



USE OF NATURAL HERITAGE ECO-TOURISM

Good practices in Bulgaria

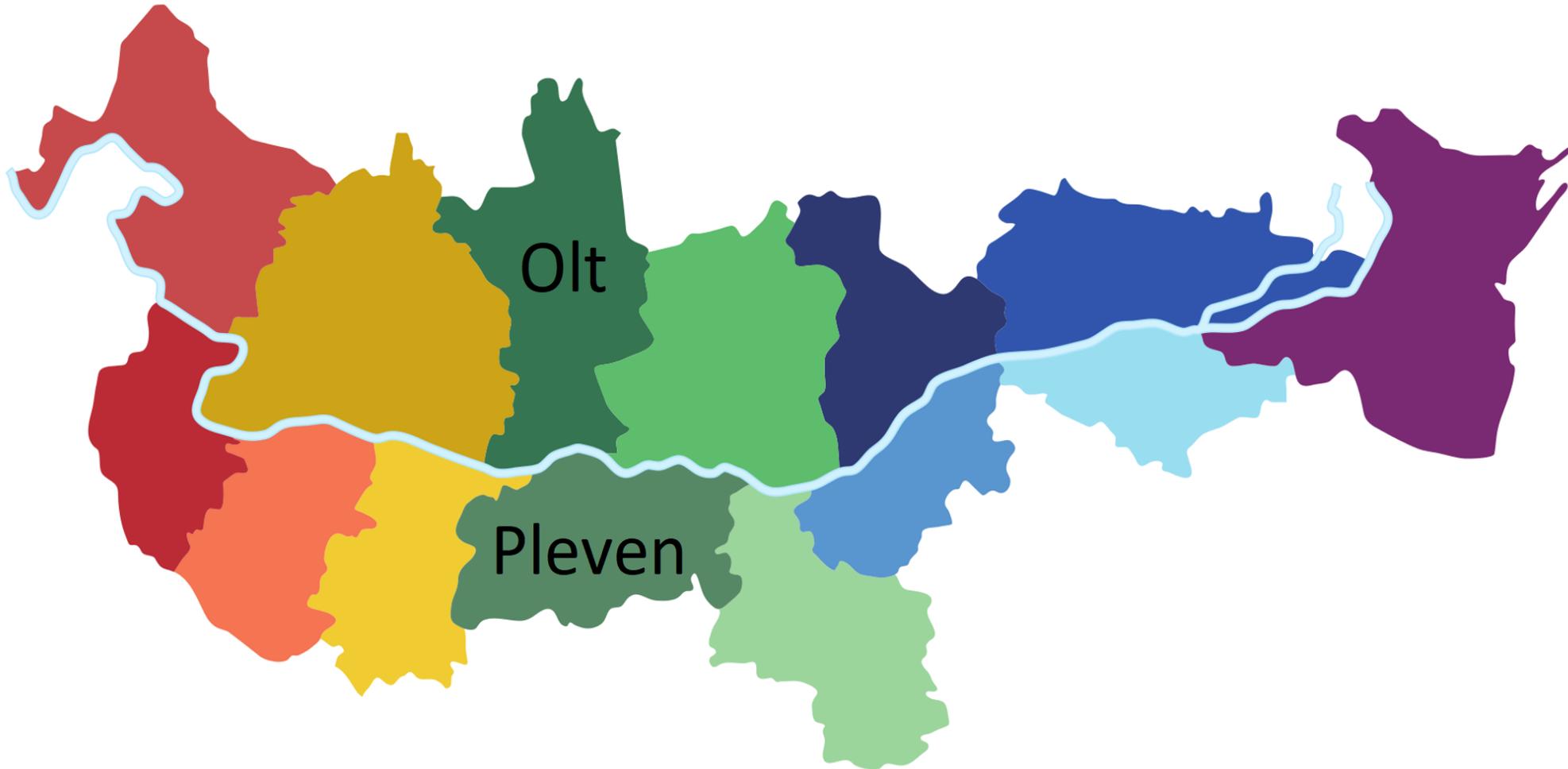
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Euroregion Pleven-Olt Association is a non-governmental organization, established in 2007. Its founders are the mayors of municipalities from Pleven District, Bulgaria and Olt County, Romania.

The Association has implemented lots of projects within cross-border and transnational programmes, supporting the social-economic development of the region.



Priority is given to the promotion of ecotourism products based on organic farming and local products

Natural heritage - natural/bio resources' services



Children's eco camp in the village of Stakevtsi



Natural heritage - natural/bio resources' services



NATBIOT



June 2018 – January 2020

Main institutions involved:

Association National Centre for Information Service – Pleven, Bulgaria

Romanian Movement for Quality – Craiova, Romania



Project **NATBIOT** addresses the following problems in the cross-border area Romania-Bulgaria:

- 1) Insufficient knowledge/promotion of the natural and cultural heritage, natural resources in the target area and the related places for accommodation, meals, transport and entertainment services in terms of number, level of quality, specificity;
- 2) Insufficient development and promotion of natural/organic products and services that can attract tourists who are looking for a holiday or want to get acquainted with the natural and cultural heritage by taking advantage of natural/organic services;
- 3) Seasonality of tourism, predominant summer character.

The project responded to these challenges by creating joint innovative touristic products with the **brand NATBIOT** and improved the quality and marketing services in the fields of tourism.



Steps in the realization of the good practice:

1. Identification and analysis of the available natural and cultural resources in the region and inventory of the services (accommodation, meals, transport, entertainment, etc.) that support tourism;
2. Informing and involving the local population and the local economy for the development of innovative tourist packages **NATBIOT**;
3. Identification and development of four tourist packages **NATBIOT**;
4. Testing and promotion of the developed packages.



TRAVEL PACKAGE NATBIOT 1- ME-VI
Mehedinți, Romania - Vidin, Bulgaria (7 days)



TRAVEL PACKAGE NATBIOT 2 - PLE - VRA - DO
Pleven - Vratsa - Dolj (7 days)



TRAVEL PACKAGE NATBIOT 3 - MO - PL - O
Montana - Pleven - Olt (7 days)



TRAVEL PACKAGE NATBIOT 4 - ME - DO - VA
Mehedinti - Dolj - Varshets (Montana) (7 days)

The project comes with an innovative approach that puts together niche market requests with updated information and well-structured branded touristic packages under the **NATBIOT** concept, focusing on touristic services quality (natural/bio food, bio materials for bedding, storage, etc.) and contributing to cross border tourism development by sustainable use of natural and cultural heritages and resources. All these elements are recognized as essential for tourism development and environment preservation and protection.

Resources needed:

The amount needed to the realization of the project in this scale is 390 000 EUR, but it can be reduced if the project covers a smaller area and a smaller number of packages are developed.

Financial savings can be made if the testing of the new packages is at the expense of the travelers.



Evidence of success:

A joint touristic offer branded **NATBIOT** offers a better visibility and attractiveness for the new touristic market demand for healthy, clean (non-allergenic), educative holidays, whether we are talking about foreign tourists or/and Romanian's and Bulgarian's that can travel easily.

Through the introduction of this good practice is achieved a strong social and economic effect on small local communities.

The packages are flexible and can meet the requirements of tourists with different interest.



Potential for learning or transfer:

The good practice is suitable for transfer to regions where there are objects of natural and cultural heritage with low popularity and high potential for realization of revenues. It is especially suitable for remote and cross-border areas, with restaurants and hotels with small capacity, which offer home comfort and conditions for "green tourism".

NATBIOT approach took into consideration the similarities and complementarities between border areas in terms of knowledge/promotion of natural and cultural heritage, natural resources and connected facilities accommodation, eating, transport, entertainment services.



Children's eco camp in the village of Stakevtsi



Stakevtsi is a small village in Northwestern Bulgaria, very close to the border with Serbia.

It is located in a mountainous area, on the territory of Biosphere Reserve "Chuprene".

The population of the village counts of 244 inhabitants.

Clean air, beautiful nature, phones are out of range.



This young lady has graduated specialty Alternative tourism and wanted to start something of her own as soon as she graduated.



It is this remote place that inspired Elina Minkova to start organizing children's camps in the village of Stakevtsi. Surely this is the perfect place to send your child seconded for 1 week, during which he/she will learn a lot about the nature, will have the opportunity to authentically connect with it and will gain practical knowledge that will be useful for life.

The activities' focus in the children's camp program is mainly on the connection with the nature and the village life in a combination with creative and sports activities and, of course, an educational element.

The camp has duration of 7 days, for children of age between 7 and 12.

How does this week go in the camp?

- In the farm the children take care of animals - rabbits, chickens, turkeys, geese, etc.;
- Take care of plants in the garden - children understand where the organic vegetables come from in the stores;
- Organize hikes and picnics;
- They plant trees in the forest, thus creating the "Children's Forest";
- They learn to cook;
- They make houses for birds and animals;
- They canned fruits and vegetables;
- They make dolls and paintings from natural materials. Whoever wishes, donates the works made and with them in the autumn is organized a charity bazaar in the nearby regional town.



Plans for development:

- Not just summer camps, but year-round;
- Expanding the age group and organizing teen camps;
- Organizing camps for adults.



Thank you for attention!



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