

2018

# INTEGRATED METHODOLOGY FOR CULTURAL AND NATURAL HERITAGE SITES, TRADITIONAL FOOD AND WINES IN HASKOVO DISTRICT

"Prepared in accordance with Contract of 15.06.2018 with the subject: "Development of methodology and surveys" under the project "Promotion and development of natural and cultural heritage of Bulgarian-Greek cross-border region through smart and digital tools" (eTOURIST) under the INTERREG V-A Cooperation Programme "Greece-Bulgaria 2014-2020", ref. No 1714, Subsidy Contract No B2.6c.07/09.10.2017

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ABBREVIATIONS USED	
EICR	European Institute for Cultural Routes
ECRAH	European Convention for the Protection of the Archaeological Heritage
EU	European Union
BDA	Biodiversity Act
FA	Forestry Act
PAA	Protected Areas Act
TA	Tourism Act
CHA	Cultural Heritage Act
SPA	Spatial Planning Act
NCC	National cultural property
NGO	Non-governmental organisations
DDS	District Development Strategy
MDP	Municipal Development Plan
RMH	Regional Museum of History
CE	Council of Europe
UNESCO	World Organization for Education, Science and Culture
PA	Protected area

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## INTRODUCTION

The current integrated methodology in implementation of sub-activity Action 3. Development of integrated methodology for cultural and traditional landmarks, traditional food and wine in Haskovo District has been developed by EFTA SERVICES Ltd. - Contractor in execution of the Public Procurement Contract with Regional Municipalities Association Maritza, Contracting Authority, from 15.06.2018 with subject "Development of Methodology and Surveys" under the project "Promotion and development of natural and cultural heritage of the Bulgarian-Greek cross-border region through smart and digital tools" (eTOURIST) under the INTERREG V-A "Greece-Bulgaria - 2014-2020" Cooperation Programme, Ref. No 1714, Subsidy Contract No B2.6c.07/09.10.2017.

The purpose of this document is to provide expertise in promoting the cultural and natural heritage of the cross-border region as well as to raise awareness of the traditional culinary art and wines in the cross-border region.

### 1.1. UNIFIED APPROACH TO COLLECTING IDENTICAL INFORMATION ABOUT THE SITES WITH THE AIM OF PRESENTING THEM AS CULTURAL AND NATURAL LANDMARKS IN A MOBILE DEVICES APP AND A WEB PORTAL

Before proceeding to a definition to the unified approach to collecting identical information, it is necessary to look at some of the good practices for promoting cultural and natural landmarks as the foundation for a high-quality implementation of the obligations under the contract on behalf of the Contractor.

### PREREQUISITE: GOOD EUROPEAN PRACTICES FOR DEVELOPING, MANAGING AND PROMOTING CULTURAL AND NATURAL SITES

The good practices have been selected among available databases, by applying the eligibility criteria defined by the Contractor in view of the ultimate goal of this methodology, namely to promote cultural/natural landmarks in the region.

Regarding the criteria we were guided by, we took into consideration also the criteria developed on the basis of the European Ecotourism Labelling Standard (EETLS) and the criteria set out by the Global Sustainable Tourism Council:

- UNESCO Convention concerning the Protection of the World Cultural and Natural Heritage;
- Convention on the Protection of the Underwater Cultural Heritage adopted in 2001 in Paris;

- Convention for the Safeguarding of the Intangible Cultural Heritage, adopted in Paris in 2003
- Convention on the Protection and Promotion of the Diversity of Cultural Expression, adopted in Paris in 2005;
- Convention on Biological Diversity, adopted in Rio de Janeiro in 1992;
- Convention for the Protection of the Architectural Heritage of Europe adopted in Granada in 1985;
- The European Landscape Convention, adopted in Florence in 2000;
- The Convention on the Protection of the Archaeological Heritage, adopted in Valletta in 1992;
- UNIDROIT Convention on Stolen or Illegally Exported Cultural Objects, adopted in Rome in 1995;
- The Convention for the Safeguarding of the Intangible Cultural Heritage, adopted in Paris in 2005;
- The Council of Europe Framework Convention on the Value of Cultural Heritage for Society (the Faro Convention), adopted in Faro in 2005, etc.

As a result, proceeding from the context of this methodology, we will look at good practices<sup>1</sup> from the point of view of their "innovativeness" for promoting cultural and natural landmarks, namely:

Table 1. Good practices for cultural and natural landmarks

CULTURAL SITES		
Name	Results	Source of Information
Danube Limes UNESCO World Heritage	- Scholars have studied 900 kilometres along the Danube, with sections in Austria, Slovakia and Hungary - 152 landmarks along the Roman limes have been identified, outlined and described - 2 sets of nomination documents for entering the Hungarian and Slovakian sections of the Danube Limes on the UNESCO World Heritage List	<a href="http://www.danube-limes.eu">www.danube-limes.eu</a>
Herman	- 981 sites have been declared part of UNESCO's World Heritage since 2013 - 7 pilot activities, including: <b>development of an innovative network of 102 libraries</b> , which offers an expanded approach to digital content, as well as a new service for digital borrowing of various materials, including eBooks, music, magazines and videos /Treviso province in Italy/; <b>development of mobile phone and tablet apps with virtual entertainment, games</b>	<a href="http://www.herman-project.eu">www.herman-project.eu</a>

<sup>1</sup> Project Stories from the CENTRAL EUROPE Cultural Heritage and Creative Resources Program, CENTRAL EUROPE Program Joint Technical Secretariat, 1070 Vienna, Austria <https://www.interreg-central.eu/Content.Node/6-cultural-final.pdf>

This document has been created within the framework of the project "Promotion and development of natural and cultural heritage of the Bulgarian-Greek cross-border region through smart and digital tools" (eTOURIST), financed under the INTERREG VA Cooperation Programme "Greece-Bulgaria 2014-2020", Subsidy Contract No B2.6c.07/09.10.2017. The Project is co-funded by the European Regional Development Fund and the national funds of the countries participating in the Interreg VA "Greece - Bulgaria 2014-2020" Cooperation Programme. This document has been created within the framework of the Project „Promotion and development of natural and cultural heritage of Bulgarian – Greek cross-border region through smart and digital tools“ (eTOURIST), financed under the INTERREG V-A Cooperation Program "Greece-Bulgaria 2014-2020", Subsidy Contract No B2.6c.07/09.10.2017. The Project is co funded by the European Regional Development Fund and by national funds of the countries participating in the Interreg V-A "Greece - Bulgaria 2014-2020" Cooperation Programme."

	<b>and simulations of interactive</b> , as a way of exchanging information about cultural, historical and tourist services with a wide audience /Ravenna, Italy/; Development of an international tourist product through a mobile application for smartphones /Talking monuments, Eger, Hungary <sup>2</sup> /;	
Tetris	- 61 local village churches and sacred monuments marked on a transnational church route - 1100 copies of the transnational church route map were printed in 2013.	<a href="http://www.thetris.eu">www.thetris.eu</a>
NATURAL SITES		
Name	Results	Source of Information
Traditional and wild	- 1,200 wild plants /herbs and spices/were studied; - increased awareness among 800 people about herbs and spices;	<a href="http://www.traditionalandwild">www.traditionalandwild</a>
Listen to the voice of villages	- 327 localized small sacred monuments in Bohemian Switzerland National Park, Czech Republic; - 4 tourism products developed for rural areas in Europe; - nearly € 200,000 invested in the reconstruction of cultural heritage monuments and information facilities;	<a href="http://www.central2013.eu">www.central2013.eu</a>
The use of natural heritage for cultural tourism	- development of a tourism information system; - development of an audio guide for 19 routes in 4 languages - development of thematic walking paths; - renovation of hiking trails; - development of 5 educational paths with interactive boards in Gerecse Nature Park in Hungary, and others.;	<a href="https://app.emaze.com/@AOIZLFFWO/project-good-practices#2">https://app.emaze.com/@AOIZLFFWO/project-good-practices#2</a>

## METHODS AND TECHNIQUES

As a result of the good practices studied and the methods, criteria, systems of analysis and evaluation used, as well as the conducted survey of the cultural and natural heritage under the present contract, the possibilities for potential development and the problems in promoting the cultural and natural sites in Haskovo District can be summarized in the following table:

Table 2. SWOT analysis of Haskovo district in terms of cultural and natural landmarks

STRENGTHS	WEAKNESSES
Haskovo District is an attractive destination for cultural tourism and ecotourism. Haskovo District is recognizable as a destination for cultural and ecotourism. Cultural tourism is universal, suitable for combining with other types of tourism. Haskovo District boasts very good conditions for practicing ecotourism.	Poorly developed road infrastructure Low efficiency of advertising activities among fans of cultural tourism. Insufficient information about Haskovo region as a cultural and ecotourism destination. Insufficient information about Haskovo as a destination for ecotourism. Difficult access to some of the sites Possibilities for communication with the hosts

<sup>2</sup> [http://www.herman-](http://www.herman-project.eu/files/publisher/downloads_public/Outputs/Herman_Leaflet_2_english_web.pdf)

[project.eu/files/publisher/downloads\\_public/Outputs/Herman\\_Leaflet\\_2\\_english\\_web.pdf](http://www.herman-project.eu/files/publisher/downloads_public/Outputs/Herman_Leaflet_2_english_web.pdf)

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OPPORTUNITIES	THREATS/PROBLEMS
<p>Supplementing the tourist services with cultural and ecotourism.                      Family holidays, special packages for parents with children and couples.                      Attracting dynamic groups and promoting consumption by adding an "adventurous highlight" in the form of cultural tourism.                      Promoting longer vacations among the fans of cultural and ecotourism to increase the revenue of the sector.                      Popularization of the opinions of the tourists themselves who visited Haskovo in order to increase the credibility of the destination.</p>	<p>(language barrier).</p> <p>Lack of enough diversity in the vacation and hence failure to meet expectations.                      Major competitors in the group of people interested in cultural tourism are Greece, Italy, Spain, France and Germany.                      Bulgaria's main competitors for attracting fans of ecotourism are: Slovenia, Croatia, Austria, Spain, Switzerland, Greece, Turkey, Romania and France.</p>

Taking into account the good practices described above, we have found that the methods and techniques for promoting cultural and natural landmarks should include at least a minimum number of criteria in order to be presented in a mobile app and a web portal.

## CULTURAL LANDMARKS

The minimum criteria that a cultural landmark should meet are the following:

- To be a cultural landmark of high importance;
- To be a popular cultural landmark among the population;
- The towns and villages from where the cultural landmark is accessed are at least accessible by motor vehicles;

In addition to these minimum conditions, additional criteria could be applied, lending potential to landmarks, namely:

- To have facilities for tourist accommodation and catering establishments in the towns and villages from which access to the cultural landmark is possible;
- To possess the potential to be combined with other types of tourism.

## NATURAL LANDMARKS

The minimum criteria that a cultural landmark should meet are the following:

- To be a natural landmark of high importance;
- To be a popular landmark among the population;
- The towns and villages from where the natural landmark is accessed should be at least accessible by motor vehicles;

- To offer tourists the opportunity to get an insight into protected species, habitats or formations.

In addition to these minimum conditions, additional criteria could be applied, lending potential to the protected natural sites, namely:

- to have facilities for tourist accommodation and catering establishments in the towns and villages from which access to the cultural landmark is possible;
- Have skilled staff engaged in holding guided tours;
- Have hiking and cycling routes

## APPROACH AND STAGES OF COLLECTING IDENTICAL INFORMATION. METHODS AND TECHNIQUES

After showing the good practices in the field of cultural and natural landmarks we suggest that **THE APPROACH** to collecting identical information about the sites should be comprised of the following stages:

- Studying and documenting of information on cultural and natural landmarks in Haskovo district;
- Systematization of information by certain indicators.

### ***STAGE 1: Studying and documenting the cultural and natural heritage sites in Haskovo District***

We propose exploring sources of information of a different nature, including strategic documents such as the District Development Strategy, the Municipal Development Plan, etc., as well as literary and historical sources; establishing contacts with competent authorities such as the National Institute on Intangible Cultural Heritage, local and regional history museums, tourist information centres by municipalities, administrative departments in charge of cultural and natural resources at the municipal or district authorities, Regional Inspectorates of Environment and Water, etc.

### ***STAGE 1: Systematization of information about the sites by certain indicators.***

Once the different sources of information have been studied, we suggest that the collected data be systematized by certain indicators when presented in a mobile application and a web portal. The main indicators we suggest are as follows:

1. Name
2. Location
3. Description
4. Accessibility
5. Possibilities of catering and accommodation



## 6. Interesting facts



Chart 1. A unified approach to gathering information about cultural and natural landmarks

With a view of the different nature of the landmarks, additional indicators could be defined, such as working time for cultural landmarks and an indicator for endangered species for natural sites, but this proposal is not mandatory and will only be carried out at the request of the Contracting Authority.

### 1.2. RESULTS AND COLLECTED DATA IN COMPLIANCE WITH THE IDENTIFIED APPROACH TO PRESENTING THE EXAMINED NATURAL AND CULTURAL SITES

According to the above-mentioned approach, we have collected the following data on separate stand-alone sections in ANNEX 1.

## CULTURAL SITES

CULTURAL MONUMENTS AND  
OTHERS

MUSEUMS AND OTHER  
INSTITUTIONS

CHURCHES, MONASTERIES AND  
OTHERS

## NATURAL SITES

PROTECTED TERRITORY -  
PROTECTED SITES

PROTECTED TERRITORY -  
NATURAL MONUMENTS/RESERVE

CAVES, WATERFALLS, MOUNTAIN  
PEAKS, OTHERS

## Opportunities for inclusion in tourist routes by municipality:

### Dimitrovgrad Municipality

- ❖ DIMITROVGRAD - THE SANCTUARY OF THE NYMPHS AND APHRODITE, VILLAGE OF KASNAKOVO - VILLAGE OF KREPOST - DIMITROVGRAD;
- ❖ DIMITROVGRAD - VILLAGE OF CHERNOGOROVO - VILLAGE OF VODEN - ALEXANDROVO TOMB - DIMITROVGRAD;
- ❖ DIMITROVGRAD - VILLAGE OF KREPOST - MONUMENT TO THE HOLY MOTHER OF GOD, HASKOVO - DIMITROVGRAD;
- ❖ DIMITROVGRAD - VILLAGE OF KREPOST – ST. ATHANASIOUS MONASTERY, VILLAGE OF ZLATNA LIVADA - DIMITROVGRAD.

### Ivaylovgrad Municipality

- ❖ QUARTER OF LADZHA, TOWN OF IVAYLOVGRAD - LYUTITSA FORTRESS - VILLA ARMIRA - VILLAGE OF HUHLA
- ❖ MUNICIPAL MUSEUM OF HISTORY IN IVAYLOVGRAD - CHURCH TO THE LORD'S TRANSFIGURATION - REVIVAL PERIOD MUSEUM HOUSE OF MIRCHO PASKALEV – STS. CONSTANTINE AND HELEN MONASTERY
- ❖ DUPKITE LOCALITY, VILLAGE OF SVIRACHI, IVAYLOVGRAD MUNICIPALITY - LIKANA, VILLAGE OF BELOPOLYANE, VILLAGE OF SVIRACHI;

### Lyubimets Municipality

- ❖ HABITAT OF THE SUMMER SNOWFLAKE (*Leucojum aestivum*) - DOLNATA OVA, TOWN OF LYUBIMETS – BAKARLIA, VILLAGE OF YERUSALIMOVO;
- ❖ GLUHITE KAMANI (THE DEAF STONES) ROCK CULT COMPLEX, VILLAGE OF DABOVETS AND THE VILLAGE OF MALKO GRADISHTE - ST. ATHANASIUS CHURCH, VILLAGE OF MALKO GRADISHTE - THRACIAN BEEHIVE TOMB, VILLAGE OF VALCHE POLE;

### Madzharovo Municipality

- ❖ THRACIAN MEMORIAL COMPLEX. CHAPEL TO SAINT PETKA OF BULGARIA. "THRACE WITHOUT BORDERS" MONUMENT, TOWN OF MADZHAROVO THRACIAN RELIGIOUS BURIAL COMPLEX AND SETTLEMENT. OKOPA MEDIEVAL FORTRESS, MADZHAROVO;
- ❖ ANCIENT ROMAN ROAD, VILLAGE OF DOLNI GLAVANAK – ST. DEMETRIUS CHURCH;

### Mineralni Bani Municipality

- ❖ TOURIST ECO-TRAIL "SARNITSA - KUPENA - ORLOVI SKALI"
- ❖ THRACIAN ROCK CULT COMPLEX ALTAN TEPE AND LATE ANTIQUITY FORTRESS IN HISSARYA LOCALITY, VILLAGE OF ANGEL VOIVODA - VILLAGE OF GORNO BRYASTOVO - THE STEP OF THE HOLY MOTHER OF GOD, VILLAGE OF MINERALNI BANI – SVETI DUH (HOLY SPIRIT) ROMAN FORTRESS, VILLAGE OF MINERALNI BANI;
- ❖ MEANDERS OF ARDA RIVER - PATRONKA PROTECTED AREA - GYURGENA PROTECTED AREA - MOMINA SKALA PROTECTED AREA

### Svilengrad Municipality

- ❖ MUSTAFA PASHA STONE ARCH BRIDGE - SVILENGRAD HISTORY MUSEUM - ANCIENT AND MEDIAEVAL SETTLEMENT, SVILENGRAD;
- ❖ PREHISTORIC AND PROTOHISTORIC PIT COMPLEX, VILLAGE OF KAPITAN ANDREEVO, HAUSA LOCALITY - REMAINS OF ANCIENT ROMAN ROAD VIA DIAGONALIS. VILLAGE OF KAPITAN ANDREEVO, HAUZA LOCALITY - ROCK

CHURCH. VILLAGE OF MATOCHINA. DELI KAYA LOCALITY - MEDIAEVAL TOWER (BUKELON FORTRESS), VILLAGE OF MATOCHINA. KULATA LOCALITY;

- ❖ MEDIAEVAL FORTRESS, VILLAGE OF MEZEK, KALETO LOCALITY - THRACIAN BEEHIVE TOMB, VILLAGE OF MEZEK;

#### Simeonovgrad Municipality

- ❖ CHURCH TO THE HOLY THEOTOKOS - CHURCH TO ST. NICHOLAS THE WONDERWORKER

#### Stambolovo Municipality

- ❖ ARCHAEOLOGICAL COMPLEX, VILLAGE OF DOLNO CHERKOVISHTE - ETHNOGRAPHIC MUSEUM, VILLAGE OF ZHALTI BRYAG – ST. DEMETRIUS CHURCH, VILLAGE OF ZHALTI BRYAG;
- ❖ ARCHAEOLOGICAL COMPLEX, VILLAGE OF PCHELARI - ROCK TOMB, VILLAGE OF PCHELARI;

#### Topolovgrad Municipality

- ❖ MUNICIPAL HISTORICAL MUSEUM. TOPOLOVGRAD - CHURCH TO THE HOLY THEOTOKOS - HOLY TRINITY MONASTERY. TOPOLOVGRAD;
- ❖ DOLMEN (TWO-CHAMBER) - DOLMEN (TWO-CHAMBER) - DOLMEN(GROUP), ALL IN VILLAGE OF HLYABOVO
- ❖ KAZANKITE PROTECTED AREA - BRASNARSKIYAT STOL (THE BARBER'S CHAIR) PROTECTED AREA - KARAKOLYOVATA DUPKA PROTECTED AREA;

#### Harmanli Municipality

- ❖ IZVORA NA BELONOGATA (THE SPRING OF THE WHITE-LEGGED GIRL) - GARBAVIA MOST (THE ARCHED BRIDGE) – ST. ATHANASIUS CHURCH – MUSEUM OF HISTORY, ALL IN THE TOWN OF HARMANLI;
- ❖ CHUCHUL KAMAK MENHIR – ANCIENT ROMAN ROAD, VILLAGE OF OVCHAROVO;

#### Haskovo Municipality

- ❖ CHURCH OF THE HOLY ARCHANGELS MICHAEL AND GARBIEL - THE ASSUMPTION OF THE THEOTOKOS CHURCH - PASKLEVA HOUSE - KIRKOVO SCHOOL - MONUMENT TO THE HOLY MOTHER OF GOD - "1000 YEARS OF HASKOVO" MEMORIAL - THE BELL TOWER - THE OLD CLOCK TOWER - THE SUN DIAL, ALL IN THE TOWN OF HASKOVO
- ❖ MONUMENT OF ENVY - MARSA FORTRESS - REGIONAL HISTORICAL MUSEUM - CHORBADZI DIMITRAK'S HOUSE - BOYADZHI OGLU'S HOUSE, ALL IN THE TOWN OF HASKOVO
- ❖ MUSEUM OF THRACIAN ART, VILLAGE OF ALEXANDROVO – VENUE OF THE UZUNDZHOVO FAIR FROM THE 16TH-19TH C. VILLAGE OF UZUNDZHOVO - CHURCH OF THE ASSUMPTION OF THE THEOTOKOS, VILLAGE OF UZUNDZHOVO - HOLY SPRING AND CHAPEL OF SAINT ANNE, VILLAGE OF TRAKIETS, ETHNOGRAPHIC ROOM, VILLAGE OF KNIZHOVNIK;
- ❖ ZLATO POLE PROTECTED AREA, VILLAGE OF NOVA NADEZHDA – COMMON SNOWDROP HABITAT PROTECTED AREA, VILLAGE OF GARVANOVO, ASENOVA FORTRESS LOCALITY.

### 1.3. ADDITIONAL MEASURES (IN ADDITION TO PRESENTATION IN A MOBILE DEVICES APP AND A WEB PORTAL) FOR PROMOTING AND DEVELOPING CULTURAL AND NATURAL HERITAGE SITES IN HASKOVO DISTRICT

On the basis of the examined best practices related to promoting and developing cultural and natural landmarks in Haskovo district, we propose the following additional measures:

- ❖ Conducting advertising campaigns - TV and radio spots, audiovisual materials, billboards, announcements of an event, etc.;
- ❖ Creation of printed and digital advertising materials - including catalogues, brochures, guides, maps, etc.;
- ❖ Organization of visits to Bulgaria of interested representatives from third countries (retailers, travel agents, hotel agents, international journalists covering topics related to cultural and natural heritage);
- ❖ Conducting days of the EU's cultural and natural landmarks in third countries by inviting interested representatives (retailers, travel agents, hotel agents);

- ❖ Geo-referencing of each type of data that allows it as well as its representation on interactive maps;
- ❖ Integration of the data in Google Maps, OpenStreetMap, etc. through project profiles;
- ❖ Integration of the data in national /industry/ commercial portals for tourist landmarks;
- ❖ Social networking campaign (FB, Instagram, Pinterest, Foursquare) with emphasis on visual or geographic information.
- ❖ Publishing information about the sites in games and applications on the Internet, which also include on-site visits, for example geocaching;
- ❖ Improving the access to immovable cultural heritage sites, digitization of museum funds and creation of public electronic registers;
- ❖ Renovation of museum exhibitions and inclusion of interactive elements;
- ❖ Developing tools for the exchange of information when presenting local museums in national, European and global networks and forums, incl. boosting museum cooperation, creating conditions for volunteer work in museums;
- ❖ Building clusters and deploying networks of key business ventures in ecotourism and retail chains at international, national, regional and local level
- ❖ Promotion of activities aimed at educating potential tourists - interpretive and educational programs with the participation of different age groups, green schools with students from primary, elementary, secondary schools, training seminars with university students, teachers from the municipalities close to the protected areas, etc.
- ❖ Careful selection of sites in which investment should be made so as to develop them as tourist attractions;
- ❖ Targeted measures to protect sites from the damaging external impact and the creation of a corresponding natural and/or social environment enhancing the tourist impact of the sites;
- ❖ Taking adequate and timely measures for safeguarding, maintaining and exhibiting the sites.

## 2.1. UNIFIED APPROACH TO COLLECTING IDENTICAL INFORMATION ON TRADITIONAL CUISINE AND WINES IN HASKOVO DISTRICT AIMED AT PRESENTING THEM IN A MOBILE DEVICES APP AND A WEB PORTAL

Before proceeding to identifying the unified approach to collecting identical information about traditional cuisine and wines in Haskovo District, we also need to look at the good

practices for promoting traditional food and wines as a prerequisite for the high-quality implementation of the contract obligations on behalf of the Contractor.

## PREREQUISITE: GOOD EUROPEAN PRACTICES ON PROMOTING TRADITIONAL FOOD AND WINES

The good practices in question have been selected among available databases, by applying the eligibility criteria defined by the Contractor in view of the ultimate goal of this methodology, namely to promote the traditional cuisine and wines in the region. The criteria we were guided by were determined by taking into account also the criteria drawn out based on world trends in traditional/local cuisine and wines:

- Global Report on Food Tourism, 2012 of the World Tourism Organization<sup>3</sup>;
- Rural Food Tourism (2016), Grigorova Z., Shopova I.<sup>4</sup>;
- Okumus B., Okumus F., Mckercher B, (2007), "Incorporating local and international cuisines in the marketing of tourism destinations: the cases of Hong Kong and Turkey"; *Tourism Management Journal*
- Sims R., (2010), "Putting place on the menu: the negotiation of locality in UK food tourism, from production to consumption", *Journal of Rural Studies*
- Quan. Quan S., Wang N., (2004), "Towards a structural model of the tourist experience: an Illustration from food experiences in tourism", *Tourism Management journal*;
- Bessière, J. (1998) "Local Development and Heritage: Traditional Food and Cuisine as Tourist Attractions in Rural Areas", *Sociologia Ruralis*
- Gheorghe G., Tudorache P., Nistoreanu P. (2014) "Gastronomic Tourism, a New Trend for Contemporary Tourism", *Cactus Tourism Journal*
- Overview of marketing opportunities in wine tourism with special reference to Malta, 2015 by Theresa Hoban<sup>5</sup> and others.

Based on the context of this methodology, we draw out the following good practices for promoting traditional food and wines, namely:

Table 3. Good practices regarding traditional food and wines

TRADITIONAL CUISINE		
Name	Results	Source of Information
A new economic model for	Promotion of local recipes handed down from	<a href="http://www.scientificpapers.org/wp-">http://www.scientificpapers.org/wp-</a>

<sup>3</sup> <http://cf.cdn.unwto.org/sites/all/files/docpdf/amreports4-foodtourism.pdf>

<sup>4</sup> [https://www.researchgate.net/publication/311672896\\_Rural\\_Food\\_Tourism](https://www.researchgate.net/publication/311672896_Rural_Food_Tourism)

<sup>5</sup>

<https://www.um.edu.mt/library/oar/bitstream/handle/123456789/3072/An%20Overview%20of%20Marketing%20opportunities%20in%20Wine%20Tourism%20with%20special%20reference%20to%20Malta.pdf?sequence=1&isAllowed=y>

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Italian farms: wine and food tourism	generation to generation	content/files/16_Lanfranchi-A_New_Economic_Model_for_Italian_Farms_the_Wine_Food_Tourism.pdf
Our super food	Creation of a website with a database of producers and processors of local foodstuffs in order to encourage the purchasing of local food and raise awareness of the importance and characteristics of locally produced and locally processed foods.	<a href="https://www.interregeurope.eu/circe/news/news-article/3692/slovenians-create-our-super-food-website/">https://www.interregeurope.eu/circe/news/news-article/3692/slovenians-create-our-super-food-website/</a>
Development Strategy for Gastronomy in Slovenia	Drawing up of a gastronomic pyramid defining 24 gastronomic regions in Slovenia with 144 representative dishes.	<a href="https://www.slovenia.info/en">https://www.slovenia.info/en</a>
WINES		
Name	Results	Source of Information
Niche	Creation of a winemakers' network in Crete aimed at promoting both the product and its tourist potential.	<a href="http://www.winesofcrete.gr/cretewines/en/Article/TheWines/WinesofCrete_2507.html">http://www.winesofcrete.gr/cretewines/en/Article/TheWines/WinesofCrete_2507.html</a>
A new economic model for Italian farms: wine and food tourism	Development of several wine destinations in Italy	<a href="http://www.scientificpapers.org/wp-content/files/16_Lanfranchi-A_New_Economic_Model_for_Italian_Farms_the_Wine_Food_Tourism.pdf">http://www.scientificpapers.org/wp-content/files/16_Lanfranchi-A_New_Economic_Model_for_Italian_Farms_the_Wine_Food_Tourism.pdf</a>
Best Practices in the Great Wine Capitals of the World	Excellent example of public-private cooperation in wine tourism /Argentina/  Improving the infrastructure and holding wine festivals /Portugal/.	<a href="http://www.greatwinecapitals.com/sites/default/files/resources/downloads/wine_tourism_challenges_and_perspectives.pdf">http://www.greatwinecapitals.com/sites/default/files/resources/downloads/wine_tourism_challenges_and_perspectives.pdf</a>

## METHOD AND TECHNIQUES

As a result of the good practices studied and the methods, criteria, systems of analysis and evaluation used in them, as well as the conducted study of the traditional food and wines in Haskovo District under the present contract, the opportunities and the problems in promoting the traditional food and wine in Haskovo district can be defined in the following table:

Table 4. SWOT analysis of Haskovo District in terms of traditional food and wines

STRENGTHS	WEAKNESSES
Haskovo District is an attractive destination for wine and food tourism; A tourist product related to one of the oldest traditions in the territory of Haskovo /wine-making/ and local culinary dishes.	Insufficient information about Haskovo district as a destination for wine and food tourism; Overall, a relatively little-known destination on the external and domestic markets; Strong competition of neighbouring Greece and Turkey; The standard products for "mass" tourism do not help build the image of the area as a wine and food tourism destination.
OPPORTUNITIES	THREATS/PROBLEMS
Complementing tourist services with wine and food	Strong competition in the sector (Italy, France,

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<p>tourism; Creating an emotionally targeted, content-rich tourist product, linking all aspects of wine and food tourism in Haskovo, both modern aspects and those associated with the past and with established traditions; Clear targeting of the product via micro-targeting of the markets selected for the specific type of tourism, which are familiar with local wines and food; Using the capabilities of new communication media to create an emotional connection between product, destination, and user.</p>	<p>Spain, Greece) and the emerging markets (Australia, South Africa, Chile, Georgia, Armenia, Romania); Wrong or unfocused targeting of the tourist product, leading to low efficiency of Haskovo's regional marketing as a food and wine destination.</p>
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Taking into account the good practices described above, we have come to the conclusion that the methods and techniques for promoting traditional food and wines should meet a minimum number of criteria in order to be presented in a mobile devices app and a web portal.

## TRADITIONAL FOOD

The minimum conditions that a traditional cuisine should meet are the following:

- ❖ be traditional only for the specific area;
- ❖ be connected with the lifestyle and customs of the local population;
- ❖ to be passed on from generation to generation;
- ❖ to be popular with the local population;
- ❖ to be healthy and to be composed of only locally acquired products.

## WINES

The minimum conditions which a certain wine should meet are the following:

- ❖ be traditional for the specific area;
- ❖ be connected with the lifestyle and customs of the local population;
- ❖ to be popular among locals;
- ❖ be of high quality;
- ❖ be unique to the area.

## APPROACH AND STAGES OF COLLECTING IDENTICAL INFORMATION

Having shown the good practices in the field, we suggest that **THE APPROACH** to collecting identical information should comprise the following stages:

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- Studying and documenting information about traditional food and wines in Haskovo district;
- Systematization of the information based on certain indicators.

### ***STAGE 1. Study and documentation of traditional foods and wines in Haskovo district***

We suggest exploring sources of information of a different nature, incl. strategic documents – Regional Development Strategy, Municipal Development Plans, National Strategy for Development of Viticulture and Wine Production 2005-2025, National Strategy for Sustainable Development of Agriculture of the Republic of Bulgaria 2014-2020, National Strategy for Sustainable Development of Tourism in the Republic of Bulgaria, 2014- 2030 etc., as well as literary and other sources; establishing contacts with the competent authorities such as the Ministry of Agriculture, the Executive Agency for Vine and Wine, the Institutes of Vine and Wine, the Local and Regional History Museums, including community centres, local initiative groups, museums, research of information available on multiple websites with statistical data, incl. other studies on the cultural intangible culinary heritage, any promotional materials created, etc.

#### ***Systematization of information based on certain indicators***

Once the different sources of information have been carefully examined, we suggest that the collected data be systematized by certain indicators when presented in a mobile application and a web portal. As main indicators we suggest the following:

1. Name
2. Where is it offered
3. Description
4. Combination with a festival

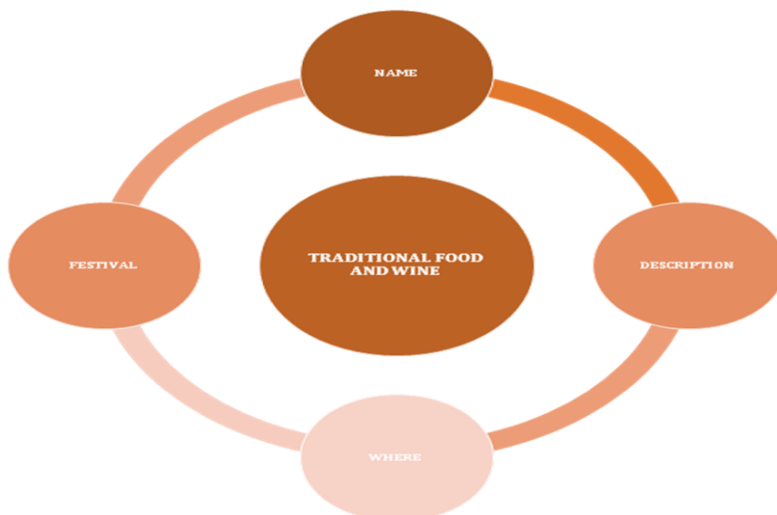
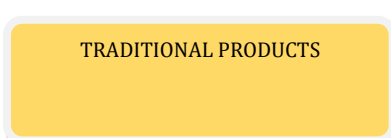
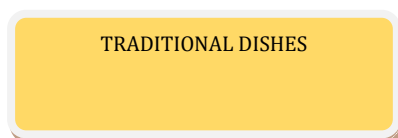


Chart 2. A unified approach to collecting information on traditional food and wines

## 2.2. RESULTS AND PROCESSED DATA FROM THE SURVEY OF TRADITIONAL FOOD AND WINES IN HASKOVO DISTRICT IN AN APPROPRIATE FORMAT ACCORDING TO THE IDENTIFIED APPROACH FOR PRESENTING THE DATA IN A MOBILE DEVICES APP AND A WEB PORTAL

According to the above-mentioned approach, we have collected the following data in separate sections in ANNEX 2:

### TRADITIONAL FOOD



### WINES



Options for tourist visits with emphasis on food and wine tourism by municipality:

### Dimitrovgrad Municipality

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- ❖ Festival in the village of Stalevo, held in September - wine cellar in the vicinity of Dimitrovgrad municipality;

#### Ivaylovgrad Municipality

- ❖ Festival in the village of Huhla, held in September - wine cellar in the vicinity of the municipality;

#### Lyubimets Municipality

- ❖ Traditional Fair - "From the garden to the plate" Culinary Exhibition, held in August - wine cellar in the vicinity of Lyubimets municipality;

#### Stambolovo Municipality

- ❖ Festival of Spelt Bread, month of July - wine cellar in the region of Lyubimets municipality;

#### Topolovgrad Municipality

- ❖ Festival of Bread and Wine, held in January - wine cellar in the vicinity of Topolovgrad Municipality;

#### Harmanli Municipality

- ❖ "Na Harmana" (On the Threshing-floor) Festival, held in September - wine cellar in the vicinity of Harmanli municipality;
- ❖ TransGourmetTour, held in May - wine cellar in the vicinity of Harmanli municipality;
- ❖ Festival of Sesame, held in July - wine cellar in the vicinity of Harmanli Municipality;

#### Haskovo Municipality

- ❖ "Varvara and Sava" culinary exhibition, held in December - wine cellar in the region of Haskovo municipality;
- ❖ "Dishes and beverages from the Haskovo region" - culinary exhibition of competitive character, held in December - wine cellar in the region of Haskovo municipality;
- ❖ Tabiet Culinary and Music Festival, held in May - wine cellar in the region of Haskovo municipality;

## ADDITIONAL MEASURES (IN ADDITION TO PRESENTATION IN A MOBILE DEVICES APP AND A WEB PORTAL) FOR PROMOTING AND DEVELOPING TRADITIONAL FOOD AND WINES IN HASKOVO DISTRICT

As a result of the examined good practices on the promotion and development of traditional foods and wines in Haskovo district, we propose the following additional measures:

- ❖ Conducting advertising campaigns - TV and radio spots, audiovisual materials, billboards, announcements of events, etc.;
- ❖ Creating printed and digital materials - including catalogues, brochures, guides, recipe books, maps, etc.<sup>6</sup>;
- ❖ Conducting advertising activities in retail outlets;
- ❖ Organizing meetings with importers, distributors and other merchants;
- ❖ Organizing visits to Bulgaria of interested third-country representatives (retailers, sommeliers, travel agents, hotel agents, international journalists covering topics related to wine and local cuisine);
- ❖ Conducting days of EU wines in third countries by inviting interested representatives (retailers, sommeliers, travel agents, hotel agents);
- ❖ Establishing an easy-to-find and well-marked place to offer food/wine tasting/product presentation;
- ❖ Establishing a wine club for visitors and providing membership cards;
- ❖ Organizing visits to wine tours in Haskovo;
- ❖ Holding fairs and international exhibitions, sector-oriented or general, aimed at professionals or consumers;
- ❖ Organizing business meetings between professionals and consumers, holding workshops, wine tasting sessions, seminars, etc.<sup>7</sup>;
- ❖ Media coverage of festivals for local cuisine and wines;
- ❖ Publications and films on local cuisine and wine history;
- ❖ Creating a network of wine-growers and restaurateurs;
- ❖ Organizing conferences and other promotional events;
- ❖ Organizing cooking courses online and on-site;
- ❖ Developing entertaining games in apps and the Internet on local cuisine and wines;
- ❖ Georeferencing of any type of data that allows this, as well as its representation on interactive maps;
- ❖ Integrating the data into Google Maps, OpenStreetMap, etc. through project profiles;

<sup>6</sup> [https://www.theseus.fi/bitstream/handle/10024/64631/Anh\\_Vu\\_Ngoc\\_TOBBA11.pdf?sequence=1](https://www.theseus.fi/bitstream/handle/10024/64631/Anh_Vu_Ngoc_TOBBA11.pdf?sequence=1)

<sup>7</sup> NATIONAL PROGRAM FOR ASSISTING THE BULGARIAN WINE SECTOR FOR THE VINTAGES 2014-2018.

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- ❖ Integrating the data in national /industry/ commercial portals for tourist landmarks;
- ❖ Social networking campaign (FB, Instagram, Pinterest, Foursquare) with emphasis on visual or geographic information.

## ANNEXES

### ANNEX 1. COLLECTED DATA

### ANNEX 2. PROCESSED DATA