

TRANSFER OF GOOD PRACTICE

“HOST COMMUNITIES & RESPONSIBLE TOURISM”



UNION OF SOUTH-EAST REGION LOCAL AUTHORITIES (USERLA)

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CHARTS Closing conference
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USERLA as a project partner in the CHARTS project is responsible for transferring the experience and the Good practice of “**National Institute for research and development in tourism**” (NIRDT) in the field of “**Host communities and responsible tourism**” good practice.

1. Areas addressed:

- ✓ **Reconstruction and rehabilitation of architectural heritage, reviving traditional housing dwellings**
- ✓ **Restoration of cultural heritage: buildings, natural zones, handicrafts and traditional agricultural activities**
- ✓ **Development of local activities and crafts through education of local residents**
- ✓ **Ensuring proper conditions for local small enterprising activities, fostering employment and conditions for development, certifying local residents for practicing rural tourism business**
- ✓ **Offering overall tourist packages**
- ✓ **Inclusion of civil society in the process of restoration and preservation of architectural and cultural heritage.**

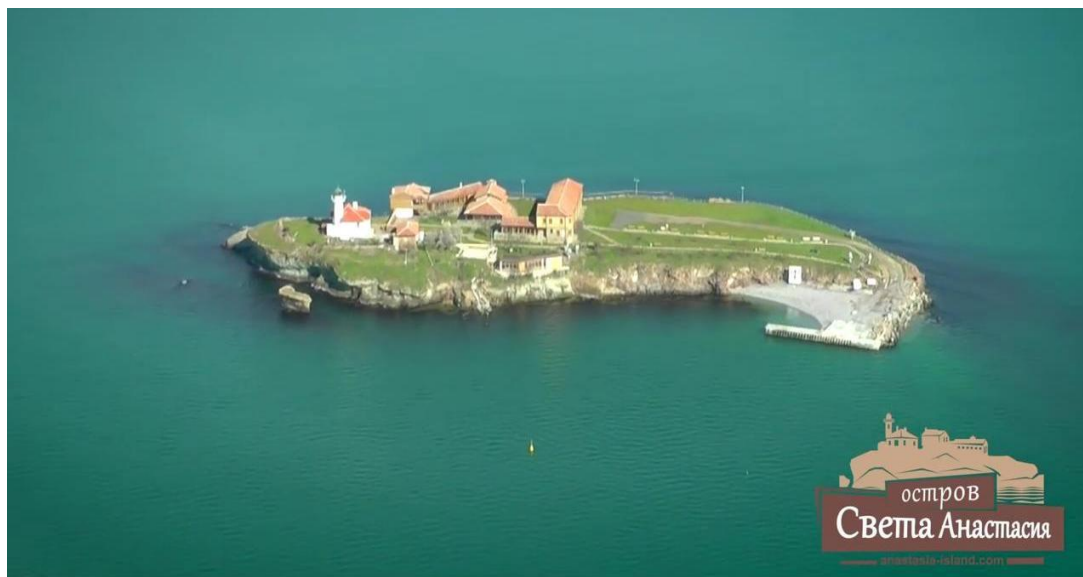


2. Practical experience, achievements and results of USERLA in the context of “Host communities and responsible tourism” good practice.

2.1 Burgas Municipality

“St. Anastasia Island” - a small island located 6.5 km southeast from the coast of Burgas.

The place has a statute of historical and cultural sight of national significance. All the buildings on the island are an architectural record of the past.

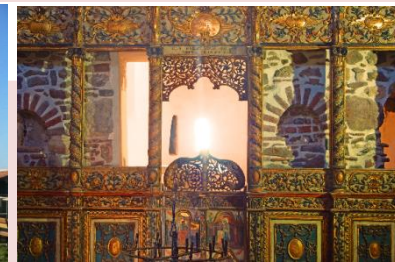


The Burgas Municipality restored and revived the glamour of this unforgettable place which used to be a desolate, crumbling and forgotten place for years under the project “The Culture and heritage of St. Anastasia Island and Burgas – attractive and competitive tourist destination”

“St. Anastasia” - the newest and the only one in its kind tourist destination in Bulgaria.
The island offers the visitors a wide variety of cultural sights:

Attractions

- ✓ **Museum exposition**
- ✓ **Cloister** dating back to 15 th. Century
- ✓ **Monastery healer’s room**, called “Lekarna”
- ✓ **Monastery kitchen** – local restaurant called “One-hundred years back”
- ✓ **Guesthouse** – resembles an authentic monks’ rooms
- ✓ **Lighthouse** still guiding ships since 1889



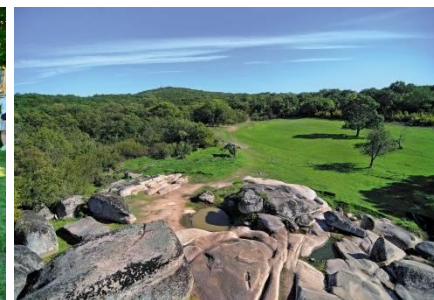
“The magic of antiquity and the beauty of nature from the Burgas Bay to Strandja mountain” The project is financed by the Operational Programme “Regional development” 2007-2013

Project outputs

- ✓ *A couple of tourist products*
- ✓ *Ten tourist packages*

The *tourist packages* encompass inspiring meetings with **ancient history** and the **beautiful nature** that spread between the Burgas Bay and the Strandja mountain. The main focus is put on the resources and attractions of local villages and their people.

The *tours* in the countryside combine **museum visits**, **heritage sightseeing**, introducing to **local customs**, **work of crafts**, still well kept until nowadays. Local communities are actively engaged and play a leading role in all these activities.



2.2 Stara Zagora Municipality

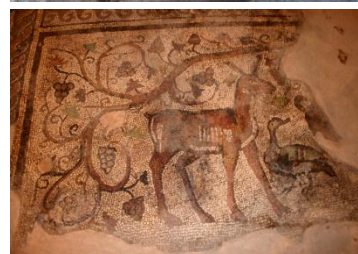
“Converting the cultural and historical monuments from ancient times into tourist attraction” The project is funded by the Operational Programme “Regional development” 2007-2013

Main goal

- ✓ **Develop and present** the cultural and heritage landmarks – the excavated part of the ancient Roman town of “Augusta Trayana”, located in the centre of the city of Stara Zagora

Attractions

- ✓ **Forum complex**
- ✓ **Ancient street decumanus maximus and its cross-street network**
- ✓ **Late ancient mosaic**
- ✓ **Roman dwelling with a pool**
- ✓ **Portico and mosaic remnants**



2.3 Sliven Municipality

“Travelling through time, into the time and with the time –an integrated project for development of natural and heritage attractions and tourist infrastructure in the town of Sliven”

Main goal

- ✓ **Renovation, improvement and further development** of the existing tourist attractions and especially the **Tuida fortress** – a historical sight of national interest dating back to the Roman empire, around the middle of 4 th. century

Activities implemented within the project

- ✓ **Construction processes for conservation, enrichment and development**
- ✓ **Education courses for staff training**
- ✓ **Marketing and promotion activities**



3. Contribution and added value of “Host communities and responsible tourism” good practice for the development of USERLA in the field of tourism sustainability:

- ✓ **Boosting local economy**
- ✓ **Diversifying the local tourist product and contributing for the establishment of the cities and the south-east region on the whole, as an attractive tourist centre, offering sustainable, characteristic for the region and based on the rich resources tourist product**
- ✓ **Extending the tourist season**
- ✓ **Providing new jobs for local residents**
- ✓ **Recognizing the region as a destination for cultural tourism in national and international scope.**
- ✓ **Stimulating the responsible attitude towards the preservation of culture and heritage and encouraging pride and confidence in the local population**
- ✓ **Engaging and using the potential of the local communities for cultural tourism development**



THANK YOU FOR YOUR ATTENTION !!!

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