



## ***VARNA REGION***

### ***ACTION PLAN***

**Sustainability of the land - sea system for ecotourism  
strategies**

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### Part I - General information

**Project:** Land-Sea: „Sustainability of the land-sea system for ecotourism strategies“

**Partner Organization:** Regional administration-Varna

**Partners:** Basin Directorate for River Basin Management Liri - Garigliano and Volturno (Southern Apennines River Basin District) - Italy - Project Coordinator; Free and Hanseatic City of Hamburg, Germany; Urban Ecology Agency of Barcelona – Spain; Autonomous Government of Catalonia – Spain; Molise Region – Italy.

**Country:** Republic of Bulgaria

**Region /NUTS2/:** Northeast region

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### Part II - Political context

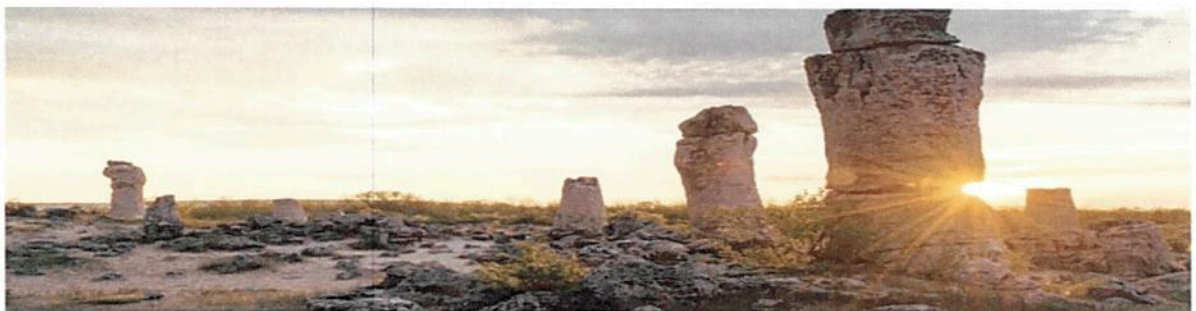
The action plan aims to influence:

- Investment for Growth and Jobs programme
- European territorial cooperation program;
- Regional plan for the development of North East region for period 2014-2020;
- Regional strategy for development of Varna Region 2014-2020;
- Strategy for the development of the Municipality of Varna for the period 2014-2020;
- Others

Name of the policy instrument to which it is directed:  
**Regional strategy for development of Varna region 2014-2020**

Based on the Regional strategy for development of Varna region and participation in the project, and in collaboration with Varna Municipality will improve the current strategy by implementing and developing a Regional Tourism Development Strategy.

**The Governor of Varna Region is not a allowable beneficiary of the Operational Programme “Regions in Growth”, its authority allow it to be a contracting authority**



## Part III – Action plan details

### ACTION 1

**The Regional Strategy for Development is a strategic, really acting and existing document approved by Protocol No. 1 of the Regional Development Council of 20.06.2013.**

The Strategy defines a common strategic framework for the development of the area in the medium term, setting out goals and priorities for integrated and sustainable development. This strategic framework is determined on the basis of the identified development potential of the regional social and territorial community. At the same time, it is in line with the policies, objectives, priorities set out in the European and national systems for planning regional development.

The goals and priorities of the Regional Strategy for Development (RSD) of Varna Region are consistent with the planning documents of the higher levels - the National Strategy for Regional Development and Regional plan for the development of North East region for period 2014-2020, as well as with the policies and opportunities at the municipal level. The RSD of Varna Region reflects the principles and approaches of the European regional development policy oriented towards economic and social cohesion. The Regional Strategy for Development of Varna Region is an integrated document covering the creation of conditions for balanced and sustainable development of the district and its municipalities.

The main tasks of the Regional Strategy for Development of Varna Region for the planning period 2014-2020 and the policies for its implementation are:

- Align the strategy with the objectives of social and economic cohesion policy within the European Union and provide for measures that are consistent with European policies and the regulations of the Structural Funds;
- Increasing the level of socio-economic development of the regional community and bringing it closer to the average socio-economic parameters of European regions. Varna District has the potential and opportunities to realize significant differences with the average parameters of the European regions;
- Implementation of an integrated approach for the development of the territory of the district and integrated impact on the different sectors of development. This means appropriate combining and complementing the individual measures with a view to achieving a positive overall impact on the infrastructure, human, innovation and cultural potential of the area;

Long-term integrated development planning seeks a balance between different aspects of development (economic, social, environmental and territorial) and between different territorial communities, institutions and social groups, thus contributing to the sustainable development of the area.

#### Natural resource, conditions and potentials - a factor for development of Varna Region

##### • Landscapes

The area of Varna is characterized by an extremely diverse "mosaic" of habitats and landscapes. This diversity of landscape structures is also the reason for the great biodiversity. The presence of large open water

areas (sea, lakes, dams, significant forests, local steppe and dune areas) provide suitable conditions for high concentration of different biological species, as well as of different types of bio-eco systems represented in a relatively small territory.

The area includes unique, specific in nature and at the same time diverse natural formations: rocky and cliff shores, dune areas, picturesque bays, forests in the eastern parts of the pre-Balkan, relict steppe plant communities, valuable long-lived and rare forest ecosystems.

The rich network of protected areas represents a significant potential for the development of cognitive, ecotourism and other forms of alternative tourism.

- Relief

The relief of Varna region is hilly-plain and includes plateaus, lowlands and valleys. The coast has clearly expressed old and modern abrasion, landslide-abrasion, landslide and reservoir forms. The coast is terraced by landslides. The morphography of the Frangen Plateau, which rises to 290m, is closely linked to the most extensive landslide complex along the Bulgarian coast. Between Cape Galata and the valley of the Kamchia River, the coast is up to 125m high. The terraced hilly slope is cut by gullies and filled with numerous small landslides. Modern abrasion and accumulation processes occur along the coastline - with the accumulation of moving sea and river sediments. The accumulative sections are represented by beaches: Golden Sands; Varna, Asparuhov, Kamchiysko-Shkorpilovski.

- Landslide processes

On the territory of Varna region are registered some of the largest ancient and modern landslide processes. They cover almost the entire coastal zone: north of Varna to Kranevo (a Frangen landslide complex including the circuits "Long ravine", "Golden Sands", "Aladzha monastery", Vinitsa and Varna), in Varna (Vazrazhdane quarter), south of Varna (Galata, Fichoza, Sakama Dere, Pasha Dere, Kamchia - Romantika Resort, Byala). One of the main reasons for the activation of landslides is the increased urbanization along the coast and is expressed in: additional loading with static and dynamic loads on the slopes; sloping; increasing water infiltration; prevention of surface and underground runoff; construction of buildings and facilities that are not in compliance with the geological and hydrogeological engineering conditions; lack of sewerage network; leaks in the water supply and sewerage network, poor operation and poor maintenance of the constructed drainage, anti-slip, water-repellent and anti-abrasion facilities and others.

On the whole, the Black Sea coast of the Varna region is characterized by complex geodynamic conditions. Almost every year, significant material damage is recorded in this contact zone as a result of landslides and collapses of land masses, coastal abrasion, erosion, floods and other adverse activities. In this respect, the coast is particularly vulnerable, as there is a high concentration of outbreaks and areas with increased endogenous and exogenous activity, which cause major damage to engineering infrastructure, buildings, nature parks and recreational and sports areas.

This requires action to be taken to:

- Construction of coastal and anti-abrasive facilities in the areas, subject to active marine abrasion;
- Maintenance, control and repair of the built-up anti-ground reinforcement and drainage facilities,

provision of technological roads and access to them;

- Construction of external water supply networks in accordance with landslide requirements;
- Prohibition to disposing domestic water into illegal septic tanks;
- Vertical landscaping to ensure safe runoff of surface waters;
- Cleaning, correction and provision of normal drainage of existing gullies on the territory of the

municipality;

- Strict adherence to the technical requirements of the regulations for the design of geo-protective structures, buildings and structures in landslide areas;

- Adopt common wear protection schemes as an integral part of infrastructure schemes.

The real challenge is to export the ideas of ecotourism to promote sustainability and a «back to nature» also in urban context or environmentally degraded tract of land. The restoration of damaged coastal zone with eco-andscape.

There are 39 natural reserves, parks and protected areas, 1466 monuments of cultural heritage, 44 museums, museum collections and galleries within the territory of Varna Region. The area boasts unique natural phenomena such as Pobiti Kamani and Wonder Rocks, traces of ancient civilizations and others. At the same time, unique monuments and natural monuments of the country and Europe of the Varna and Northern Black Sea coasts remain away from the traditional tourist routes and from the scope of the national campaign "Wonders of Bulgaria".

There are 41 nature protection areas in the District of Varna, including one reserve, four protected reserves, 28 protected areas, one natural park and seven natural landmarks.

Organized tourist activity in Varna region is carried out in 10 protected areas, such as "Wonderful rocks", "Longoza", "Slaveikova gora", "Snezhinska kuria", "Vodenitsite", "Aladzha monastery", "Pobiti kamani" Yata ", "Liman "and Golden Sands NP.

The area has many testimonies that these lands have been inhabited since ancient times - perhaps due to its proximity to the sea.

Besides the famous landmarks in the district of Varna, there are a number of other sites that attract the attention of tourists from near and far: the remains of the ancient city of Marcianopolis - the second largest in ancient times after Philippopolis (nowadays Plovdiv) and the only one of its kind in Bulgaria " Museum of mosaics "in Devnya, the palace in Evksinograd, the ancient fortress Ovech near Provadia and an early Christian basilica in the area of Djanavara.

Natural beauties along with the rich cultural and historical heritage in the area offer a variety of opportunities for recreation and ecotourism.

The quality of the environment, both natural and man-made, is essential to tourism. Tourism development in Varna region put enormous pressure on the area and led to impacts such as soil erosion, increased pollution, discharges into the sea, natural habitat loss, increased pressure on endangered species and heightened vulnerability to forest fires. The Ecotourism has a potential to create beneficial effects on the environment by contributing to environmental protection and conservation. It is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase their economic importance. The LAND-SEA project contributes to solving the problems, paying particular attention to coastal zone management policies with a view to protecting land and sea ecosystems and their sustainable development.

Our inspiration for action 1 is from the Catalonia (the Urban Ecology Agency of Barcelona and the General Direction of Tourism of the Generalitat of Catalonia) good practice. During the first visit to Catalonia as part of the Land-Sea Interreg Europe project, we visited one of the most important wetlands in Europe, the Ebro Delta. The Ebro River Delta is a very successful model for ecosystem management and preservation. The facilities to protect the environment, the preservation of habitats and plant species and successful actions used for agricultural development are in ecological balance.

The Ebro Delta and Trabukador Beach is a territory that, due to its characteristics and natural value, is similar to the Kamchia Reserve and the Pasha Dere Protected Area, located in Varna Region. Particularly valuable for the reservation are the Long Forests along the lower reaches of the Kamchia River. It is not only our national treasure but also an important wetland in the migratory path of the Via Pontica migratory birds. On the territory of Pasha Dere there is also a lake with unique flora and fauna known as "Liman" with an area of 3.7 ha. It is home to many protected bird and animal species. The pressure we exert on nature is increasing and many human activities pose a significant threat to the existence of a large number of species.

We will implement this at first by using natural traditional practices like cleaning, because the ecotourism creates a local incentive for conserving natural areas.

**All things considered, our first activity in the action plan is the following:**

**MAINTAINING, IMPROVING AND POPULARIZING THE PROTECTED AREAS AND PLACES ON THE COASTAL ZONE THROUGH PROMOTING ECO-TOURISM, FOLLOW THE PRINCIPLES OF THE REGIONAL STRATEGY FOR DEVELOPMENT OF VARNA REGION 2014-2020**

**This Action will be implemented developing the following activities:**

This activities in action 1 are careful of the environment, they should help to conserve nature and

thereby contribute to the sustainability of tourism reliant on wildlife.

Our activity of "cleaning" these two protected areas is extremely practical and will contribute to change, because waste dumping into the environment has an environmental impact and often has catastrophic consequences.

We will collect plastic bags from trees, junk (metal cans, bottles, food packaging, etc.) from the beach and forest, and along the banks of the Kamchia River and Lake Liman. We will sort them and take them to a landfill for pre-treatment of waste.

☒ Cleaning of Pasha dere area /protected zone/

Pasha dere is an area that covers a pristine 1.5 km long beach. It is located to the south of Varna's Galata District, near the Chernomorets campsite and the chalet of the same name. To the west, Pasha dere borders the Rakitnik protected area, and in the south of the beach is the Liman protected area, home to many rare and protected species of plants and animals. Pasha dere is one of the few places on the Bulgarian Black Sea coast that are not yet affected by human activity. The lack of urbanization and construction, the pristine beach and wildlife attract wild camping enthusiasts every year during the summer months. Throughout the summer season on the beach and in the forest above it can be seen many tents and bivouacs that recreate the atmosphere of Irakli and Kara Dere protected areas

**The cleaning will be organized in two events, it will be pre-advertised to attract many participants /approx. 200-300 person/. Participants will be provided with food, garbage bags and gloves and T-shirts. Cleared area – max 3.7 ha.**

**Timeframe: from 01.05.2020 - 31.10.2020**



☒ Cleaning of Longoza Protected Area around Kamchia Reserve

Longoza Protected Area is the former buffer zone around the Kamchia Reserve. The total area of the area is 230 hectares, 70 of which are forested areas and preserved longozoic forests (riverside forests in the

lower reaches of the Black Sea rivers), and 160 hectares are agricultural land. Characteristic of the protected area are the Longozoic forests, which are left in alluvial-estuarine delights at the periodic bays of the Kamchia River. The marshy areas along the riverbank and the Longozoic forest are considered to be a natural wetland on the Black Sea coast. The relief of the Kamchia Reserve and the protected area is flatly, with slopes only in the northern parts and close to the sea. With the rising of the Kamchia River level, which occurs in the spring season, the usual floods of the Longozoic forest become. Various plant and animal species occur in the Longoza protected area. Tourist trips are permitted from the firth of the Kamchia River to the boundaries of the reserve, but tourists must comply with certain requirements. **The cleaning will be organized in two events, it will be pre-advertised to attract many participants /approx. 200-300 person/. Participants will be provided with food, garbage bags and gloves and T-shirts. Cleared area approx. 10-15% of the total area.**

**Timeframe: from 01.06.2020-31.10.2020**



- ☒ Preparation and printing of brochures for ecotourism destinations and thematic routes in Varna Region. The brochures will be distributed to the citizens upon their visit to the Varna Regional Administration.

Many proponents of ecotourism also argue that an important ingredient of it is the provision of environmental education or knowledge (interpretation) for tourists who participate in it. With the distribution of brochures, we want both to raise awareness within our area and to draw public attention to protecting the environment.

We want change the personal behaviour to ours tourists to do “responsible travel to natural areas that conserve the environment and improve the well-being of local people”.

**Number of brochures – 5 000 pieces.**

**Timeframe: from 01.01.2020 - 31.12.2020**

**All this activities are related with Regional strategy for development 2014-2020:**



**Priority 1.3. Diversification of the tourist offer and inclusion of the natural and cultural wealth in the whole territory of the district;**

**Specific objective 1.3.2. Creation of a specific regional tourist product based on cultural and natural wealth;**

On the background of the well-presented practices and experience gained from participation in the project LAND-SEA, Bulgaria has been developing eco-tourism opportunities in just a few years. We want the Regional administration Varna and the Municipality of Varna to implement ecotourism as part of their development strategies. this is our added value in new Varna Regional Development Strategy 2021-2027, which have to be adopted until 31. december 2020

**Funding sources: Regional administration budget.**

**Approximate value: 5 000 - 7 000 euro;**

**Players involved: the mayors of municipalities in Varna Region, Stakeholders are: regional development agencies; regional structures of the branch organizations of business, representatives of universities and scientific organizations; NGOs.**

## **ACTION 2**

The following action 2 is a continuation of action 1. Tourism is a priority sector for the economy of Varna region. Varna region has some of the most attractive natural and anthropogenic tourist resources in the country, which has led to a serious development of the tourist function. Natural conditions and resources in the district create an environment conducive to habitat and the development of resort and recreational functions. The sea area and the coastline offer very good opportunities for water sports and bathing. Rocky stretches and sandy beaches alternate with various thermal and bioclimatic conditions. Mineral springs are of considerable flow rate and have very good healing qualities. Forests and forest parks in the suburban areas along the coast and inland are rich. The potential of the area in the field of natural and anthropogenic tourist resources is characterized by a unique combination of natural resources (beaches, mineral waters) and cultural historical heritage and traditions.

This action is also dictated by the Natural Tourism Promotion Plan in the Protected Areas of Catalonia. The documents that caught our attention are the Strategic Tourism Plan 2013-2016 and the Catalan Directives for Tourism 2020. These documents are about improving the use of natural and cultural resources in the tourism industry. The aim of the plan is to make Catalonia a leader in nature tourism in the Mediterranean region by 2020. This objective will be achieved by optimizing the value of its natural, cultural and landscape resources and contributing to local and regional development. A tool for natural tourism planning and dialogue

with regional actors to stimulate local economic development is the European Charter for Sustainable Tourism. Because of its clear methodology, it is considered as a voluntary accreditation system. The system for joining the European Charter for Sustainable Tourism is a voluntary contract that commits supporters to implement a local strategy in favour of sustainable tourism. There are currently six parks accredited by the European Charter in Catalonia.

After careful consideration of the legislation in Bulgaria, we concluded that there are strategy documents about tourism development on national and municipal level, but there is not such a strategic document at the regional level, so we believe that it is necessary for it to be upgraded in the implementation process. Thus, coordination, effectiveness and stability will be introduced in the activity of the various institutions, interested parties, business entrepreneurs and local communities in order long-term tourism development on regional level to be guaranteed.

**Action 2 is defined as follows:**

**A PROPOSAL TO THE NATIONAL TOURISM COUNCIL (NCT) FOR THE CREATION OF A NEW STRATEGIC DOCUMENT - REGIONAL TOURISM DEVELOPMENT STRATEGY.**

The National Tourism Council is an advisory body to the Minister of Tourism for the implementation of cooperation and coordination in the field of tourism. It makes proposals to the Minister of Tourism for the creation, amendment, addition or repeal of normative acts related to the development of tourism.

**This Action will be implemented developing the following activities:**

- ☒ The Regional Governor of Varna Region will submit a proposal for the creation of a new strategic document, namely the Regional Tourism Development Strategy at a meeting of the Regional Council for Development of Varna District, after which the decision will be addressed to the Chairman of the National Tourism Council:
- The Governor of Varna Region is a chairman of Varna regional development council;
- The Chairman of the Regional Development Council shall determine the date, place and the advance agenda for the meeting;
- It is sent the invitations from, who is the regional governor to the permanent members are mayors are the municipalities in the district, one representative from the municipal council of each municipality, delegated representatives of the regional structures of representative organizations of employers and employees at national level;
- Decisions of the Regional Development Council are adopted by a majority of more than half of the total number of members;
- A minutes shall be drawn up for the meeting, reflecting those adopted solutions. The minutes shall be

signed by the chairman and the minutesman and forwarded to members of the Regional Development Council. Adopted materials from the meetings of the Council shall be public and shall be made public in an appropriate manner.

- Sending a letter of proposal for the creation of a new strategic document, namely the Regional Tourism Development Strategy together with a copy of the minutes to the Chairman of the National Tourism Council.

**If the Chairman of the National Tourism Council approves it, the proposal will be sent to the Minister of Tourism and the Prime Minister**

**Timeframe: from 01.01.2020 - 31.12.2020**

**REGIONAL TOURISM DEVELOPMENT STRATEGY** will follow the vision and the mission of the National Strategy for Tourism Development 2014-2030, as well as its main aim and strategic goals. The government policy seeks for the balance between the nature conservation, the economic and social activities in the implementation of tourism policy.

The core principles, which will be justified in a regional tourism development strategy are:

- The natural, intact environment;
- Ecological and cultural sustainability;
- Contribution to conservation;
- Education, training and interpretation;
- Providing local benefits and participation;
- Visitor satisfaction;
- Responsible marketing.

**VISION** : Varna Region: a preferred destination for sustainable tourism

**MISSION** : By the development of sustainable tourism, to offer year-round tourism products and services based on our nature, traditions and customs, history and lifestyle

#### **PRIORITY AREAS**

- Conservation and sustainable use of development resources;
- Achieving economic sustainability and competitiveness;
- Improving the quality of life and well-being of local communities and their active participation in the forming of sustainable tourism development policy.

**STRATEGIC AIM** : Sustainable tourism in Varna region

#### **STRATEGIC OBJECTIVES**

1. Exposing the unique nature of the natural tourist resources of Varna region;
2. Restoration of the attractiveness of anthropogenic resources (archaeological and architectural) in

Varna region;

3. Expansion of the product range of Varna region in order new and less know objects to be included;

4. Increasing the level of customer involvement in the co-creation of the value of the tourism product;

**The measures that need to be taken to achieve these goals are outlined:**

- Development and implementation of a unified system for monitoring tourist flows and their impact on the environment;
- Implementing innovative and environmentally friendly approaches and products that contribute to energy, resource and water efficiency, climate protection and waste management;
- Diversification of the offered products and services, creation of regional ecotourism products and thematic routes and formation of ecotourism destinations in Varna region;
- Conducting marketing research and gathering information on target markets and market segments;
- Development and implementation of voluntary schemes to support the conservation of ecotourism development resources;
- Undertaking educational activities for users of eco-tourism products and services;
- Public-private partnerships for the construction, maintenance and development of attractions, museums and visitor centers for communication between science, art, as well as national cultural, historical and spiritual heritage;
- Encouraging activities aimed at educating potential tourists - interpretative and educational programs;

In our ecotourism development program – Ecotourism will be a tool for revitalizing livelihoods in rural, semi-mountainous and mountainous areas in Varna region and an important mechanism for biodiversity conservation within and outside protected areas.

**As a result of our participation in the Land Sea project and learning about the experience and good practices of the partners, we will do a offer for creature new strategic document Regional Tourism Development Strategy. This Strategy will be in addition and improvement to the already existing REGIONAL STRATEGY FOR DEVELOPMENT OF VARNA REGION 2014-2020. It will cover coastal management activities, including coastal strengthening activities, to ensure the sustainable development of eco-tourism. This action of Varna Regional Administration creates a new policy instrument at the whole regional level.**

**Funding sources:** Regional administration budget.

**Approximate value:** 2 000 - 5 000 euro;

**Players involved:** the mayors of municipalities in Varna Region, members of the Regional Development Council of Varna Region. Stakeholders are: regional development agencies; regional structures of the branch organizations of business, representatives of universities and scientific

organizations; NGOs

### ACTION 3

The Regional Governor of Varna Region believes that the LAND-SEA project has achieved a very useful goal, namely to be a platform for inter-regional dialogue to achieve a strong and sustainable tourism industry, capable of contributing to effective sustainable regional development. The aim is to seek comprehensive, effective and efficient regional governance that is able to preserve natural habitats and contextually support the development of ecotourism through open dialogue.

We want to make precisely this contribution at the regional / district level by creating a stable and effective framework for cooperation between all stakeholders that unites and strengthens the eco-tourism sector. Supporting a network and cluster of businesses and professionals in the field of eco-tourism.

In this regard, we are extremely impressed by the Regional Association in Hamburg of the Schutzgemeinschaft Deutscher Wald, Landesverband Hamburg. It is a legally recognized association for nature conservation. It encompasses a community of conservationists who want to preserve the beauty and health of the forest while advocating for the protection of forests. Its members are 25,000 organizations, united in about 350 groups that carry out active conservation activities on site.



„WÄLDERHAUS Hamburg

The association has been involved in many forestry and nature conservation projects. One such was presented to us - "Social commitment and environmental education under one roof". This is a unique

multifunctional building - a science center, a restaurant offering regional vegetarian and vegan dishes, seminar and conference rooms, a 3-star 82-room hotel. The rooms have reduced energy supply from the geothermal and biomethane power plants. WÄLDERHAUS is the venue for CO<sup>2</sup>-free meetings in Hamburg, promoting environmental awareness, discussing sustainability topics.

WÄLDERHAUS is a platform that makes resilience more tangible and visible.

**Therefore, the next action is:**

**CREATING A PLATFORM FOR COOPERATION AND EXCHANGE OF GOOD PRACTICES BETWEEN ALL STAKEHOLDERS IN THE SPHERE OF ECO TOURISM.**

The shared experience with the project partners is very important to us, and we propose to have periodic Skype calls within the existing cooperation. We are open to the involvement of other stakeholders. The aim is to seek comprehensive, effective and efficient regional governance that is able to preserve natural habitats and contextually support the development of ecotourism through open dialogue.

**This Action will be implemented developing the following activities:**

- ☒ Creation of a website about eco-tourism in Varna Region, where all legal and strategic documents, forums held by the regional governor, also questions of citizens and inquiries to the Varna regional administration will be uploaded. **Creating a website – 1 piece.**

**Timeframe: from 01.01.2020 - 31.12.2020**

- ☒ Conducting surveys for improving information services for users of eco-tourism products and services. **Four surveys will be conducted during six months. It is expected to be filled from 1500 to 2400 people.**

**Timeframe: from 01.01.2020 - 31.12.2021**

**This activity are related with Regional strategy for development 2014-2020:**

**Priority 4.1 : Promoting internal and external cooperation and partnership;**

**Specific objective 4.1.2. : Development of cooperation with other regions in the North-East region and in the country for implementation of joint regional and local development initiatives;**

**Specific objective 4.1.3. : Implementation of international cooperation;**

The Regional Governor of Varna will improve the regional development policy pursued in Varna Region via its authority (art. 31/LAW OF STATE ADMINISTRATION and art.7/ Regional Regulations of Regional Administrations) could request information. The whole process needs to be coordinated,

clearly highlighted and publicly explained. This will help to adequately address the emerging hazardous situations in terms of environmental protection, natural resource management, waste generation and disposal. Accordingly, it is necessary to have clarified the responsibilities of the stakeholders. They can be:

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

**Funding sources:** Regional administration budget.

**Approximate value:** 2 000 - 4 000 euro;

**Players involved:** the mayors of municipalities in Varna Region, members of the Regional Development Council of Varna Region, members of the Regional Development Council of the Northeast Region. Stakeholders are: regional development agencies; regional structures of the branch organizations of business, representatives of universities and scientific organizations; NGOs.

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Date:

24.04.2020

Signature: \_\_\_\_\_

Stamp of the organization: \_\_\_\_\_

