



## Sustainable Tourism Offer 1

Title:	<b>The Beautiful Belasitsa – Belasitsa in a Day</b>
Partner:	<i>Association of South Western Municipalities, PP9</i>
Overview	
Country:	<i>Bulgaria BG4</i>
Region:	<i>Southwestern BG41</i>
Short description:	<i>Visit to the youngest nature park of Bulgaria: the Visitor Center of Belasitsa NP in Kolarovo Village, bike trail to the White Fountain above Samuilovo Village, optional visits to other interesting local sites. For small groups aged 12-55, non-specialized. All services locally provided.</i>
Objectives	<i>To demonstrate the best of this region of this preserved in all respects frontier mountain (3 countries). To cover tourists already in the area, diversifying existing supply. To generate benefits for the local population, which may create an additional incentive for the development of sustainable tourism.</i>
Target groups	<p><i>Visitors of the town of Sandanski, Bulgaria – small groups of organized tourists (10 to 15 persons) aged 12 to 55, with or without specialized interests; unorganized tourists with preliminary booking (also 10 to 15 people of the same age range); groups of students/pupils visiting the region.</i></p> <p><i>Visitors of the town of Strumica, Macedonia – small groups of organized tourists (10 to 15 persons) aged 12 to 55, with or without specialized interests; unorganized tourists with preliminary booking (also 10 to 15 people of the same age range); groups of students/pupils visiting the region.</i></p> <p><i>Visitors of the Kerkini Lake and Kerkini National Park in Greece – small groups of organized tourists (10 to 15 persons) aged 12 to 55, with or without specialized interests; unorganized tourists with preliminary booking (also 10 to 15 people of the same age range); groups of students/pupils visiting the region.</i></p> <p><i>Note: A) The age range is set in accordance with the terrain of Belasitsa Mountain which is steep and difficult. Of course, exceptions are possible depending on the physical condition and the experience of the visitors. Exceptions below the lower limit of 12 years at the moment are also related to the standard size of the bikes owned by</i></p>



	<p><i>Belasitsa Nature Park Directorate; there are no children’s models at present.</i></p> <p><i>B) The supply for the target group of students and pupils is also limited at the moment by the number of available bikes at the NP Directorate having in mind that these groups are usually larger in size (over 20 people). Naturally, the supply of additional numbers of bikes is not impossible both in the mid- and short-term.</i></p>
Phase	<p><i>100% readiness to be offered for groups of 10 people. For bigger groups, there is limitation as to the number of bikes available at the Belasitsa Nature Park Directorate. This limitation can be overcome through partnership with local suppliers who may offer additional numbers of bikes, or in case the visitors have their own bikes.</i></p>
Operator, contact	<p><i>Pirin Tourism Forum, 2700 Blagoevgrad, 13 Mencha Karnicheva str., tel.: 0887 912950, email: pirin_tourism_forum@abv.bg</i></p>
Cost and benefits	<p><i>No investment costs needed; yearly operational costs – approx. 2400 EUR; yearly revenues – approx. 9600 EUR (based on 4 groups per month).</i></p>

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Marketing Analysis I.	
“Product” - detailed description of the services	<p><i>Not later than 10 AM:</i></p> <p><i>Arrival of the visitors at the Belasitsa Visitor Center located within the administrative building of Belasitsa Nature Park Directorate, village of Kolarovo, Petrich Municipality, 14, Belasitsa Str. Welcome coffee/tea and sweets.</i></p> <p><i>Directions and distances:</i></p> <ul style="list-style-type: none"> <li><i>Sandanski - Kolarovo: about около 30 km; one must have in mind the fact that Struma Highway is being constructed in that area during 2014 (possibly even 2015) and traffic jams are common, especially in the season of vacations.</i></li> </ul>



- *Strumica - Kolarovo: about 55 km; enough time must be allocated for the passing of the border at Zlatarevo Border Checkpoint (delays possible).*

- *Kerkini - Kolarovo: about 60 km; traffic is currently hindered because of Struma Highway construction and the deviation through the town of Petrich.*

*Visitors should bring along:*

- *Comfortable sportswear according to season, incl. waterproof jackets, etc.*

- *Comfortable and firm sports shoes.*

- *Sun protection lotion, sunglasses, anti-insect lotion, etc.*

- *Water / water bottle or similar; personal hygiene materials, etc.*

- *Optimized luggage, easy to carry when riding a bike.*

*10.30 AM:*

*Visit to the interpretative exposition called "In the Chestnut Forest" at the Belasitsa Visitor Center with a guide from the Belasitsa NPD.*

*Options at the Visitor Center:*

- *See the film about Belasitsa NP / interactive presentations about Belasitsa NP.*

- *Organize interactive / educational games for the group, dedicated to the valuable natural heritage of the Park.*

- *Organize a puppet show with the participation of the visitors: the puppets and 'scene' are provided by the NPD, the script may be also provided by them or produced / improvised by the visitors themselves.*

- *Take photos of the visitors in costumes of various plants and animals from Belasitsa NP.*

*Not later than 12 AM:*

*Depart the building of Belasitsa NPD with the bikes provided by the hosts. The groups must head for the neighbouring village of Samuilovo and towards the Bialata Cheshma (White Fountain) locality along a forest track. Parallel to that track, there runs a signed themed trail called A Colourful Tale, developed by the Nature Park Directorate and equipped with the necessary small visitor infrastructure. The overall length of the track is 4 – 4.5 km in a beautiful deciduous forest.*

*1 PM:*

*Picnic lunch at the White Fountain; optional: packed sandwiches, barbecue cooked on spot or local dishes supplied by the local people.*

*Options at the White Fountain: organize interactive games from the nearby themed trail, e.g.:*



	<p><i>Search Game: the group splits into teams and each team receives a card with a list of the items they must find in the vicinity of the White Fountain (same number of items for every team). The team who fulfills their list first becomes the winner. An exemplary search list could include:</i></p> <ol style="list-style-type: none"> <li><i>1. Find three different plant species with white blossoms.</i></li> <li><i>2. Find one plant with yellow blossoms.</i></li> <li><i>3. Find one plant whose blossom is longer than 2 cm.</i></li> <li><i>4. Find one liana.</i></li> <li><i>5. Find one plant with scissor leaves.</i></li> <li><i>6. Find one plant with sticky leaves.</i></li> <li><i>7. Find one plant shorter than 20 cm.</i></li> <li><i>8. Find one plant whose leaves are heart-shaped.</i></li> <li><i>9. Find one plant with sophisticated shape.</i></li> <li><i>10. Find a flower that has 5 blossom leaves.</i></li> </ol> <p><i>Not later than 3 PM: Return to Kolarovo Village using the same track. Leave the bikes at Belasitsa NPD. 4 PM: Leave the area of Belasitsa NP. Options for the end of the day, depending on the available transport, the interests and condition of the group:</i></p> <ul style="list-style-type: none"> <li><i>• Visit Rupite locality at the crater of the former volcano of Kozhuh, a natural landmark. Within the crater, one can see: the church of Sveta Petka built by the famous Bulgarian prophet Baba Vanga; the house of Baba Vanga herself located in a well maintained and quite pleasant park; the hot mineral springs with bathing pools; the Roman town of Heraklea Sintica which is being excavated in recent years.</i></li> <li><i>• Visit the Historical Museum of Petrich in the town center hosting a number of interesting finds from the whole area.</i></li> <li><i>• Visit the museum house of Baba Vanga in Petrich.</i></li> <li><i>• Visit the National Park Museum of Samuilova Krepost (Tsar Samuil's Fortress) near the village of Klyuch.</i></li> <li><i>• Folklore programme in Kolarovo, Yavornitsa or any other of Belasitsa villages (organized by local Community Centers).</i></li> </ul>
<p><i>"Place" – market analysis</i></p>	<p><i>The product is placed as one-day diversification for people already staying in the area of Belasitsa Nature Park in BG.</i></p>



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Marketing Analysis II.	
Price	<p>Module "welcome to park" Belasitsa "coffee break and presentation of an interactive exhibition in the Visitor Center: 50 EUR</p> <p>Module "Bicycle rental" Route Kolarovo - White fountain - Kolarovo with a local guide: 50 EUR</p> <p>Module "lunch - picnic" White Fountain: 100 EUR</p> <p>Minimum version of the package: 20 EUR per person.</p>
Sales	<p>For organized groups of tourists: by tour operators who organize the programs for the stay in Sandanski, Strumica or Kirkini.</p> <p>For unorganized groups of tourists: by hotels, restaurants and other places to visit in Sandanski, Strumica or Kirkini. Booking by phone or mail address / web portal.</p> <p>For groups of pupils / students: either by tour operators who work with children and youth, or by educational institutions in the region Blagoevgrad, Sofia, Strumica and Kirkini.</p>
Promotion	<p>Issuance of a flyer with an attractive presentation of the package to be distributed by tour operators, contractors, and hotels, restaurants and other tourist sites in Sandanski, Strumica and Kirkini.</p> <p>Promotion to tour operators working in the region (Sandanski, Strumica, Kirkini) - in the best cases a study tour for representatives on the spot; if not possible - a presentation of the product in person at the offices of travel agents or at least by sending letters of offer and issued a flyer in the mail / email.</p> <p>Circulation of the offer flyer by mail / e-mail to schools - potential partners; Visiting and presenting on-site display of interest on their part.</p> <p>If there are opportunities - advertising through local media, billboard promoting park "Belasitsa" of the major routes of Petrich - Strumica and / or Sandanski - Serres, ripping posters in Sandanski, region Strumica and Kirkini and others.</p>



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<b>Implementation plan I.</b>	
<b>Detailed description of the technical solution</b>	<i>All sites and services are already available and operational; no further technical solutions needed</i>
<b>Actions to take</b>	<i>Only logistics and promotion</i>



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Implementation plan II.	
Costs of development and operation	<i>At present, no additional inputs are needed for the program, except for the eventual purchase of additional bikes by the Belasitsa NPD. If additional services are included in the package, such as games or visits to other sites requiring additional resources, they will be calculated in the cost of the package itself.</i>
Time plan for the realization	<i>Ready to start immediately</i>
Stakeholders and organisation	<i>Organization is in the hands of the Pirin Tourism Forum. Stakeholders: Belasitsa Nature Park Directorate, local service providers.</i>