PRODUCT DEVELOPMENT FROM A NATIONAL PERSPECTIVE: CASE-STUDY OF BULGARIA

2nd INTERNATIONAL WESTERN SILK ROAD WORKSHOP

Sofia, Bulgaria
27-28 June 2017
Over 8,2 million international tourist arrivals in 2016
a growth of 16.2% compared to 2015

Over 3 283 million receipts from international tourism in 2016
15.7% growth compared to 2015

Over 25 million nights spend in accommodation establishments with ten or more beds in 2016 - a growth of 17.7% compared to 2015
THE IMPORTANCE OF TOURISM FOR THE CULTURE

- Tourism is the most efficient way to promote the cultural heritage of each country
- Tourists create an image of the national heritage worldwide
- The development of the cultural – historical heritage in Bulgaria is a main priority of the Ministry of Tourism

![Image of historical sites in Bulgaria]

The importance of tourism for the culture...
Cultural tourism in Bulgaria is the second most preferred sector among tourists from the international markets such as GB, Poland, Romania, Russia, Ukraine, France and Sweden.

Over 23% of the Bulgarians practice cultural tourism, including activities such as visiting historical and cultural cites, exploring local traditions, customs and handcrafts.

Rich cultural heritage – Bulgaria is ranked 3rd in Europe by number of the cultural heritage sites.

Well preserved ethnographic heritage.

Diverse cultural heritage crafts, festivals, celebrations and traditions.
The Ministry of Tourism developed 8 themed cultural itineraries promoted as Cultural-Historical destinations

1. The Treasures of the Northwest
2. Bulgarian architecture and craftsmanship
3. Valley of Roses and Thracian Kings
4. The magic of the eastern Rhodope mountains
5. Marine fortresses of Bulgaria
6. Sofia Sveta Gora
7. Capitals and cities of the Bulgarian tsars and patriarchs
8. Struma

FESTIVALS AND TRADITIONS AS A TOURISM PRODUCT

- An online Register for tourist attractions in Bulgaria with more than 3300 cultural and historical sites throughout the country
- Over 600 music, folklore and cultural events
- Festivals and cultural activities promoted as a tourism product for enhancing regional economic development
The tradition of carpet-weaving and manufacturing has continued in Bulgaria to the present day.

Masters in these two Bulgarian towns - Kotel and Chiprovtsi - continue making Chiprovtsi and Kotel carpets in the traditional technology.

Chiprovci carpets are inscribed in 2014 (9.COM) on the Representative List of the Intangible Cultural Heritage of Humanity.
Cultural destinations project within PA3 of the EU Strategy for the Danube Region

- The Roman Emperors and Danube Wine Route
- International project for development and marketing of trans-national, cultural routes in Bulgaria, Romania, Serbia and Croatia
The most important challenges for the Bulgarian tourism sector, addressed in the new long term strategy for sustainable development are:

- Overcoming the seasonal and territorial concentration of the Bulgarian tourism sector
- Undertaking measures for adaptation of the national tourist product to the climate change
- Protecting the environment – support to implementation of energy efficiency measures, waste management and protection of the biodiversity and the landscape
- Overcoming the excessive construction in the seaside and mountain resorts by means of legal regulations
Using technology for enabling better access to information - open data

- Creating a centralized information system maintained by the Ministry of Tourism, publicly available through a web-based application
- Online registers of tourists establishments, companies, guides, tourist attractions, festivals and events
- Hoteliers will provide information daily via publicly available web interface in a secure database communication session
- Another sources of data: Tourist Information Centers, Regional Tourism Management Organization, Municipalities
- Access to information is legally regulated
A new interactive platform, providing information on Bulgarian top tourist sights and special offers from local businesses.

This innovative solution brings together the Ministry of Tourism, municipalities, businesses, citizens and tourists, and ensures a quick and easy information flow and improved service quality through tailored offering.
THANK YOU FOR YOUR ATTENTION!

www.tourism.government.bg
www.bulgariatravel.org