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Сдружение „Регионални партньорства за устойчиво развитие – Видин”

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Проект “Валоризация на автентичната култура за трансграничен туризъм”,
код на проекта: 15.2.1.057, финансиран по Програма Интеррег V-A Румъния-България

PLAN FOR VALORISATION OF CULTURAL POTENTIAL OF LOCAL SETTLEMENTS FOR TOURISM DEVELOPMENT

This plan is developed by project beneficiaries within project “Valorisation of authentic culture for cross-border tourism”, funded within Program INTERREG V-A Romania - Bulgaria.

Based on the achievements within the project the main project objective to discover and promote the authentic culture in the cross-border area of Vidin and Montana districts and Dolj county and to create a new tourism product by using the cultural heritage of the target region has been reached.

Thorough studies of local authentic culture have been made for the 3 districts, accompanied by 210 short movies in 7 different categories presenting the different cultural products or performances. Furthermore through the voting campaign these local performers have been promoted. During three trainings for valorisation of local culture into tourism products the stakeholders have been trained to sell their cultural products. Three festivals of authentic culture have been organised with over 150 participants each in the three district centres and thus promoted throughout the area. Finally an infotour with journalists and tour-operators has passed the way of all outstanding authentic culture products and the feedback of the participants have marked the best cultural products in Bulgaria and Romania, providing valuable feedback on the degree of attractiveness of the cultural products.

The authentic culture products, which received most credit are the following:





Product	Points	place
16. Културата на влашките села в с.Антимово Wallach culture in Antimovo	50	I place
4. Фолклорна програма в Замфирово Folklore program in Zamfirovo	42	II place
15. Духовата музика и посрещане в Ново село Brass music and meeting in Novo selo	10	III place
13. Фолклорна програма на Алботински манастир Folklore program at Albotin monastery	10	III place

Generally most of the 22 touristic products with authentic culture received generous approval and this, together with the great impact of the authentic culture festivals and the videos placed on the web-site of the project as well as the 50 minutes movie, presenting the best of authentic culture heritage in the target cross-border region represent the basis for further valorization of cultural potential in the cross-border region.

Having learned the lessons from the current project we consider that the main objective for further valorization of authentic culture in the region should be to promote local authentic culture in the field of authentic dances, singing and typical culinary and through organization and coordination of culture events to provide professional tourism offer ready for sale from touroperators and use of individual tourists.

To achieve this objective should be continued with the organization of events - 3 cross-border traveling folklore festivals in the 3 districts, organize a nationwide cross-border fair for authentic folklore and coordinate a continuous offer of local stakeholders, shaped in the form of cross-border tourism products that will attract at least 2000 tourists in the region for trips over 1 day!

Valorisation of the living human treasures will contribute to:

- design and coordination of numerous weekend or holiday cultural events along a touristic itinerary and transmitting these offers directly to touroperators for development of “ready for use” tourism products.
- Creation of 2 new integrated tourist products: organization of 3 6-days traveling festivals of authentic culture and a *Nationwide cross-border fair for authentic folklore*;



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The approach should focus on the creation and coordination of continuous cross-border cultural tourism offer and its dissemination to touroperators for the encouragement of cross-border cultural tourism in the target region.

The existing living human treasures in the target cross-border area should be enabled to generate revenues by performing their folklore and culinary skills through the following activities:

A1: Selection of participants - all project beneficiaries have thorough knowledge about the folklore performers and typical culinary masters in the region within this activity they will select the participants, trying to provide opportunity to all performers and groups with potential to take part in the project events and to include their coordinated happenings in the joint cross-border management plan for continuous valorization of cultural tourism

A2: Developed tool for design and coordination of various weekend or holiday cultural events along a touristic itinerary and transmit these offers directly to touroperators for development of “ready for use” tourism products. There will be at least 12 cross-border cultural offers, designed along different routes and on different thematic fields. Invitations to touroperators to organize touristic groups will be sent for each of the offers with the described performances along the routes. The routes will start from Romania or Bulgaria and will have strong cross-border impact! Project team will visit all performances and assist the performers in selling their products.

A3: Cross-border trainings for dancing, singing and cooking - within this activity 3 cross-border trainings for 45 participants will be organized in districts Vidin, Montana and Dolj county lasting 4 days each to train the living treasures in dances, songs or culinary, typical for the different places in the region and thus be able to include in their performances something well-known for the guests from the cross-border region. For example one of the performances of a Bulgarian dance group could be “Sarba” in order to surprise the Romanian tourists.

A4: Traveling festivals of authentic culture - 3 cross-border festivals will be organized in each of the districts, spending a day in 5 different localities with 100 guest performers from the other 2 districts and 50 local performers from the different localities. For this purpose a mobile scene and professional sound system is needed in order to enable the organizers to achieve sustainability. The event will be promoted to attract many visitors.

A5: Presentation at 2 tourism fairs - the tourism products created within the project and all promotional materials for living human treasures will be promoted at the biggest tourism fairs in Sofia and Bucurest to raise awareness and encourage the tourism flow towards the target area. 6 performers will be invited to demonstrate live their skills and abilities.





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A6: Nationwide cross-border fair for authentic folklore - a 3 days event with 150 cross-border performers will be organized in Belogradchik. The trained "talents" of authentic culture in 20 tents will teach the citizens and guests of authentic dances, songs and recipes, allowing tourists to participate and learn. The fair will be well promoted and will be the key event in the project.

A7: Promotional campaign - within this activity will be developed a 60 minute video book of Authentic culture containing songs, dances and recipes; catalogue with pictures, text and music of the songs, the explanation of the dances and the recipes from the trainings; 2 press-conferences in each district; at least 38 press-releases, sent to journalists and touroperators before and after each event and each coordinated tourist route with cultural happenings; promotional materials such as t-shirts, caps, diplomas, etc.

A8 Project management - 8 team meetings will be held in both countries to synchronise the efforts of project beneficiaries in order to implement activities most efficiently and achieve maximum results.

This innovative approach with the travelling festivals and the idea to support tour-operators with ready-for-use cultural offers along different routes in the cbc area in order to create a strong tourism flow towards the target region, thus developing cultural tourism is possible only with further support from the funding programs. Main stress is put on participation of tourists in project events and enabling different performers receive revenues from the touroperators or individual tourists for the happenings organised and coordinated within the management plan for continuous valorization of cultural tourism.

