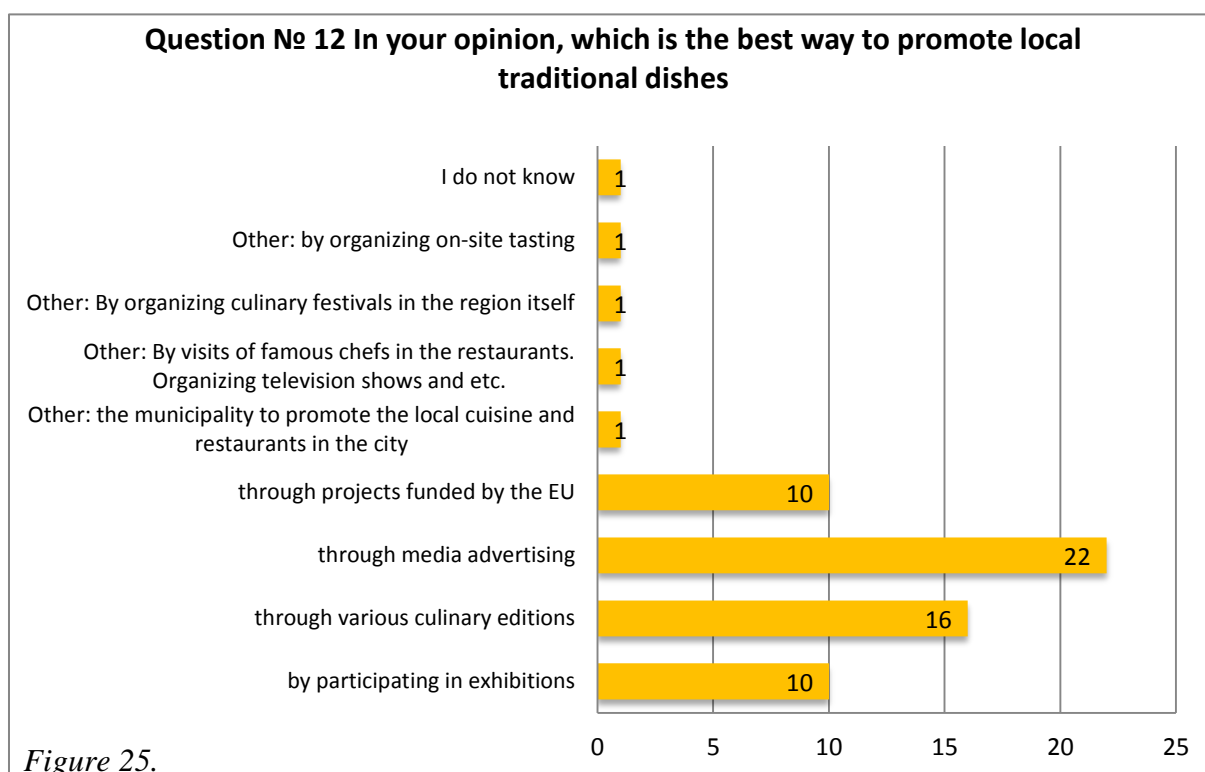
For question № 10 "From where do you purchase the products for local traditional dishes?" 34.55% of the respondents said they purchase products for local traditional dishes from the local market. 27.27% said they rely on local suppliers, 25.45% purchase products from large chains of hypermarkets and 12.73% own (grow) their own products.



Respondents to question № 11 "Do you think local traditional cuisine should be popularized in Bulgaria and the world" more than firmly stated that it is necessary to promote it. 31 out of 32 informants have positively answered the question.

Referring to **question № 12 "In your opinion, which is the best way to promote local traditional dishes"**, Figure 25 shows that most of the respondents consider that media advertising is the right promotion tool of local traditional cuisine. 25.40% of the responses are in the direction of realization of culinary editions. Participation in EU-funded exhibitions and projects accounts for 32% of the percentage of responses. Four of the representatives of the establishments in the region have indicated other methods of popularizing local traditional cuisine as follows:

- the municipality to promote the local cuisine and restaurants in the city;
- by visits of famous chefs in the restaurants. Organizing television shows and more.;
- by organizing culinary festivals in the region itself;
- by organizing on-site tastings.



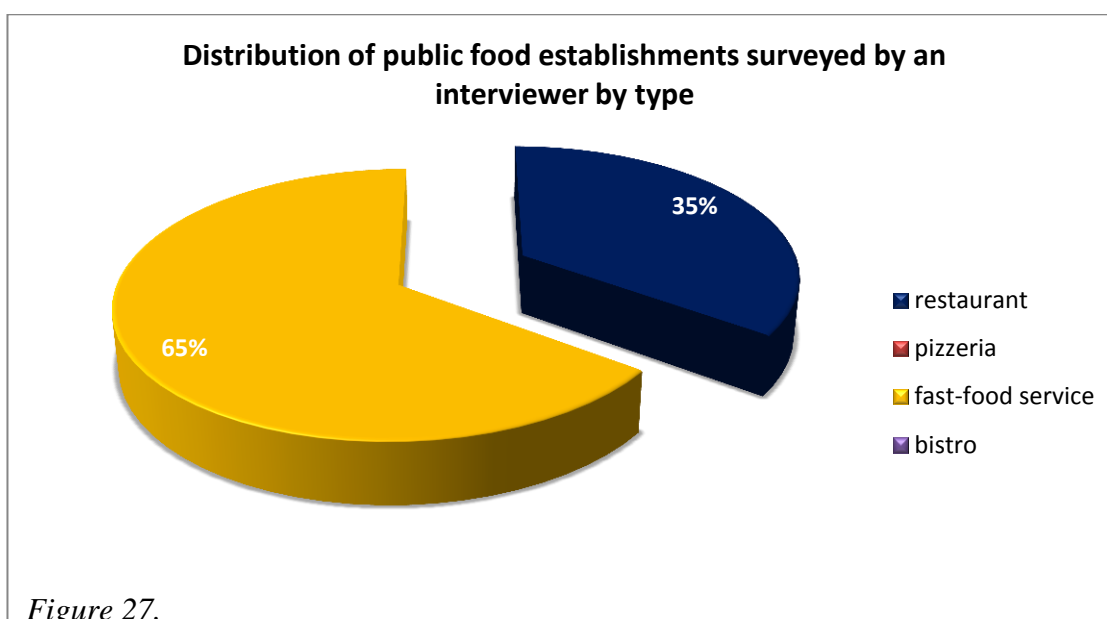
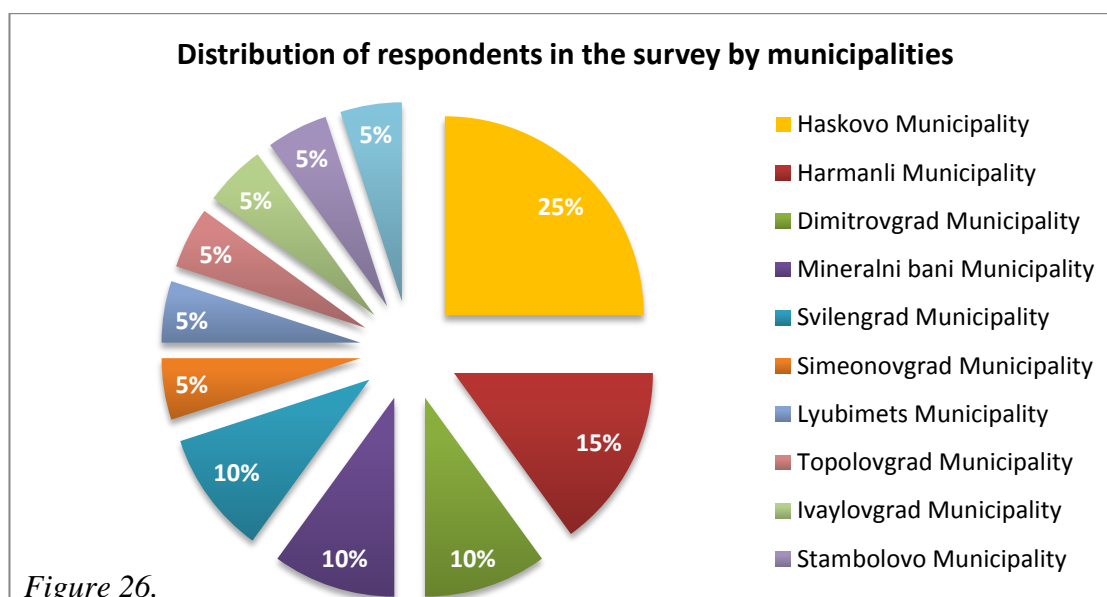
In **question № 13 "Do you think there should be a targeted state policy to promote local culinary customs?"** again, more than 90% of respondents answered that they consider it as necessary the state to pursue a targeted state policy for the promotion of local

culinary customs. Only three of 32 respondents do not consider state intervention to be necessary.

2.3. Analysis of the information gathered through interviewer and paper questionnaire

In the present survey a sampling study was conducted, which was conducted with a limited number of units of the population. Only the sample units were observed, and the results obtained were aggregated for the whole population. For the purpose of the interview, the resources of an experienced interviewer who has consulted representatives of catering establishments in the region included in the national register of Bulgarian Food Safety Agency for Haskovo region were used. The questionnaire is personally given by the interviewer, and the interviewer summarizes the survey to avoid overlapping between the online questionnaire and the questionnaire on paper.

20 persons - representatives and / or staff of catering/food establishments from all municipalities in Haskovo region, participated in the questionnaire interview. The following figure presents the aggregate distribution of the interviewed establishments by an interviewer by municipalities. Within the framework of this method interviewed are: 5 restaurants from Haskovo municipality, 3 from Harmanli municipality, two in the municipalities of Dimitrovgrad, Mineralni bani and Svilengrad and 1 catering establishment in the municipalities of Simeonovgrad, Lyubimets, Topolovgrad, Ivaylovgrad, Stambolovo, Madzharovo.



From the reviewed answers to **question № 2 "What is the type of your establishment?"** it becomes clear that 65% of the interviewed establishments are restaurants. Restaurants were interviewed in Haskovo municipality (4 restaurants), Svilengrad municipality (1 restaurant), Mineralni bani municipality (1) and Harmanli municipality (1). In the other municipalities, fast-service restaurants were surveyed.

Concerning **question № 3 "Do you serve traditional local cuisine at your establishment?"** 85% of the interviewed informants have indicated that local cuisine is available in their premises.

Regarding **question № 4 "Why do you include a local traditional dish in your menu"** the respondents have submitted the following answers:

- ☐ local dishes are delicious and customers are interested in them
- ☐ When the menu was made, there was an expectation that local cuisine would be sought. In addition, cooks are native and know many local recipes
- ☐ Research has been made at the opening of the restaurant whether local cuisine will be sought and results show that it is being sought by customers
- ☐ The restaurant is a mehana (typical Bulgarian)
- ☐ Local cuisine is the basis of the menu
- ☐ The city's guests definitely prefer local dishes
- ☐ Local customers are looking for local cuisine
- ☐ We are Thracians
- ☐ Most demanded on our market
- ☐ Local people work in the kitchen
- ☐ Visitors to Mineralni bani are looking for local dishes
- ☐ Looking for
- ☐ Local people look for more local dishes
- ☐ local dishes are the most sought after
- ☐ Because we are local
- ☐ Because it is sought after
- ☐ Only local dishes are offered

And here it is a possible to conditionally categorize the responses - because of the demand, subjective reasons, because of the city's guests and again there is a local patriotism aimed at preserving the traditions in the local culinary industry.

Question № 5 "Please indicate what is the most demanded local traditional dish in your establishment?" is an important question for the purposes of the survey, which will

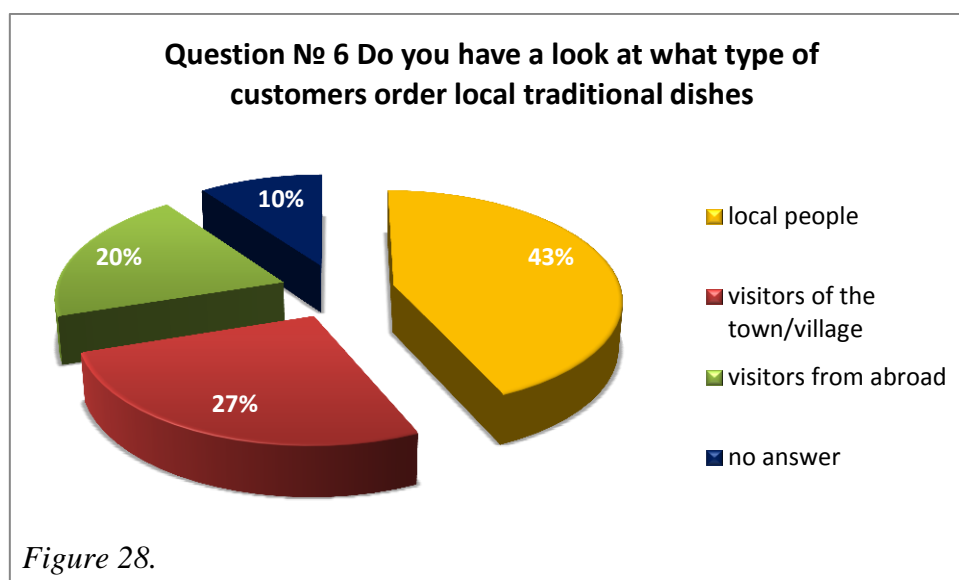
identify the so-called "local places with traditional cuisine". Within this question, the respondents submitted the following replies:

MOST DEMANDED LOCAL TRADITIONAL DISH	MUNICIPALITY
gyuzleme and pepper burek	Haskovo
lamb with rice and Shopska salad	Haskovo
beans in a pot with bacon	Haskovo
Katino appetizer on a plate/sach (pork fillet with onion)	Haskovo
shrouded cheese in dough	Haskovo
beans with sausage, tripe soup, malebi	Harmanli
home-made ice cream	Harmanli
pork shashlik	Dimitrovgrad
Parlenka with cheese and gözleme	Dimitrovgrad
banitsa and patatnik	Mineralni bani
gyuvetch and sarmi (stuffed vine/cabbage leaves)	Mineralni bani
Grill	Svilengrad
Shopska salad, grilled pork ears and feet (local), caramel cream	Simeonovgrad
cheverme, kapama	Lyubimets
bean soup, roast chicken	Topolovgrad
tripe soup, beans stew, pumpkin pie	Stambolovo
lamb with rice	Madzharovo

Table 10.

Some of the dishes presented are also those that do not fall within the scope of the term "local traditional cuisine". Such are the Shopska salad, tripe soup and caramel cream. These dishes are generally characteristic of the Bulgarian national cuisine and even there are numerous theories of whether they have Bulgarian origin.

In connection with **question № 6 "Do you have a look at what type of customers order local traditional dishes"** and **question № 7 "In your opinion, do customers order more local traditional dishes"** figures 28 and 29 are presented, from which the profile of the clients who order local traditional dishes can be identified. According to the interviewed respondents local traditional dishes are mainly ordered by local people in the 30-60 age group. 8 of the respondents defined invited guests to the city / village as customers who order traditional foods, and 6 have identified visitors from abroad as customers who order local traditional cuisine.



Question № 7 In your opinion, do customers order more local traditional dishes

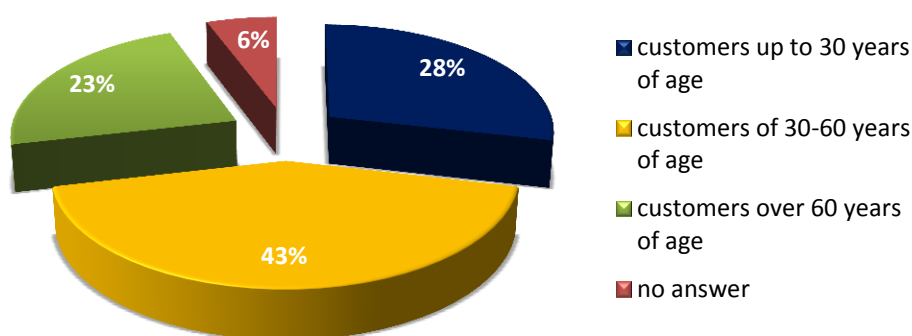


Figure 29.

The main groups of answers regarding customer preferences to order more local traditional dishes (**Question No 8**) are presented in Figure 30. In addition, there are other answers such as: seasonal, most of the local cuisine, etc.

Question 8. Do customers prefer to order more traditional local dishes

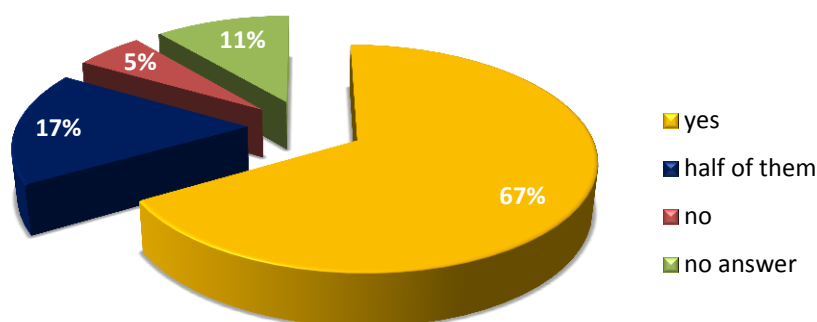
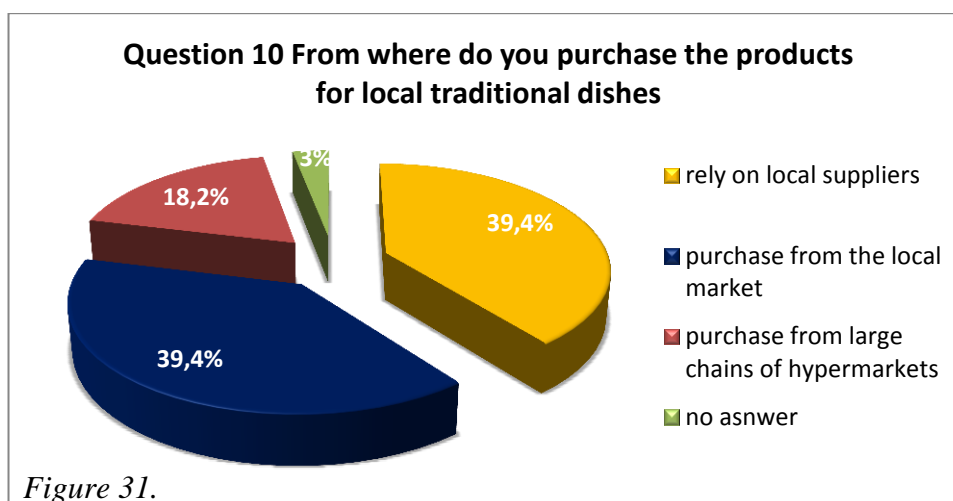


Figure 30.

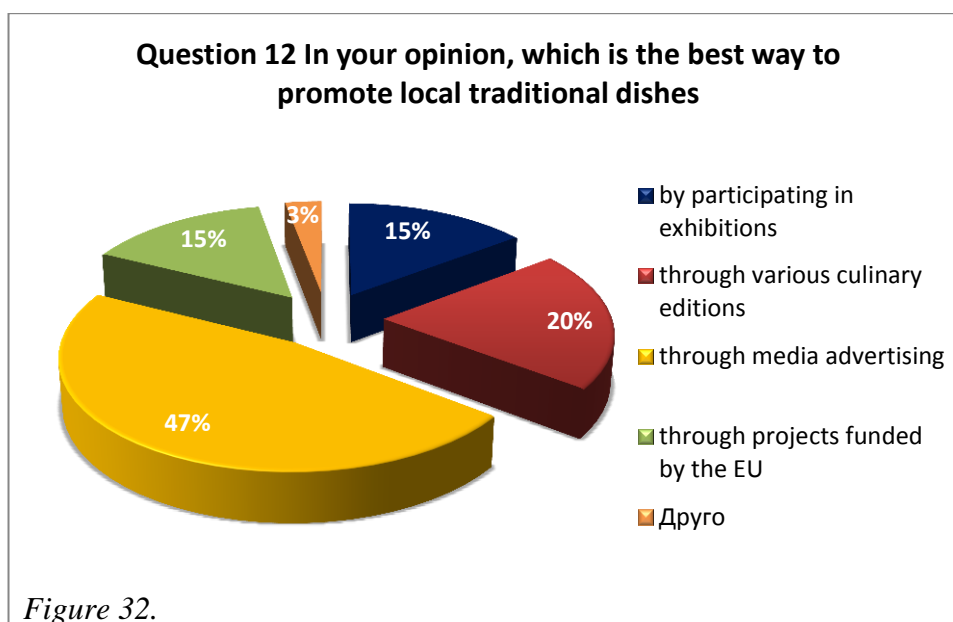
In question № 9, "Do customers look for a local traditional dish you do not offer?" 14 of the respondents answered that in their restaurants clients did not seek a local traditional dish. Two of the representatives of the establishments answered positively, indicating that at their restaurant customers were looking for lamb with rice, Rhodopean klin and patatnik. Four respondents did not answer question 9.



The answers to **question № 10 "From where do you purchase the products for local traditional dishes?"** show that the 20 interviewed establishments in the region purchase products for the preparation of traditional local dishes mainly from local suppliers and from the local market. 18.2% of establishments rely on large chains of hypermarkets.

Question № 11 "Do you think local traditional cuisine should be popularized in Bulgaria and the world" shows the attitude of the representatives of the restaurants in the region to the traditional regional cuisine. According to the results, 85% of respondents believe that traditional cuisine in the region should be promoted.

Almost half of respondents answering **question № 12 "In your opinion, which is the best way to promote local traditional dishes"** believe that traditional local cuisine should be promoted through media advertising. 20% of the responses are in the direction of realization of different culinary editions. Equally - 15% divide participations in EU funded exhibitions and projects.



In the last question № 13 "Do you think there should be a targeted state policy to promote local culinary customs?" again the categorical opinion of the surveyed population regarding the key role of the state in the process of popularizing the local traditional cuisine is noticed. 70% of respondents believe that the state should engage in a targeted policy to promote local culinary customs including traditional cuisine in the region.

EVALUATION OF SURVEY RESULTS, MAIN FINDINGS

In the period June-September 2017, a survey was conducted on Project No. CB005.1.23.017 "Virtual Maritza - Merich Cuisine", Subsidy contract: ПД-02-29-61 / 20.03.2017, financed under the Interreg-IPA Cross-Border Cooperation Program Bulgaria - Turkey 2014-2020 on the topic "Local places with traditional cuisine in Haskovo region".

The survey methodology included several methods of collecting information: studying opinions through surveys and document research. In the present survey, a sample survey was used that covered 52 informants who participated in the survey.

With a view to the effective reporting of the results of the survey, the main findings are presented:

- In the survey "Local places with traditional cuisine in Haskovo region", **53 respondents** were included, of whom: **32 representatives of public catering/food establishments, interviewed by an online questionnaire and 20 representatives of public catering/food establishments, interviewed by an interviewer;**
- **28 restaurants and 24 fast-food restaurants were surveyed**
- **Haskovo municipality has the largest number of public catering/food establishments that participated in the survey - 15**
- **Only 2 public catering/food establishments** per municipality from the municipalities of **Stambolovo, Madzharovo and Simeonovgrad** were included in the survey
- **46 out of 52** responded that **local cuisine is available in their premises**
- **51 meals** are defined by the informants as the **most sought-after local traditional in their establishment.**
- **The reasons for the inclusion of local traditional dishes** are mainly: market principles, local patriotism and the desire to promote and preserve traditional cuisine, tourists and guests of the populated areas for which such dishes are offered.
- There is a **variety of dishes** that fall within the scope of **local traditional dishes**
- Meals are also mentioned, which are **generally typical of the Bulgarian national cuisine.**

- Misunderstanding the concept of "local traditional cuisine" is one of the supposed reasons for including dishes that are not typical of the region. Another supposed reason, according to the research team of the survey, is that informants are also guided by the condition "most wanted dishes from customers".
- **Customers who order local traditional meals** in restaurants in Haskovo region are mainly: **local people and guests of the town / village, who are in the 30-60 age group.**
- **More than 50%** of customers in the establishments included in this survey order more local traditional cuisine
- **91,3 %** of the respondents said that customers are not looking for local traditional dishes that the restaurants do not offer
- The included catering/food establishments from Haskovo region mainly **purchase products from local suppliers and the local market**
- Categorically, **over 90%** of respondents **believe that local traditional cuisine should be popularized in Bulgaria and the world.**
- **The most preferred maner** to popularize traditional local cuisine is "**through media advertising**"
- Categorically, the survey participants **support the state to be involved in the process of popularizing local traditions and customs.**
- The favorable **geographic features** of the region, the **rich tourist resources** and the **preserved food traditions favor the development of culinary tourism combined with cultural and knowledge tourism.**
- Knowing the characteristics of regional Bulgarian cuisines would allow their successful use in the complex of culinary tourism services and the combination of **culinary tourism** with other types of tourism, such as **mountain, sea, SPA/ balneo tourism, eco tourism, rural tourism etc.**
- In the course of the survey work, it was found that there was **no contact information for a large number of establishments included in the National Register of Public**

Catering Establishments and Food Retail Establishments, which would further create obstruction in research with this target group.

- There are **discrepancies and repetitive public catering establishments** in the National Register of Public Catering Establishments and Food Retail Establishments for Haskovo region indicating the necessity of clearing the deficiencies by Bulgarian Food Safety Agency in order to be able to use correctly the data from the Register.
- **At present, no official culinary map of Bulgaria has been prepared** to present the regionalization of Bulgarian national cuisine and in particular of Haskovo region.
- As a result of the survey the following **local places with traditional cuisine** are identified for Haskovo region: **Upper Thracian Plain, Sakar Mountains and Eastern Rhodopes.**

SOURCES OF INFORMATION

- Bulgarian Association for Alternative Tourism
- NSI, <http://www.nsi.bg>
- https://infostat.nsi.bg/infostat/pages/external/login.jsf?x_2=1
- Territorial Statistical Bureau - South
- Reference-Statistical Information System, MLSP
- Regional Strategy for Development of Haskovo Region for the period 2014-2020
- Municipal plans for development of municipalities from Haskovo region for the period 2014-2020
- Regional profile of Haskovo region, IME
- <http://www.hs.government.bg>
- Bulgarian Food Safety Agency – Regional Directorate Food Safety – Haskovo
- Municipalities from Haskovo region
- Analysis of the state and factors for development of SMEs, Bulgarian Small and Medium Enterprises Promotion Agency (BSMEPA)
- Rural tourism in Bulgaria and national culinary traditions. Aneliya Alexieva, Yordanka Alexieva, Stamen Stamov - University of Food Technologies - Plovdiv. Yearbook of International College - Albena: Volume 1 (2005)
- <http://www.worldfoodtravel.org>