



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



GENERAL PLAN FOR MANAGEMENT, RESTORATION AND ENCOURAGEMENT OF SUSTAINABLE ECONOMIC USE OF HISTORICAL AND CULTURAL SITES



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union. The authors of the material are the sole responsible for the
information provided through this document.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



CONTENTS

I. INTRODUCTION	5
1. CONTEXT OF COMPILING OF THE GENERAL PLAN	5
2. JUSTIFICATION OF THE NEED TO DEVELOP THE GENERAL PLAN IN THE CONTEXT OF THE EXISTING CULTURAL-HISTORICAL HERITAGE IN THE BOTH MUNICIPALITIES AND THE SUSTAINABLE ECONOMIC USE OF THE HISTORICAL AND CULTURAL SITES	6
3. PRIORITY FOR SUSTAINABLE DEVELOPMENT OF THE CULTURAL AND HISTORICAL HERITAGE	7
II. STRATEGIC AND INSTITUTIONAL FRAMEWORK	11
1. STRATEGIC FRAMEWORK	11
1.1. OVERVIEW OF THE COMMON FRAMEWORK FOR TOURISM MANAGEMENT AND STRATEGIC PLANNING IN THE AREA OF CULTURAL AND HISTORICAL TOURISM IN THE ROMANIA-BULGARIA CROSS-BORDER REGION AND THE EUROPEAN UNION	11
1. 2. OVERVIEW OF THE APPLICABLE NATIONAL AND EUROPEAN TOURISM LEGISLATION	20
2. INSTITUTIONAL FRAMEWORK IN THE CONTEXT OF CULTURAL AND HISTORICAL HERITAGE MANAGEMENT	31
2.1. LOCAL LEVEL MANAGEMENT ON THE TERRITORY OF BULGARIA	35
2.1.1. MUNICIPALITY	35
2.1.2. MAYOR OF THE MUNICIPALITY	36



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



2.1.3. MUNICIPAL ADVISORY BOARD	37
2.1.4. MUNICIPAL EXPERT COMMITTEE ON CATEGORIZATION OF TOURIST SITES	38
2.1.5. MANAGEMENT AT THE TOURIST AREA LEVEL	38
2.2. MANAGEMENT OF THE ROMANIA TERRITORY	40
2.2.1. MINISTRY OF CULTURE	40
DIRECTORATE FOR CULTURAL HERITAGE	41
AREAS OF ACTIVITY:	41
REGIONAL CULTURAL DIRECTORATES	43
REGIONAL CULTURAL DIRECTORATES	44
III. ANALYSIS OF THE CURRENT CULTURAL AND HISTORICAL HERITAGE OF THE TWO MUNICIPALITIES	46
1. MUNICIPALITY OF DOLNA METROPOLIA	47
1.1. HISTORICAL-GEOGRAPHICAL CHARACTERISTICS	47
1.2. CULTURAL-HISTORICAL HERITAGE	49
1.3. CULTURAL HISTORICAL HERITAGE AS A PREREQUISITE FOR THE DEVELOPMENT OF CULTURAL AND RELIGIOUS TOURISM	69
1.4. CULTURAL INSTITUTIONS	71
2. MUNICIPALITY MOTATEI	74
2.1. HISTORICAL-GEOGRAPHICAL CHARACTERISTICS	74
2.2. CULTURAL-HISTORICAL HERITAGE	75



www.interregrobg.eu



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



3. LINK BETWEEN CULTURE AND TOURISM. CULTURAL TOURISM AS A FACTOR FOR ECONOMIC DEVELOPMENT IN THE CROSS-BORDER REGION	78
IV. STRATEGIC PLANNING	80
1. SWOT ANALYSIS. MATRIX OF STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS	80
2. DEFINED FACTORS FOR SUSTAINABILITY OF JOINT FORMS OF CULTURAL-HISTORICAL TOURISM IN TWO MUNICIPALITIES	85
3. STRATEGIC OBJECTIVES FOR THE DEVELOPMENT OF CULTURALLY-HISTORICAL SIGHTS WITH AN EMPHASIS ON MANAGEMENT, RESTORATION AND PROMOTION OF SUSTAINABLE ECONOMIC USE	86
4. MEASURES TO ACHIEVE THE STRATEGIC OBJECTIVES	90
5. FORMULATION OF RECOMMENDATIONS AND DEFINITION OF SPECIFIC GROUPS OF ACTIVITIES CONTRIBUTING TO RECOVERY AND PROMOTING SUSTAINABLE ECONOMIC UTILIZATION OF THE HISTORICAL AND CULTURAL SITES;	107
6. FORMULATION OF SPECIFIC INSTITUTIONAL RESPONSIBILITIES CONTRIBUTING TO RECOVER AND PROMOTE SUSTAINABLE ECONOMIC USE OF HISTORICAL OBSTACLES	110
6.1. RESPONSIBILITIES OF THE PUBLIC SECTOR	110
6.2. PRIVATE SECTOR RESPONSIBILITIES	111
6.3. RESPONSIBILITIES OF LOCAL COMMUNITIES	111



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



6.4. RESPONSIBILITIES OF OTHER INTERESTED PARTIES	112
V. FINANCING SOURCES	113
1. BULGARIA	113
1.1. NATIONAL FUNDS	113
❖ RESEARCH FUND	113
❖ NATIONAL FUND "CULTURE"	113
1.2. REPUBLICAN BUDGET	114
1.3. EUROPEAN STRUCTURAL AND INVESTMENT FUNDS FOR BULGARIA 2014 - 2020	114
2. ROMANIA	117
3. TERRITORIAL COOPERATION PROGRAMS (2014-2020)	120
4. POLICIES AND PROGRAMS OF THE EUROPEAN UNION	121
5. OTHER DONOR PROGRAMS	122
6. PRIVATE FINANCING	123
7. PUBLIC - PRIVATE FINANCING	123
VI. CONCLUSION. PARTNERSHIP STRUCTURE	125



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



I. INTRODUCTION

1. CONTEXT OF COMPILING OF THE GENERAL PLAN

This document has been composed in implementation of the project : „Tourism as a bond of perspective development of border region“ („Туризъмът като връзка за перспективно развитие на трансграничния регион“), e-MS код ROBG-568, funded under the Interreg V-A Romania-Bulgaria Program through the European Regional Development Fund, implemented in partnership between the Municipality of Dolna Metropolia, the Municipality of Motatei and the Saint Nicholas Church board of trustees. The main objectives of the project is to unite the people in the cross-border region by protecting and improving their common cultural-historical heritage and contributing to their economic well-being, as well as increasing public awareness of its importance. The project addresses the mutual problem of lack of investment in the reconstruction, protection and popularization of valuable cultural and historical monuments and sites in the cross-border area, which are located in smaller cities.

General plan for management aims, based on a detailed analysis of the existing cultural and historical heritage in both municipalities, to help identifying of suitable sites and tourist destinations, formulate recommendations for managing, restoring and encouraging sustainable economic use of historic and cultural sites, and to ensure the sustainability of the achieved results. The project is focused over archeological and religious sites with high value, aiming their preserving, maintaining, popularization and managing in an innovative and economically sustainable way.



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region“,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



2. JUSTIFICATION OF THE NEED TO DEVELOP THE GENERAL PLAN IN THE CONTEXT OF THE EXISTING CULTURAL-HISTORICAL HERITAGE IN THE BOTH MUNICIPALITIES AND THE SUSTAINABLE ECONOMIC USE OF THE HISTORICAL AND CULTURAL SITES

Indisputable importance for the cultural identity of every society in the context of a globalizing world are its cultural monuments and its cultural wealth, as a whole. Their protection, restoration and usage shall be synchronized with the sustainable usage of natural and human resources.

The cities on both sides of the Danube River have been connected for centuries by their common history and culture, due to their close territorial positioning, the constant movement of inhabitants and the identical political and natural challenges they face. Unfortunately, due to the lack of sufficient funding and support, these smaller towns and villages cannot popularize their common history and culture either internationally or locally. In addition, they cannot preserve all of their significant cultural and historical monuments and make them more attractive to tourists through appropriate infrastructure and competitive marketing activities. Many of the monuments in both cities suffer from negative effect of natural conditions (moisture, rain, snow, floods etc.), as well as from human activity (vandalism, casual tourists etc.) Unfortunately, the authorities in both cities do not have the means to restore and preserve these monuments. This leads to their decline, oblivion and even making them undesirable tourist destinations.

Building infrastructure around selected valuable cultural and historical monuments is not enough. More concrete measures for popularization of these monuments and touristic products shall be undertaken to attract the attention of national and international tourists



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



3. PRIORITY FOR SUSTAINABLE DEVELOPMENT OF THE CULTURAL AND HISTORICAL HERITAGE

Interpretation of cultural and historical heritage today is a fundamental element in sustainable and balanced development. Cultural heritage is a factor building positive partnerships between local communities and businesses. The processes of urbanization make it possible to combine traditional activities that carry the identity of the region (cultural and natural heritage, historical memory) and socio-economic activities in the new urbanized territories. People have a leading role in the conservation, protecting and adaptation of cultural heritage today. Along with it they carry the historical memory and ancient traditions.

The presentation of cultural heritage as an activity integrated in the urban structure of the municipality gives new meaning and presents it as a resource for socio-economic development. Cultural heritage is now regarded as a material and spiritual resource that must be preserved, without requiring the return on investment in it. Activities connected to the exploitation of cultural heritage in tourism must be linked to the protection and preservation of cultural property and the provision of the necessary care. Already developed cultural industry may be observed as an engine of a municipality's economy and an opportunity for balanced and sustainable development. Local tourism relies on the attractiveness of the region. The ability to visit remote historical and cultural landmarks and sites and follow a specific tourist route involving more than one site requires direct accommodation of visitors to local hotels / hostels and guest houses. In the cross-border region there is a lot of small villages with hidden treasures - cultural and



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



historical monuments that are "waiting to be discovered". Popularizing them is vital to preserving them for future generations.

Sustainable development requires participation of all stakeholders as long as it is a long-term process requires continuous monitoring of the impact and taking preventative and corrective measures when and where necessary. Sustainable results are those who ensure high level of satisfaction of the visitors, increase their awareness, as well as popularize the principles and practices of sustainability among them. Sustainable development of cultural-historical resources shall respond to the following requirements:

- Utilizes optimally and respects the socio-cultural authenticity of local communities while protecting their tangible and intangible cultural and spiritual heritage, traditional values and contributing to intercultural understanding and tolerance
- Provides viable, long-lasting economic activities that deliver economic benefits to all stakeholders. This includes sustainable employment and income and social services opportunities for local communities.
- Applying good and useful local government for local and external communities.

Guided by the analysis of the determining factors, as well as the priorities of the strategic development of the cultural and historical heritage in both countries, the following **main priorities** are formulated::



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



- ❖ **Priority 1.** Increasing the quality of life in the cross-border region through the protection, validation, development, promotion and sustainable utilization of the cultural and historical heritage of the Municipality of Dolna Metropolia and the Municipality of Motatei.
- ❖ **Priority 2.** Increasing the attractiveness of landmarks of the Municipality of Dolna Metropolia and the Municipality of Motatei by making investments to preserve them and improve access to them and to better regards of museums with tourism.
- ❖ **Priority 3.** Increasing the capacity to manage and use cultural sites effectively
- ❖ **Priority 4.** Enhancing cross-border cooperation for further joint activities for the socio-economic development of the region and the effective use of cultural and historical resources

Guaranteeing sustainability while safeguarding the cultural and historical heritage would be achieved through:

- a constant reminder of the traditions, folklore, folk crafts and cultural heritage related skills
- Increasing searching people with professional experience in the field of protecting, conservation and use of cultural, historical and natural resources
- accounting for outgoing and incoming assets for different cultural, historical and natural sciences sites

The main elements in developing improvement tactics are:



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



- reducing the risks to the natural heritage, emphasizing its importance for sustainable development
- promotion of successful tourism methods, which together with leisure develops the spiritual and mental potential of the people.



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



II. STRATEGIC AND INSTITUTIONAL FRAMEWORK

1. STRATEGIC FRAMEWORK

1.1. OVERVIEW OF THE COMMON FRAMEWORK FOR TOURISM MANAGEMENT AND STRATEGIC PLANNING IN THE AREA OF CULTURAL AND HISTORICAL TOURISM IN THE ROMANIA-BULGARIA CROSS-BORDER REGION AND THE EUROPEAN UNION

The regulatory framework for regulating the parameters and aspects of cultural and historical heritage, its protection, preservation, development and transformation into a tourist product is comprehensive. Includes dozens of UNESCO Conventions, Directives, Resolutions, EU Communications.

The mission of all regulations are aimed for improving the competitiveness of the tourism sector in Europe, developing innovation in tourism, with the aim of improving the quality of supply in all its dimensions, improving professional qualifications, overcoming seasonality of demand, diversifying the tourism product and services .

- ❖ Convention for Protection of the World Cultural and Natural Heritage, adopted by UNESCO on 16 November 1972.

The Convention aims to create system for international cooperation and assisting States Parties in the efforts they make to protect and identify them as a



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



manifestation of the international protection of cultural and natural heritage. The regulatory scope of the Convention concerns the protection, conservation, popularization or restoration of cultural or natural heritage sites, including the identification and delineation of different types of sites, the identification, preservation and popularization of them, using both their available resources and internationally financial, artistic, scientific and technical assistance that may be provided to States Parties to the Convention.

- ❖ Convention on the Prohibition and Prevention of the Illegal Import, Export and Transfer of the Right to Ownership of Cultural Property, adopted by UNESCO on 17 November 1970

The Convention aims creating of effective system for protecting of cultural values by establishing rules, both at national level and through international cooperation and assistance from States- parties to it in terms of their efforts to counteract the illegal import, export and transfer of property rights to cultural property.

- ❖ European cultural convention from 19 December 1954.

The Convention aims achieving of greater unity between the members of the Council of Europe for the preservation and realization of the ideals and principles that are their common heritage, by developing mutual understanding between the European peoples, by promoting the study of the languages, history and civilization of other countries, as well as and a common European



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



civilization, and by pursuing a policy of joint action to preserve European culture and promote its development.

- ❖ European Convention for the Protection of the Archaeological Heritage from 16 January 1992.

The Convention aims to create appropriate administrative and scientific control procedures for the preservation of archaeological heritage as a source for European collective memory and as a tool for historical and scientific research, insofar as it is seriously threatened by deterioration due to the growing number of large-scale spatial plans, natural risks, secret or unscientific excavations and insufficient knowledge of the topic by the general public. The Convention defines the concept of archaeological heritage, regulates the measures that the Parties should take to identify and protect it, preserve, collect and disseminate scientific information, popularize, prevent the illegal movement of elements of archaeological heritage, and fund activities to perform its activities these requirements. According to the convention, each of the participating countries is committed to establishing a legal system for the preservation of archaeological heritage, which provides for the maintenance of its registers and the designation of protected monuments and areas, the creation of archaeological reserves, even when no visible remains are found on the surface or underwater, conservation of material evidence to be examined by future generations, compulsory reporting to the competent authorities by the discoverer of accidental findings constituting elements of a rheological heritage, and their presentation for study.



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



- ❖ Convention for the Protection of the Architectural Heritage of Europe from 3 October 1985.

The Convention aims to establish appropriate administrative and scientific control procedures for the preservation of architectural heritage, as an expression of the richness and diversity of Europe's cultural heritage. It defines the concept of architectural heritage, regulates the need to create a comprehensive, coordinated common policy and measures that the Parties to the Convention should take to define, preserve and restore it, collect and disseminate scientific information, promote, promote the activities of associations with ideal purpose and patronage in the field of protection of the architectural heritage, prevention of destruction or destruction and financing of the activities for the implementation of these tion.

- ❖ European Landscape Convention from 20.10.2000.

The Convention focuses on sustainable development based on balanced and harmonious relationships between social needs, economic activity and the environment. Underlying the convention is the understanding that the landscape plays an important role in the cultural, environmental, environmental and social fields and is a favorable resource for economic activity whose protection, management and planning can contribute to employment creation. The Convention recognizes the landscape as a factor conducive to the creation of indigenous cultures and as a major component of Europe's natural and cultural heritage,



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



contributing to the well-being of the people and the strengthening of European identity.

- ❖ Resolution of the Committee of Ministers of the Council of Europe CM / Res (2007) 12 on "The cultural routes of the Council of Europe"

The Council of Europe's Cultural Routes Program was formally initiated in the 1980s, with the discovery of a route uniting the roads used by most pilgrims in all parts of Europe. The program aims to present, support and transform into common practice the common cultural identity of European citizens; to protect and emphasize the importance of cultural heritage as a factor in improving living conditions as a source of social, economic and cultural development; to provide citizens with new opportunities to diversify their leisure time by guaranteeing the special status of cultural tourism and related practices. The resolution on the Council of Europe's Cultural Routes reaffirms the objectives of the program: to promote European identity, unity and diversity; to preserve the diversity of European cultures; promote intercultural dialogue and facilitate conflict prevention and reconciliation in Europe. The resolution recognizes that in order to preserve common European identities and values, an understanding of European history based on its physical, intangible and natural heritage is needed in order to show the connections that unite different cultures and regions. Thus, resolution (2007) 12 establishes the formal operational framework of the Council of Europe's cultural itinerary. This framework regulates the procedure for obtaining a Council of Europe cultural route certificate.



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



- ❖ Resolution of the Committee of Ministers of the Council of Europe CM / Res (2013) 66 on an enlarged Council of Europe partial agreement on cultural routes from 18 December 2013.

In order to meet the objectives of CM / Res (2007) 12 on "The Council of Europe's Cultural Routes" (as amended above, by resolution (2013) 67), the Committee of Ministers of the Council of Europe adopts a resolution (2013) 66, confirming the conclusion of the CoE Extended Partial Agreement on Cultural Routes, as well as the continuation of the work of the European Institute for Cultural Routes, established in 1997. as a result of the signing of a Political Agreement between the Council of Europe and the Grand Duchy of Luxembourg (represented by the Ministry of Culture, Higher Education and Science). The purpose of the Council of Europe's extended Partial Agreement on Cultural Routes is to contribute to the promotion of European identity and citizenship through knowledge and understanding of the common European heritage, as well as the creation of cultural links and dialogue within Europe, but also with other countries and regions. To the extended Partial Council Agreement of Europe on Cultural Routes An Advisory Council is being set up to provide a forum for the involvement of cultural operators, networks, heritage and tourism organizations, local and regional authorities, NGOs, chambers of commerce, foundations and donor organizations, professional organizations. Organizations in the field of tourism, protection of heritage and culture. The Council convenes once a year and provides a platform for discussing trends and challenges in cultural routes, as well as a space for sharing experiences, discussing progress on cultural routes, launching new initiatives and partnerships.



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



- ❖ Commission Communication COM (2010) 352 Europe - a world leader in tourism - a new policy framework for European tourism

With this Communication, the Commission recognizes the innovations made by the Treaty of Lisbon, extending the EU's competence in the field of tourism, to assisting, coordinating and complementing Member States' actions, and expresses its intention to promote a coordinated approach to tourism-related initiatives, and to establish a new framework for action to enhance its competitiveness and ability to develop in a sustainable way. Underlying this message is the understanding that as one of the world's leading tourist destinations, but in the increasingly dynamic world of competition, Europe must offer sustainable and high-quality tourism services, drawing on its comparative advantages, in particular the diversity of tourism. its natural attractions and its extremely rich cultural heritage.

- ❖ Directive 2014/60 / EU of the European Parliament and of the Council of 15 May 2014 on the return of cultural goods unlawfully removed from the territory of a Member State

The directive seeks to establish a legal framework of revised and updated clear rules applicable to the return of cultural goods classified or designated as national treasures illegally exported from the territory of the Member States.



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNUL ROMÂNIEI
GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



- ❖ Council Regulation No 116/2009 of 18 December 2008 on the export of cultural goods

The Regulation seeks to create a clear legal framework for uniform controls on exports of cultural goods at the external borders of the Community. According to the Regulation, the export of cultural goods is made after the presentation of an export license issued by the competent Member State and valid for the whole of the Community falling within its scope. Licenses shall be issued at the request of the person concerned by the competent authorities of the Member State in whose territory the cultural goods are lawfully located. The export license shall be presented, annexed to the export declaration, on completion of the customs export formalities.

- ❖ Operational guidelines for the implementation of the UNESCO World Heritage Convention, 2012.

The operational guidelines (also referred to as Guidelines) for the implementation of the Convention for the Protection of the World Cultural and Natural Heritage define the term "exceptional world value" and define criteria for the assessment of "exceptional world value". The term "exceptional world value" refers to an object (natural or man-made) of great cultural significance that transcends national borders. The World Heritage Committee defines the criteria for the inclusion of individual sites in the World Heritage List. When a site is included in the World Heritage List, the Committee adopts a declaration of its outstanding



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



world value, which is the main motivation and recommendation for the future effective conservation and management of the site.

❖ International Charter for Cultural Tourism (ICOMOS 1999)

The Charter supports wider initiatives by ICOMOS, other international bodies and the tourism industry to preserve the integrity of heritage management and conservation. It encourages the involvement of all those with a vested interest in engaging in the work to achieve these goals.

The main acts of the Bulgarian legislation relevant in the context of the plan are:

- Cultural Heritage Act (LCN)
- Tourism Act (TA)
- Forest Law (PG)
- Land Ownership and Use of Agricultural Land Act
- Agricultural Land Conservation Act (LPPP)
- Protected Areas Act (PAA)
- Biodiversity Act (BDA)
- Ordinance No. H1 of 14.02.2011 of the Minister of Culture for conducting field archaeological studies
- Ordinance of 25.02.2011 of the Minister of Culture on the scope, structure, content and methodology for drawing up plans for the conservation and management of single or group immovable cultural property



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



- Ordinance No. H-4 of 8.10.2013 of the Minister of Culture on the conditions and procedure for presenting cultural values
- Ordinance No. H-5 of 8 June 2010 of the Minister of Culture on the conditions and procedure for reproduction of cultural property in copies, replicas and commercial items.

The "cultural route" according to Art. 47, item 9 of the LCN is a collection of historical routes along a traditional road with the objects of the immovable cultural heritage and landscapes included in it.

"Cultural landscape" is the collection of spatially distinct sustainable cultural layers resulting from the interaction of man and the natural environment that characterize the cultural identity of a territory.

'Real cultural heritage' is a collection of cultural assets permanently attached to the earth, including underwater, together with their surrounding environment, which carry historical memory, national identity and have scientific or cultural value.

1. 2. OVERVIEW OF THE APPLICABLE NATIONAL AND EUROPEAN TOURISM LEGISLATION

❖ Sustainable Tourism Development Strategy for Bulgaria 2014-2030

The strategy aims to increase Bulgaria's competitiveness as a tourist destination and support the sustainable development of the tourism industry. Prepares a set of long-term measures in the fields of planning, investments, inland tourism, studies,



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



provision of services, improvement of infrastructure and transport, training and qualification of tourism personnel, diversification of the tourism product, restoration and maintenance of existing tourist areas and improving the appearance of the destination as a whole.

❖ Concept for tourist zoning in Bulgaria

The concept is directly related to the implementation of the Tourism Act of 26.03.2013. According to Art. 15. (1) of this law, the segregation of tourist regions in the country shall be made with the aim of forming regional tourist products and conducting regional marketing and advertising.

❖ National Development Program: Bulgaria 2020

Bulgaria 2020 has been developed as a long-term national programming document for the country's development, which aims to be the basis for programming strategic documents related to the implementation of both national and EU policies.

The vision that the program formulates is that in 2020 Bulgaria will become a country with a competitive economy, providing the conditions for full social, creative and professional realization of the individual through intelligent, sustainable, inclusive and territorially balanced economic growth.

❖ Romania National Tourism Master Plan 2007 - 2026

In 2006, Romania adopted the Master Plan for Tourism Development in Romania (2007 - 2026), which aims to identify weaknesses in the Romanian tourism industry



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



and provide strategic guidance on how it can be restructured, secured and regenerated, to compete effectively in the global market.

It is a common policy that incorporates various plans and strategies to optimize the integration of tourism in the country's overall economic framework. However, the long period covered by the plan diminishes its relevance, leaving a number of newly formed destinations outside the scope of the document and losing strategic legitimacy.

❖ National Strategy for Ecotourism Development (2010 - 2020), Romania

The strategy is based on key principles for the development of ecotourism, building on two international models: (1) the Nature and Ecotourism Accreditation Program developed by the Australian Ecotourism Association and (2) Best's Nature, an accreditation system promoted by the Association for Ecotourism ecotourism from Sweden. With the Ecotourism Development Strategy, Romania became the first country in Europe to develop an eco-destination rating system. It is based on the European Eco-Tourism Labeling Standard recognized by the Global Sustainable Tourism Council.

❖ National Sustainable Development National Strategy and Action Plan for Strategy (2013 - 2030), Romania

The strategy envisages improvements in a number of areas that determine the quality of life, incl. infrastructure expansions and upgrades of Danube ports, on which the success of the objectives of this Strategy largely depends.



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



❖ EC EU Strategy for the Danube Region

The strategy was developed at the initiative of the countries along the Danube River, and its implementation depends entirely on them. The strategy covers 9 EU Member States (Germany, Austria, Hungary, Czech Republic, Slovakia, Slovenia, Croatia, Bulgaria and Romania) and 5 non-EU countries (Serbia, Bosnia and Herzegovina, Montenegro, Ukraine and Moldova). The main problems are organized into 4 pillars: (1) Connectivity, (2) Environment, (3) Building prosperity, (4) Strengthening, containing 11 priority areas adopted with the action plan. A team of 2 countries are coordinators for a given priority area. Bulgaria and Romania coordinate the implementation of priority area 3 "Tourism", while Bulgaria coordinates with Germany the priority area 11 "Security against organized crime".

❖ Joint Strategy for Sustainable Territorial Development of the Romania-Bulgaria Cross-Border Region (SPATIAL)

The strategy is designed to align the national guidelines and policies of the two participating countries for territorial development and to identify the technical instruments approved by both parties (areas of interest, stages of implementation, indicators of analysis, and details of development / cooperation provisions).

❖ 5 Regional Development Plans of Sud-Vest-, Sud-Multenia, SudEst (Romania), CFSP and SCRS (Bulgaria)

❖ 7 regional development strategies of Dolj, Mehedinti, Olt, Teleorman, Constanta, Calarasi and Giurgiu (Romania) and 7 regional development



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



strategies of Vidin, Vratsa, Montana, Pleven, Veliko Turnovo, Ruse, Silistra

- ❖ 21 municipal plans for the development of Bulgarian municipalities within the route, including:
- ❖ Municipal Development Plan of Dolna Mitropolia Municipality 2014-2020

Municipal Development Plan of the Municipality of Dolna Mitropolia for the period 2014-2020 is a document for strategic planning of sustainable integrated development on the territory of the municipality, which is developed in accordance with the predictions of the Regional Development Strategy of the Pleven District for the period 2014-2020. The municipal development plan defines the medium-term development goals and priorities, taking into account the specific characteristics and potential of the municipality, on the one hand, and the strategic guidelines for the development of the goals and priorities of the municipality. skis development plans contained in the Regional Development Strategy for the period until 2020, on the other hand.

The priority of the regional economic policy in the Municipal Development Plan of the Municipality of Dolna Mitropolia 2014-2020, as well as in the Report for the mid-term evaluation of the Municipal Development Plan of the Municipality of Dolna Mitropolia 2014-2020, is to determine the fundamental place of tourism.

Strategic objective 2 in the Municipal Plan is "Improving the quality of the environment in the municipality and making it attractive as a tourist destination"



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



and respectively. Priority 2.5: "Tourism development", including the following measures and programs / projects to achieve them, respectively:



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



Measure	Program / project to measure
Measure 2.5.1: Conservation, conservation, display and enhancement of the attractiveness of the natural cultural heritage.	<ul style="list-style-type: none"> ▪ Restoration, preservation and adaptation of the real cultural values on the territory of the municipality and the areas around them ▪ Integration of cultural heritage into strategies and LLP of Dolna Metropolia ▪ Development of a map of the real cultural values on the territory of the municipality ▪ Design, display and improve the attractiveness of tourist resources and hinterland ▪ Improving accessibility to tourist attractions ▪ Participation in the development and offering of a common tourist destination "Via Trayana" with the municipalities of Gulyantsi, Pleven, Lovech and Troyan ▪ Development of general and specialized tourist infrastructure.
Measure 2.5.2 .: Development of tourism products, tourist supply and various forms of tourism - eco, hunting and fishing, cultural, congress, business and rural	<ul style="list-style-type: none"> ▪ Creating a municipal brand ▪ Creating integrated and thematic tourism products Promoting the development of the accommodation and service activities (including catering establishments) by utilizing the opportunities of the OP and the Strategy for the implementation of ITI in the NWR



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”, e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



Measure	Program / project to measure
	<ul style="list-style-type: none"> ▪ Creation of a tourist cultural and information center ▪ Creation of a database for the region with detailed information on the resources, attractions and opportunities for alternative tourism in the municipality. ▪ Attraction of our and foreign investors for the construction of the tourist infrastructure ▪ Validation of cultural events and festivals in the municipality and supporting the organization of new ones ▪ Supporting the organization of national holidays, exhibitions, concerts, theater and show programs
<p>Measure 2.5.3: Development of a comprehensive marketing policy to promote the municipality of Dolna Mitropolia as a tourist destination</p>	<ul style="list-style-type: none"> ▪ Development and implementation of a municipal concept for tourism development ▪ Development and distribution of promotional materials ▪ Supporting and presenting tourism development opportunities in the Dolna Mitropolia area ▪ Presentation of tourist exchanges ▪ Organization of information tours



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”, e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



Priority Indicators 2.5. : Tourism Development

- Number of real estate values restored
- Number of developed maps of real cultural property
- Number of developed and specialized tourist infrastructure
- Number of municipal brands created
- Number of visitors to the established cultural and information center
- Number of festivals / competitions and other cultural events held / number of visitors
- Number of developed municipal concepts for tourism development
- Number of advertising materials prepared
- Number of performances on tourist exchanges
- Number of participants in information tours.



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”, e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



The main conclusion from the mid-term evaluation of the Municipal Development Plan of the Municipality of Dolna Mitropolia is that Strategic Objective 2: Improving the quality of the environment in the municipality and making it attractive as a tourist destination is one of the strategic goals for which most activities are fulfilled, such as the main recommendation is to continue efforts in this direction, namely - to improve the quality of the environment in the municipality and increase its attractiveness as a tourist destination, with emphasis on the development of the municipality as a tourist destination. a realistic destination that will have a direct positive effect on the quality of life and economy of the Municipality.

In order for the Municipality of Dolna Mitropolia to build an image as a place for active recreation and an area rich in events and events, specific guidelines for development are laid down in the Regional Development Plan 2014-2020 of the Pleven District:

- Renovation of a camping and recreation area in the village of Baikal;
- Construction of a fishing and yacht port, fish market and a yacht club in the village of Baikal;
- Construction of Ecotrail and cycling park - village Baikal;
- Improvement and hygiene of the villa zone Baikal village;
- Construction of Krydunavsky parks in the settlements along the Danube river bank.

❖ Local Development Strategy of the Municipality of Motatei 2014-2020



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



The local development strategy is targeted at the local community. It pays special attention to tourism as a factor influencing the different spheres of the socio-economic status of the municipality, and the planned measures in this direction are:

- Support local actions through effective marketing measures
- Practicing different tourist products
- Rehabilitation and conservation of tourist capital
- Creating a public-private partnership in tourism
- Development of monitoring and control activities in tourism

The main objectives for achieving sustainable development, which are also set out in the strategy, are:

- Development of the basic infrastructure of the municipality
- Environmental protection
- Strengthening social cohesion and reducing poverty
- Rural regeneration.

All these goals are directly related to and correspond to the purpose of the present plan, namely: to achieve and promote the sustainable economic use of cultural sites.



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



2. INSTITUTIONAL FRAMEWORK IN THE CONTEXT OF CULTURAL AND HISTORICAL HERITAGE MANAGEMENT

The management of public policies for tourism development in Bulgaria is predominantly centralized. The strategic framework for the development of tourism in the country does not prioritize but enhances all potential forms of tourism in terms of tourist attractiveness. There are no fiscal measures to stimulate entrepreneurship in the sector, despite a change in the VAT Act in 2011, when a flat rate of 9% was adopted. A serious difficulty in managing tourism at the local level stems from the limited financial capacity of the municipalities and their high dependence on subsidized and external financing - a deficit of the overall political and legal system of local self-government in the country.

Unlike in Bulgaria, tourism management in Romania is de-concentrated and the country applies a diverse set of fiscal measures that stimulate entrepreneurship in the sector:

- Exemption from income tax for 3 years for new investments in tourist facilities
- 5 Income tax exemption for 5 years for investments in spa tourism
- Exempt from tax on reinvested profits, provided that investments have been made to improve the tourist facilities
- Other fiscal incentives for eco-labeled tourist accommodation establishments.



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



The National Tourism Authority of the Ministry of Economy of Romania has 13 representatives at regional and local level and 11 offices abroad responsible for promoting Romania in the following cities: Rome, Vienna, Berlin, Paris, Madrid, London, Warsaw, Moscow, New York, Beijing, Tel Aviv. The country has prioritized two major segments of tourism: health tourism and eco-tourism. Since the beginning of 2017, the National Tourism Agency of Romania has been transformed into the Ministry of Tourism.

Important for addressing deficits are the limited information (communication) security provided by Bulgaria and Romania and their tourist product; insufficient / ineffective advertising on both sides and lack of clear competitive advantages of both countries as tourist destinations. The studied strategic documents recommend the inclusion of Bulgaria and Romania in common tourism products with other countries, by forming cross-border tourist products, thus creating new destinations. In this way, balanced regional development is achieved, the market positions of Bulgarian and Romanian tourism are improved and a prerequisite for forming a common marketing policy in tourism is created.



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



*** Institutions and organizations in the field of cultural and historical heritage and tourism

Institutions and Organizations	Bulgaria	Romania
Central government	<ul style="list-style-type: none"> ▪ Ministry of Regional Development and Public Works ▪ Ministry of Tourism ▪ Ministry of Environment and Water ▪ Ministry of Education ▪ Ministry of Economy ▪ Ministry of Agriculture and Food 	<ul style="list-style-type: none"> ▪ National Tourism Authority (NOT) of the Ministry of Economy
Regional authorities	<ul style="list-style-type: none"> ▪ Regional Development Councils ▪ Regional Coordination Councils ▪ Regional Governors 	<ul style="list-style-type: none"> ▪ Regional development agencies



Interreg



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”, e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
 EUROPEAN REGIONAL DEVELOPMENT FUND
 INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



Institutions and Organizations	Bulgaria	Romania
Local authorities	<ul style="list-style-type: none"> ▪ Municipal administrations ▪ City councils 	<ul style="list-style-type: none"> ▪ Municipal administrations ▪ City councils
Museums	<ul style="list-style-type: none"> ▪ Regional History Museums ▪ Local museums 	<ul style="list-style-type: none"> ▪ Regional History Museums ▪ Local museums
Civil Society Structures (NGOs)	<ul style="list-style-type: none"> ▪ Public benefit associations ▪ Public benefit associations ▪ Local action groups ▪ Business associations ▪ Employers' organizations ▪ Chambers of Commerce and Industry ▪ Travel companies ▪ Travel associations 	<ul style="list-style-type: none"> ▪ Public benefit associations ▪ Public benefit associations ▪ Local action groups ▪ Business associations ▪ Employers' organizations ▪ Chambers of Commerce and Industry ▪ Travel companies ▪ Travel associations



Interreg 

www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”, e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



2.1. LOCAL LEVEL MANAGEMENT ON THE TERRITORY OF BULGARIA

2.1.1. MUNICIPALITY

The Municipal Council adopts a program for the development of tourism on the territory of the municipality in accordance with the priorities of the regional strategy, the marketing strategy of the tourist area and according to the local tourist resources and needs. The Tourism Development Program provides activities for:

- Construction and maintenance of tourism infrastructure on the territory of the municipality, including local roads to tourist sites
- Establishment and functioning of tourist information centers and organization of tourist information services
- Construction and maintenance of tourist sites that are municipal property or for which the right of use and management is granted to the municipality
- Organizing events and events of local and national importance that contribute to the development of tourism
- Conducting studies, analyzes and forecasts for the development of tourism in the municipality
- Advertising of the municipality's tourism product, including participation in tourist fairs and exhibitions
- Interaction and membership of the municipality in tourist associations and in the relevant organization for managing the tourist area
- Improving the quality of services offered in municipal tourist sites



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



2.1.2. MAYOR OF THE MUNICIPALITY

- Develops a program for tourism development on the territory of the municipality and a report on its implementation and after their approval by the advisory council submits them for adoption by the municipal council
- Establishes and directs the Advisory Board
- Establishes the Municipal Expert Committee on Categorization of Tourist Sites
- Determines the category of tourist sites on the proposal of the OCTEC in the cases provided for in this law
- Creates and maintains a municipal register of the categorized tourist sites on the territory of the municipality - part of the National Tourist Register
- Suggests to the municipal council to determine the amount of the tourist tax after the written advice of the advisory council
- Send monthly information from the register electronically or electronically to the Minister of Tourism
- Collects statistical information and creates and maintains an information database on tourism on the territory of the municipality in accordance with the ordinance
- Develops and implements programs and projects in the field of tourism, funded by the European Union and international organizations
- Collaborates and supports initiatives of the state bodies, the organization for managing the tourist area and tourism associations for the development



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



of tourism in the territory of the municipality in the implementation of the national tourism policy

- Prepare an annual report on the spending of meetings on the territory of the municipality tourist tax and publish it on the website of the respective municipality
- Performs control functions in the cases provided for in this law

2.1.3. MUNICIPAL ADVISORY BOARD

The mayor of a municipality on whose territory there is established and functioning accommodation establish an advisory council on tourism. The Mayor of the municipality or an official authorized by him / her is the chairman of the Advisory Board on Tourism. An equal number of representatives of the local administration and national, regional or municipal museums, on the one hand, and the tourist associations listed in the National Tourist Register, and other natural and legal persons who participate in the Tourism Advisory Board attitude to tourism development, on the other hand.

The Advisory Council on Tourism discusses and approves a program for tourism development in the municipality and a report on its implementation; make proposals to the mayor of the municipality and give opinions on issues related to tourism development on the territory of the municipality, including on the amount of the tourist tax and its spending, and on the membership of the municipality in the respective organization for managing the tourist area.



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



2.1.4. MUNICIPAL EXPERT COMMITTEE ON CATEGORIZATION OF TOURIST SITES

A municipal expert committee on the categorization of tourist sites is being set up at the mayor of the municipality. The members of the OECKTO shall include representatives of the local administration, on the one hand, and of the local, regional and branch tourist associations, registered in the National Tourist Register, on the other hand, with equal number of votes.

2.1.5. MANAGEMENT AT THE TOURIST AREA LEVEL

The tourist area is managed by the Tourist Area Management Organization (OTP). Tourist area management organizations are voluntary organizations that, through mutual assistance and cooperation in the interest of their members and in the public interest, carry out activities related to the formation of regional tourism products and the implementation of regional marketing and advertising in a specific territory - tourist area.

Members of the OTC may be members of tourist associations registered in the National Tourist Register, municipal and regional administrations, scientific organizations, institutes and schools in the field of tourism, consumer associations and other institutions and organizations whose headquarters or place of business is in the territory of the tourist area, national, municipal and regional museums, national and nature parks within the territory of the region.

Tourism management organizations are set up for the following activities:



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



- Developing and implementing a marketing strategy for the tourist area in accordance with the national marketing strategy
- Development of a logo and slogan of the tourist area
- Organization of marketing research and studies on tourist flow in the tourist area and analyses and forecasts for tourist development
- Carrying out branding, public relations and advertising activities in the tourist area
- Organizing and supporting the activities of the tourist information centers in the area
- Development and implementation of tourism development strategy, product strategies and annual plans for tourism development in the territory of the tourist area in accordance with the National Strategy for Sustainable Tourism Development
- Assisting the activity of the regional governors and mayors of municipalities in the implementation of tourism development strategies and programs through opinions and proposals
- Assisting the mayors of municipalities in fulfilling their obligations under the Tourism Act
- Implement projects under European Union programs
- Creating and maintaining a database for tourism in the area - part of the Unified system of tourist information
- Exchange of information, standards and good practices
- Carrying out training activities and improving the quality of tourist services



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



- Supporting the development, implementation and implementation of voluntary systems for assessing the quality of tourism services and the sustainable development of the tourist area

Tourism management organizations carry out their activities in accordance with the national tourism policy pursued by the Ministry of Tourism. The regional governors and the mayors of the municipalities assist the respective OTP in the performance of their functions.

2.2. MANAGEMENT OF THE ROMANIA TERRITORY

2.2.1. MINISTRY OF CULTURE

Cultural heritage is an important resource for Romania's identity and for the development of society, peace and stability based on respect for human rights, democracy and the rule of law. The active involvement and modern management of this strategic resource add economic, social and cultural value to the community.

In Romania, the Ministry of Culture carries out activities for the preservation, conservation, restoration and utilization of cultural heritage by providing specialized advice and implementation in the field.



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



DIRECTORATE FOR CULTURAL HERITAGE

The Directorate of Cultural Heritage coordinates specific activities in the field of cultural heritage through direct cooperation with the National Institute of Heritage, the Regional Directorates of Culture, respectively the Municipality of Bucharest and the subordinate museum institutions. The department provides methodological guidance, approval of rules for organization and operation, compliance with procedures and approval of specialized committees of specific cultural heritage documents.

AREAS OF ACTIVITY:

- Archeology (sites, mobile sites discovered through special or occasional archaeological studies)
- Heritage buildings (monuments, ensembles, sites)
- Mobile heritage (museums, archives, collections, etc.)
- Intangible heritage (crafts, games, rituals, forms of verbal expression, etc.)
- Common tasks:
- Proposes, develops, substantiates or, as the case may be, approves draft normative acts, according to the law, for the area of competence;
- Formulate proposals and comments on draft normative acts initiated by other bodies whose subject is also applicable in the field of cultural heritage;
- Analyse and develop responses to interpellations, requests, petitions or references as appropriate;



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



- Provides specialized advice in the field of conservation of national cultural heritage;
- Cooperate with institutions working in the field of national cultural heritage, subordinate to the Ministry of Culture, with the aim of developing cultural programs and projects for the preservation of cultural heritage;
- Proposes to inform the competent authorities when implementing and taking measures for the protection of cultural heritage in accordance with the law;
- Offers joint projects and programs with specialized institutions, bodies or organizations from abroad;
- Approve or terminate, as appropriate, the regulations on the organization and functioning of state institutions, subordinated to the ministry responsible for the protection of cultural heritage and deconcentrated public services;
- Ensure the drafting and adoption of draft normative acts for the organization and functioning of specialized cultural heritage committees organized at ministerial or local level, in accordance with the law;
- Ensure the drafting and adoption of draft normative acts for the organization and functioning of specialized cultural heritage committees organized at ministerial or local level, in accordance with the law;
- Estimates and proposes, in cooperation with the Economic Directorate, for the budget of the Ministry of Culture, the amounts earmarked for the



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



exercise of the right to acquire Group A historical monuments and goods belonging to the national cultural heritage, in accordance with the law;

- Proposes that historic sites be included in the UNESCO World Heritage List and the UNESCO World Heritage List;

REGIONAL CULTURAL DIRECTORATES

- According to government decision no. 90/2010 on the organization and operation of the Ministry of Culture and National Heritage, as amended by successive amendments, the Regional Directorate of Culture has the following main functions:
- Fulfils the obligations stipulated by the law in the field of protection of the national cultural heritage;
- Cooperate with the state authorities and specialized institutions for the protection and valorisation of the assets of the national cultural heritage and apply the legal provisions in this field in this regard;
- Participate, at the request of the competent authorities and with them, in monitoring compliance with copyright law and related rights;
- Solicit and receive, in accordance with the law, on its own behalf or on behalf of the Ministry of Culture and National Heritage, public administration bodies, public institutions and private legal entities engaged in the field of culture, arts and information technology, data and information necessary for the performance of their duties;



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



- Supervise compliance with the obligations for payment of contributions to the National Fund for Culture, under conditions and in accordance with the procedure established by law;
- Fulfills all other powers established by the Ministry of Culture and National Identity in accordance with the law.

REGIONAL CULTURAL DIRECTORATES

According to government decision no. 90/2010 for the organization and operation of the Ministry of Culture and National Heritage, updated by the subsequent amendments, the Regional Directorate of Culture has the following main functions:

- Fulfills the obligations stipulated by the law in the field of protection of the national cultural heritage;
- Cooperates with the state authorities and specialized institutions for the protection and valorization of the assets of the national cultural heritage and applies the legal provisions in this field;
- Participates, on the request of the competent authorities and with them, in the monitoring compliance for the copyright law and related rights;
- Solicits and receives, in accordance with the law, on its own behalf or on behalf of the Ministry of Culture and National Heritage, public administration bodies, public institutions and private legal entities active in the field of culture, arts and information technology, data and information necessary to fulfill their duties;



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



- Supervise compliance with the obligations for payment of contributions to the National Fund for Culture, under conditions and in accordance with the procedure established by law;
- Fullfills all other powers established by the Ministry of Culture and National Identity in accordance with the law.



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



III. ANALYSIS OF THE CURRENT CULTURAL AND HISTORICAL HERITAGE OF THE TWO MUNICIPALITIES

The Danube limes in Romania is 1075 km long and includes fortification systems of masonry or soil (earth walls), fortresses, cities, settlements, structural elements of bridges and ports. The Bulgarian Danube limes is 471 km long, with the westernmost point of the mouth of the Timok River and the easternmost - near Silistra. Thus, the geographical scope of the route includes the following planning and territorial-administrative units:

(1) **3 Romanian planning regions** - Sud-Est, Sud-Muntenia, Sud-Vest Oltenia, and 2

Bulgarian Planning Areas - North-West Planning Region and North-Central Planning Region;

(2) **7 Romanian districts** - Mehedinti, Dolj, Olt, Teleorman, Constanta, Calarasi and Giurgiu, and 7 Bulgarian regions - Vidin, Montana, Vratsa, Pleven, Veliko Turnovo, Ruse, Silistra,

(3) **21 Bulgarian municipalities** - Vidin, Kula, Novo selo, Kozloduy, Oryahovo, Lom, Nikopol, Gulyantsi, Belene, Silistra, Sitovo, Svishtov, Ruse, Borovo, Tsenovo, Ivanovo, Slivo pole, Belogradchik, Dolna Mitropolia, Pleven, Veliko Tarnovo.



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



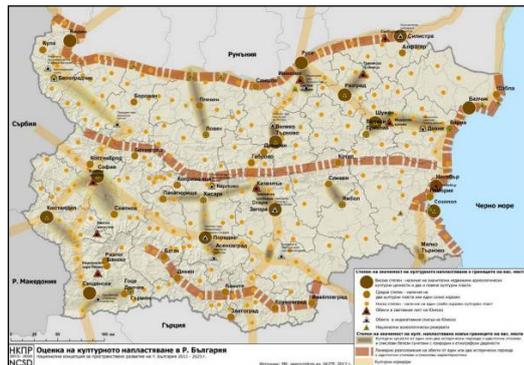
1. MUNICIPALITY OF DOLNA MITROPOLIA

1.1. HISTORICAL-GEOGRAPHICAL CHARACTERISTICS



The historical-geographical characteristics and the spatial development of the settlement structure in the Municipality of Dolna Mitropolia, located in the western parts of the Danube Plain and along the river valleys (Iskar and Vit and their tributaries), have been a prerequisite for the settlement of different civilizations

in this territory since ancient times. In this regard, the cultural heritage in the municipality is the result of years of accumulation of past civilizations and epochs that bear the specific memory and identity of the place.



The National Concept for Spatial Development¹ of the Republic of Bulgaria presents the cultural corridors and makes an assessment of the significance of the cultural stratification. The municipality of Dolna Mitropolia is characterized by a low degree - there is a poor presence of cultural layer.

¹ National Cultural Corridors (Source: National Spatial Development Concept)



www.interregrobg.eu



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



Near the territory of the municipality passes the **Danube cultural direction**, represented by linearly located cultural values from one or two historical periods with identical stylistic and semantic characteristics.

Roman limes (Danubius limes Romana) had a strong influence on the development and cultural identity of the area. At that time, cities along the Danube River developed as fortresses and performed predominantly defensive functions. One of the most significant in the region is the headquarters of the Roman fleet Sexaginta Prystas (Russe), founded by Emperor Vespasian, the "Nove" fortress (near Svishtov) and the old Roman city "Ulpia Eskus" (the village of Gigen).

The municipality traces the **cultural space along the axis of Lovech - Pleven - Gigen (Via Trayana)** represented by cultural values from one or two historical periods with identical stylistic and semantic features combined with natural and ethnographic features.

The cultural trends and the identity of the municipality express the resilience in time of urban interconnections and permanently segregated urban axes. Cultural trends link important elements of cultural heritage and traditions that reflect events or periods of Bulgarian and European history. They show the processes of dynamics in the spatial development of the urban network. The real cultural values of Antiquity and the Middle Ages testify to this.



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



1.2. CULTURAL-HISTORICAL HERITAGE

The emergence of settlements in the municipality and their development is linked to the history of these lands, the lifestyle and the culture of the population. This is the reason why the cultural and historical heritage is closely connected with the settlement network and the inhabitants of this territory. Therefore, ways must be sought for the future development and conservation of the significant cultural potential of the municipality, which may occur not only through the study and registration of new sites, restoration, but also through the development of cultural, cognitive religious and other types of tourism, development of tourist routes and their promotion, providing access to the sites without damaging them or putting them at risk.

Cultural heritage encompasses the intangible and tangible immovable and movable heritage as a set of cultural values that bear historical memory, national identity and have scientific or cultural value.

The geographical characteristics and spatial development of the settlement structure in the municipality of Dolna Mitropolia, located in the Danube plain, as well as along the river valleys, have been a prerequisite for the settlement of different civilizations in the territory since ancient times. Cultural heritage is the result of a build-up of past civilizations and eras that carry a specific memory and identity of the place.

The historical development of Dolna Metropolia is associated with the First Bulgarian Country when there are reports of a settlement in this territory that



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



existed until the 11th century. With its present name, the city was first mentioned in an official document in 1496.

The good strategic location, the good transport links and the favorable natural and geographical conditions contributed to the intensification of economic activity to become one of the largest settlements in 30s of the XIX century. An important role in the development of the settlement at that time was played by the established production cooperation Bulgarian Sugar and its factory. These prerequisites are the reason for Dolna Mitropolia to be one of the prosperous settlements in the Pleven region, while in 1977 was declared as a city. Each event and activity in the rich history of the territory has left a mark on the culture and traditions of the local population, which is why it is necessary to make efforts to preserve this tangible and intangible heritage and to show its true value.

The interaction of nature and man has formed numerous cultural landscapes in the municipality. Cultural heritage encompasses the intangible and tangible real estate and movable heritage as a collection of cultural values that carry historical memory and national identity. On the territory of the municipality there are cultural values tangible and intangible evidence of human presence and activity that are of high scientific and cultural value to the individual, community and society in the region. The cultural heritage in the municipality of Dolna Mitropolia is represented by archeological, historical, architectural, construction and artistic sites, as well as by natural values, folk traditions and cultural customs.

They enable the establishment of cooperation with neighboring municipalities and the formation of zones for tourism and recreation, which, in combination with



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



the folk traditions and cultural customs of the local community, creates an attractive cultural environment.

32 archaeological, historical, artistic and architectural sites have been declared in Dolna Metropolia Municipality, 4 of which are of national importance:



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



Table 1. Real estate values in the territorial scope of the municipality of Dolna Mitropolia Source: National Institute for Cultural Heritage

No	Place	OBJECT / property, address, location /	Type	Category
1.	Village of Baikal	"St. George " Church	Artistic	
2.	Village of Baikal	Staro Selishte, "Dalbok dol", 2 km west	Architectural from Antiquity and the Middle Ages	Local
3.	Village of Baikal	Staro Selishte- Zahmed, 5 km southeast	Architectural from Antiquity and the Middle Ages	Local
4.	Village of Baikal	The lobby of the Septemvrians 500 m west on the bank of the Danube	Historical	National
5.	Village of Bozhuritsa	Church dating from 1875	Monument of culture	



Interreg 

www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”, e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



No	Place	OBJECT / property, address, location /	Type	Category
6.	Village of Bozhuritsa	"Goyam Kamuk" with a form of a cross, "Manastira"		
7.	Village of Bregare	"Cherkezki grobishta", Borunya, 2 km northeast	Architectural from Antiquity and the Middle Ages	Regional
8.	Village of Bregare	The lobby of Tsvetan Gevezow and V. Botev	Historical	Regional
9.	Dolna Mitropolia	Monument - "Bratska mogila", south of the village	Historical	Regional
10.	Dolna Mitropolia	Staro selishte, "Barata"	Architectural from Antiquity and the Middle Ages	Regional
11.	Village of Gorna Mitropolia	Church dating back from 1869 "Sveta Troitsa" Church	Monument of culture Architectural from Antiquity and the Middle Ages	
12.	Village of	Catholic church	Architectural	



Interreg 
EUROPEAN UNION

www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”, e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



No	Place		OBJECT / property, address, location /	Type	Category
	Gostilya				
13.	Village Gostilya	of	House of Giuro Topchiev	Architectural	
14.	Village Kamarevo	of	Church "Sveta Troitsa"	Artistic Architectural and construction Artistic	
15.	Village Krushovene	of	Church "Saint Dimitar"	Artistic	
16.	Village Orehovitsa	of	Church "Simeon Stulpnik"	Artistic	
17.	Village Orehovitsa	of	Mounds near the village	Archeological	
18.	Village Orehovitsa	of	Roman plumbery, near the village	Architectural from Antiquity and the Middle Ages	Regional



Interreg 

www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”, e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



No	Place	OBJECT / property, address, location /	Type	Category
19.	Village of Pobeda	The stable of NPC "G. Dimitrov", former "Knyaginya" horse farm	Architectural and construction	
20.	Village of Podem	Ancient necropolis, in the village	Architectural from Antiquity and the Middle Ages	Regional
21.	Village of Podem	Tomb, Tumbata town	Archeological	National
22.	Village of Riben	Church "Saint Nikola/y/"	Artistic Architectural and construction Artistic	
23.	Village of Riben	Batarei, "Sborite" 500 m north	Architectural from Antiquity and the Middle Ages	Regional
24.	Village of Riben	The site to Village of Riben	Folk Antiquity	
25.	Village of Riben	Roman road station, Gradishte, near the village	Architectural from Antiquity and the Middle Ages	National



Interreg 

www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”, e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



No	Place	OBJECT / property, address, location /	Type	Category
26.	Village of Riben	Prehistoric settlement, the road to Pleven, 4 km south	Architectural from Antiquity and the Middle Ages	Regional
27.	Village of Riben	Prehistoric settlement, "Vysokhkovata vodenitsa", 2 km northwest	Architectural from Antiquity and the Middle Ages	Regional
28.	Village of Slavovitsa	Church "Saint Paraskeva"	Artistic	
29.	Village of Stavertsi	Church "saint Paraskeva" from 1869	Monument of culture Artistic	
30.	Village of Stavertsi	Roman fortress, Kaleto, 3 km southwest	Architectural from Antiquity and the Middle Ages	
31.	City of Trustenik	Church "Uspenie Bogorodichno"	Artistic Architectural and construction Artistic	
32.	City of Trustenik	Four mounds, east of the village		



Interreg 

www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”, e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



The cultural heritage in the municipality is concentrated in **Riben, Podem, Orehovitsa and Baikal**. The real cultural values of the category "national importance" are located there. They testify to the history, lifestyle and cultural development of the local population.

The **Roman limes (Danubius limes Romana)** had a strong influence on the development and cultural identity of the municipality. At that time, cities along the Danube River developed as fortresses and performed predominantly defensive functions. One of the most significant in the region is the **headquarters of the Roman fleet Sexaginta Prystas (Ruse), founded by Emperor Vespasian, the "Nove" fortress (near Svishtov) and the old Roman city "Ulpia Escus" (village of Gigen)**.

Archaeological discoveries show a rich cultural heritage. Remains of ancient necropolises and ancient settlements have been found in some of the settlements in the municipality - in the Sukhiya Geran locality, southeast of the village of Bozhurishte, parts of a Roman road have been found, which is said to be the road connecting Eskus to Philippopolis - the Carpathians with White sea and passed through Ad Putea (Riben) with Storgozia (Pleven). The first settlements within the territory of the municipality of Dolna Mitropolia are from Thracian times, inhabited by the tribes - treri, unicens and tribals.

Prehistoric settlements in the **region of "Selishte" - Palatium** - northeastern part of the village of Baikal about 100 decares remained in the Roman Empire era. In the west of the town of Palatium there is a necropolis with sarcophagi with a rich cult inventory. Near the village of Baikal there are traces of two unexplored settlements, where a clay vessel from the II-III c. was found with an image of a human face, which is today exposed in the historical museum in the town of



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
 EUROPEAN REGIONAL DEVELOPMENT FUND
 INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



Pleven, as well as a bronze sword from the Bronze Age, which preserves is in the National Archaeological Museum in Sofia.

Ulpia Eskus

Ulpia Oescus (Latin: Ulpia Oescus) is one of the major cities of the Roman province of Dolna Miziya (Moesia Inferior). The ancient Roman city is located 3 km east of the village of Baikal in Gradishte locality near Gigen village, Gulyantsi municipality, Pleven district. The ancient city is well explored and its



boundaries are established. A large part of the fortification system, part of the city was discovered, as well as monumental administrative and cult buildings, as well as a main street and a forum, the city sewage system, part of the monumental public



building with a heating installation-hypocaust. A mosaic was also discovered with a theatrical scene from the comedy "Achaean" by Menander, the temple of the goddess Fortuna. Attractive to tourists is the museum with a lapidarium near the ancient city.



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”, e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



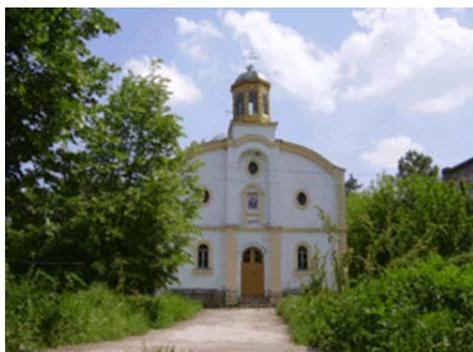
Within the territorial scope of the municipality, real cultural values of architectural and artistic value are located as follows:

- town of Trustenik - Church of the Assumption



The Assumption Church was built between 1880 and 1886 and consecrated on August 15, 1886 by Metropolitan Constantine. It is made of stone, bricks, lime and sand, with a central dome. The first painting was made by an unknown painter and was deleted in 1938. The second painting was made by Ilia Pefev in 1942. The iconostasis is wooden and the icons are the work of Nestor Trayanov. Next to the church are a cell with two rooms and a bell tower, built in 1937.

- Village of Oryahovitsa - St. Simeon Stupnik Church



St. Simeon Stupnik Church has been declared as a cultural monument. It was built with the donations and labor of the local population and the refugees from Belomorski Thrace and Macedonia, who settled here after the Liberation from the Turkish yoke. It was officially opened and consecrated in 1896 by



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



Metropolitan Constantine of Vratsa. Later it was inscribed by Nikola Popov, a student of Danail Nestorov from the Debar Zoological School. The building of Hristo Smirnenski Primary School is also remarkable and forms an architectural ensemble in the center of the village, together with the municipal building, community center, community center and post office. In the schoolyard there is a monument to those killed during the Balkan War 1912-1913, the Inter-Allied War 1913, and World War I 1914-1918. The monument is of a pyramidal type. Opening Date: January 1, 1914

- Village of Riben - Saint Nicholas Church

The church is located in the center of the village and has been restored and renovated with the help of the town hall, donors from the village and aid provided by various organizations.

- Gorna Mitropolia village - Church "Sveta Troitsa"



The Church "Sveta Troitsa" is a cultural monument, built in 1869. According to some experts, the construction was even longer, and the church was repaired and completed during the Renaissance. After the Liberation, the bell tower was erected along with the dome and narthex. There are few images of saints in the temple, but its



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



ornamentation is rich. The murals are probably from the 20th century, but the iconostasis, icons and doors are from the Renaissance

There is another building in the courtyard of the Church "Sveta Troitsa" in Gorna Metropolia. Historical sources, as well as local people, say that during the Russian-Turkish War, the infirmary of Dr. Nikolai Pirogov was housed, where patients were treated during the Russo-Turkish War of 1877/78.



- Village of Stavertsi - Church "Sveta Paraskeva"



The church of St. Paraskeva, built in 1868, has been declared as a cultural monument. In 1858, people from the village - Ivan Panov, Valcho Radoetsa, Pano Panov, Marin Surgiia and others asked Sultan Abdul Azis for permission to build a church. The church has been under construction for ten years. The building is crossed, consists of a narthex, the middle part and an altar. The sizes are 18 arches long, 12 arches wide and 6 arches high. The construction is made of stones and bricks. The master was Krustyu Pravchanina and more - Wuto, Gergo and Bratan. On the front west door of the upper threshold is the inscription "A temple built in 1868 by small and large children of the village of Stavertsi". The icons are made by the artists Hristo and Ivan Drenski from the town of Troyan. The



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



temple was consecrated by Archbishop Paisii Vrachanski. The priests serving the temple first came from the Knezha, and then - Dimitar Tsvetkov from the village of Kunino, hieromonk Evtimiy, priest Paul II. Popov from Stavertsi, Hristo Dochev from the village of Varbitsa, Vladimir Drenski from Dupnitsa, Danail Vassilev from Varbitsa, son-in-law in Stavertsi, and now - from the priest Boyko from Orehovitsa. A major overhaul has been made in recent years, thanks to the efforts of the mayor of the village, Sergei Kozhuharov.

- Village of Gostilya - Church of the "Sacred Heart of Jesus" and Banashka House



"Sacred Heart of Jesus" is a Christian church in Gostilya, Northern Bulgaria, part of the Diocese of Nicopolis of the Roman Catholic Church. The church is a parish church. It was in the first year of his residence that Father Ambrose Galliardi managed to build a small church and a parish house covered with straw. He then went on to raise funds to build a new massive church. Bishop Jacob Raasan helps him raise funds from France. Funds were also raised from the Old Catholic villages in the diocese. The building was designed by architect Giovanni Mosuti, who worked in Turnovo at the time and was completed in 1904. At the Feast of the Sacred Heart of Jesus the following year, the temple was consecrated by Bishop Raasan. In the summer of 1906 the belfry of the church fell, causing the roof of the church to be damaged. In 1923, with the help of funds



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



raised by Belgium, the church was largely repaired by Father Richard Hoffman. Three years later, a new Nari barn was built, again with donations from the Netherlands and Germany. On the occasion of its centennial anniversary, at the beginning of the 21st century the interior of the church was completely renovated; in 2016 the temple was renovated from the outside. Temple Feast - First Friday after the eighth of the Body of Christ.



There are numerous registered NCCs from different epochs - prehistoric settlements, ancient cities and acropolises, Roman roads, medieval cities and more.

Archaeological real estate cultural values:



Village of Baikal - a relatively new village built above the ancient city of Palacium: Prehistoric settlements - Zahmat, Yamandidol, Shirok dol and Selishte, Ancient necropolises - to the right of the Gigen road and to the west of Palacium, Ancient monument - to the Danube town, Ancient water pipeline - above the village, Ancient settlements - Zakhmet and Shiroki dol, Roman road - southeast of the village and south of the village, Medieval settlements - Zemhmet and Yamandidol



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



Village of Bivolare - medieval settlements - Chepintsi and Medieval captivity - Chepintsi.

Village of Bozhuritsa - The village of Bozhuritsa is an old, medieval village. In Turkish documents from the middle of the 15th century it was registered as a timar of the guarding of the Nikopol fortress under the name Katsamunitsa: Roman Road - Dry Dry Geran, Medieval settlement - Drumka, Medieval necropolis - Novachane.

Village of Bregare - Ancient fortress - Kaleto, Ancient necropolis - on the left bank of the Iskar River.

Village of Gostilya - Gostilya village was settled in 1890 by Bulgarian immigrants from Banat. It was built over an old, antique settlement: Ancient settlement - in the center of the village, Ancient necropolis - at the southern end of the village, Medieval necropolis - next to the pig farms.

Village of Komarevo - Prehistoric settlement - Pripeka and Osoina, Ancient settlement - Pripeka and Osoina, Ancient necropolis - Pripeka and Osoina, Ancient settlement - to the left of the road to Crete village, Ancient necropolis - in the outskirts of the village. Komarevo.



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA

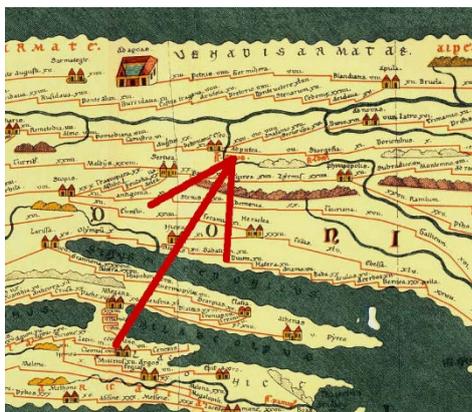


GOVERNMENT OF BULGARIA



Village of Orehovitsa - Orehovitsa village is an old, medieval settlement, registered in Turkish documents from the middle of the 15th century under the name Rahovitsa as a timar to the fortress Hlunik (not fortified fortress near Nikopol at the moment), as a maestro Rahovitsa to the Pleven land, as a timar Rahovitsa who participates in military campaigns. Part of the village of Rahovitsa in the same century is classified as Gigen loans. The existence of the village in the following centuries - XVI-XVII centuries is documented in the registers for warriors to Niebolu said under the name Rahovche: Ancient fortress - Kaleto, Ancient settlement - Chengene saray, Ancient captivity and water supply - Tsarevets.

Village of Podem - Murvitsa - Ancient building - in the area of the village, Ancient necropolis - in the southwestern areas of the village.



Village of Riben - Ad putea, Ribene, Ribne - Riben village is an old medieval settlement, registered in Turkish documents from the middle of the 15th century as a land plot of the Nikopol fortress under the name of Ribene village. The existence of the settlement in the next sixteenth century is documented in the Niobolu Soldiers' Registers: Prehistoric settlement - Takarsko, Above the lake, Ancient roadside station and fortress - Ad putea, Ancient and necropolis - Pukalitsa, Ancient settlement - Tsuchevets, Ancient Necropolis - Tsarevets, Devichina Mogila, Ancient Settlement - Devichina Mogila, Golyama Usoyna. The name of the village comes from the former Roman settlement and Ad



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”, e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



Putea road station. It was located on the territory of today's land of the village and was called Fish Town because of the many fish in the river. The Lake area, which today is a water catchment area for the village and the town of Gulyantsi, was discovered during the Turkish yoke. When the son of the local agha drowned there, the agha commanded the villagers to accumulate thorns along the shore and to cover up the lake. Since then, it has completely disappeared and has become an underground source of water.

Village of Slavovitsa - Ancient settlement - Sovata town, Ancient stone-built village - Manastira town.

Village of Stavertsi - The village of Stavertsi is an old medieval settlement, documented under the same name or under the name Istraviche and Istaverche in the 16th-17th Century Soldiers' Registers for Fortress: Ancient Fortress Kaleto, Ancient Settlement, Ancient Necropolis and Tomb.

Trastenik - Trastenik is an old medieval settlement, registered in Turkish documents from the middle of the 15th century, as a timer under the same name - Trastenik to the Chlunik fortress (not established near Nikopol): Ancient settlement - Shterbashki geran, Plots, Ancient Necropolis - Plots, Chernite mogili region

In 1992, was declared as historical monuments commemorative signs erected on the occasion of the participation of Bulgaria in the wars of 1885, 1912-1913, 1915-1918, 1944-1945. The reason for this is "the attitude of these sites to significant



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



events of Bulgarian history, their preserved authenticity, historical documentation and the artistic value of some of them. Thus, they become part of the Cultural Heritage of Bulgaria and they become obligatory for all legal acts regulating their conservation. In the Law on Military Monuments, they are presented as "a real material certificate in memory and glorification of servicemen from the Bulgarian army who took part in a war led by the Bulgarian state, of killed Bulgarian servicemen on participation in operations and missions outside the country and at fulfillment of their duty in peacetime to protect the population, as well as the participants in the Bulgarian Armed Forces during the Russo-Turkish War of Liberation and the participants in the Macedonian-Adrian rebels. Military monuments are military cemeteries, tombs, ossuaries and mausoleums. "

According to the law, "Coordination on the search, investigation, filing, preservation, maintenance, restoration and construction of military monuments in the country is carried out by the Regional Military Monuments Commission to the Regional Governor." A representative of the MoD is involved in its composition, through which the Ministry controls the activities of the Commission.

According to the register of military monuments maintained by the National Museum of Military History, the military monuments in the municipality of Dolna Mitropolia are the following: Architectural monument-ossuary of the victims of the wars in the town of Trastenik; Pilot's monument Pavel Pavlov in Trastenik; Architectural and sculptural monument of those killed in the wars in 1912-1913 and 1915-1918 in the village of Stavertsi; Architectural monument-pyramid of those killed in the wars in 1912-1913 and 1915-1918 in the village of Slavovitsa; Architectural monument-pyramid of those killed in the wars in 1912-1913 in the village of Riben; Commemorative plaque of the victims of the village of Riben in



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



the Second World War in the village of Riben; Commemorative plaque of the victims of the village of Podem in the Patriotic War in the village of Podem; Architectural monument-pyramid of those killed in the wars in 1912-1913 and 1915-1918 in the village of Oryahovitsa; Commemorative plaque of the victims of the village of Krushovene in the wars of 1912-1913 and 1915-1918 in the village of Krushovene; Monument to the killed pilots in the performance of their official duty in the village of Krushovene; Memorial plaque of those killed in the wars of 1912-1913 and 1915-1918 in the village of Gostilya; Architectural and sculptural monument of the inhabitants of Gorna Mitropolia who died in the war; Monument of Stefan Stefanov in the village of Gorna Mitropolia; Monument to those killed in the wars in Lower Metropolia; Monument to the pilot-pilot Zhelyu Manolov in Lower Metropolia; Memorial sign - commemorative fountain commemorating the victims of the wars in 1912-1913 and 1915-1918 in the village of Bivolare.

In memory of those killed in the last battle for Pleven, the Russian war of the 18th Infantry Volgorod Regiment in the Russian - Turkish Liberation War, a monument was erected - a brother's tomb located in the town of Dolna Mitropolia.

In the centers of the town of Dolna Mitropolia and the village of Gorna Mitropolia is a monument - an obelisk of Pirogov. In 2005, a monument to the victims of the Balkan, Inter-Allied, First and Second World Wars was opened in Dolna Metropolia.

In the spatial structure of the municipality of Dolna Mitropolia there are numerous tombstones (22 in number), most of them concentrated around the villages of Bozhuritsa, Slavovitsa, Trustenik and Baikal. Among them: Lazarova Mound and Turkish Mound in the village of Slavovitsa; The four mounds in the village of Trustenik and others.



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



1.3. CULTURAL HISTORICAL HERITAGE AS A PREREQUISITE FOR THE DEVELOPMENT OF CULTURAL AND RELIGIOUS TOURISM

Tourism on the territory of the Municipality of Dolna Mitropolia is developed on the basis of cultural heritage, represented by archaeological, historical, architectural, construction and artistic sites, as well as by natural values, folk traditions and cultural customs. All these cultural values make it possible to build co-operation with the neighbouring municipalities and to create tourism and recreation areas that create an attractive cultural environment.

The weaknesses of cultural tourism are mainly due to the insufficient diversification of the supply of cultural tourism by its subspecies - cognitive, recreational, educational and other, the strong seasonal attendance of cultural tourism sites in the country, the lack of marketing skills for the positioning of museums in tourism. Market and attraction of tourist demand, as well as poor regulatory framework regarding the conservation and use of cultural values and anthropogenic tourism resources and the development of the types and forms of cultural tourism.

Cultural tourism sites on the territory of the municipality:

- Ancient Roman settlement "Ulpia Escus" - located 3 kms from the village of Baikal towards the village of Gigen, an asphalt road with the possibility of cycling;
- Monitoring the performance of an authentic Kalushari folklore group - NP Probuda or the area of the port / hut-restaurant Baikal
- Roman well / Roman road - with the possibility of cycling



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



The promotion of the sites described above would greatly contribute to the development of tourism in the municipality of Dolna Mitropolia, although the expectations are not too large. Infrastructure serving tourist sites should also be addressed. A better and more complete tourist product should be considered in the direction of working together with neighbouring municipalities and visiting other nearby attractions.

According to NSI data, there are no hotels built in the municipality of Dolna Mitropolia. Facilities for accommodation and accommodation for tourists and visitors to the municipality are villas, bungalows and a municipal hut. There is also no tourist information center. The accommodation is mainly located in the village of Baikal, which defines it as the main tourist destination and resort village in the municipality.

Religious tourism is also part of the cultural and educational tourist product. The lack of religious restrictions, the existing freedom of religion in Bulgaria, the understanding and support of the government, society and church institutions provide good opportunities for combining religious with elements of cultural and cognitive tourism and making full use of the available potential. Despite the wealth of the country from religious sites, this type of tourism is not significantly offered in any tourist area.

The preceding sections have described the churches in the territorial scope of the municipality, representing immovable cultural values of architectural and artistic value and with great potential for development, including religious tourism.

Its weaknesses may be the unsupported or missing road infrastructure to the monasteries, the lack of signboards, the poorly maintained monasteries, the lack of well-trained religious tourism guides (guides). The disadvantage is the poor



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



communication representation of Bulgarian religious sites as tourist sites. The product programs and offers for the offer of pilgrimage tourism are small in number and cover a small number of sites, which hinders the unlocking of the country's potential as a destination for this specific type of tourism and its future development and its lasting establishment on the tourist market.

1.4. CULTURAL INSTITUTIONS

1.4.1. Aviation Museum

In the town of Dolna Mitropolia there is an *Aviation Museum*, established in 1983, whose building is located in the building of the former Georgi Benkovski Air Force School. The exhibition space is structurally divided into three halls, which showcase exhibits from the museum's collection of the former Air Force School, from the Hall of Fame of Unit 24870 - Kamenets and materials donated by friends of the museum. The museum complex also includes an external exhibition, which presents real models of the aircraft UMig-15, MiG-17, MiG-21, L-29, as well as SAM "Dvina", located around the House of Culture and in the area of the central alley.

1.4.2. Community centre (Chitalishte)

According to Article 2 of the LFA, community centers are non-profit legal entities. They are traditional self-governing Bulgarian cultural and educational institutions in the settlements. They have been the true bearers of the Bulgarian spirit and culture for centuries and carry the intangible cultural heritage,



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



traditions, education, upbringing and charity that underpin their activities for the benefit of society. Their mission is to respond to the needs of the local population, to participate actively in public life and to be attractive cultural, educational and information centers.

In the territory of the municipality of Dolna Mitropolia there are 16 community centers (in each village): Probuda - 1925, the village of Baikal; Probuda - 1927, village of Bivolare; V. Levski - 1911, village of Bozhuritsa; Hristo Botev National Park - 1924, village of Bregare; G. Rakovski, Gostilya village; Iskra - 1923, Gorna Mitropolia; Enlightenment School - 1927, Dolna Mitropolia; Science - 1905, Komarevo village; Self-development - 1887, Krushovene; Father Paisiy, Orehovitsa village; Zora National Park - 1990, Pobeda; Probuda - 1907, village of Podem; H.H. Georgiev NP, 1915, Riben village; D. Blagoev - 1926, the village of Slavovitsa; V. Levski - 1898, the village of Stavertsy; Neofit Rilski - 1872, Trastenik.

Since 2008, part of the Chitalishte has been part of the "Global Libraries - Bulgaria program", which aims to facilitate access to information, knowledge, communications, electronic content and services for the community through the Public Libraries Network, and within five years to increase the use of libraries throughout the country and to help Bulgarian citizens become involved in the global information society. Currently under this program 5 community centers operate.

Since 2012, community centers in the municipality of Dolna Mitropolia have been members of the **Pleven Community Fund "Chitalishte" Association**, which actively works for the development of the community center in small settlements, for the introduction of modern practices and models of work to transform the community centers in modern cultural and educational centers.



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



Amateur groups have been formed in the community centers - **dance, singing, theater, festivals, competitions and gatherings** are organized, and in recent years there has been a serious increase in the number of amateur groups, which indicates an increased interest in various forms of cultural activities.

1.4.3. Cultural calendar

Cultural life in the municipality is realized mainly through visits to cultural events organized by local schools, community centers or the municipality. The municipality undertakes activities aimed at improving the cultural infrastructure and enriching the cultural life, creating a new cultural appearance and cultural identity of the settlements on the territory of the municipality. Formed amateur clubs that develop cultural life and activities in more remote settlements are the only opportunity for entertainment of this nature.

Many national holidays are included and celebrated in the cultural calendar of the municipality of Dolna Mitropolia, and various rituals and customs specific to the municipality are performed, and persons from all ethnic groups can take part in them. Amateur groups - dance, singing, theater, festivals, competitions, gatherings - are formed in the National Community Centers.



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNUL ROMÂNIEI
GOVERNMENT OF ROMANIA

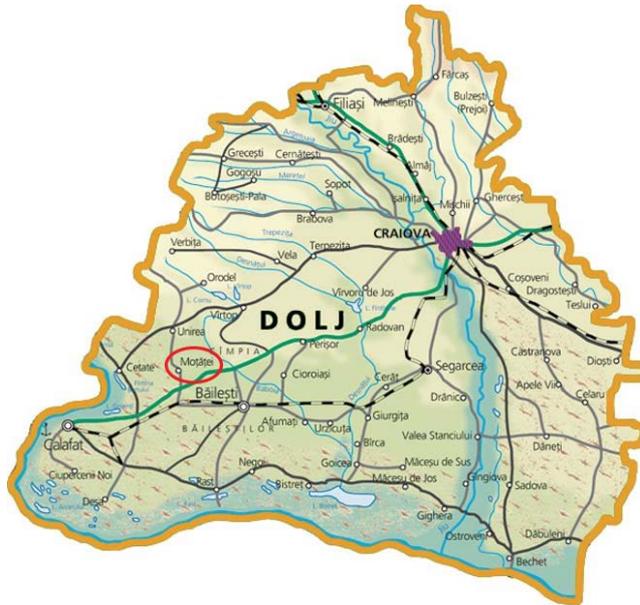


ПРАВИТЕЛСТВО НА БЪЛГАРИЯ
GOVERNMENT OF BULGARIA



2. MUNICIPALITY MOTATEI

2.1. HISTORICAL-GEOGRAPHICAL CHARACTERISTICS



The municipality of Motatei is located 20 km from the Romanian city of Calafat, part of Dolj region. Dolj is a region located in the southwestern part of the historical district of Oltenia in Romania, located in the most fertile territory of the Romanian plain, in an area that over time offers climatic conditions and especially the most favourable soil.

The population of Motatei is 7 thousand inhabitants. The area is agricultural, the Balassan River and the international road E 79 pass through it.

The area is characterized by well-preserved nature and clean environment, the presence of folk customs, as well as cultural and historical monuments, a prerequisite for the development of tourism.



www.interregbg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



2.2. CULTURAL-HISTORICAL HERITAGE

There are two cultural houses on the territory of the Municipality of Motatei. The Orthodox Christian spirituality in the municipality is represented by eight parishes (four Orthodox, three Adventist, one Pentecostal), who borrowed some elements of the Orthodox cult and Thracian folklore of our ancestors, succeeding in distinguishing themselves and thus creating the original local style. Their presence is a prerequisite for the development of religious tourism.

In the administrative territory of the Municipality of Motatei, according to the National Plan for the Territorial Development - Section III - Protected Areas - and the List of historical monuments approved by the Minister of Culture and Religious Affairs annexed to Decree No. 2314/2004 are the following monuments:

- Position No. 461, Historical Monument Code DJ-II-m-B-08259 - St. Nicholas Church in Dobridor (1845)
- Position No 531, Historic Monument Code DJ-II-m-B-08322 - Church of Saint Nicholas of Mozzatsei (1802-1804 - Restored 19th Century)
- Position No 686, Historic Monument Code DJ-IV-m-B-08464 - The Stone Cross of the village of Motatei-Gara (1770)



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



❖ "Church of Saint Nicholas, Municipality of Motatei



St. Nicholas Church, named to St. Nikolai is built on a high ground and occupies a central place in the municipality of Motatei. Initially, the church was made of wood, but was burned in 1843 and replaced with brick in 1845. Due to its poor condition, it was completely destroyed, and in 1914 began the construction of the present

church, which is cruciform.

It was built by parishioner Stoyan Stancescu, and later by his son Stoyan Stancescu and his wife Velica with the help of another parishioner. The painting of the church was completed in 1922, and by 1924 the furniture and other facilities were installed.

The church was blessed on May 3, 1925 by the Archbishop of Rimoniku County, His Holiness Bartholomew Stanescu, by the Protopus Radu Gramescu, and by the priest, Mihai Amzulescu.

The parish, built in 1915, consists of a parish house of three rooms, a small area and a church porch. The chapel inside the cemetery was built before 1910.

The bell tower was built in 1932 by Ioan Stoyan Stancescu with the assistance of the village parishes. Prior to the construction of the bell tower, the west tower was used for this purpose. The November 1940 earthquake damaged part of the church, especially the East Tower.



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



Priests: Joachim Popilian, Ioan Moshakeanu, M. Brabian, Grigore Dumitrescu, Dumitre Ryea, Mihai Amsulescu, George Rosescu, N. Nicola, Ioan Piroteala, Ioan Kozhokaru, Ioan Jorgescu.

On September 1, 1964, Dumitru Diaconescu was appointed second-year priest for his bachelor's theology, and on January 1, 1965, he was promoted to parish priesthood.

The parish singers are: H. Mogayanu, Dumitru Popescu Grammar, Stefan Capraren, Marin Glavan and Giorgio Shiganele. Quartermaster Mladin Mr. John.

❖ Church of Sts. Nicola - Dobridor village, Mtsacey



St. Nicholas Church in the village of Dobridor is on the list of historical monuments prepared by the National Institute for the Heritage of Romania, no. DJ-II-B-08 259 m. This is a historical monument built in 1845 on the site of a former church-brothel. Its builders are two Macedonian siblings.

There are no drawings on the outer walls; they are painted in black and dark ash. The interior painting is done in an unusual style.

Some of the sites in the church are more than 200 years old and are included in the National Cultural Heritage.

In the courtyard of the church is the bell tower, built in 1904, as well as some stone crosses over 150 years old, of heroes, each with its own history.



www.interregrobg.eu



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



3. LINK BETWEEN CULTURE AND TOURISM. CULTURAL TOURISM AS A FACTOR FOR ECONOMIC DEVELOPMENT IN THE CROSS-BORDER REGION

Cultural tourism is one of the largest and most profitable sectors in tourism because of its uniqueness and history. Cultural and historical landmarks, folklore and traditions are the elements that attract tourists and at the same time contribute to the development of tourism in the countries concerned. This is what helps the economy grow and attract capital. Tourism is integrated in cultural development and helps preserve the heritage. This interaction between tourism and culture is seen as one of the most important reasons for promoting the direct link between these two elements. It is even more significant given their growing importance to economies around the world.

The relationship between culture and tourism can be viewed in two ways, taking out the benefits for each country.

1) The benefits to tourism of interacting with culture

- Improvement of the core product
- Improving the image of the destination
- Increased consumption and length of stay
- Increasing the satisfaction of tourists with a unique product
- Stimulate repeat visits
- Stimulate local and regional demand
- Opening new market segments



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



2) Culture benefits of interacting with tourism

- Realization of additional source of income
- Market expansion and a new segment of visitors
- Development of professional management of cultural resources
- Better control over the use of cultural resources
- Achieving a better cultural image among the local population



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



IV. STRATEGIC PLANNING

1. SWOT ANALYSIS. MATRIX OF STRENGTHS, WEAKNESSES, OPPORTUNITIES AND THREATS

The process of defining the overriding priorities, goals and measures for the development of a common plan for managing, restoring and promoting the sustainable economic use of the historical and cultural sites of the two municipalities should begin with an analysis of the strengths, weaknesses, opportunities and threats - SWOT Analysis.

Building on this approach, it will be possible to formulate action lines to maximize the strengths of existing opportunities and potential, as well as to use these opportunities to address weaknesses and eliminate or reduce threats.



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.

A matrix of strengths, weaknesses, opportunities and threats

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Good natural resources, protected areas and cultural and historical sites; 2. Highly motivated local communities to work together and enrich tourist services in the cross-border region; 3. Potential for the development of new types of tourism (cultural, religious); 4. Broad cultural and historical heritage with sites of national importance; 5. Sustainable relations between the two 	<ol style="list-style-type: none"> 1. Unbalanced economic and tourist development of the territories of the target region, incl. a deteriorating demographic picture of the target area; 2. An unbalanced form of route management on both sides of the Danube river; 3. Insufficient prioritization of cultural and historical tourism by national, regional and local authorities; 4. Poor coordination between the subjects of cultural and historical tourism management in the region; 5. Lack of recognizable image of the Romania-Bulgaria cross-



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



<p>municipalities in the implementation of joint projects in the field of cultural and historical product and promotion;</p> <ol style="list-style-type: none">6. Existence of funding under the various European programs and funds;7. Existence of priority in the strategic documents of the two municipalities for the development of cultural and historical tourism.	<p>border region as a cultural and historical tourist destination;</p> <ol style="list-style-type: none">6. Lagging behind the development of archeological sites in terms of additional excavations, conservation and exposure;7. Lack of significant attendance of archaeological sites in both municipalities;8. Significant backlog of infrastructure to archaeological sites in both regions; Low quality of the general technical infrastructure of secondary sites on the Bulgarian part of the route;9. Low level of tourism marketing in terms of cultural and historical values;10. Inadequate stationary information and indicative English system and minimal provision of tourist information in the sites;11. Lack of funds to finance the restoration of heavily damaged major cultural sites in both municipalities
---	--



Interreg 

www.interregrobg.eu

Opportunities	Threats
<ol style="list-style-type: none"> 1. Sustainable development of cultural and historical sites of the two municipalities at European and world level and upgrading of integrated and diversified tourist product based on the effective use and management of the cultural and historical potential; 2. Development (excavation, conservation and exposition) of damaged and / or undeveloped cultural and historical sites; 3. Exchange of good practices, interregional and international partnerships in the fields of business, culture, education and social policy; 4. Potential for tourism development: preservation and restoration of local crafts, promotion of the territory's 	<ol style="list-style-type: none"> 1. Destruction of valuable cultural and historical resources as a result of natural disasters and delay in restoration and conservation works; 2. Destruction of critical cultural and historical resources as a result of institutional barriers and / or restitution and property claims and processes; 3. Instability (seasonality) in tourist demand; 4. Incomplete financial security for the realization of the strategic goals in the field of development of cultural and historical landmarks; 5. The development of cultural and historical tourism is not prioritized by Bulgaria and Romania; 6. The unclear fate of the EU after the end of the current



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



features - natural, cultural, historical;

5. Establishment of a working public council for cultural heritage with the participation of municipalities, the non-governmental sector, cultural actors, experts and others.

6. Promotion of the cultural and historical heritage of the two municipalities and enrichment of the marketing position of the two municipalities;

7. Increasing the cross-border cooperation for future joint actions with a view to economic and social development and the efficient use of cultural resources

8. Preparation and implementation of projects under EU programs for investing in improving, promoting and developing the cultural and historical tourism product

programming period;

7. Deepening restrictions on harnessing the potential for cross-border cooperation and reducing the ability to achieve common goals;

8. Delay in improving the quality and diversity of the cultural and historical tourist product;

9. Increasing manifestations of climate change and natural disasters;



www.interregrobg.eu



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



2. DEFINED FACTORS FOR SUSTAINABILITY OF JOINT FORMS OF CULTURAL-HISTORICAL TOURISM IN TWO MUNICIPALITIES

The results of the situational factor analysis show, first and foremost, the possibilities of cultural and historical resources as an emphasis in tourism supply for increased productivity and greater market share on a national and interregional scale. These circumstances give direction to efforts to improve communication with visitors in the two regions increases the level of productivity and perform the activities of offering and improving the quality of the product and the experience for all visitors in the area.

The second important factor is the improvement of the quality of vocational and linguistic training of the workforce, directly and indirectly engaged in the processes of offering the service to the visitor.

The third factor involves the two preceding factors and formulates goals that are based on improving the infrastructure (technical and tourist) for the visitor's economy. All targeted activities will be based on the principles of sustainable development.

Guided by the analysis of the determining factors, as well as the priorities of the strategic development of the cultural and historical heritage in both countries, the following main priorities are determined:

- ❖ Priority 1: Improving the quality of life in the cross-border region through the preservation, validation, development and promotion and sustainable utilization of the cultural and historical heritage of the Municipality of Dolna Mitropolia and the Municipality of Motatei.



www.interregrobg.eu



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GUVERNUL ROMÂNIEI
GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



- ❖ Priority 2: Increasing the attractiveness of the cultural sites of the Municipality of Dolna Mitropolia and the Municipality of Motatei by making investments to preserve them and improve their access to them and to better link museums with tourism.
- ❖ Priority 3: Increase the capacity to manage and use cultural sites effectively.
- ❖ Priority 4: Strengthening cross-border cooperation for further joint activities for socio-economic development of the region and efficient use of cultural and historical resources.

3. STRATEGIC OBJECTIVES FOR THE DEVELOPMENT OF CULTURALLY-HISTORICAL SIGHTS WITH AN EMPHASIS ON MANAGEMENT, RESTORATION AND PROMOTION OF SUSTAINABLE ECONOMIC USE

The strategic goals for the development of cultural and historical resources should be based on the development of the main factors for the sustainability of the joint forms of cultural and historical tourism in the two municipalities:

- ❖ Cultural-historical / anthropogenic / realities
- ❖ Tourist products - characteristic of cultural, historical, cognitive and specialized tourism
- ❖ Markets and market segments for cultural and historical product as a component in traditional tourist offer.



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



Strategic Objective 1 /SO1/: Improvement of the status and development of historical and cultural sites in the municipalities of Dolna Mitropolia and Motatei. Preservation of the cultural heritage.

The purpose of the activity, defined as "conservation", is to ensure that the architectural and historical heritage is passed on to future generations in its wholeness and authenticity and thus to support and nourish the processes of cultural development.

Such goal can only be attained by a deliberate policy in this area and its inherent limitations and prohibitions. UNESCO and destinations are working together to achieve this, as the world organization is drawing the following conclusions:

- Preserving the original appearance of the cultural object draws the world's attention to its importance for the future generations;
- Tourism is one of the most important means of cultural exchange, allowing visitors to explore areas of unique cultural importance;
- Cultural heritage can generate funds that are of economic importance;

There is a widespread ambition to preserve cultural memory and historical heritage and to create conditions for the development and enrichment of all areas of culture as factors for sustainable development. Its implementation will improve the socio-economic indicators of the municipalities - economic growth, employment growth and welfare residents.

All citizens of the communities, NGOs, industry organizations and public bodies are stakeholders in achieving this.



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



There are good opportunities for public and private investment in improving the accessibility and quality of cultural sites and upgrading the overall tourism product.

Strategic objective 2 /SO2/: Improvement of the tourist infrastructure to cultural and historical sites;

Tourism infrastructure is at the heart of the development of cultural tourism, as well as for the absorption of resources in the destination. Its importance is reflected in the fact that it can help to increase the efficiency of production, the provision of tourist services and their distribution. Well-developed infrastructure is essential for tourists to reach cultural sites. Satisfaction of the tourist requirements for water supply, waste disposal, communication, medical and financial services and electricity supply is extremely important. These elements are necessary for the comfortable stay of the tourists in the chosen destination. The lack and insufficient development of infrastructure is a strong challenge for the development of cultural tourism.

Benefits: economic growth, income growth, employment growth.

Instruments for achievement: development of infrastructure for access to cultural and historical sites in the municipalities in an environmentally friendly way, without disturbing the authentic view of the preserved antiquities and maintaining the balance between the old and the new tendencies in urban development.

Establishing an active connection between the municipalities in overcoming the problems with the existing infrastructure according to EU requirements.



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



Monitoring and control indicators: visitation volume, volume and dynamics of revenue growth, employment growth.

Strategic Objective 3 /SO3/: Supporting and stimulating the development of museums, historical sites, community centers and galleries.

The objective contributes to increasing the attractiveness of the historical and cultural landmarks of the City of Dolna Mitropolia and the Municipality of Motatei by investing in their preservation, improving access and establishing a better link between museums and tourism.

Benefits: economic growth, income growth, attraction of external financing (grants) for cultural activities in both municipalities.

Instruments for achievement: overall development towards the preservation, development and management of cultural and historical resources in the municipalities with the help of European Union funds, the state budget, the municipal budget, the non-governmental sector, private capital, etc.

Strategic Objective 4 /SO4/: Optimizing services related to the management and effective use of cultural and historical values.

The objective contributes to increasing the capacity of management and the effective use of cultural and historical values. Benefits: economic growth, income growth, improved quality of service. Achievement tools: qualification, retraining, licensing and categorization of museum professionals.



www.interregrobg.eu



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



Strategic objective 5 /SO5/: Development and improvement of the region as a cultural and historical tourist destination

The objective contributes to the promotion of the region as a cultural and historical tourist destination. Benefits: economic growth, income growth. Achievement tools: promotion; positioning in public space and in a network of cultural routes and events.

4. MEASURES TO ACHIEVE THE STRATEGIC OBJECTIVES

4.1. Measures for the achievement of Strategic Objective 1 /SO1/: Improvement of the status and development of historical and cultural sites in the municipalities of Dolna Mitropolia and Motatei. Protection of the cultural heritage.

4.1.1. Measure 1, Strategic Objective 1 /M1SO1/: Conservation, partial restoration and socialization of the Roman roadside station "Ad Putea", Riben village, Municipality of Dolna Mitropolia, Pleven district.

The activity is planned to be implemented within the project "Tourism as a bond of perspective development of the border region", e-MS code ROBG-568, funded by the Interreg VA Romania Program -Bulgaria through the European Regional Development Fund.

The aim is to create additional opportunities for the development of this archeological site and to increase the interest in cultural tourism by making the Archeological site Roman roadside station "Ad Putea" an attractive tourist destination.



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



The work includes all activities planned for sub-object No 1 "Conservation, partial restoration and socialization of the Roman road station Ad Putea - first phase" in individual plot No. 00100, Tsarevets locality, on the territory of the village of Riben, Dolna Mitropolia, Pleven District and Sub-Object No 2 "Ad Putea Information and Visitor Center and Adjacent Tourist Infrastructure", in RLE VII-474, 34, Riben, Dolna Mitropolia Municipality, Pleven District.

4.1.2. Measure 2, Strategic Objective 1 /M2SO1/: Implementation of construction activities at St. Nicholas Church, Motatei

The activity is also planned for the implementation of the project "Tourism as a bond of perspective development of the border region", e-MS code ROBG-568, funded by the Interreg VA Romania-Bulgaria Program through the European Regional Development Fund. The project will carry out the following: strengthening of the church and bell tower; interior painting restoration; replacement and repair of the roof; creating a heating system for the church; building external access for people with disabilities; equipment delivery; an exhibition of heritage items in the church.

4.1.3. Measure 3 on Strategic Objective 1 /M3SO1/: Creation and validation of a cultural-historical route on the territory of the Municipality of Dolna Mitropolia "Cultural Heritage - Carrier of Historical Memory and National Identity"

The cultural heritage in the municipality of Dolna Mitropolia is concentrated in **Riben, Podem, Orehovitsa and Baikal**, as they contain immovable cultural



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



property of "national importance" category. They testify to the history, lifestyle and cultural development of the local population. It is precisely such a cultural and historical route that can be created and developed and it may include a tour of sites of national importance: **the Roman road station "Ad Putea", Riben village; Mogila, Tumbata, Podem village; the Mogili site, Orehovitsa village, "Lobno myasto na Septemvriitzi", Baikal village.**

4.1.4. Measure 4 on Strategic Objective 1 / M4SO1 /: Creating and promoting an integrated cultural-historical route in the cross-border region "Holy places - guardians of the Christian faith"

Creation of an integrated cultural-historical route in different alternatives, including the churches "St. Nicholas" in the village of Motatei and "St. Nicholas" in the village of Dobridor, in the territory of the municipality of Motatei and churches in the territory of the municipality of Dolna Mitropolia: the church "Uspenie Bogorodichno" in the town of Trustenik; the church "St. Simeon Stulpnik" in Oryahovitsa; the church "St. Nikola" in the village of Riben; the church "Holy Trinity" in Gorna Mitropolia; the church "Sveta Paraskeva" in the village of Stavertsi; church "The Sacred Heart of Jesus" in Gostilya.

4.1.5. Measure 5 on Strategic Objective 1 /M5SO1/: Preparation of a plan for research and development of previously unknown archaeological sites in the Municipality of Dolna Mitropolia and development and adoption of a "Strategy for the Protection of Cultural Heritage in the Municipality of Dolna Mitropolia".



www.interregrobg.eu



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



Careful selection of potential sites to invest in should be made, as well as full mapping and evaluation of potential sites by certain criteria in terms of their potential to attract tourists, to what extent they are adapted for tourist visits, management will and local development capacity, support from local communities, etc.

4.1.6. Measure 6 on Strategic Objective 1 /M6SO1/: Preparation of a plan for research and development of archeological sites not studied so far in the Municipality of Motatei and development and adoption of a "Strategy for the Protection of Cultural Heritage in the Municipality of Motatei".

Careful selection of potential sites to invest in should be made, as well as full mapping and evaluation of potential sites by certain criteria in terms of their potential to attract tourists, to what extent they are adapted for tourist visits, management will and local development capacity, support from local communities, etc.

4.1.7. Measure 7 on Strategic Objective 1 / M7SO1 /: Updating of lists of immovable cultural property and inclusion of new sites of historical and cultural value.

Cultural Heritage listings need to be updated and new sites of historical and cultural value to be included. The updating process needs to take into account the degree of preservation of material, image and functional authenticity. An evaluation of the scientific and artistic value of the sites must be made and their place and significance in the contemporary environment should be traced. To what



www.interregrobg.eu



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



extent sites are part of the contemporary social and cultural field that enrich the environment and society. It is necessary to be made evaluation of the utilitarian value of the sites and to be assessed to what extent the objects allow the original to be restored or new functions organized. An economic feasibility analysis must be carried out to integrate into the cultural history industry or other investment system.

4.1.8. Measure 8 under Strategic Objective 1 /M8SO1/: Utilization of opportunities to secure funding under various European programs and funds.

Funding opportunities are available in the new programming period 2014-2020 under Operational Programme "Innovation and Competitiveness", "Good Governance", "Regions for Growth", "Human Resources Development", "Science and Education for Smart Growth", the "Rural Development Program", the "Maritime and Fisheries Development Program", cross-border and transnational cooperation programs, as well as programs funded directly by the EU.

An actual funding opportunity is the direct grant award procedure BG16RFOP001-6.002 "Development of tourist attractions", financed under Operational Program "Regions for Growth" 2014-2020, Priority Axis 6: "Regional Tourism". The procedure is aimed at fulfilling an investment priority: "Conservation, preservation, promotion and development of the natural and cultural heritage".

The main objective of the procedure is to support the development of competitive tourist attractions that contribute to the diversification of the tourism product, reduction of territorial concentration and a more even distribution of the benefits of tourism.



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



Eligible activities are infrastructure activities, including: Development of cultural and cultural heritage sites of national and global importance, incl. religious ones, through conservation and restoration, preservation, display, socialization, promotion, equipment, introduction of translation techniques and programs, guided tours, etc. and non-infrastructure activities that can only be supported by financial instruments, including: Supporting the development of tourism products (based on assisted attractions) and market information such as marketing studies and impact analyzes, regional visitor surveys, marketing development and advertising strategies and programs for tourism products, creation of tourist packages and advertising activities - preparation and dissemination of information and promotional materials for tourist purposes, digitalization of the site and more directly related to supported attractions and their relationship with the surrounding natural environment; Additional small-scale non-infrastructure activities directly related to the supported attractions (organization of events in the area of the attractions, marketing and advertising activities); Appropriate training of staff working in the supported attractions; Participation in regional, national and international tourist fairs, exhibitions and fairs, organization of expeditionary trips, visits of travel agents, tour operators, authors of guides, journalists for advertising of the supported attractions; Informing the public, including through campaigns to raise awareness about cultural heritage and its conservation and preservation.

On the territory of the Municipality of Dolna Mitropolia sites of national importance are:

- “Lobno myasto na Septemvriitzi”, 500 m west on the bank of the Danube, Baikal village - Historic Site;
- Mogili, near Orehovitsa village - Archeological site;



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



- Mogila, "Tumbata", Podem village - Archaeological site;
- Roman roadside station, "Gradishte" near the village of Riben - architectural and construction site from Antiquity and the Middle Ages;

The deadline for applying under this procedure, depending on the project readiness of the specific beneficiaries, is 31.12.2021.

4.2. Measures to achieve Strategic Objective 2 / SO2 /: Improvement of the tourist infrastructure to cultural and historical sites;

4.2.1. Measure 1 on Strategic Objective 2 /M1SO2/: Improving the quality of the environment in the municipality of Dolna Mitropolia and increasing its attractiveness as a tourist destination

This measure includes activities such as extension and modernization of the local transport infrastructure - road network, public transport through repair of the street network; improving the operational status of the municipal road network; construction of bicycle lanes; improving water supply and sewerage and wastewater treatment in problematic settlements and neighborhoods. These activities are also enshrined in the Municipal Development Plan 2014-2020 of the municipality, and in the context of the present plan, emphasis can be placed on activities such as: improving the quality of access and awareness of leading archeological attractions by creating an open integrated system of hiking trails with opportunities for numerous options; construction of pedestrian and bicycle lanes to the identified cultural and historical sites on the territory of the municipality; construction of rest places nearby and signs for the sites.



www.interregrobg.eu



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



4.2.2. Measure 2 on Strategic Objective 2 /M2SO2/: Improving the quality of the environment in the municipality of Motatei and increasing its attractiveness as a tourist destination

This measure, like the previous one, includes activities such as: improving the quality of access and awareness of the leading archeological attractions by creating an open integrated system of tourist trails with opportunities for numerous options; construction of pedestrian and bicycle lanes to the identified cultural and historical sites on the territory of the municipality; construction of rest places nearby and signs for the sites.

4.2.3. Measure 3 under Strategic Objective 2 /M3SO2/: Usege of funding opportunities under various European programs and funds

As mentioned above, the direct grant award procedure BG16RFOP001-6.002 "Development of tourist attractions", funded under Operational Program "Regions for Growth" 2014-2020, Priority Axis 6: "Regional Tourism", finances infrastructure activities related to the development of tourist infrastructure needed for the needs of the attractions (tourist and health trails, climbing, horseback riding and cycling paths, picnic areas, signboards, visitor centers for presentation and exhibit not of the local natural and cultural heritage pursuant to Article 3, paragraph 2, item 9 of the Tourism Act); development of additional small-scale technical infrastructure in the area of the attractions required for their visit (plumbing, playgrounds, recreation and sports facilities, parking lots, green areas, toilets, lighting and



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



electrical installation, small waste collection facilities, utilities and facilities serving the tourist attraction and visitors required for the development of a complete tourist product), where they are publicly available and no charges are levied for their use; small-scale, revenue-generating investments in shopping areas and public catering establishments, accommodation, leisure facilities within the real cultural value/s category "national" or "global" or directly related thereto within the overall tourism product which can only be supported by financial instruments; improving access for people with disabilities to cultural heritage sites and associated infrastructure.

4.3. Measures to Achieve Strategic Goal 3 / SO3 /: Support and stimulation of the development of museums, historical sites, community centers and galleries

4.3.1. Measure 1 on Strategic Objective 3 /M1SO3/: Construction of Ad Putea Information and Visitor Center and Serving Tourist Infrastructure

The Ad Putea Visitor Information Center, with its associated infrastructure, parking, common space and park area at the Ad Putea Roman Road Station, will be built within the framework of the project "Tourism as a bond of perspective development of the border region" Cross-border Perspective Development Link '), e-MS code ROBG-568

4.3.2. Measure 2 on Strategic Objective 3 /M2SO3/: Provide continuous administrative, financial and resource support to the museums, historical sites,



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



community centers and galleries in the Municipality of Dolna Mitropolia and the Municipality of Motatei.

The basis of this measure is the continued support from municipal authorities, central government and institutions, NGOs and others. in the direction of the resource security of the development of the historical sites in the modern form in order to increase their attractiveness. The support consists in assisting the maintenance of the sites, the development of the logistical and cultural-historical base; development of human resources, stimulation of the improvement of the quality of services in the museum activity and the offered tourist product through budgetary funds, project financing and administrative capacity.

4.3.3. Measure 3 on Strategic Objective 3 /M3SO3/: Establishment of community centers as cultural and educational centers with active cultural, informational, social and civic functions, as well as a stable factor for the development of culture in the municipality of Dolna Mitropolia and at the national level.

The measure includes the following main priorities:

1. Encouragement and support of community centers in the Municipality of Dolna Mitropolia for the implementation of their main activities and the application of modern forms of work, giving a contemporary vision of the community center, which can be achieved through:

- Preserving and spreading Bulgarian traditions and customs, songs and dances;



www.interregrobg.eu



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



- Preserving and developing amateur artistic creativity and winning positions to work with different age groups and attracting young people as an important factor in promoting social change;
 - Presenting attractive forms for learning about the past, traditions and cultural achievements;
2. Expanding the scope of activities of the community centers (“chitalishte”) in socially significant areas;
- Transformation of the community centers into a publicly accessible library and information center through accelerated entry of information technologies;
 - Formation of the community center as a place for communication and contacts, donations, cultural and social integration, including of people at risk, disadvantaged, ethnic communities, etc.;
 - Strengthening the role and participation of the community centers in local government and the formation of active citizenship;
 - Strengthening the community centers in cooperation and partnership with the Municipality, with the cultural and educational institutions, with representatives of business and NGOs for the implementation of joint programs and projects;
 - Establishing lasting and fruitful international contacts;

The funds for the community centers shall be distributed among them by a committee, determined by an order of the Mayor of the Municipality and by a Mechanism, determined by the Ministry of Culture, and the funds shall be provided to the centers for self-government, in accordance with Art. 23, I.1 from ZNC (Law on National Community Centers). National community centers should realize their



www.interregrobg.eu



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



own income from renting land and property, membership fees, donations, etc., in compliance with the law; EU funds through application and project implementation.

4.4. Measures to Achieve Strategic Objective 4 / SO4 /: Optimizing the quality of services related to the management and effective use of cultural and historical values;

4.4.1. Measure 1 on Strategic Objective 4 /M1SO4/: Strengthening the capacity for strategic and sustainable management of the cultural and historical heritage

This measure includes more concentrated and focused activities towards enhancing the capacity for strategic and sustainable management of the cultural and historical heritage with the main target groups of the measure being representatives of public authorities. An assessment of the training needs of participants in the development and management of the route is envisaged. An effective training program should meet the needs of those involved. The identification of these needs can be realized in various ways, including: (1) consulting with students; (2) consultation with their direct managers; (3) consultation with other people familiar with the work of potential trainees (their subordinates, colleagues, clients), etc. Development of programs for continuing interactive training in the field of cultural and historical tourism is encouraged - innovative ICTs are aggressively entering the sector, and often self-government bodies remain outside these trends. Museums, although serious participants in the



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



tourist interpretation of cultural and historical heritage, often do not have the necessary financial and human resources to meet the growing needs of tourists for an increasingly attractive, diverse, memorable presentation of culture and history. The limited staff of the museums needs to constantly improve their capacity to attract visitors.

4.4.2. Measure 2 on Strategic Objective 4 /M2SO4/: Strengthening the capacity to provide services in cultural and historical sites on the territory of the cross-border region

This measure concentrates the aspirations for development of the tourist industry serving the cultural and historical sites on the territory of the cross-border region. In a highly competitive environment, and especially in a transition to a market economy, it is very important to integrate the efforts of all those directly or indirectly involved in tourism. In many places in the cross-border region there are no guides to add value to the tourist visit. Due to their lack, however attractive the exposure of objects of shared Roman heritage, the tourist's experience remains incomplete - there is no adequate historical information about the observed object. The low quality of the hotel and restaurant service, which is expressed in the lack of professional knowledge and skills and command of foreign languages, often becomes a source of negative experiences for the tourist, and thus the attractiveness of the destination falls critically. In response to these deficits, it is extremely important to plan in partnership activities to develop training programs to increase the knowledge and skills of those employed in tourist sites in the region. Such solutions may be as follows:



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



- Partnership with academic institutions, vocational schools, vocational training centers, etc. to develop modern training and qualification programs for those employed in the sector and for those who are about to embark on a career in tourism;
- Training for cultural managers and guides with a cultural heritage profile;
- Training for restaurateurs, hoteliers, housekeepers, waiters, cooks, incl. provision of a mobile training service, ie on-site training;

4.4.3. Measure 3 under Strategic Objective 4 /M3SO4/: Planning, reporting and control of museum activities. Effective museum management, marketing and advertising in the municipalities of Dolna Mitropolia and Motatei.

The measure consists of improving the management of cultural sites in both municipalities, which can be achieved by creating and introducing tabular forms for statistical reporting of the main museum activities at half-year and at the end of the year, regular collection of statistical information from museums, research and analysis, compilation, publication of statistics from museums and galleries, analyzes and forecasts of their activities and development; creation of museum sites; use of the Internet space for museum advertising of exhibitions; support for museum projects to issue catalogs of museum exhibitions, to research consumer interest and to provide museum services.

4.5. Measures to Achieve Strategic Objective 5 / SO5 /: Development and Improvement of the Region as a Cultural and Historical Tourist Destination;



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



4.5.1. Measure 1 on Strategic Objective 5 /M1SO5/: Positioning in the public space of the region as a tourist route including a number of cultural and historical sites

As the name of the measure itself suggests, activities are planned here to raise public and expert awareness of the existence of the route. One such activity could be its inclusion in registers and platforms for tourism promotion. There are dozens of them, all online.

Examples are: <http://bulgariatravel.org/>, <http://romaniatourism.com/>, <https://www.roughguides.com/>, <http://www.lonelyplanet.com/>, https://www.viator.com, <https://www.tripadvisor.com/>, shared travel sites and blogs, and a number of other online resources that are increasingly being addressed by tourists, especially those who prefer non-organized travel.

Another activity for building a positive public image of the region is its inclusion in the agenda of relevant regional, national and cross-border events. Its presentation in tourist fairs / exhibitions / special events and participation in tourist competitions (eg the EDEN platform and the Read and Travel competition of the Shumen Regional History Museum) should be a priority goal on the way to becoming a tourist destination.

4.5.2. Measure 2 on Strategic Objective 5 /M2SO5/: Positioning in a network of cultural routes and events

This group of activities is aimed at enhancing the integrity of the route. At present, the attendance of the sites is of varying intensity and their popularity is



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



unsatisfactory. The integration of cultural routes at different levels (local, national, regional, European, global) into a network creates opportunities for open cultural tourism that is able to cover all levels of cultural values. The fragmentation of the cultural and tourist market only within local frameworks will have a partial and incomplete effect, leaving much of the tourism resource inaccessible. The undeniable competitive advantage of the route is its possible affiliation with a thematically similar network of routes, e.g. Danube Limes, On the Road of Roman Emperors, On the Road of Wine, Roman Borders, Upper-Germanic Retinsky Limes, and others. In this way, the route provides worldwide recognition and a key place in European and world tourist catalogs.

The linking of cultural roads in a territorial network creates opportunities for flexible regulation of tourist flows. Instead of a limited number of single destinations congesting major cultural sites, a network of domestic destinations could be developed that evenly distributes tourist flows. This creates the conditions to satisfy the tourist interest in the whole variety of characteristics of the cultural heritage in terms of its types, layers, values, themes and more. And last but not least, it opens up the opportunity to express the full cultural-tourist potential of the cross-border region and to activate an unknown cultural-tourist resource so far.

4.5.3. Measure 3 on Strategic Objective 5 /M3SO5/: Development of a Marketing Strategy for the Promotion of the Tourist Product "Archeology and Culture"



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



This is a key measure that is also planned to be implemented within the framework of the project "Tourism as a bond of perspective development of the border region", e-MS code ROBG-568 and resp. aims to create a working and efficient integrated tourism product that develops niche tourism in the cross-border region and helps to solve the identified complex problem of the region and the small towns in it. The marketing strategy should focus on the potential and potential of cultural and archaeological tourism in the cross-border region, as well as identify target groups and market segments that can be attracted to the region, on the basis of which the specific features of the tourism product should be identified. " Archeology and Culture "and identify marketing measures / approaches to use to promote this product.



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



5. FORMULATION OF RECOMMENDATIONS AND DEFINITION OF SPECIFIC GROUPS OF ACTIVITIES CONTRIBUTING TO RECOVERY AND PROMOTING SUSTAINABLE ECONOMIC UTILIZATION OF THE HISTORICAL AND CULTURAL SITES;

- Full mapping and evaluation of potential cultural tourism sites by specific criteria in terms of their potential to attract tourists, to what extent they are adapted for tourist visits, managerial will and local development capacity, support from local communities in the cross-border region, etc.;
- Careful selection of sites to invest in for their development as tourist attractions;
- Development of a product concept based on contemporary thematic interpretive approaches;
- Encouragement of the attendance of cultural tourism sites in the off-season;
- Creation of a cross-border tourist destination (Ulpia Eskus and Sexaginta Prista);
- Development of cultural and historical routes related to the role of the Danube in the entry of Western European culture in Bulgaria;
- Prioritizing and promoting cultural events of international importance, creating new events with significant cultural potential;
- Conducting regular marketing surveys of tourists and their specific tourist interests and preferences when visiting cultural institutions and sites of cultural and historical heritage;
- Equipping the sites with modern interactive facilities to create a package of diverse services;



www.interregrobg.eu



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



- Development of multimedia applications and interactive maps for presenting historical and cultural values and objects to a wide range of potential users;
- Creating a media advertising campaign - brochures, videos and presentations aimed at promoting the cultural tourism by-products, and in particular the intangible cultural heritage;
- Joint “packing” of cultural tourism by-products with products of other priority or niche types and forms of tourism (health, youth, sports, etc.) in order to reach a larger consumer audience;
- Harnessing the potential of the Internet and information and communication technology (ICT) to offer cultural tourist travel through virtual intermediaries, CRCs and GDS;
- Development and dissemination of information and advertising materials, conducting and participation in seminars, round tables, conferences, tourist exhibitions and other PR, advertising and marketing campaigns, etc. initiatives related to the development of cultural tourism;
- Taking measures to preserve and improve the general and specialized infrastructure relevant for the development of event tourism in the cross-border region;
- Targeted measures to protect the sites from external negative impacts and to create an appropriate natural and / or social environment that improves the tourist impact of the sites;
- Undertaking of adequate and timely measures for the storage, maintenance and exposure of the sites;
- Restoration of temples, churches, monasteries that have lost their previous appearance (or were destroyed) and their joining to routes for pilgrimage tourism;



www.interregrobg.eu



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



- Establishment of links between individual regions of the country and comparable areas in other countries of the region or in Europe, in joint cultural tourism projects known as cultural routes;
- Involvement of local NGOs, municipal authorities and business organizations in the development and implementation of cultural tourism projects funded by various programs;
- Joining the efforts of stakeholders in the development of festivals, festivals and customs of national or regional importance, creating theater, literary, folklore events in certain areas with significant cultural potential;
- Ensure active involvement of public and private stakeholders in the management and management of cultural attractions;
- Cooperation of public and private owners in the distribution of tourism products, wholly or partly involving forms of cultural tourism in order to improve consumer perceptions regarding the quality and usefulness of the service provided;
- Supporting museums to create and offer innovative cultural products for tourists and meeting more comprehensively the tourist's demands;
- Partnership between museums, municipalities and local NGOs to create temporary or permanent exhibitions to promote local movable cultural monuments and intangible cultural values;
- Encourage employers in tourism to invest in the formation of new professional skills, in the training and qualification of personnel in the field of cultural tourism and the socialization of cultural heritage and related cultural industries;



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



6. FORMULATION OF SPECIFIC INSTITUTIONAL RESPONSIBILITIES CONTRIBUTING TO RECOVER AND PROMOTE SUSTAINABLE ECONOMIC USE OF HISTORICAL OBSTACLES

6.1. RESPONSIBILITIES OF THE PUBLIC SECTOR

- Encourage the involvement of all stakeholders (local communities, civil society, NGOs and the private sector) at all stages of the development of cultural tourism through the planning, implementation, monitoring, evaluation and distribution of benefits;
- Provide education and training opportunities for researchers, policy-makers, translators, conservators, tour operators and local communities;
- Allocate sufficient financial and human resources to preserve, conserve and interpret cultural heritage by providing a significant share of tourist fees and entrances to venues and events;
- Elaboration of a clear strategy for the development of cultural tourism in the cross-border region, identified as a tourist destination in consultation with relevant stakeholders;
- Providing the necessary resources for monitoring and evaluating the results of the development of cultural tourism;
- Providing the necessary technical, financial, marketing information and promotional support for the less favored segments of the local communities in the cultural tourism destinations in order to provide them with conditions for sustainable tourism business development and common benefits from the tourist flow;



www.interregrobg.eu



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



- Assisting local travel providers and tour operators developing inbound tourism in the selection of marketing channels for their products and services to ensure a fair distribution of benefits between local suppliers and foreign tour operators;

6.2. PRIVATE SECTOR RESPONSIBILITIES

- Promoting partnerships with local communities in the development of tourism and culture for the maximum benefit to the local economy as a result of cultural tourism;
- Providing an advantage to the local population when hiring trained staff to enable the local population to be part of the tourism industry;
- Promoting the importance of local cultures in protecting their characteristics, respecting the reception capacity of tangible and intangible heritage;
- Prioritizing local suppliers of goods and services to create jobs and maintain the sustainability of traditional arts and crafts;

6.3. RESPONSIBILITIES OF LOCAL COMMUNITIES

- Active and organizational role in tourism planning and monitoring;
- Maintaining cultural values and living traditions through educational programs and conservation activities;
- Use of innovative initiatives on the principle of cooperatives for the equal distribution of the benefits of cultural tourism;



www.interregrobg.eu



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



- Use of festivals and other events to promote the potential of cultural tourism for local communities;
- Effective work with the private sector to ensure responsible development for the local population and the sector;

6.4. RESPONSIBILITIES OF OTHER INTERESTED PARTIES

- NGOs should work with local communities to achieve economic and cultural goals through financial and advisory support;
- Academic institutions should include studies and educational activities related to cultural tourism;
- National and international media should promote a true and complete picture of cultural tourism;



www.interregrobg.eu



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



V. FINANCING SOURCES

1. BULGARIA

1.1. NATIONAL FUNDS

❖ Research fund

The Research Fund (FNI) aims to support research promotion projects and activities that are in line with ratified framework programs with specific European Union priorities, as well as with the 2020 Strategy for the Development of Science in Bulgaria.

❖ National fund "Culture"

The main objective of the Fund is to support the development of culture by raising, managing and spending funds earmarked for the implementation of the national cultural policy enshrined in the Government Programs of the Republic of Bulgaria for the relevant period and in the Law on Protection and Development of Culture. The priorities in the activity of the NF "Culture" are also in accordance with the criteria of the chapter "Culture and audio-vision" of the Treaty of Accession of Bulgaria to the European Community.



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



❖ National Endowment Fund “13th Century Bulgaria”

The Fund initiates and supports projects of national importance in the fields of education, science, culture, restoration and preservation of historical and cultural values, health care and the social sphere.

1.2. REPUBLICAN BUDGET

Directorate “Cultural Heritage, Museums and the Fine Arts” (CHMFA) provides targeted financial support for field archaeological research and field conservation.

Eligible organizations:

- Cultural institutions
- Scientific institutions
- University institutions

The main activity of these institutions should be related to the search, research and preservation of the archaeological cultural heritage and to the field conservation. Applications for funding shall be announced each calendar year by 15 January. Documents must be submitted by April 10th.

1.3. EUROPEAN STRUCTURAL AND INVESTMENT FUNDS FOR BULGARIA 2014 - 2020

❖ Operational Program Innovation and Competitiveness (OPIC) 2014-2020.



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



The main goal of OPIC 2014-2020 is to achieve dynamically competitive development of the economy based on innovation, optimization of production chains and sectors with high added value. The opportunities provided by the program, related to the activities in the strategy, are programmed in priority axes 1 “Technological development and innovation” and 2 “Entrepreneurship and growth capacity of SMEs”. Axis 1 fosters business-to-business and scientific innovation collaborations, and Axis 2 supports businesses active in the cultural and creative industries.

❖ Operational Program "Regions In Growth" 2014-2020

The main objective of the program is to apply a model of moderate polycentrism for the territory of Bulgaria, which will lead to reduction of internal and external migration. The opportunities provided by the program related to the activities in the strategy are programmed in priority axis 6: Regional tourism. The priority axis focuses on the conservation, preservation, promotion and development of cultural heritage through the development of fully completed and integrated tourism products for cultural monuments of national and global importance.

❖ Good Governance Operational Program 2014-2020

The program finances measures in key areas, including administrative and e-government reform, e-justice and judicial reform. The potential beneficiaries are the targeted municipal administrations and the Ministry of Culture, the Directorate for Cultural Heritage, Museums and the Fine Arts which with supported projects



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



under the program would generate indirect benefits for the transformation of the cross-border region into a tourist product.

❖ Operational Program “Development of Human Resources” 2014-2020

The program aims to provide higher and better-quality employment, increase the institutional capacity to modernize public policies, and reduce poverty and promote social inclusion. The opportunities offered by the program, related to the activities in the strategy, are programmed in Priority Axis 1 “Improving access to employment and quality of jobs”.

❖ Operational program “Science and education for smart growth” 2014 - 2020.

Through the specific activities of the Operational Program, within the framework of Priority Axis 1 “Research and Technological Development”, measures will be implemented for the participation of scientific institutes, universities and MON in targeted projects, programs and measures supporting the priorities of the Danube Strategy. A Priority Axis 2 “Lifelong Learning” supports projects related to investment in education and vocational training for skills acquisition and lifelong learning, incl. those in the field of tourism.

❖ 2014 Rural Development Program (RDP) 2014-2020



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



One of the objectives of the program is to improve the socio-economic development of rural areas, providing new jobs, reducing poverty, social inclusion and improving the quality of life. Within this objective, the program provides opportunities for the development of the tourism sector and they are programmed in Sub-Measure 6.2 - Starting aid for non-agricultural activities. Support for the launch of new non-agricultural activities is aimed at developing entrepreneurship and promoting the diversification of the rural economy by increasing the number of micro-enterprises in the non-agricultural sector, creating new jobs and maintaining existing jobs, expanding and improving services to the population, integrating the tourism sector in rural areas, promoting the conservation and development of traditional rural activities. Tourism development activities are funded, which include the construction and renovation of tourist sites and the development of tourist services, as well as the development of crafts (including the provision of services related to the participation of visitors in craft activities).

Measure 07 Basic services and rural renewal in rural areas (for municipalities and NGOs), Sub-measure 7.5 provides investment for public use in recreation and tourism infrastructure.

Sub-measure 19.2 also provides additional opportunities for financial support. "Implementing Operations within Community-led Local Development Strategies".

2. ROMANIA

❖ Operational Program "Competitiveness" 2014-2020



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



The Programme's leading objective is to contribute to the strategic objective of the Partnership Agreement by supporting R&D and ICT for competitiveness and development. Priority Axis 2: "Information and Communication Technologies for a Competitive Digital Economy" is relevant. The axis finances ICT for education, inclusion, health and culture.

❖ 2014 Human Resources Operational Program 2014-2020

The relevant axis of the program under which projects related to the implementation of the plan would be supported are Priority Axis 1: "Youth Initiatives", Priority Axis 2: "Improving the situation of young people" and Priority Axis 3: "Working for Everyone".

The objectives, which Priorities 1 and 2 pursue, are aimed at increasing the employment of young unemployed people aged 16-24, registered with the State Employment Service, in priority districts, incl. target South and Southwest. The objective of axis 3 is to improve the knowledge / skills / abilities of persons in need related to the needs of economic sectors / areas.

❖ 2014 Operational Program Regional Development 2014-2020

The aim of the program is to increase overall economic competitiveness and improve the living conditions of local and regional communities by supporting the development of the business environment, infrastructure and services for the sustainable development of the regions so that they can effectively manage resources and benefit from of their potential for innovation and technological



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



advancement. These objectives have been decomposed into 11 priority axes. A relevant priority is that (Priority Axis 1), related to the promotion of technology transfer, which supports projects for the creation, improvement and expansion of infrastructures for innovation and technology transfer, regardless of economic activity. The program has dedicated a separate priority to the tourism industry - Priority Axis 7: "Diversifying local economies through sustainable tourism development". The scope of eligible activities for support includes:

- Economic valorization of the potential of SPA tourism;
- Economic valorization of the local tourism potential;
- Tourist infrastructure for recreation;

❖ Operational Program Administrative Capacity 2014-2020

The aim of the program is to create a modern public administration, able to facilitate socio-economic development through competitive public services, the quality of regulation, thus contributing to the achievement of the Europe 2020 goals. Eligible applicants are:

- Public authorities and institutions, central, autonomous administrative bodies;
- Non-governmental organizations;
- Social partners;
- Higher education and research accredited;
- Romanian Academy of Sciences;
- Local authorities and state institutions;



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



3. TERRITORIAL COOPERATION PROGRAMS (2014-2020)

❖ Cross-border Cooperation Program INTERREG V-A Romania - Bulgaria 2014-2020

The aim of the program is to support the development of the cross-border region by improving accessibility, promoting institutional cooperation and the conservation and development of regional resources. The Green Region, Qualified and Inclusive Region, Efficient Region priority areas provide opportunities to support a wide range of Strategy implementation activities.

❖ 2014 Danube Transnational Cooperation Program 2014-2020.

The Danube Transnational Program is a specific financial instrument supporting the integration policy of the Danube Region.

The governing body of the program is the Office for National Economic Planning of the Ministry of National Economy of the Republic of Hungary. The program fully covers the geographical scope of the EU Strategy for the Danube Region, including the participation of 9 EU Member States: Austria, Bulgaria, Czech Republic, Germany (Bavaria and Baden-Württemberg), Croatia, Hungary, Romania, Slovenia and Slovakia and 5 candidate countries: Bosnia and Herzegovina, Serbia, Moldova, Montenegro and 3 regions of Ukraine: Ivano-Frankivsk, Transcarpathian and Odessa. The total budget of the Danube Program is EUR 222 million. The target groups and main types of beneficiaries are national, regional and local authorities as well as non-governmental organizations. The program will contribute to the achievement



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



of the objectives of the four pillars of the EU Strategy for the Danube Region and the 11 priority areas within it.

❖ INTERREG Europe 2014-2020 Program

The aim of the program is to continue the process of exchanging experience and policy absorption between public authorities to improve the implementation of European policies and programs. The program enables public authorities, public-law and non-profit-making organizations engaged in regional development across Europe to exchange practices and ideas for implementing public policies, thus finding solutions to improve their strategies for the benefit of citizens in line with Europe 2020 priorities for smart, sustainable and inclusive growth. For example, Priority Axis 2: "SME Competitiveness" supports interregional cooperation projects and policy adoption platforms aimed at enabling partners from different Member States to work together on issues of common regional interest in the field of supporting SME growth and entrepreneurship.

4. POLICIES AND PROGRAMS OF THE EUROPEAN UNION

❖ COSME 2014-2020 Program

COSME is an EU program to increase the competitiveness of small and medium-sized enterprises. The EC is responsible for the implementation of the COSME program and is also delegated to the European Small and Medium Enterprises Executive Agency (EASME). The Tourism section of COSME outlines the main lines to



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



be financed in the period 2014-2020 with a total of € 9 million, of which € 600,000 for the EDEN program.

❖ Creative Europe Program 2014-2020

Creative Europe is the new EC Framework Program, which will fund projects in the cultural and creative industries from 2014 to 2020. The program integrates Culture, MEDIA and MEDIA Mundus into a single framework and creates a whole new mechanism, improving access to finance for artists, professionals in the cultural and audio-visual arts, artistic, book publishing, cinema, television, music, and cultural heritage. Funding will help these professions operate across Europe, reach new audiences, and preserve cultural and linguistic diversity.

5. OTHER DONOR PROGRAMS

❖ The European Economic Area Financial Mechanism and the Norwegian Financial Mechanism;

The grants under this mechanism aim to reduce economic and social disparities in Europe and strengthen bilateral relations with 15 beneficiary countries in Northern, Central and Southern Europe.



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



6. PRIVATE FINANCING

Private financial sources: funds from private banks, funds, initiatives, projects and funds of private companies and non-governmental organizations for private benefit.

7. PUBLIC - PRIVATE FINANCING

❖ Public-private partnership

Public-Private Partnership (PPP) is a leading tool for the implementation of infrastructure projects worldwide. The need for a developed public infrastructure, as an engine for the economic development of the country, and the limited budgetary resources for its construction and maintenance, are the basic prerequisites for the emergence and spread of this form of cooperation between public authorities and the private sector. The main features and benefits of a public-private partnership are:

- Long-term contract between public and private partner for provision of public interest services based on new or improved assets;
- The private partner participates in all stages of the project implementation - design, construction, financing, maintenance and / or operation of the site;



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



- The public authority defines the objectives, defines the quality and quantity requirements and controls the implementation;
- The private partner fully and largely finances the implementation of the project;
- Equitable distribution of risks between partners based on who can manage them better;
- The public sector payment mechanism is committed to implementation;
- Improving site management and improving service quality;
- Better value for money;
- One of the traditional forms of public-private interaction is concession.



www.interregrobg.eu

Project „ Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.



EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND
INVESTING IN YOUR FUTURE!



GOVERNMENT OF ROMANIA



GOVERNMENT OF BULGARIA



VI. CONCLUSION. PARTNERSHIP STRUCTURE

This strategic document should be based on a partnership principle - each with an individual role, but working together to have the most rational use of resources, to avoid repetition and to share good practices in the context of managing, restoring and promoting sustainable economic use of historical and cultural sites, as well as ensuring the sustainability of the achieved RESULTS.

The implementation of the General Plan implies a long-term partnership between the municipalities of dOLNA mitropolia and motatei, as well as with other neighboring municipalities, to enhance the effects of different approaches to managing, restoring and promoting the sustainable economic use of historical and cultural sites. The plan provides guidance on the objective conditions and prospects for the development of different forms of cultural and historical tourism. The size and diversity of the region of the two municipalities make some specific analytical summaries and conclusions difficult. Each of the sub-regions with historical and cultural assets in the municipalities is different, with challenges and opportunities that are specific. Therefore, at sub-regional level, the specificities should be defined and specific measurements should be reflected in the destination management plans, which can be published in newsletters or information catalogs.

However, it is important that there are regional objectives. They will help the monitoring of the progress of the Joint Plan for the Management, Restoration and Promotion of Sustainable Economic Use of Historic and Cultural Sites and will provide a benchmark/measures of success.



www.interregrobg.eu

Project „Tourism as a bond of perspective development of border region”,
e-MS code: ROBG-568. The content of this material does not necessarily represents the official
position of the European Union.