



Strategy for cultural heritage capitalization is necessary
to achieve the overall objective of the project

HIRSOVA DOBRICHKA

**TOGETHER ON THE ROAD OF
SUSTAINABLE DEVELOPMENT THROUGH
BEAUTIFUL CROSS BORDER CULTURE**



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INTRODUCTION

The common strategy for cultural tourism in the cross-border region of Constanta-Dobrich (in the part for the territory of Dobrich District) was prepared with subject "Development of common strategy for cultural tourism in the cross-border region Constanta-Dobrich, within the project "Hârșova-Dobrich, Together on the beautiful path of sustainable development through cross-border culture" (Hârșova -Dobrichka, Together on the Beautiful Road of Sustainable Development through Cross Border Culture), e-MS code ROBG-456, funded by the Interreg Romania-Bulgaria Program 2014-2020..

The main objectives of this document are:

1. in-depth knowledge of the tangible and intangible heritage with tourist potential in the cross-border area and its capitalization through the defined strategic proposals.
2. identifying the investment needs in the cultural heritage with tourist potential, establishing an estimated budget for them and indicating the possible sources of financing.
3. identifying the needs for the promotion of cultural heritage and establishing the most effective medium- and long-term promotion scenario.
4. identifying the needs for the promotion of cultural heritage and establishing the most effective medium- and long-term promotion scenario.

Following the completion of the inventory, 4 cultural and tourist circuits will be created in the analyzed area that will integrate cultural events, such as festivals, fairs and culinary exhibitions, as well as other types of cultural events specific to the area.

The 4 circuits will contain detailed information about: accessibility, the itinerary itself, tourist objectives, calendar of cultural events, calendar of tours, distances, accommodation and dining options, opportunities for relaxation and free time, logistical opportunities (fuel supply, hospitals and medical dispensaries for emergencies, police stations, etc.).

1. PREREQUISITES FOR DEVELOPING THE STRATEGY

1.1. Review of the common framework for tourism management and strategic planning in the field of cultural tourism

1.1.1. Review of the strategic planning of cultural tourism

The analysis is developed in the context of the current socio-economic situation of the cross-border region and in accordance with the strategic orientation of the European Union regional policy and national goals and priorities for regional development, taking into account the regulatory and institutional environment for its implementation, monitoring and evaluation. As a result, the Document fully fits into the goals identified by the analyzed strategic documents, priority areas and measures for the development of cultural tourism in the cross-border region Constanta-Dobrich. Moreover, it builds on the considered documents, continuing and upgrading them, setting the beginning of activities for the realization of strategic goals of the studied documents. The system of planning and strategic documents for the development of tourism, and in particular of cultural tourism, consists of some key documents at national, cross-border and European level, among which:



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- Resolution of the Committee of Ministers of the Council of Europe CM / Res (2007) 12 on “Cultural Routes of the Council of Europe”;
- Resolution of the Committee of Ministers of the Council of Europe CM / Res (2013) 66 on the extended partial agreement of the Council of Europe on Cultural Routes of 18 December 2013;
- EC Communication COM (2010) 352 Europe - world's leading tourist destination - a new policy framework for European tourism;
- Directive 2014/60/EU of the European Parliament and of the Council of 15 May 2014 on the return of cultural objects unlawfully removed from the territory of a Member State;
- Council Regulation No. 116/2009 of 18 December 2008 on the export of cultural goods;
- Strategy for sustainable development of tourism in Bulgaria 2014-2030;
- Strategic plan for the development of cultural tourism in Bulgaria (developed in 2007);
- Concept for tourist zoning of Bulgaria;
- The National Development Program: Bulgaria 2020;
- Strategic plan for the development of cultural tourism in Bulgaria, adopted by Protocol No. 40.8 of the Council of Ministers of 14.10.2009;
- District Strategy for Development of Dobrich District for the period 2014-2020;
- Municipal Development Plan of the Municipality of Dobrich 2014-2020;
- Municipal Development Plan of the Municipality of Balchik 2014-2020;
- Municipal Development Plan of the Municipality of Kavarna 2014-2020;
- Municipal Development Plan of the Municipality of Krushari 2014-2020;
- Municipal Development Plan of the Municipality of Tervel 2014-2020;
- Municipal Development Plan of the Municipality of General Toshevo 2014-2020;
- Municipal Development Plan of the Municipality of Shabla 2014-2020

The management of public policies for tourism development in Bulgaria is predominantly centralized. The strategic framework for tourism development in the country does not prioritize, but ranks all potential forms of tourism according to tourist attractiveness.

The studied strategic documents recommend the inclusion of Bulgaria and Romania in common tourism products with other countries, through the formation of cross-border tourism products, thus creating new destinations. Thus, a balanced regional development is achieved, the market positions of the Bulgarian and Romanian tourism are improved and a precondition is created for the formation of a common marketing policy in tourism.



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All municipalities on the territory of Dobrich District, in their municipal development plans (although with different intensity), consider tourism as one of the development sectors. This fact is considered an essential prerequisite for building a competitive cultural tourism.

The tourist product will be developed as a result of the studies carried out for the elaboration of the strategy proposals. This gives the tourism product the real chances to be efficient and to achieve the goal of revitalizing tourism in an area with a huge potential, but almost invisible from a tourist point of view.

One of the strategic measures proposed in the strategy will be to ensure the maintenance of the tourism product after the completion of the project.

Thus, by assuming the strategy, the two partners will ensure the multidimensional continuity of the tourist product by:

- permanent collaboration between the two project partners and the cultural institutions whose infrastructure has been modernized to actively maintain cultural events in the area to attract tourists. The continuity of the festivals, as well as the joint organization of other cultural events will contribute to the creation of a cross-border identity and a sense of belonging to the Romanian-Bulgarian common space;
- permanent promotion of cultural objectives and events in the area.

The activity will be implemented together, through the joint effort of the two partners who will subcontract specialized services for the development of the strategic document. The companies in charge of developing the strategy will have the obligation to collaborate in order to centralize and synthesize information in order to achieve a unitary cross-border strategy.

The project was developed to address the common problems of the Romanian-Bulgarian communities related to the lack of tourism in the Hirsova-Dobrichka area, despite the rich cultural and natural heritage that exists.

Thus, both partners identified the need to stimulate the socio-economic context through the sustainable use of cultural and natural heritage through tourism, a sector recognized as a true engine of community development and well-being. In this sense, the idea was born to create and promote a cultural tourism product that integrates both the elements of cultural infrastructure and elements related to cultural events (festivals) or services needed in cultural tourism (tourism orientation).

In order to effectively achieve the development of cultural tourism in the area and to ensure the viability of the tourism product requires rigorous strategic planning, based on studies, in-depth research and debates on tangible and intangible cultural heritage with tourist potential in Constanța - Dobrich cross-border area. Any action taken for the purpose of progress must be thought of in terms of strategic planning in order to have the desired success.

The tourism product created and promoted within the project cannot have a unitary continuity in the medium and long term, without a strategic planning of the measures and actions to be



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undertaken at local and county level by all decision makers with the power to act in the vast field of cultural heritage management and tourism.

The following tools were used in the strategy development process:

- Research through documentation
- Consulting the decisive actors in the management of tourism and cultural / natural heritage
- PEST and SWOT analysis
- Consultation of national and European databases

When establishing the tourist potential, the following indicators were taken into account:

- ease of accessibility,
- the current state of the objective,
- additional facilities (eg parking, information center, existence of a guide, toilets, etc.)

Cultural tourism is defined by the World Tourism Organization (UNWTO Report 2012) as "excursions whose main or secondary purpose is to visit sites and those events whose cultural and historical value has made them part of the cultural heritage of a community."

According to this definition, an important feature of cultural tourism is the assumption that visiting or being present in cultural and historical places related to cultural heritage is not necessarily the main reason for the trip. From this perspective, cultural-historical tourism is rarely implemented in a "clean" perspective and is most often combined with other traditional or specialized types of tourism. This interesting feature highlights opportunities to improve the efficiency of national and regional tourism by developing a cultural-historical tourism, by absorbing and integrating cultural and historical resources into regional tourism and developing a regional tourism brand on this basis.

The main component in this definition is the concept of "cultural heritage", which includes tangible and intangible heritage as a "set of cultural values that carry historical memory, national identity and have a scientific or cultural value" (Law on Cultural Heritage, Article 2 , paragraph 1).

The comprehensive approach to the concept of cultural heritage leads to an integrated approach - with the exception of traditional archaeological and historical monuments that include architectural, artistic and ethnographic heritage, museum infrastructure and cultural landscape and, with increasing importance. great lately - Christian churches and other places of worship.

Tourism operators seek to create marketable tourism products that lead to economic growth by attracting visitors interested in historical, cultural, religious or lifestyle components, the traditions of a community.



1.1.2. Review of the general frame for tourism management

Bulgaria has a huge potential for development of different types of tourism, as some types are significantly better known to a wide range of consumers - sea and mountain resorts attract a significant part of Bulgarian and foreign tourists during the active season.

The potential of the historical and cultural landmarks in the regions of the country is great and still untapped. The need for the development of key cultural and historical attractions, their effective promotion, as well as the provision of highly qualified staff, quality infrastructure, accompanying attractions and services are a prerequisite for the processes of analysis and planning of cultural tourism development in individual regions in the context of national strategic priorities for tourism development.

Cultural tourism is one of the types of tourism that received a new operational definition from the World Tourism Organization (WTO) at the 22nd session of the General Assembly, held in Chengdu, China (WTO, 2017: 18), which reads:

"Cultural tourism is a type of tourist activity in which the main motivation of the tourist is to learn, discover, experience and consume movable and immovable attractions / products in a tourist destination.

This new definition confirms the much broader nature of modern cultural tourism, which refers not only to sites and monuments, but also to the way of life, creativity and "everyday culture". As underlined by the WTO report (2018), the field of cultural tourism is moving away from the previous focus on the classical western material heritage to a much wider and more comprehensive field of diverse cultural practices in all parts of the world. The new definition reflects the development of production and consumption of cultural tourism, as well as the development of academic research on cultural tourism .

In recent years, cultural tourism has developed as one of the most successful tourism industries in the world. The share of tourist trips motivated by culture and cultural heritage is constantly growing.

Cultural tourism satisfies tourist needs, which are characterized by some features:

- The objective nature of the tourist needs puts them in direct connection with the general ones, which are usually considered as material, social and spiritual;
- Selectivity and subordination of the structure of needs;
- Dynamics of needs in time and place;
- Subjective manifestation of tourist needs;
- Economic realization of tourist needs.

The present analysis prioritizes sites that will promote cultural and educational exchanges for young Europeans, who will also be able to participate in the research and development of the sites themselves.



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The main target groups of tourists for whom the product would be of interest are:

- Groups organized by travel agencies;
- Middle-aged people who organize their own trips;
- Young people up to 29 years old;
- Groups of children, students.

The development model that promotes the existence of such routes is quality tourism, based on respect for the environment and respect for elements related to local identity. This tourism contributes to stimulating less developed regions, facilitates the diversification of the local economy, allows the creation of small and medium-sized enterprises and increases job opportunities in the services sector (accommodation, complementary activities, local products, guides, etc.).

The demand for cultural tourism is characterized by the following key aspects:

- Shorter vacations;
- Desire to spend your money well;
- Quality tourism products and services;
- Rich and authentic vacation experience;
- Safe, clean and green destinations;
- Cheap transport to and within the destination;
- Ability to use the Internet to search for information about the destination and cultural products of interest.

A cultural route functions as a cultural tourist product also on the basis of the fact that it has all the necessary product functions and offers the relevant content, information and means for the provision of hotel services and accommodation.

The four cultural and tourist routes developed in the project are a chain of thematically linked integrated focal points for stopping, which promote the development of regional identity and collective memory.

The choice of elements can be extended to undeveloped tourist destinations, unpopular places with still incompletely studied structures thanks to the possibility of using modern techniques and technologies in the field of cultural heritage protection - in identifying, researching, documenting and presenting it. As a result, a product can be created with a much lower value in terms of financial investment, but with much greater applicability, affordability and attractiveness.

The expected trends and dynamics in tourists behaviour is also taken into account with the derivation of criteria for analysis and evaluation, namely:



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- Growing demand from tourists for the quality, authenticity, attractiveness and variety of tourist services;
- Increasing demands of tourists to the quality of technical infrastructure and the provision of specific services;
- Directing the preferences of tourists to cultural tourism;
- Increasing the share of young people, especially students among tourists;
- Increasing the number of elderly tourists;
- Increasing the role of information and communication systems in the tourism business in connection with the search, planning and conduct of tourist trips.

The concept of cultural heritage includes, in addition to the architectural, artistic, ethnographic, cultural and religious landscape, landscapes, visual arts and theaters, lifestyles, community values, traditions and events.

Part of cultural tourism is also religious travel, especially pilgrimages. For example, we can refer here to the thousands of Catholics around the world who visit the Vatican and other holy places, the travels of Jews to Israel, to the memorial sites of the Holocaust or Mecca - the main destination for Muslims around the world.

In this context, Bulgaria and Romania and especially the border region of these two countries have the potential to become attractive tourist destinations for religious tourism.

The global nature of tourism has created a number of challenges for many communities. Faced with an increasing unification of hotel architecture, restaurant chains, street furniture and the like, communities need to preserve their local identity and at the same time meet the expectations of tourists in terms of quality and standards.

In fact, culture can be presented through two concentric circles:

- The inner circle, which represents the cultural core, ie the rather traditional or basic elements of culture, here referring to what people do or produce in the form of culture;
- The outer circle, which represents the way of life or lifestyle of a population in a certain region;

The inner circle is the main elements of cultural tourism, which can be divided into two categories: artistic heritage tourism (cultural goods related to past achievements) and artistic tourism (related to contemporary cultural production, such as the presentation of visual arts, architecture modern literature and others).

The outer circle is a secondary element of cultural tourism, which can be divided into two categories: lifestyle (elements such as beliefs, cuisine, traditions, folklore and others) and the creative sector (fashion, design, web and graphic design, cinema, media, entertainment and more).

Chart



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In many countries the two circles tend to come together and form a single cultural offer, in which both aspects are mutually complementary.

Based on the definition proposed above, there are subcategories of cultural tourism that can contribute to establishing the trends and characteristics of the most important market segments depending on motivation and behavior, as well as the activities of tourists:

- Heritage tourism;
- Artistic tourism;
- Creative tourism;
- Urban cultural tourism;
- Rural cultural tourism;
- Local cultural tourism;
- Contemporary cultural tourism.

There is a special role assigned to the integration links between cultural heritage and tourism practiced in the historical territory: a territory, regardless of its territorial size or topographical homogeneity, enjoys a coherence and overall historical and cultural identity, including the unifying lines of the past and what is remarkable from a historical, archaeological, artistic, scientific, social or technical point of view. More precisely, this concentration of cultural values makes the historical territories a synergistic field of culture and tourism.

Special characteristics and factors that influence cultural tourism

We can start to identify and differentiate the main defining characteristics of cultural tourism, especially at the international level:

- Self-dependent tourism, whose place in the basic scheme of tourism classification can be established depending on the reasons and objectives of the visit;
- Travel and temporary accommodation of the tourist, having goals and purposes influenced especially by his spiritual needs;
- Consumption of material and spiritual values (respectively specialized tourism products) for visiting places and sites with a specific cultural and historical context;
- All organizations, institutions and subjects that offer specialized information, transport and other types of services, reception, accommodation, meals and accompanying tourists;
- Specific niche of tourist requests that form an independent part of the modern tourist industry.

The main factors that differentiate the development of cultural tourism can be divided into the following three categories:

- The specific characteristics of the tourist's needs.



The tourist who practices cultural tourism satisfies certain objective needs and which appear at a certain stage of the socio-economic development of the society, corresponding to the changes occurred in the lifestyle. These can be defined as a set of requirements whose purpose is to restore and improve the human personality through the tourist journey.

- Cultural values

Cultural values are a specific requirement for the development of cultural tourism. In essence, it is a set of objects and phenomena whose cognitive and emotional effects are intended to meet the cultural needs of the tourist. Cultural values can be grouped into three categories: (1) Cultural and historical monuments and archaeological sites, architectural monuments and complexes, monasteries and churches, ethnographic monuments and museums and others, (2) Works of art - tangible cultural values: collection of objects art, paintings, sculpture, folk crafts, embroidery, costumes, cult objects, masterpieces of cinema and literature, etc., (3) periodic and episodic events.

- festivals, shows, congresses, fairs, anniversaries and much more.

The influence on the long-term viability of cultural values has an effect on size, uniqueness, management, ability to retain the interest of tourists, competition and others. However, the presence of cultural values is not a reason to travel. They must be involved in an economic turnover - the commercial offer of cultural tourism as part of the tourism product.

Tourist product

Cultural tourism is characterized as a specific tourist product defined in the form of a set (package) of material goods and services offered to culturally motivated tourists, as a total price from the moment they leave their home and until they return home. It is designed to meet the needs of cultural tourists.

The analysis of individual elements shows that festivals engaged in tourism can be an extremely effective tool not only for mutual understanding and cooperation between European peoples, but also for the socio-economic growth of regions. The festivals create a natural environment and give rise to various commercial initiatives related to advertising, marketing, recording and production of audio and video products, various types of services, and this is a good basis for developing business tourism promotion. small and medium as a result of the global changes induced in the socio-economic profile of the region and the improvement of the quality of life.

Museums around the world are the main attractions for tourists that can attract a certain target group.

Religious monuments like cathedrals, churches, monasteries and others could also attract tourists. Thanks to their special acoustics, they are often used as concert venues.

Visits to cultural and historical sites are influenced by many factors, such as: the characteristics of tourists' interests; the degree of general culture and their educational level; preliminary knowledge of the country or parts of it, as well as its cultural and historical heritage; financial possibilities; psychological perceptions of religions; habits and way of life etc. All these factors have a direct link with the concept of "tourist attractiveness" of places, and destinations that



many authors recently try to give the characteristic of G. Golembiski (2002), include in this concept the tourist importance of the object or destination, the state of the environment. the protection of this environment and the presence of infrastructure. It is obvious that together with all the activities associated with the intensive stimulation of the development of cultural tourism, many other factors should be taken into account, some of them being indicated by B. Marinov and P. Petrov (2000): „1) destination factors in itself; 2) factors related to the regions and countries that generate a high demand for tourism; and 3) factors that ensure a link between the areas of genesis and destination; 4) factors related to the large number of other options, from the perspective of competitive destinations.

Internationally, the concerns in the field of tourism come from the World Tourism Organization (WTO), the United Nations Educational, Scientific and Cultural Organization - UNESCO, ICOM, the World Organization of Historic Cities, the EU and its cultural institutions. None of these organizations recorded generic statistical information on cultural tourism. Studies are implemented at regular intervals and on different occasions, but the results serve only specific goals and objectives of the study.

Other factors contributing to the development of cultural tourism include the shift in awareness of the importance of cultural heritage, income and vacation time.

I. Tourism as a factor of regional cross-border development

- Competitiveness index (by position)
- Tourism competitiveness index (by score)

II. Population structure and dynamics

- Population by domicile on January 1 by age and age groups, sexes, counties and localities
- Share of population after domicile on January 1 by age and age groups, sexes, counties and localities
- Demographic evolution of Harsova city and Constanta county
- The average number of employees by counties and localities
- The share of the number of employees and unemployed in the total population and total labor resources, the city of Harsova
- The share of registered unemployed at the end of the month in total work resources, by sex, counties and localities

III. Statistical indicators of tourism activity in Constanta county

- Tourist reception structures with functions of tourist accommodation by types of structures in Constanta county
- The capacity of existing tourist accommodation by types of tourist reception structures, Constanta county
- Arrivals of tourists in tourist reception structures with functions of tourist accommodation, by types of structures, types of tourists, development regions and counties



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- Accommodation in tourist reception structures by types of structures, types of tourists, macroregions, development regions and counties
- Occupation degree by type of structures, types of tourists, development regions and counties
- Average length of stay by types of structures, types of tourists, development regions and counties

IV. Cultural and historical heritage:

- Archaeological sites and reserves
- Works of plastic and applied arts
- Popular crafts
- Popular art
- Architectural sites and complexes
- Sites and ethnographic complexes
- Historic sites and complexes
- Samples of park art and landscape architecture
- Natural values (samples) - anthropological remains
- Industrial heritage
- Documentary legacy
- Audio-visual heritage
- Tradition spoken and language
- Literary values
- Habits, rituals, holidays and beliefs
- Music, songs and dances
- Traditional medicine
- Culinary and ethnological traditions
- Popular games and sports

V. Various statistical data needed for the project

- Evolution of indicators regarding the cultural domain
- Educational units:
- National / international projects.
- Units of worship
- Agricultural companies
- Economical agents
- Provision of services to the population
- Public supply units
- Companies with trading activity

The strategy for the valorization of the cultural heritage will be elaborated taking into account the previous strategies, following the identification of what is valuable in the city of Harsova, at the cultural level, in order to make a lasting use of this heritage through tourism, by



attracting new visitors and why not even of potential investors to contribute to the economic development of the city.

The development of a coherent and viable strategy involves the use of methodological tools such as statistical data analysis, sociological studies, public consultations of the authorities, involvement of the local administration.

This document aims to contribute to the development of a partnership between Harsova (Constanta county) and Dobrich based on comparable cultural traits, highlighting the importance of the exchange of know-how on destination management and added value.

The purpose of the document is to analyze the tourism potential of the two cities by highlighting the problems related to the average length of stay, to identify a possible branding solution for the two cities and a proposal for four thematic travel packages designed to promote them on the European market.

1.2. Review of applicable national and European tourism legislation

The main international documents related to the preparation and implementation of the integrated tourist product for cultural heritage, containing 4 (four) cross-border routes are: the Convention Concerning the Protection of the World Cultural and Natural Heritage, adopted by UNESCO on 16 November 1972 and the Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property, adopted by UNESCO on 17 November 1970.

The main acts of EU legislation related to the preparation and implementation of the integrated tourist product for cultural heritage, containing 4 cross-border routes, are: European Cultural Convention of 19 December 1954; European Convention on the Protection of the Archaeological Heritage of 16 January 1992; Convention for the Protection of the Architectural Heritage of Europe of 3 October 1985; Directive 2014/60 / EU of the European Parliament and of the Council of 15 May 2014 on the return of cultural objects unlawfully removed from the territory of a Member State and amending Regulation (EU) No.1024 / 2012 and Council Regulation No.116 / 2009 of the of 18 December 2008 on the export of cultural goods.

The following have been studied: the subject of the acts; the requirements for countries that are parties to them; the principles they establish and the objectives they set for the international protection of cultural heritage. The international bodies through which this protection is exercised, their composition, powers and obligations of the states - parties to the conventions in connection with their activity have also been studied.

In the Republic of Bulgaria, the basic principles of protection and development of culture have been introduced in the Law for protection and development of culture (SG, issue 50 of 01.06.1999).

Other laws in the field of culture are:

- Creative Funds Act (SG, issue 27 of 03.04.1973, in force since 01.05.1973);
- Act on "13 Centuries Bulgaria" National Donation Fund (SG, issue 12 of 09.02.2001);



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- Patronage Act (SG, issue 103 of 23.12.2005, in force since 23.12.2005);
- Cultural Heritage Act (SG, issue 19 of 13.03.2009, in force since 10.04.2009);
- Act for community centres (SG, issue 89 of 1996);
- Law on Public Libraries (SG, issue 42 of 05.06.2009);
- Act on the Obligatory Deposition of Printed And Other Matters, and on Disclosing the Distributors and Providers of Media Services (promulgated, SG, issue 108 of 29 December 2000, in force since 1 January 2001);
- Copyright and Related Rights Act (promulgated, SG, issue 56 of 29.06.1993, in force since 01.08.1993);
- Film Industry Act (promulgated, SG, issue 105 of 02.12.2003).

The subject matter also includes subordinate legislation, which supplement and specify issues within the scope of the above-mentioned laws, such as:

- Ordinance on the National Tourist Register (Draft Order of the Council of Ministers) 126;
- Ordinance on the scope, structure and methodology for elaboration of the plans for protection and management of the individual or group immovable cultural values, adopted by Decree No 45 of the Council of Ministers of 2011 (promulgated, SG, issue 19 of 2011, last amended and supplemented, issue 87 of 2012);
- Ordinance No. 1 of 2013 on the procedure for keeping the register of the intangible cultural heritage of the Republic of Bulgaria, issued by the Minister of Culture (promulgated, SG No. 45/2013);
- Ordinance No. 1 of 2018 on the procedure for issuing permits for carrying out commercial activity with movable cultural values and for keeping the register under Art. 116, para. 1 of the Cultural Heritage Act, issued by the Minister of Culture (promulgated, SG No. 64/2018);
- Ordinance No. 2 of 2014 on the procedure for issuing permits for export, temporary export and temporary export of movable cultural values and the certificate under Art. 128, para. 3 of the Cultural Heritage Act for export and temporary export, issued by the Minister of Culture (promulgated, SG No. 28/2014);
- Ordinance No. 4 of 2015 on the terms and conditions for carrying out the activities for conservation and restoration of movable cultural values, issued by the Minister of Culture (promulgated, SG No. 46/2015; amended, SG No. 35/2019);
- Ordinance No. 4 of 2016 on the scope and content of documentation for carrying out conservation and restoration activities of immovable cultural values, issued by the Minister of Culture and the Minister of Regional Development and Public Works (promulgated, SG No. 105/2016);
- Ordinance No. H-2 of 2011 on creation, maintenance and provision of the information from the automated information system "Archaeological map of Bulgaria", issued by the Minister of Culture (promulgated, SG, issue 32 of 2011);
- Ordinance No. H-3 of 2009 on the procedure for identification and keeping the Register of movable cultural values, issued by the Minister of Culture (promulgated, SG No. 101 of 2009);
- Ordinance No. H-3 of 2011 on the terms and procedure for establishing and maintaining a public register of the persons entitled to carry out conservation and restoration activities, issued by the Minister of Culture (promulgated, SG No. 32 of 2011, amended and supplemented,



issue 33 of 2012, amended and supplemented, issue 27 of 2018; amended and supplemented, issue 35 of 2019);

- Ordinance No. H-3 of 2013 on keeping the Register of Museums and on the circumstances, subject to entry in it, issued by the Minister of Culture (promulgated, SG No. 28/2014; amended and supplemented, issue 63 of 2015);
- Ordinance No. H-4 of 2009 on the procedure for keeping the Register of Experts under Art. 96, para. 3 of the Cultural Heritage Act, issued by the Minister of Culture (promulgated, SG, issue 2 of 2010; amended and supplemented, issues 17 and 33 of 2012; supplemented, issue 102 of 2017 d.);
- Ordinance No. H-12 of 2012 on the procedure for identification, declaration, granting of status and determination of the category of immovable cultural values, on the access and the circumstances subject to entry in the National Register of Immoveable Cultural Values (promulgated, SG, issue 98 of 2012, amended and supplemented, issue 11 of 2014).

Romania is a stable partner of UNESCO in achieving its strategic objectives, being an active member of all seven cultural conventions Review of the general framework for tourism management

Convention for the Protection of Cultural Property in the Event of Armed Conflict [4] 14 mai 1954

Haga

Ratified by Decree no. 605/1957 [5]

Convention on Measures to Be Taken to Prohibit and Prevent Illicit Operations of the Import, Export and Transfer of Ownership of Cultural Property [6] 14 noiembrie 1970

Paris

Accession Law no. 79/1993 [7]

Convention on the Protection of the World Cultural and Natural Heritage [8] 16 noiembrie 1972

Paris

Accepted by Decree no. 187/1990 [9]

Second Protocol to the 1954 Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict [4] 26 March 1999

Haga

Ratified by Law no. 285/2006 [10]

Convention on the Protection of the Underwater Cultural Heritage [11] 2 November 2001

Paris

Accepted by Law no. 99/2007 [12]

Convention for the Safeguarding of the Intangible Cultural Heritage [13] 17 October 2003

Paris

Accepted by Law no. 410/2005 [14]

Convention on the Protection and Promotion of the Diversity of Cultural Expression [1] 20 October 2005

Paris



Accession Law no. 248/2006 [16]

CROSS-BORDER COOPERATION PROGRAM ROMANIA - BULGARIA 2014-2020.

PRIORITY AXIS 2: a green region. INVESTMENT PRIORITY 6C: Conservation, protection, promotion and development of natural and cultural heritage. The actions financed by this specific objective strengthen the capacities of the relevant participants for the restoration, conservation and sustainable use of the cultural and natural heritage in the Romania-Bulgaria cross-border area. Emphasis is placed on joint management and coordination efforts that will reduce current pressures and prevent future abuses. An important tool consists of the strong support provided by this Program for the development of common tools and technologies for the management of the natural and cultural heritage and of the tourist objectives affected either by the local pressure or by changes.

LARGE INFRASTRUCTURE OPERATIONAL PROGRAM (POIM)

Priority Axis 4 - Environmental protection through biodiversity conservation measures, air quality monitoring and decontamination of historically polluted sites. All eligible activities come from the EU's Priority Action Framework for Natura 2000. There are 4 types of activities:

- (a) Development of management plans / sets of conservation measures / action plans for the conservation of protected natural areas (including those in the aquatic environment) and species of Community interest that have not been the subject of previous projects;
- (b) Implementation of management measures or action plans;
- (c) Actions to increase knowledge in the field of biodiversity and ecosystems;
- (d) Maintenance and rehabilitation of ecosystems located outside protected natural areas;

For protected natural areas in connection with which administrators or custodians have been appointed, the candidates eligible for the drafting and implementation of management plans will be their administrators or the authorities with responsibilities for environmental protection. In connection with the elaboration of action plans for species of community interest, the eligible candidates are represented by research institutes, universities, NGOs aiming at nature protection, the Ministry of Environment and the National Agency for Environmental Protection. Regarding the actions to increase the level of knowledge in the fields of biodiversity and ecosystems, the eligible candidate will be the Ministry of Environment, individually or in partnership with research institutes, universities.

REGIONAL OPERATIONAL PROGRAM 2014-2020 (ROP)

PRIORITY AXIS 2: Improving the competitiveness of small and medium-sized enterprises.

Specific objective: Strengthening the market position of SMEs in competitive fields. This tool supports the development of SMEs by investing in production equipment and facilities or services and/ or by acquiring key resources, all to improve the competitiveness of SMEs. The support targets the competitive areas identified by the National Research Strategy (CNS) and by the Regional Development Plans (RDP), tourism being one of these areas, in terms of its prevalence in the field of human resources. Eligible candidates are SMEs (commercial or cooperative) that have been active for at least one financial year and have obtained positive operating profits.



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PRIORITY AXIS 5: improving the urban environment and preserving, protecting and sustaining the cultural heritage.

Specific objective: Supporting local development by conserving, protecting and promoting cultural heritage and cultural identity. This instrument can provide funding for efforts to restore, protect, conserve and sustainably capitalize on UNESCO's cultural heritage, national cultural heritage (regardless of its location, in urban or rural areas) and local cultural heritage in urban areas. Beneficiaries can be local and central government authorities, religious associations, NGOs and partnerships between these entities.

PRIORITY AXIS 7: diversification of local economies through sustainable development of tourism.

Specific objective: Increasing the average number of employees in tourist resorts. The aim of this instrument is to encourage economic development and new employment opportunities in areas affected by the economic downturn, which, however, have important tourist advantages. This is why the goal is considered to be able to increase the average number of employees in tourist resorts. Beneficiaries may include local government authorities and institutions and partnerships between them.

1.3. Geographic location, population, borders and area

The Hârșova -Dobrichka cross-border region is located in the south and the center of Dobrogea and is composed of two adjacent administrative units - Dobrich district and Constanța county. The city of Hârșova is located in the northwestern part of Constanța county, on the right bank of the Danube river. The village also comprises the village of Vadu-Oii, located 10 km northwest, near the Giurgeni - Vadu-Oii bridge. The administrative center is the city of Hârșova, located at approx. 85 km from the county residence, Constanța municipality, 100 km from



Tulcea, 100 km from Braila and 60 km from





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Slobozia. The city of Hârșova is bounded on the north-east by the commune of Ciobanu, on the south-east by the commune of Horia, on the south and on the southwest by the Danube river. Beyond the Danube is the county of Ialomița.

The territory of the city covers an area of 10.902 ha. The population was about 9.642 persons, according to the data recorded by the 2011 census, reaching 11.145 in 2018, according to data from the National Institute of Statistics

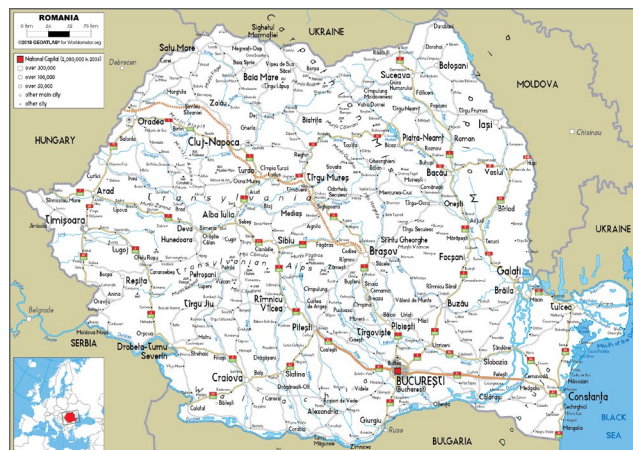
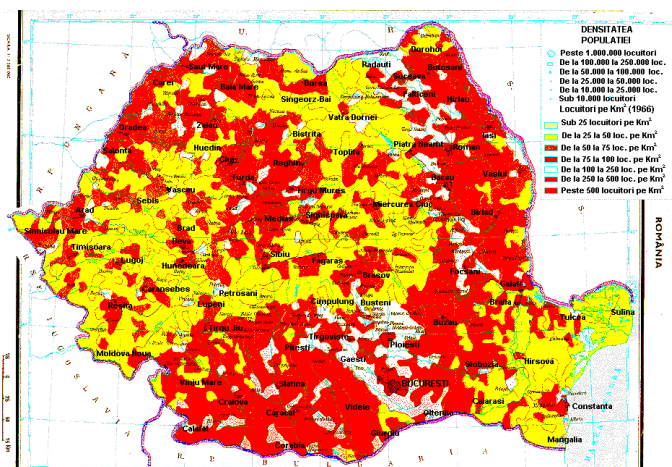


Constanța county is the most urbanized county in Romania, the population living in cities has 506,458 inhabitants, the total population being 768,049 inhabitants, in 2018.



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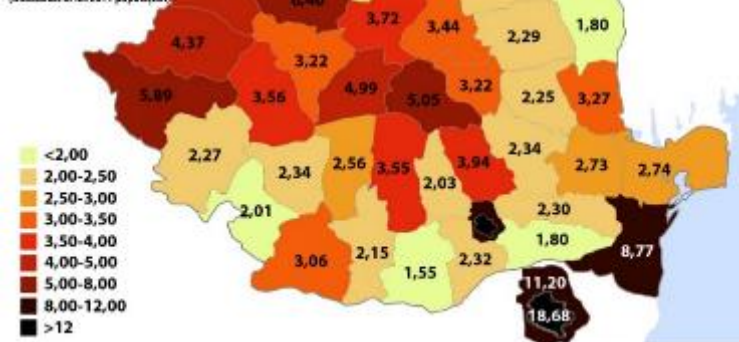
Population of Romania (2020 and historical)

Year	Population	Yearly % Change	Yearly Change	Migrants (net)	Median Age	Fertility Rate	Density (P/Km ²)	Urban Pop %	Urban Population	Country's Share of World Pop	World Population	RO Global Rank
2020	19,237,691	-0.66 %	-126,866	-73,999	43.2	1.62	84	54.6 %	10,507,365	0.25 %	7,794,798,739	61
2019	19,364,557	-0.73 %	-141,557	-73,999	41.6	1.53	84	54.4 %	10,537,319	0.25 %	7,713,468,100	61
2018	19,506,114	-0.75 %	-147,855	-73,999	41.6	1.53	85	54.2 %	10,573,098	0.26 %	7,631,091,040	60
2017	19,653,969	-0.72 %	-142,316	-73,999	41.6	1.53	85	54.0 %	10,614,303	0.26 %	7,547,858,925	59
2016	19,796,285	-0.65 %	-128,890	-73,999	41.6	1.53	86	53.9 %	10,660,311	0.27 %	7,464,022,049	59
2015	19,925,175	-0.54 %	-109,338	-60,000	41.3	1.51	87	53.8 %	10,711,013	0.27 %	7,379,797,139	59

Top counties with the largest contributions to GDP			
	County	Region	GDP (millions of lei)
1	Timis	West	45.670
2	Cluj	Northwest	44.801
3	Constanta	Southeast	42.188
4	Prahova	South	38.275
5	Brasov	Center	32.246
6	Iasi	Northeast	29.221
7	Arges	South	26.718
8	Ilfov	B-IF	25.105
9	Dolj	Southwest	24.846
10	Sibiu	Center	22.586

How much money every Romanian county brings in to the State budget/county's population

(thousands of lei/2011 population)



Constanta county is ranked 3rd among counties in terms of contribution to Romania's GDP, respectively 42.188 billion lei. The county is located in the southeastern part of Romania.



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To the north is separated from Tulcea county by a conventional line, which winds between the Danube and the Black Sea crossing the Casimcei Plateau and the Razim, Zmeica and Sinoe liman complex.

To the South it is bordered by the Romanian-Bulgarian state border that crosses the South Dobrogea Plateau between Ostrov (to the west) and Vama Veche (to the east).

To the West - the Danube river separates Constanța county from Calarasi, Ialomița and Brăila counties, running along the high bank of Dobrudja.

To the East - between Gura Portița and the town of Vama Veche, the Dobrogea plateau, is bathed by the waters of the Black Sea. From the shore line, 12 nautical miles (equivalent to 22 km), the area of Romanian territorial waters established according to international conventions is extended.

With the 7071.29 square kilometers, Constanța county owns 2.97% of the surface of Romania and is on the 8th place, after the surface, and on the 5th place, according to the population, among the counties of the country.

According to the Common Nomenclature of territorial units of statistics (NUTS), Constanta county is part of the South-East Region (NUTS II), with the municipalities - Constanta, Medgidia and Mangalia, 58 communes and 189 villages. The South-East region, the second largest in the country, includes the counties of Braila, Buzau, Galați, Tulcea and Vrancea.

Railroads

Of the railways we can remember:

- Bucharest - Fetești - Cernavoda - Constanța 225 km
- Tulcea - Medgidia - Constanța 179 km
- Negru Voda - Medgidia - Constanța 92 km
- Mangalia - Constanța 43 km

Naval routes

There is the possibility of access to Constanța by water:

- via the Danube (Cernavodă and Hârșova ports)
- through the Danube-Black Sea Canal (Medgidia, Murfatlar, Ovidiu and Agigea ports);
- through the Black Sea (Constanța, Agigea, Mangalia and Midia ports)

Airways

- Mihail Kogălniceanu International Airport, located about 25 km from Constanța, provides access to the coast by air.

Source: Harsova City Local Development Strategy 2017-2025 elaborated by ASSOCIATOR, INTEGRITY, SUCCE (VIS)

1.4 Methodology

The Common Strategy for Cultural Tourism in the cross-border region of Constanta-Dobrich 2021-2030 is a long-term document with an implementation period of 10 years, which determines the need in the course of its implementation to be regularly and systematically updated as a result of evaluations.



The mechanism provides the framework and steps for updating the strategic document. The updating of the Strategy is necessary as a result of its long-term planning and the dynamic processes and reforms that are carried out in the development of the socio-economic processes in the cross-border region Constanta-Dobrich.

The purpose of the mechanism is to assist the Heads of the proposed governance structure - Cross-Border Strategy Monitoring Committee - to manage and regulate the update process, following recommendations from periodic or interim evaluations of the Strategy, as well with updates initiated by stakeholder representatives.

1.4.1 Methodology for updating the Strategy

This is part of a process in which it is necessary to outline clear and specific rules for developing and submitting proposals for changes in the Strategy. There are two separate procedures:

1.4.2. Update procedure when the initiator of the update proposal is a representative of the Heads of Cross-Border Strategy Monitoring Committee

- Gathering the necessary information, consulting with experts from stakeholders;
- The operational teams prepare the initial proposal for a decision, which is agreed with the Heads of the Committee, who sign the proposal and the documentation related to it;
- Dissemination of the prepared initial proposal for Update;
- Organizing, if necessary, meetings, group discussions and other forms of discussion of the proposals made and the accompanying documentation;
- Gathering feedback from stakeholders for agreement, disagreement or changes to support the proposed decision;
- Finalization of the update proposal with justification by the Heads of Cross-Border Strategy Monitoring Committee;
- Decision-making by the governing bodies of their partner organizations;
- The already updated strategy should be accompanied by all the documentation and minutes of the Committee meetings and a protocol for the adoption of the update by the governing bodies of their partner organizations.

9.2.2.2. Procedure for updating the Strategy, when initiators of the update proposal are representatives of the interested parties

- The update proposal is presented at a special working meeting of the Committee by the relevant stakeholder representatives;
- The heads of the Committee make a proposal to the managing authorities of their partner organizations to update the Strategy, which should describe the changes with the appropriate justification, reasons and justification for the need for the change / changes;
- The submitted update proposal is considered and voted by the managing authorities of its partner organizations, and a decision is made whether to start the update process;



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- The operational teams prepare the updated strategy.
- When updating the Strategy, regardless of the initiator, it is essential to ensure publicity and partnership in the process of updating the Strategy, with the operational teams in Bulgaria and Romania being responsible for:
 - Conducting a wide discussion on the updated document for implementation of the Strategy for the rest of the period of action - the teams prepare all materials and presentations related to the discussion and their members participate in its implementation;
 - The operational teams prepare for publication all materials related to the public hearings on the websites of their partner organizations, which should be published at least 10 days before the discussion;
 - After the adoption of the updated document by the governing bodies of their partner organizations, the Managers monitor its publication on the websites of their partner organizations.

In order to implement the strategy, the results of various researches were integrated and the opinions of stakeholders in the county were taken into account.

- A. Conducting research in the online environment (research within the Tripadvisor.com platform on the reviews given to the sights of Constanta County by their visitors and through the Google Trends tool, which shows the level of searches on the Google search engine according to a particular topic);

The documentation aimed to identify:

- types of consumers - one-day visitors and other demographic and social information;
 - the main consumer motivations of the cultural tourism product;
 - important aspects of travel planning: with whom they travel, with which means of transport they arrive at their destination, what sources of information they use to plan their journey;
 - the consumption behaviour of the tourist: the purpose of the visit, what are the favorite activities, what he liked most during his stay/trip or why he was disappointed;
 - identifying solutions to increase the tourist attraction of Constanta County;
 - satisfaction with accommodation, food, leisure offer, location ambience/attractiveness, access/visitation infrastructure, available information, facilities for families with children, etc.;
- B. Documentation and research of secondary data sources, using official statistical data provided by the National Institute of Statistics and those existing in the databases of the Ministry of Tourism (tourist structures with classified accommodation functions; tourist structures with classified food functions, expenses performed by tourists / visitors during the trip).



- C. Studying the national and international literature in the field, the posts in the online environment, the existing legislation at national level and the existing tourism development strategies at national, regional, county or local level.
- D. Semistructured interviews/individual discussions

There have been 16 semi-structured interviews were conducted with experts in the tourism sector, with providers of tourism or tourism-related services, with people from the general public to whom the measures included in the strategy are addressed, as well as with sports practitioners that involve going out in nature (cycling, kayaking, yachting).

The interviews were originally planned to be conducted face-to-face, but with the outbreak of the COVID-19 epidemic, some of the interviews had to be conducted by telephone.

Experts and representatives of travel agencies were interviewed to understand the problems faced by major tourism operators and their vision of the tourism potential of the area. The aim was to search for and validate tourism solutions in the area of interest of the project /

The niche tourism, led by small teams, very different from the big operators, received a special attention. We interviewed people who organize innovative tourist activities (lavender festival, culinary and customs tourism), with small groups, and who are constantly testing new tourist services.

People from the scientific community (museography, archeology) and art (painting, ceramics) were interviewed to evaluate the cultural and tourist potential of the area.

Representatives of restaurants in the area were interviewed to assess culinary tourism opportunities.

The interviews followed:

- identification of current practices, both in terms of the tourist economic offer and in terms of spending time;
- identification of the opinions and aspirations of the economic agents in tourism, related to the considered area;
- identifying the current problems faced by tourism economic agents;
- identification of tourist niches and of the agents that occupy them or that try to make them fruitful;
- identifying the opinions and aspirations of the public regarding the area crossed by the routes;
- identifying the ways in which the area is currently used for tourism purposes.

2. SITUATIONAL ANALYSIS FOR DEVELOPMENT OF CULTURAL TOURISM

2.1. Research on current situation related to cultural tourism

In 2018, international tourism in the world reached 1.4 billion arrivals (+ 6%), of which 712.6 million - in Europe, which corresponds to 50.8% of the market, as the growth of tourists compared to 2017 was 5.7%. A long-term forecast study conducted by the World Tourism



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Organization predicts more modest growth in tourism in Europe by 2030, estimated at 744 million tourists (+ 1.8%), which equates to 41.1% of the world market.

International tourism (travel and passenger transport) accounts for 29% of world exports of services and 7% of exports of goods and services.

In 2018, for the seventh year, the growth of exports of tourist services (+ 4%) is higher than the growth of trade exports (+ 3%).

According to the World Tourism Organization for 2019, the growth of international tourism is 4%, and there is a steady demand for international travel.

By regions, it is forecast that after the growth of 6% in 2018, a new growth of 3% to 4% of international travel is expected.

Travels to Asia and the Pacific region are expected to grow from 5% to 6%, with a growth of 6% for 2018 with significant growth potential still available in many developing destinations. In America, the forecast for growth of tourists is from 2% to 3% in 2019, for Africa the forecasts are for growth between 3% and 5%, with a growth of 7% in 2018, and for the Middle East - the outlooks are for a growth from 4% to 6% after a growth of 10% in 2018.

Current economic forecasts support these outlooks with an expected global economic growth of 3.7% in 2019.

Among the top ten countries with the highest tourism spending, the Russian Federation (+ 16%), France (+ 10%), Australia (+ 9%), the United States (+ 7%) and Korea (+ 6%) have significant growth.

The expected trends worldwide are:

- Stable growth of tourism expenditures and the number of tourists as a result of the development of economies and the entry of low-cost airlines;
- Europe is a main destination object of tourist interest. At the same time, interest in Asia is expected to increase - China, Japan, Macau (China), Hong Kong, Korea, Taiwan, India, as well as Turkey, Egypt and Australia;
- Demographic changes worldwide presuppose the entry into the market of new consumers with specific values and interests in tourism products, as well as a change in the needs of different groups of consumers. This implies changes in the offered tourist products and services and their adaptation to the requirements of different age groups;
- Change in tourism products as a result of information technology and the sharing economy.
- Changes in the travellers' goals, combining several types of tourism and independent organization of travel.

□ Development of tourism in Europe

The European continent is the most visited in the world, and tourism is one of the economic activities with the greatest potential to generate future growth and employment in the EU. It plays an important role for the EU because of its economic potential and employment opportunities, as well as its importance for the social sphere and the environment.

Within the European Union, the tourism sector in the narrow sense (traditional providers of holiday and tourism services) comprises 2.3 million enterprises, mainly small and medium-sized enterprises (SMEs), which are estimated to employ 12.3 million people.



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In 2018, the travel and tourism sector directly contributed to 3.9% of the EU's gross domestic product (GDP) and amounted to 5.1% of the active population (corresponding to nearly 11.9 jobs).

In 2014, one in ten companies in the European non-financial sector of the economy belonged to the tourism industry. Approximately 12.3 million people were employed in these 2.3 million enterprises. It is estimated that in 2016 in the EU-28 there were just over 608 thousand tourist accommodation facilities functioning with a total bed capacity of over 31 million beds.

In recent years, there has been a general trend of increasing the number of nights in tourist accommodation, with a 9% increase in tourists in Europe in 2018. The most significant is the growth of tourists in Southern and Mediterranean Europe, increasing the share of tourists from China, the Arab and American markets who visit the region. Central and Eastern Europe marked a growth of 6%, Hungary, Georgia and Kazakhstan being leading destinations. In Western Europe, international visitors increased by 6% in 2018, with the main destinations being Belgium and France, followed by the Netherlands, Austria, Germany and Switzerland. In Northern Europe, there has been a slight increase in tourist visits to the Nordic countries and a decrease of 5% in the United Kingdom.

□ Development of tourism in Bulgaria

Tourism in Bulgaria is growing steadily. In 2018, the total number of tourist visits of foreigners in Bulgaria was 9,273,345, and the growth compared to 2017 was 4.4%.

There was an increase in the number of visits for the purpose of rest and vacation, with 5,804,576 visits realized and an increase of 5.5%. Visits as guests are 669,908, their increase being 1.3%. Visits for the purpose of business tourism are 1,727,874, their increase being 10.6%. Visits for other tourist purposes are 1,070,987. Visits for rest and vacation form 62.6% of all tourist visits.

In 2018, the countries of the European Union continue to be the most important source for international tourism to Bulgaria with a relative market share of 61.4% and a total volume of 5,690,023 tourist visits (growth of 4.4%). The main markets of the Bulgarian tourist product in recent years are Romania, Greece and Germany, followed by Turkey, Macedonia and Russia.

Leading factors in choosing a destination are prices, conditions for accommodation and service, climate, nature and cleanliness, or at least the perception of them, security, and opportunity for sightseeing. Over 74% of tourists plan their holidays mainly through online channels.

The duration of summer vacations of foreigners in summer resorts is about 6-7 nights, and for the country as a whole - between 5 and 6. In other seasons the length of stay is 2-3 nights, except in January, when it increases to 4-5.

Bulgaria has the potential to develop diverse tourism in a full annual cycle, but at this stage a number of factors hinder its utilization.

The country is mainly associated with sea tourism, and there is a high level of satisfaction with the stay in the country, except for road infrastructure, accessibility for people with disabilities and hygiene.

In the first quarter of 2019, 929 thousand Bulgarian citizens took a trip. 78.4% travelled only in the country, 17.7% - only abroad, and 3.9% travelled both in the country and abroad. Compared



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to the same quarter of 2018, the total number of travellers aged 15 and over decreased by 7.3%.

Most of the tourist trips of persons aged 15 and over both in the country (45.4%) and abroad (61.4%) were for the purpose of "rest and excursion".

In the first quarter of 2019, 1,203.1 thousand trips were registered as independent, or 91.2% of the total number of personal trips. The relative share of solo trips without reservation in the country is 95.8%, and of those abroad - 69.8%

In the structure of expenditures by type the highest relative share in the country is for food - 33.7%, while abroad it is for transport - 35.1%.

Romania ranks 56th on the tourism competitiveness indicator, out of 136 countries analyzed in 2019 by the World Economic Forum, up 8 places compared to 2017.

In Eastern Europe we are in 5th place - after, in order of index value, Slovenia - 36th, Poland - 42, Bulgaria - 45 (as in 2017) Hungary - 48, surpassing Slovakia which ranks 60th.

Spain is the leader of the world ranking. In fact, six European countries are in the top 10: Spain, France, Germany, the U.K., Italy and Switzerland. Europe remains the region with the highest level of competitiveness index, while Asia-Pacific is the region with the highest positive jump of this index.

Competitiveness index (by rank)

Country	2011 Rank	2013 Rank	2015 Rank	2017 Rank	2019 Rank
Czechia	31	31	37	39	38
Slovenia	33	36	39	41	36
Croatia	34	35	33	32	27
Montenegro	36	40	67	72	67
Hungary	38	39	41	49	48
Bulgaria	48	50	49	45	45
Poland	49	42	47	46	42
Slovakia	54	54	61	59	60
Romania	63	68	66	68	56
Serbia	82	89	95	95	83
Ukraine	85	76		88	78
Moldova	99	102	111	117	103

Data source: The Travel and Tourism Competitiveness

In 2018, 2,796,622 foreign tourists arrived in Romania, spending an average of about \$ 800 each. It should be mentioned that Bulgaria with a population of less than half compared to Romania has about 8-9 million foreign tourists annually. The number of foreign tourists in Bulgaria increased by 4.4% last year, to the record level of 9.273 million people, of which 1.377 million people from Romania, which represents an increase of about 21% compared to 2017. According to the ministry data Bulgarian Tourism



In Romania, only 2,234,520 foreign tourists come, spending an average of 766 dollars each. It should be noted that Bulgaria or Hungary - countries with less than half the population of Romania - have about 7,099,000, respectively 14,316,000 foreign tourists annually. In Romania, the tourism industry represents US \$ 2,318.9 million, which means 1.3% of GDP. The general index is calculated by several component indices. For example, in the quality of the roads we are ranked 126 of the 136 countries considered. More precisely, Romania has a very low score for the infrastructure sub-indicator: 2.4 air infrastructure, respectively 2.8 ground and port infrastructure. At the ease of finding qualified employees we are ranked 130. As for the number of jobs in this industry, 189,769 employees represent 2.2% of the total (table 3).

We are also ranked 131 - only five countries in the world are worse - at the priority given by the Government of Tourism, although tourism was one of the traditional ways of GDP growth in Romania, at least in the statements of many politicians. Moreover, we are ranked 131 in the world in the efficiency of marketing and branding in attracting tourists to Romania.

Therefore, the money invested in fairs, country branding, Dracula Parks brought us in 6th place in the world in the ability to attract tourists. Basically, compared to other countries in the Balkans and Eastern Europe, Romania obtained the lowest score on the Natural and Cultural Resources sub-indicator of 3.0, respectively 2.3.

Population structure and dynamics

In the next chapter we will present statistical data on the population in Constanta county and the city of Harsova, by age groups and sexes. Based on statistical data from INS we grouped the population as follows:

- the group of young people 0-19 years,
- group of adults 20-64 years
- the group of the elderly 65 years and over in order to determine the proportion of these groups in the total populated county, the tourist preferences are very often depending on the age.

From these groups the target populations of the sociological study are to be established, as a function of demand to establish the 4 tourist routes.

Source: National Institute of Statistics

The share of the population aged 0-14, in the city of Harsova is 24.06, more by 3.8 points compared to the county, being below 35% can be considered as a young population. The share of the population aged 65 and over increased from 11.48 as it was in 2013 to 13.39 in 2018, but it is lower than the one registered in the county, which had an increase of 2.51 points reaching 15.09 in 2018.

The demographic evolution of Harsova city and Constanta county



From the analysis of the birth data, it can be observed that in the city of Harsova this indicator registered positive values, the births being higher than the mortality unlike the Constanta county where the differences between mortality and birth are large, especially in the period 2017-2018.

The average number of employees by counties and localities

The number of employees in Harsova registered a slight increase, with 55 more employees, from 1640 as it was in 2013 to 1695 as it is in 2018, but by 15 less than the previous year. In Constanta county, the situation looks much better, the number of employees has increased year by year reaching 175,863 in 2018, 8124 more than in 2013.

Share of unemployed registered at the end of the month in total work resources, by sex, counties and localities

The share of unemployment in total labor resources, in the city of Harsova has decreased significantly from 11.7 in 2013 to 4.6 in 2018, but it is still 3 percentage points higher than the county. In the male population, which in 2013 was 13, it fell to 4.8, 3.5 points higher than that of the county, and in the female population, the share of unemployment in total labor resources decreased to 4.4 compared to 4.4. of 10.3 as it was in 2013, with 2.8 more than in Constanta county.

Statistical indicators of tourism activity in Constanta county

The latest up-to-date data on the behaviour of Bulgarian tourists are from 2014 ("Analysis of the reasons for the travel of Bulgarians abroad and in the country"), and for the behaviour of foreign visitors - from 2009/2010 ("Surveys of foreign visitors in Bulgaria and the travel of Bulgarians in the country"). Data for specific markets were also collected under the projects "Study of ten generating markets", 2009-2010, "Development of a strategy for the brand "Bulgaria" and implementation of practices for integrated and consistent brand management", 2012-2013, and "Evaluation of the effectiveness of the national tourism marketing for the period 2012-2014", 2015. For this reason, it is difficult to formulate up-to-date quantitative measures of the interest in cultural tourism.

For the purposes of this analysis, the data from the project "Evaluation of the effectiveness of national tourism marketing for the period 2012-2014", carried out in 2014-2015, were used, within which studies were conducted in Bulgaria and eight other generating markets. - Great Britain, Germany, Poland, Romania, Russia, Ukraine, France and Sweden. The data show that among those interviewed with the intention to travel to Bulgaria, 52% of Bulgarians and 34% of foreigners would travel to Bulgaria for cultural tourism, 30% of Bulgarians and 25% of foreigners would travel to Bulgaria for culinary tourism, and 35% of Bulgarians and 12% of foreigners would travel to Bulgaria for event tourism.

The following will be presented the indicators regarding the tourist flow, namely: structure of reception by types of structures, capacity of accommodation, number of arrivals of tourists in



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structures of tourist reception with functions of tourist accommodation, by types of structures, types of tourists, regions of development and counties and number of overnight stays in tourist reception structures by types of structures, types of tourists, macroregions, development regions and counties and the average duration of a visit, between 2013-2018, in order to observe the trends of tourist demand in front of by Constanta county and implicitly with the city of Harsova.

All indicators are expressed in absolute values and the proportions in relative values.

The tourist base of Constanta county did not develop too much or sometimes due to the lack of tourists some units were closed, as was the case in the Harsova area. On the whole county there was a slight increase with 93 units more than 745 reached 838, but not in hotels where the increase was dr 40 units, from 300 to 340. Increases were registered at hostels, to 44 to 59 units and to bungalows with 90 from 143 as it was in 2013 to 233 as in 2018. In the other accommodation structures there were decreases: in the tourist villas decrease from 197 as in 2013 to 154 units, the campsites pupils and preschoolers decrease from 5 to 3, and the tourist pensions from 20 to 16. The number of agrotourism pensions after registering a decrease of 5 units in 2017, had an increase reaching 7 units as it was in 2013.

The accommodation capacity in Constanta county, during the analyzed period, had a fluctuating evolution, a slight increase in 2014-2015 with 1740 places, then a decrease with 1128 places in 2017 compared to 2016, and in 2018 it increased with 1261 places, but without to reach the capacity in 2013 (85756 places). From the comparative data 2018 compared to 2013 we can see increases in the accommodation capacity in hotels (4%) hostels (93%), apartment hotels (5%), tourist villas (10%) and bungalows (12%).

Significant increases were at motels, 2.68 times higher and at tourist stops 2.19 times more places than they were in 2013. Decreases in accommodation capacity were recorded at campsites (by 43%) at tourist houses (54%) at camps for pupils and preschoolers (27%) and tourist and agro-tourist pensions (4% each).

If we analyze as a proportion each type of tourist reception structure in total on the county, we can see that the highest share is hotels (78.38%), the rest of the structures having small proportions: tourist villas (5.77%), campsites (4.55%) and hostels (4.84%) and some even under 2%. What we should note is the fact that in some structures there were significant decreases, such as in campsites from 7.89% to 4.55% and in camps for students and preschools from 4.38% to 1.18 %, in 2018 compared to what exists in 2013.

The number of tourists who arrived in the South-East Region, in 2018, totaled 1,802,189, up 9.70% compared to 2017, and in Constanta county there were 1,312,418, 6.22% more compared to of 2017. As in the past years, the highest share is 95.20% represented by Romanian tourists, foreigners representing only 4.80% of total tourists. One of the explanations would be that the offer from Constanta county remained unchanged, from all points of view of comfort and services.



The occupancy rate of the tourist structures in Constanta county increased year by year in the period 2013-2018, from 24% to 35% in 2018, identical to the one registered in the South-East region, but with 13 percentage points less than that on total country which in 2018 was 48%. The Romanian tourists accounted for the most part 34% and the foreigners only 1%. In the preferences of the tourists were the hotels, with an occupancy rate of 64% in 2018. At the hostels there is also an increase in the occupancy rate from 13% to 21% in 2018, preferred by Romanians. A special aspect appears when staying in apartments with hotel regime that during the analyzed period registered a significant increase from 1% as it was in 2013 to 67% in 2018, Romanians occupied 65% of places, and foreigners only 2%. The degree of occupancy of motels in Constanta county has decreased from 56% to 38%. Increases in occupancy rate were registered at bungalows with 10% more, at tourist stops from 14% to 29%, at campsites with 4 percentage points more in 2018 compared to 2013 and at tourist houses that reached 19 % in 2018. All these types of structure were preferred by Romanians. The tables of students and preschools were also preferred by Romanians registering in Constanta county an increase from 9% to 19%. and they have a higher occupancy rate in 2018 reaching 38%.

The tourist stationing index at Constanta county level fluctuated during the analyzed period, insignificant increases in 2014-2015, from 3.98 to 4.04, and in the following period it decreased from year to year reaching 3.82 nights / stay in 2018, with 0.16 ppc less than in 2013. The county index is higher than the one in the region and the one in the country which were 3.37 and 2.22 respectively. The index of stationing of Romanian tourists followed a trend similar to the one for the whole county, registering a slight increase in the period 2014-2015 from 3.98 to 4.06 and then to fall to 3.86 in 2018. It should be noted that in what Regarding foreign tourists, the index registered a significant downward trend in 2018 compared to 2013, with 0.93 ppc less, especially since 2014-2015 there were increases of up to 4.74 nights / stay in 2015.

An explanation of this phenomenon would be that the tourism in the Constanta county area was carried out without an adequate strategy, without taking into account the competition with other tourist destinations, the exit from the tourist market of operators and the lack of standard accommodation spaces imposed by foreign tourists, deficient infrastructure, unskilled staff, reduced number of promotion campaigns, at international level, minor attempts to promote online at, being difficult to make incoming in Romania

Cultural and historical heritage:

Changes in the concept of cultural heritage in recent years, that recognize the need for sustainable use of heritage in addition to current strict conservation practices, and shifting the focus of interest from a material artefact to the human component of heritage have significant potential for developing cultural attractions for tourism needs, for improving and modernizing existing ones, and last but not least for using new management methods and solutions to existing problems and challenges.



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Bulgaria is a country with long traditions in the development of tourism, as well as in the creation of cultural attractions for the needs of tourism. The rich tourist potential, based on diverse nature and good climatic conditions, millennial cultural and historical heritage, developed tourist infrastructure and geographical proximity to major emitting markets, is a prerequisite for the creation of attractive tourist products.

Bulgaria's accession to the European Union has a positive impact on the development of tourism. It is not limited to purely technical facilities, such as border and customs control and diversified transport, but mainly concerns the establishment of Bulgaria's image as a "close" destination, offering a sense of stability, reliability and predictability. It is no coincidence that over 61% of the tourists visiting Bulgaria in 2018 are from the EU.

The share of foreigners practicing cultural and historical tourism varies by seasons, but in practice there is no season in which this type of tourism does not attract foreign visits. Culinary tourism is also popular in autumn and winter.

Consumption of domestic cultural tourism is traditionally high (Bulgarian citizens who have visited Bulgarian cultural attractions) due to the fact that local tourists are not only part of the country's history and feel and understand the most the visited sites, but they are also the main guardians, carriers (intangible and living heritage), creators and connoisseurs of inherited cultural values

An important condition for making the appropriate strategic decisions is the understanding of nature and cultural heritage. Authentic tangible and intangible evidence that has scientific, cultural and social value represents cultural property.

Cultural property is represented by authentic tangible and intangible evidence of human presence and activity, which has a scientific and cultural value, as well as a social significance.

CULTURAL PROPERTIES ARE:

- Archaeological sites and reserves
- Works of plastic and applied arts
- Popular crafts
- Popular art
- Architectural sites and complexes
- Sites and ethnographic complexes
- Historic sites and complexes
- Samples of park art and landscape architecture
- Natural values (samples) - anthropological remains
- Industrial heritage
- Documentary legacy
- Audio-visual heritage
- Tradition spoken and language
- Literary values
- Habits, rituals, holidays and beliefs
- Music, songs and dances





- Traditional medicine
- Culinary and ethnological traditions
- Popular games and sports

Culture and arts

The Culture House has a large performance hall with 364 seats and 3 halls.

Within the Culture House it activates approx. 120 students and young people active in different artistic activities: formations and vocal groups, folk dance ensembles and modern dances.

Various statistical data needed for the project

According to the definition of Cooper et al. (1993), the demand in tourism means "the total number of persons who travel or would like to travel and use tourist facilities, infrastructure and services outside their place of permanent employment or residence".

Based on this definition, the demand for cultural tourism among Bulgarians and foreigners can be measured in specific values. Before that, however, it is important to make some clarifications related to the data provided:

- As cultural tourism, according to the definition in the present analysis, includes cultural-historical, festival/event, culinary and wine tourism, shares of practitioners of at least one of the listed subtypes of tourism are presented, i.e. without accumulation, because one person can practice more than one type of cultural tourism in one trip.
- The values calculated for the whole population of the respective country are also taken into account, so that they can be extrapolated in cash if necessary.
- Data on foreign markets were used for the additional calculations for foreigners, as the share of visitors in Bulgaria, measured by the volume of the entire generating market is very low, and the significant shares of cultural tourism practitioners within the country do not represent the actual amount of demand.

Demand in tourism depends on external and internal factors:

- EXTERNAL FACTORS:
 - Geo-political - tensions, wars, terrorism, protests;
 - Socio-economic - income, employment, demographic structure of the population;
 - Availability of basic services - appropriate accommodation, transport, infrastructure;
 - Segmentation of tourists;
 - Tourism policy;
 - Promotion that enhances or creates demand;
 - Media presentation - with an emphasis on the positive aspects and a recommendation or with an emphasis on the negative aspects of the destination.
- INTERNAL FACTORS:
 - Travel mediators/Mediatory factors for travelling - economic and social factors combined with the impact of tourism product suppliers. They are related to the individual's personal ability to travel. Key among them are time and money;
 - Motivational - are related to the reasons why people want to travel and get involved in tourism.



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The data show that in order to attract more tourists with an interest in the culture of the country, it is necessary that the sites and the nature around them are well maintained and the prices are not too high. That is, efforts must be made to turn cultural and historical monuments into better-functioning marketing sites without compromising their authenticity.

Practitioners of cultural tourism point out several reasons for choosing a destination: the natural features of the country, the feeling of uniqueness and special experience, as well as the accessibility of tourist sites in terms of infrastructure and transport. In this sense, our country obviously has the basic prerequisites needed to attract tourists to practice cultural tourism.

Bulgarians, regardless of age and place of residence, outline two main factors that determine the choice of destination and duration of the trip. These are the financial opportunity and the free time. "Free time" means not only personal time, but also the opportunity for family members to travel, and for younger people - their friends.

Travelers only in the country with more limited financial opportunities and in smaller cities choose the closest destinations to their settlement, as well as familiar places where there are no surprises. Their behavior is mainly dictated by the fact that they do not have additional financial resources with which to face an unforeseen situation.

The possibility for everything to happen without special organization and within close distances in Bulgaria determines the independent and spontaneous travel in the country.

There are many places that can be seen in a small perimeter around the village and are accessible by car. The improved condition of the road infrastructure in the country is also important. This is not only about the already existing highway, but also about the secondary road network.

The data show that in Bulgaria the main factors for choosing a destination are:

- Personal safety and security;
- Preserved nature in the destination;
- Opportunity for rest (relaxation).

The demand for a certain type of tourism is also determined by:

- The demand for other tourist products and services - as it became clear above, cultural tourism in our country is practiced in combination with almost all other types of tourism, which means that it is not necessary to offer it only alone, but also in combination with other possibilities. Thus, the increase in demand for the main product (e.g. sea or mountain tourism) will lead to an increase in demand for cultural tourism as well;
- Competition - although Bulgaria is one of the leading places in terms of tourism resources, the country's main competitors in cultural tourism are doing better, due to significantly higher budgets that invest in development and promotion;
- Seasonality - survey data show that although there are some fluctuations in the shares by season, cultural tourism remains the only type of tourism that is practiced in all seasons. This provides excellent opportunities for product development, with particular emphasis on inactive seasons;



□ Fashion - as it became clear above, Bulgaria can be defined neither as a recognizable nor as a modern destination for cultural tourism. One of the main shortcomings in this regard is the lack of an attractive story about Bulgaria as a place for culture.

❖ Supply

According to the definition of Cooper et al. (1993) supply in tourism is "the offering of all assets, services and goods for use or purchase by visitors in the course of their travels". The supply includes the set of attractions in one destination and predetermines the demand for tourism in the destination. The offer also includes:

- Ensuring the necessary for the development of the tourism industry by the government / destination - maintenance, promotion and management of tourist facilities and resources;
- Tourist resources necessary for the development of the respective type of tourism;
- Infrastructure - communications, accommodation, transport;
- Services for welcoming visitors - tour operators and travel agencies, tourist information centers, tourist flow management.

A specific feature of the offer is that its elements are often spatially fixed (e.g. hotels, restaurants and attractions). This means that businesses need to invest significant capital costs in various forms of travel services and centers to ensure that the destination will look the way consumers expect, and to participate in the promotion of their individual products and services. If the supply has to be characterized quantitatively, then Bulgaria has 18 main generating markets (with over 100 thousand visits), which generate 87% of all visits of foreigners in our country. The domestic market is also a key factor with 4.1 million trips in 2018. According to rough estimates, about 63% of foreign visitors arrive by plane. 99% of Bulgarians travel by land - by car or bus. Almost all settlements and localities in our country, which attract trips of Bulgarians and foreigners, can be defined as destinations for cultural tourism in Bulgaria. The Danube, Thrace and Varna-Black Sea coast regions have the most registered opportunities. The demand for cultural tourism for Bulgaria is about 64%, and for the main generating markets on average 42%.

The trips of Bulgarians and foreigners in the country are served by 3,458 accommodation places with more than 10 beds in 2018 with a total of 335,597 beds. In the sector of activity "Air transport" there are 44 enterprises (2015), in the sector "Services related to food and beverages" - 22,265 enterprises (2016), and in the sector "Travel agencies, reservation services of natural operators other related services" - 1,914 enterprises (2016).

Bulgaria's tourism policy is regulated by the Tourism Act and other regulations. The main strategic document to which the development of all types of tourism is subordinated is the Updated National Strategy for Tourism Development in the Republic of Bulgaria for the period 2014-2030 (more in points "Tourism Management", "Regulatory and Legal Specifics of Cultural Tourism" and "Institutional Framework").

200 tourist associations are registered in the country (2019). Related to cultural tourism among them are 76 (38%). There are 1,348 guides registered in the National tourist register (2019).

Evolution of indicators regarding the cultural domain



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The Culture House has a large performance hall with 364 seats and 3 halls.

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Artistic activities	Members No.
Creation circle	10
Singing section	30
CARSUM JUNIOR folk dance ensemble	16
CARSUM folk dance ensemble	16
The Greek dance ensemble ANOIXI	16
The modern dance ensemble NOA IN KIDS	16
Modern dance ensemble NOA DANCE	16

Evolution of indicators regarding the cultural domain

Indicator name	Year 2013	Year 2014	Year 2015	Year 2016	Year 2017	Year 2018
Performances and concerts - total - number	1	1	1	1	1	1
Places in the theaters and concerts - number	364	364	364	364	364	364
Spectators and auditors to artistic performances - Total-number	6234	3824	4217			
Staff of institutions and companies shows	3	9	8			
Libraries - total - number	4	4	4	4	4	4
Public libraries - number	1	1	1	1	1	1
Active readers in libraries	2157	2783	2917	2856	3043	3185
Existing volume	87635	94147	94559	93168	93603	95137
Volumes released	14440	15146	13130	12544	12530	11879
Museums	1	1	1	1	1	1
Museum visitors - number	1645	1000	1093	1202	1000	

Educational units:

- Theoretical High School, Ioan Cotovu "with Theoretical profile - Technological chain with a number of 345 students, which also includes the General School with grades I-VIII with a total of 481 students and a number of 124 people in the "Second Chance" program;
- "Carsium" Technological High School with the profile of vocational schools on trades (agricultural, economic, electromechanical, meat industry preparers, installers, tailors) with a number of 211 high school students and 141 students in SAM art classes and trades;

National / international projects.



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- POSDRU Project "School - my friend";
- "Dobruđean Spring" Festival - project included in the calendar of the County Educational Activities Calendar;
- Comenius multilateral project - "To understand today's life by discovering our old European traditions";
- Project "Tradition and continuity" - project inscribed in the calendar Calendar of County Educational Activities; → Twinning program with "Ibrahim Turhan Anadolu Lisesi" High School - Esenler - Turkey

High school students and teachers participated as partners in projects initiated by other educational units:

- International project "Children and the sea" included in CANE, initiated by Theoretical High School "Callatis" Mangalia; Project "Choose! It is your right" - National Project included in CANE;

The secondary school no. 1 Harsova, through the teachers and with the students, carries out a series of projects (national / international) such as:

- The project "Introduction in the tourist circuit of some ancient Dobrogea fortresses" 2006/018445;
- The project "Long live ... live green";
- The project "More green for the blue planet";
- The project "Partnership for my child";
- The project "V.I.S.E. - Valorisation of Innovation in Educational Support";
- The project "E-HOLIDAY";
- The project "Strategic steps to improve the access to education of Roma children";
- The project "Traditions and customs" in partnership with Fevzi Marshal School Çakmak İlköğretim Okulu Istanbul in Turkey;
- The project "Childhood Swing Dream"; □ The project "Get involved! Be responsible!";
- The project "My anti-drug message"

The kindergarten teachers were involved in organizing and carrying out national / international projects, of which we mention:

- The project - "Rainbow of Change"
- The project - "Let's read for the third millennium"
- The project - "Ecogrădinița"
- The project - "Kalokagathia"

All the educational units in the city of Harsova are equipped with PC units. Their number varies depending on the number of students the computers serve and the age group they are



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addressed to. For various reasons, especially financial ones, the provision of education units with laptops and computers has a downward curve.

Units of worship:

- 3 Orthodox Christian churches where 3 priests perform their activity;
- 1 glass for Muslim worship;
- 1 prayer house for Adventist worship;
- 1 prayer house - church for the Baptist worship;
- The Church, the Holy Emperors Constantine and Elena ”- sanctified in 1904

Agricultural companies:

- IF Balancea Viorel,
- SC Tag Services SRL,
- SC Krokus 2005 SRL,
- SC Agromonet SRL,
- SC Terra Prosper
- SRL, Il ChoroIU Sandel

Economical agents:

- SC WIRES AND CABLURI S.A. - a company that developed during the economic crisis, through constant investments. "Wires and Cables" is currently one of Europe's most renowned manufacturers of traction cables, wires and steel products. The factory measures 110,000 square meters and is located in Harsova, near the port and sells products that are considered to be complex products, with a quality GIVA STARCOM SRL furniture manufacturer.
- SC Neotell srl - Special construction works
- ELECTRO BULGARU BMS SRL - Special construction works
- Comet steel 07 srl - Manufacture of metal constructions and parts of metal structures
- SC Tudor Construct srl - Construction of buildings
- SC ACVA Construct srl - Civil engineering constructions
- SC Lacto Baron SRL (milk processing);
- ICIL Roşioru (milk processing);
- SC Alfa SRL (pastry bakery);
- SC Karma FISH SRL (fish);

Provision of services to the population:

- Socom Comixt, City Comfort Department of the City Hall,
- Dacia Service,
- Consumption Coop



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Trade and services are carried out on the territory of the city through several private companies that sell a wide range of products and execute services to the population, units providing services of trade (food, non-food, pharmacies, real estate), public food (restaurant, cafes, bars, pastries, confectionery, bakery, pizzeria), beauty salon (hairstylist), health (medical offices, analysis laboratories, dentistry), cleaning (car wash, cleaning, city hygiene), tailoring, courier service, radio repair tv, painting, emptying, carpentry, rental services, car services, vulcanization, banking, postal and telecommunications services, mobile telephony services, cable television services, public order services, protection services.

Public supply units:

- SC Emrin Serv S.R.L. - Restaurant
- SC Adriano SRL - public catering
- SC Boss Consum SRL - public food SC Logic Drink srl
- SC Salon VIP srl SC Imperial Ballrom srl - organization of events
- SC Samy "Gym
- SC Alex Pub

Pubs:

- SC Class cafe bistro srl
- SC Alfa bistro cafe
- My Place
- Caffè Filicori

Pizza's:

- Pizza house - Plantelor Street
- Pizzeria Mark Trust II
- Lupascu Florin - fast-food
- Club Robert strada Vadului nr 41 berărie în aer liber

Companies with trading activity

- Cooperativa CONSUMCOOP- Retail trade in non-specialized stores, with a predominant sale of non-food products;
- SC Quercus srl - retail;
- SC Silvascarm Industry srl - Wholesale trade except of motor vehicles and motorcycles;
- SC Alfa Med srl and SC Doris Farm 2003 srl - Retail sale of pharmaceutical products in specialized stores;
- SC Info Astel srl - Wholesale of computers, peripheral equipment and software
- SC Dial srl - 1st place in Top Profit Romania, Harsova locality; The Comixt Craft Cooperative - Harsova;
- SC Silar srl - Harsova, food trade;



- Companies with specific activity - security and protection C&I Securitate Rom srl
SC Carsium Protect srl
- Hairdressing units - hairdresser in Harsova Hairdresser Alina Chivu Streets
Independence Hairdresser Ene Florentina
- Local cleaning services of the city of Harsova

The fishing potential of the Harsova area

In order to carry out a project regarding the awarding of a, preparatory support for the implementation of the Local Development Strategy of the fishing zone targeted by the FLAG DOBROGEAN DUNAREA ASSOCIATION through the Operational Program for Fisheries and Maritime Affairs 2014-2020, the existing fishing organization in Harsova - PEOPLE'S PROFESSIONAL ORGANIZATION, CYPRINUS "Harsova formed a partnership with: - 5 public partners (Harsova City, Crucea Commune, Ghindărești Commune, Topalu Commune and Horia Commune); - 1 representative of the civil society - professional fishermen's association; - 11 representatives of the private sector.

The commercial fishing activity in the FLAG DUNAREA DOBROGEANA area is carried out by the associations:

- Professional Fishermen's Organization, CYPRINUS Harsova
- The Fishermen's Organization of Producers Ghindaresti Cernavoda.

According to the data of the National Fisheries and Aquaculture Agency (ANPA)

In the FLAG DUNRORE DOBROGEANĂ area, the commercial fishing activity is represented by two associations totaling about 160 commercial fishermen authorized according to the data provided by ANPA.

The processing activity is concentrated in two centers in Harsova

2.2. Conclusions, critical notes and suggestions concerning cultural tourism

The advent of new technologies, social networks and the virtual, along with the physical, drastically change the decision to rest, as well as the processes before, during and after the holiday itself. This, in turn, leads to new ways of offering and the need for more creativity in offering tourist trips. Cultural objects (understood as places, food and drinks typical of destinations) are presented with imagination and understanding of the most intimate human needs.

Dobrich district is still far from these new directions in the development of tourism in general and cultural tourism in particular. Currently, despite the use of modern communication channels, there is not enough creativity in offering cultural tourism, which prevents the region from realizing its full potential. According to the interested parties, there is no "story" - that heart-capturing story that provokes the tourist's need to visit a particular place (a very typical example of this type of story is a 2013 Indian advertisement in which Indian culture is elegantly intertwined with key features of the tourist product).



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Despite the many attempts at strategic planning in cultural tourism, there is currently no effective strategy for its development. Such a document is provided in the Action Plan to the Updated National Strategy for Sustainable Development of Tourism in Bulgaria 2014-2030, where cultural tourism is indicated as a priority product, along with health tourism (dominant products are sea and mountain tourism).

There are other problems in the field of cultural tourism, related to the management of cultural sites, the interaction between institutions, cooperation between the sites themselves, and information security. The tourist areas and their cultural potential are not developed yet.

However, Dobrich District has a huge cultural and historical heritage, has a long tradition of holding successful cultural, musical, art and other festivals and events, and in recent years has been actively developing creativity as part of personal development and balance. The area is also recognizable for its beautiful churches, as well as its typical, delicious local cuisine and variety of wines. All this represents a significant potential for the development of cultural tourism in all its forms, especially when used in combination.

The leading sub-product should be the cultural-historical tourism, due to the unique cultural-historical sites on the territory of the region, offered together with the festival, event and creative tourism, due to its natural connection with the culture and history of the destination. It is necessary to place emphasis on culinary tourism, which is gaining more and more popularity. Sub-products with potential are religious and wine tourism, as they are of interest to specific audiences.

The main priority in the development of cultural tourism in the coming years should be sustainability.

The following recommendations can be formulated for the development of sustainable cultural tourism:

- Investments in digital technologies, visitor management, facilities, including interpretation and infrastructure;
- Encouraging the involvement of local communities in the management of cultural heritage;
- Increasing the capacity in education and training in the field of sustainable cultural tourism;
- Promoting responsible tourism and assisting cultural heritage operators and cultural tourism businesses in line with the UN Sustainable Development Goals at European, national, regional and local levels;
- Use of integrated models for cultural heritage management, which include continuous assessment of the use, access and regional characteristics of visitor flows;
- Ensuring that cultural heritage comes first in plans and policies, including tourism, the economy, land use, the environment, social and other important areas;
- Encouraging the creation of networks, digital partnership platforms, public and private partnerships to address capacity and hotspot issues;
- Support and promotion of cultural heritage sites and practices for the development of off-season activities;



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- Capacity building and improvement of coordination actions at different levels of government and policies, including tourism, environment and innovation, to support the transition to more sustainable tourism investment and financing practices;
- Promoting an integrated approach and strengthening the cooperation between the State Government, the local government, the non-governmental sector and the business at regional level for the development of common strategic plans.
- Support for participation in networks, partnership schemes, cooperation programs and initiatives at different levels of government (regional and local);
- Expanding the use of bottom-up approaches and tools (where applicable) in policy development, strategic planning and management and involving all stakeholders;
- Active support for cooperation schemes that facilitate the exchange of good practices and knowledge in compliance with the principle of subsidiarity;
- Promoting a cross-sectoral approach in all tourism sectors so as to take sustainability into account;
- Active awareness raising campaigns using all forms of traditional and digital marketing to promote responsible tourism with an emphasis on the environment and an ethical approach to tourism;
- Promoting awareness of sustainability in educational policies at all levels of education;
- Support for academic and innovative research on sustainable cultural tourism for the development of indicators (access capacity, access, energy efficiency, responsible waste management, etc.), assessment tools and approaches for recording quantitative and qualitative data;
- Providing adequate and continuous funding for the preservation and presentation of cultural heritage (tangible and intangible);
- Reinvestment of revenues generated from tourist taxes and fees in local sites and practices for cultural heritage to be used for protection, development and maintenance;
- Supporting alternative forms of tourism with an emphasis on low impact and responsible tourism, especially, but not exclusively, in areas with low congestion or burdened by overuse;
- Promoting a sense of “ownership” of the cultural heritage in the community by raising awareness, site visits and capacity building;
- Stimulating local participation in networks, partnership schemes, synergies, collaborations, programs and initiatives;
- Encouraging the restoration of old customs, traditions and practices as a means both for the preservation of the intangible heritage and for the creation of additional cultural offerings with experiences;
- Adoption of appropriate site management plans to ensure a balance between the protection and preservation of cultural heritage resources and the access of visitors and facilities;
- Use of interdisciplinary scientific tools to conduct research on the impact of visitors and develop strategic indicators to prioritize the sustainable carrying capacity of sites - respectively adjustments in the flow of visitors in favour of the integrity of cultural and natural values;



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- Exploring creative ways to actively involve local communities in projects with a focus on the younger generations;
 - Integration of tangible and intangible heritage in the design of new offers / experiences / tourist products in cultural tourism and ensuring appropriate adaptive reuse of cultural buildings;
 - Development of staff training programs to raise awareness of sustainability, environmental issues, responsible tourism, etc.;
 - Development of strategies for raising funds for protection and presentation of cultural heritage, including public-private partnerships, crowdfunding, philanthropy and others.
- Recommendations for tourist associations, operators and entrepreneurs:
- Investment in long-term plans for economic and entrepreneurial development, which include sustainability and social responsibility as part of the business strategy;
 - Consulting with local communities to develop and coordinate high quality tourist offers / experiences / products based on authentic cultural heritage;
 - Providing guidance and training on responsible tourism for both tourism practitioners (tour operators) and consumers (individual travellers);
 - Supporting start-up clusters for entrepreneurship in cultural tourism;
 - Leveraging existing applications (e.g. the UN Environment) or developing new online tools and digital applications to measure visitor impact;
 - With the support of local communities, promotion of new destinations and facilitation of integrated marketing;
 - Development of a price structure that encourages longer stays and visits in the low season;
 - Publication of tourism data to enable the assessment, monitoring and mapping of the changing dynamics in the area by local and national authorities;
 - Supporting local businesses and preferences for local products to promote unique offerings;
 - Ensuring a positive work environment by creating permanent employment or long-term employment during the low season.

Given the state of Bulgarian cultural tourism, following such recommendations is an extremely ambitious and currently impossible task. However, it is necessary to adopt this line of conduct in short- and medium-term planning in order to ensure positive results and compliance with world best practices in the long run.

3. PREPARATION OF A PROPOSAL / OPTIONS FOR 4 (FOUR) ROUTES AND SELECTION OF A FINAL VERSION OF 4 (FOUR) ROUTES

3.1. *Determining the main axis / backbone of the cultural routes*

A main axis / backbone of the cultural route is the axis that connects the individual settlements according to the leading feature of each route.



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Primary and secondary studies have been conducted to determine the main axis of the cultural routes. The initial surveys consisted of 1) Stakeholder discussion, 2) Semi-structured interview and 3) Stakeholder survey - local administration, local investors and owners, people living in the area, staff of tourist agencies, members of groups for outdoor activities in nearby towns, experts in history, ethnography, etc. The secondary studies included a study of ready-made documents and normative basis on the Internet and on paper.

The ultimate goal of the complex assessment of the cultural and tourist potential of the sites in the Constanta-Dobrich region is selection of the most important of them for their inclusion in 4 (four) joint cultural and tourist routes. The assessment of their potential is carried out through developed methodology and selected criteria, requirements and indicators. The opinions of the participants in the discussion, the surveys (stakeholders) and the interviews were reported and summarized.

The area of Dobrogea from Romania with the highest concentration of tourists is the coast, which has a developed (and at the same time critical) tourist infrastructure. Outside the resorts, there are very few areas with tourist audiences, although there are natural and archaeological sites that could function as attractions.

During Communism, with the economic development of Dobrogea, the continental area was destined for agricultural exploitation and industrial production.

The few places with tourist attractions functioned as destinations for coach tours and contained only one objective: the fortress Histria, the monument of Adamclisi, without other services or attractions. The predominant category of the public was the students, who were taken on organized trips with the schools.

Beyond the obvious educational value, the visits were part of the communist-nationalist propaganda scaffolding.

This type of tourism was designed to serve more the state than the public, hence the huge shortcomings of tourist services, shortcomings that became apparent only after the fall of communism or, some of them, only after the exit of the transition period.

The analysis shows that Dobrich District from Bulgaria has the potential for development of cultural tourism in all major areas: cultural-historical tourism, festival, event and creative tourism, religious and pilgrimage tourism, culinary and wine tourism.

The four cultural tourist routes should be a chain of thematically linked integrated focal stopping points that promote the development of regional identity and collective memory.

The derivation of criteria for analysis and evaluation takes into accounts the expected trends and dynamics in the behavior of tourists, namely:

- Growing demand from tourists for the quality, authenticity, attractiveness and variety of tourist services;
- Increasing demands of tourists for the quality of technical infrastructure and the provision of specific services;



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- Directing the preferences of tourists to cultural tourism;
- Increasing the share of young people, especially students among tourists;
- Increasing the number of elderly tourists;
- Increasing the role of information and communication systems in the tourism business in connection with the search, planning and conduct of tourist trips.

Defining the main axis aims to ensure that the route will cover the entire region, reflecting local specifics and allowing the strengths of each municipality to be expressed, thus attracting maximum tourist interest.

The state of current tourism

3.2. Determining the basic elements of the cultural routes

The main elements of each cultural route are the most popular, recognizable and visited by tourists sites. They have the potential to encourage the development of other sites included in the route, as they are planned to be marketed completely.

The main elements of the cultural routes, it must be accessibility, complexity, attractiveness and others.

Taking into account the nature of the route, the indicators of the cultural value of the site are first.

The site must have the potential to:

- Provide information that will contribute to the understanding of the local way of life of the population;
- Contribute to new knowledge about the cultural traditions in the region;
- Provide knowledge that will help in comparative analysis of such places.

Almost all cultural values have the potential to provide information in some way, but the extent to which a place can contribute to the understanding of the local way of life of the population of the region must be determined by the presumption that each place has scientific potential..

The main elements of the cultural routes can be differentiated according to the type of cultural tourism to which they are targeted. These types of tourism are defined as follows:

- Cultural and historical tourism;
- Festival, event and creative tourism;
- Religious and pilgrimage tourism;
- Culinary and wine tourism.

Outside the coast, the most frequented Dobrogean tourist destination is the Danube Delta. In the Danube Delta we find two forms of tourism, both the stay and the day trip.



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The number of foreign tourists in Dobrogea is small, and the maritime cruises, which included the port of Constanta, ceased with the outbreak of the conflict in Ukraine. River cruise ships, with a smaller number of tourists, come from Central Europe and have as terminus Danube Delta or Constanta Port, but have very few stop in the Dobrogene ports along the route. When making stop-and-going, a small number of tourists are interested in visiting the area's sights.

Itinerant tourism is poorly developed in Romania. It works for monasteries in northern Moldova, but supply and demand are weak when it comes to other areas or other themes. There are itinerant tourism initiatives in other parts of the country (e.g. wine trails), but the number of tourists is not large.

There is tourism associated with fishing and hunting, for which accommodations have appeared, and the length of stays varies between two days and one week.

The other tourist destinations in Dobrogea are those for day trips or several hours (Keys of Dobrogea, Fortresses of Enisala, Histria). At present, these destinations are not interesting for travel agencies, due to the lack of infrastructure and the low profitability of such a tourist service. They attract a small number of tourists on their own from the county, on day trips, in the form of green grass outings, without consumption of local products or services.

A special case is the sulfurous thermal bath in Harsova, which attracts tourists coming with caravans or tents.

Travel agencies organize day trips to the Danube Delta for tourists who have longer stays (6-7 days), especially on days when the weather is too bad for the beach. They have well-developed contracts with tourist service providers in the Delta.

Agencies complain about the lack of tourist infrastructure in rural Dobrogea: the lack of toilets at the tourist potential, the unkempt appearance of the objectives, the lack of guides and any infrastructure that provides information to the sights (information panels, models, dioramas, etc.). Among the historical sites dobrogene, was given for example the positive fortress Histria, where there is a museum and staff to provide information.

These organizers, non-profit organizations, as well as private guides, are trying to connect tourists to rural service providers.

These organizers do not sell a standard service, but offers that they test and modify continuously, depending on customer preferences. They have great flexibility and invest a lot of time in customer search.

Among the activities of these organizers were:

1. organizing of local festivals (lavender festival in Pecineaga commune, local producers festival);
1. organizing traditional meals, in rural households or at agritourism hostels, with local agricultural products;



2. sightseeing visits to wine cellars;
3. sightseeing visits to agricultural farms.

Dobrogea's public image: "untapped tourism potential"

Among a part of the national public (predominantly the educated), the area passes as a picturesque, interesting, atypical and exotic one, worth visiting. Importantly, this image exists even in the absence of direct experiences, in people who have not visited the interior of Dobrogea (except, therefore, the coast and the Danube Delta). This image is based on a) the atypical history of the area (Greek fortresses, then Roman, membership of the Ottoman Empire), b) on the ethnic diversity of the area and c) on the reasoning that binds them to meeting the individual needs of higher degree (knowledge, self-realization), reasoning that takes the form: "The area is very different from the rest of the country, so it is interesting".

This image of Dobrogea is also responsible for the existence, among the public administration or local businessmen, that "the area has tourist potential". This conviction often appears in discussions on the development of Dobrogea, but it is rarely treated critically, being generally part of the local patriotic discourse, in formal and informal contexts. It is obvious that only the critical, analytical approach of the subject can lead to the development of applicable development plans, and the area must be adapted to the standards of modern tourism.

Needs and motivations of tourists

All this vision, of the "untapped potential of Dobrogea", is a simplified, because the needs and motivations of individuals, when they practice tourism, are much more varied. Often, the "tourist" is seen as a kind of sponge waiting to be soaked with the undiscovered beauties of the area. In reality, people have complex needs and motivations.

From a psychological perspective, the area's travel gaps become clear when confronted with Maslow's pyramid of needs. The lack of infrastructure related to physiological needs (food, physical comfort, access to toilets), needs at the base of the pyramid, is claimed as an important barrier by travel agencies.

Places with tourist potential (ruins or natural sites) are devoid of toilets, grocery stores (either only kiosks) or small cafes. Tourists from organized groups need conditions to recover after the coach ride, the possibility to buy drinks and food. Coaches often have to stop at the edge of a forest known to drivers, so that tourists can take their in humiliating conditions.

Also, some of the roads are in poor condition, which adds to the discomfort felt by tourists.

Without meeting these basic needs, agencies will not be able to bring tourists to most of the places with "tourist potential".

Another problem is the balance between visiting time and road time. Visiting the simple ruins of a fortress, without any other informative, illustrative materials, in the absence of a café or a souvenir shop, takes up little of the day. The ratio of visiting time to travel time is too small and the effort of travel is not rewarded. For both tourists and agents, the problem is one of



profitability. In addition, many of the archaeological objectives are not put into context, through detailed explanations and illustrates, and the curiosity of tourists is not satisfied.

Holidays are periods when people's expectations are high. They invest in savings over the year and are unique opportunities to satisfy desires and restore energy. Holidays are rewards that everyone gives and reasons for personal pride. People expect moments and events that are worth remembering and worth telling friends, and holidays become personal successes or failures. For this reason, the standards of tourist services must be equal to those in other areas.

Research on the current situation related to cultural tourism

Development of world tourism

The tourism industry is currently affected by the Covid-19 epidemic due to travel restrictions that have been implemented in response to the pandemic.

To assess the potential losses faced by the tourism sector due to these restrictions, we can examine the tourism figures for the last two years for the periods March-June ("spring shoulder season") and July-August ("peak summer season").).

For the purpose of this analysis, the "peak summer" season does not cover June, but focuses on the overlap of the two months (July and August) with the main holiday season in most Member States.

Spring and summer are the most popular seasons for the tourism industry in Europe.

In 2019, the number of nights spent by residents and non-residents in EU tourist accommodation in the spring and peak summer season each accounted for almost a third (32%) of the annual total for overnight stays.

The share of nights spent in these accommodation units was particularly high in June for the spring season, representing 11% of the annual total, as well as in July (15%) and August (17%).

A similar trend is observed for both residents and non-residents of the countries visited. In all EU Member States, the share of the spring season in annual tourist accommodation is relatively similar, ranging from 24% in Croatia and 27% in Bulgaria to 35% in Cyprus, Luxembourg, Malta and the Netherlands. For the peak summer season, this share ranged from 23% in Malta to 58% in Croatia.

Tourism development in Romania

The culture of our people is an exceptional mixture of Byzantine influences with ancient foundations of Latin origin, a cultural combination that is unparalleled in the world.

You can see, hear and enjoy it in almost any city, fortress, monastery or historical site in our territory.

Romania's unique cultural heritage is reflected by UNESCO World Heritage sites. From the Roman and Dacian influences of antiquity, to the Byzantine and Slavic influences of the Middle Ages - Romania is an exceptional amalgam of fascinating ingredients.



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Extraordinary, picturesque testimonies of our uniqueness are the painted monasteries from the North of Moldova, the wooden churches from Maramureș, the fortress of Sighișoara, the ancient Dacian fortresses from the Orăștie Mountains, the Saxon fortified churches from Transylvania but also a singular case of nature - Danube Delta from northern Dobrogea Biosphere Reserve.

Tourism development in Constanta county

Tourism in the region is characterized by the existence of specific natural resources, such as the Black Sea coast and the Danube Delta, famous spas in the country and abroad, agro-tourist pensions (especially in the mountainous areas of Vrancea and Buzau and the Danube Delta). Also, ecumenical tourism is present in the region, especially through the monasteries in northern Dobrogea, in the mountains of Buzău and Vrancea, Galati area, as well as through cultural tourism present through the existence of cultural remains (archaeological sites, memorial houses).

The South-East region concentrated in 2011, about 1/5 of the total structures of tourist reception, the 974 structures having an accommodation capacity in operation of over 14.3 million places-days (21% of the total capacity at national level) . In the same year, they registered over 1.13 million tourist arrivals (16.1% of the national total) and over 4.0 million overnight stays (22.5% of the national total).

Along the coasts of the European continent, being of a specific uniqueness, The Black Sea coast is famous for its balneoclimateric tourism.

The complex of water, sand, air and sun has therapeutic effects. The air is well ionized with marine aerosols which, together with the influence of the waves, generate special thalassotherapy treatments; moreover, some resorts such as Eforie Nord, Mangalia, Costinesti, Neptun, Techirghiol are both leisure resorts and spas.

The many services offered on the seaside (children's clubs, indoor and outdoor pools, children's pools equipped with slides, playgrounds, green spaces for outdoor sports, facilities for SPA services and fitness rooms, etc.) have led to the development of leisure tourism. With a low salinity compared to other continental seas (only 17%), tourists can practice underwater and water sports without restraint.

The Danube Delta, the second largest delta in Europe (after the Volga River), is a special attraction of great scientific value and high tourist potential, especially after its inclusion in 1990, along with other adjacent natural areas, in the Biosphere Reserve The Danube Delta, that can be exploited by practicing the following other types of tourism:

- Tourism for rest and recreation (practiced through the services of tour operators);
- Knowledge tourism (itinerant), practiced either individually or through organized excursions exploring the variety of wild landscape, combining boat trips manually propelled on picturesque canals with hiking along the canals or on river and sea ridges, etc .;
- Specialized - scientific tourism (for specialists, researchers, students);



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- Agrotourism (tourists are hosted and accompanied by locals to visit the Danube Delta);
- Tourism for water sports (Crişan locality);
- Tourism for sport fishing highly appreciated by visitors of all ages, in any season, for any species of fish, and sport hunting.
- Specific for the Danube Delta is niche tourism (eg bird watching, photo-safari). In the Danube Delta there are rare species that are missing from other areas of the continent: 30 types of ecosystems and 5,429 species - of which 1,839 species of flora and 3,590 species of fauna, given that in the Danube Delta live 331 species of waterfowl that include most of the European population of common pelican (*Pelecanus onocrotalus*) and curly pelican (*Pelecanus crispus*), 60% of the world population of small cormorants (*Phalacrocorax pygmaeus*) and 50% of the world population of red-necked geese (*Branta ruficollis*) (during the winter).

It can be said that the South-East Region is characterized by a high and diverse tourist potential. The rich heritage of natural resources, as well as the cultural heritage favors the practice of many types of tourism such as: coastal, mountain, cruise tourism, rural and ecological tourism, cultural and religious tourism.

Measures

Encouraging tourism in the area is possible, but requires a long process, a modernization of local governments and the existence of a regional tourism policy.

The aspects that can be harnessed are history (social, cultural, event), current cultural diversity, natural resources.

Harnessing history

It can be exploited both by archaeological vestiges and by creating permanent or periodic exhibitions.

Archaeological tourist sites in the area do not contain informative, explanatory, illustrative or have them in insufficient and old-fashioned numbers.

The museograph discourse must contain the essential, be attractive, clear and easy to understand by visitors. Modern museography uses dioramas and models, reconstructions, materials and interactive installations. Beyond the huge pedagogical value, these tools of museography are particularly attractive to the children's audience. They increase both the time allotted to the visit and the quality of the time spent. For example, the ability to handle or see in operation wine presses or archaic mills is particularly attractive, for both children and adults.

One idea proposed by archaeologists themselves is the sale, to visitors, of ceramic shards extracted from archaeological excavations. The sale can be made at a low price (e.g. at 1 euro) and may include a mark of authenticity. It would bring revenue to museums and provide authentic souvenirs to visitors. Once removed from the ground, the shards have no historical value for museums or research and do not constitute heritage. In addition, they are a danger



of contamination of the layers still unresearched, which is why they are thrown as far away from the excavation area as possible. Their sale, which is done in other countries, has only advantages.

In addition to anchoring tourist attractions to existing archaeological sites, exhibitions and interactive environments related to past ways of life, including the 20th century, can be created. Traditional dwellings, craft workshops or household yards can be arranged to illustrate life in various historical periods. As an example of recent history, a scientific illustration of the communist period in the countryside could attract visitors.

One possibility, practiced in Sweden, is the creation of small local museums containing information and exhibits from various fields of the history of the area, from the archaic periods to the near past, combined with exhibits from the biology and geology of the area.

The issue of the care of historical sites has been raised by archaeologists themselves. The legal status of the ruins, the ownership of them, have long been ambiguous. The task of caring for them lies with the local authorities, who, in most cases, do nothing to protect the historical ruins.

For locals, the ruins are a stone resource for construction or a grazing place. A national policy to protect historical vestiges, which obliges local authorities to protect historical sites, seems to be the only solution to save them.

In most cases, local authorities view the preservation of vestiges as a hole in the budgets of localities. Moreover, sanctioning illegal exploitation, which has a long history, would make the public authority unpopular in the eyes of voters.

Harnessing the natural environment

The natural setting can be harnessed both as a space for outdoor activities and as a means of training the public, similar to museums.

Dobrogea contains many natural sites of biological, geographical or geological interest. Many of them occupy small areas of land and are not interesting to the general public in the absence of explanatory materials and context. Once put in a scientific context, they can become destinations for audiences looking for opportunities for self-training. The natural setting can be used for recreational activities, as a picnic or outdoor activities, including in the form of walking or cycling trails. There is a global trend of increasing the time devoted to sport and outdoor activities, also noticeable in Romania, with sports such as cycling, running and outdoor walking (trekking). They are beginning to be included in the lifestyle of many people. This trend opens up the possibility of promoting, as destinations for outdoor activities, areas that would not be considered touristy in the traditional sense. For example, farm roads, especially during certain growing periods, can be attractive for such activities. Local circuits for cycling, running, walking, modelled on other countries, with minimal investment can be created. They can be promoted together with other services.



Any action to arrange and open some areas to tourism must include measures to maintain cleanliness, the placement of bins and toilets.

Harnessing local culture

The modernization of rural housing involves new architectural forms and building materials, the change being one visible even in the way the courtyards are arranged. From the point of view of tourist interest, this trend uniformizes and trivializes the countryside. The owners of rural hostels have noticed this danger and there is a countertrend to preserve the culinary architecture or traditions, combined with contemporary standards of service delivery.

The culinary tastes of the public have changed towards international recipes. There are differences between the internationalized form of Turkish or Greek dishes and those traditionally made in Dobrogea. Even traditional local recipes are expected to become internationalised, thanks to access to information. In many situations, restaurant customers order dishes they already know and expect confirmation of already known tastes. An ethnic restaurant owner noticed that Tatar recipes are not ordered by tourists, although they have a good opinion of them, ordered being the internationalized dishes.

In the restaurants of Dobrogea extra-litigating, widespread international or national recipes predominate. The clientele is a local one, the number of tourists is extremely small.

Agritourism, through the opening and arrangement of farms for visitation, is a direction that can be harnessed. Collaboration between farmers and rural tourism organisers is efficient for the design of visiting spaces, the tourist program and for bringing groups of tourists.

Niche tourism in Dobrogea, currently

Cyclo-tourism has grown in Romania in recent years, and its development is part of a global trend.

In many cases, groups of cyclists are relatively stable and their members have friendly relationships. Groups are organized more or less formally, either in cycling associations or in groups of friends. Routes are both on the road and off-road, the distances travelled varying a lot, depending on the composition of the group or the type of route (the routes on the road can be longer, because it is easier to go). The groups are relatively heterogeneous in terms of the physical condition of the members or in terms of the frequency of cycling. The route chosen for an exit can start from the locality of residence (Constanța, for most) or cyclists can drive their cars to a starting point. The sporty nature of excursions can be more or less pronounced, often being combined with fun in the company of friends.

Cycling associations organise road or off-road competitions. Such competitions may be of regional interest or may be national competitions. The length of the competition routes varies, depending on the category of cyclists to which it is addressed and the type of route (road or off-road). They can range from a few dozen kilometers to over 200 kilometers. Such a road contest can be organised on the distance between Hârsova and Dobrich. The organization must provide a two-person support machine, checkpoints for participants, water distribution and



food for participants. In general, competitions provide for a fee for participation. Depending on the difficulty of the route, the number of participants can range from a few dozen to over a hundred.

Religious tourism is practiced in Dobrogea, the monasteries of the Rooster, Celic Dere and the cave of St. Andrew, Derwent being some of the most popular destinations. Visitor accommodations are available at the monasteries. The process of opening the monasteries to the public is an old one, and the modernisation of accommodation and visitation (chiles, monastery courtyards) is obvious.

Recommendations

Currently, with the exception of the coastline, South Dobrogea does not have the resources suitable for itinerant tourism, spread over several days. Tourist itineraries can, however, function symbolically as a means of promoting the area as landmarks that are easy for the public to remember.

The use of itineraries can be fragmentary and adapted to the consumption behaviours currently in place. With a map of the routes at their disposal, tourists can more easily choose those convenient sights to visit, those on their way or those that allow a half-day trip.

Local governments must be involved or coordinate any tourism development strategy. This must involve collaborations between local governments, including through the proposal of national and regional measures and policies. Beyond the objective often brought into question by economic recovery through tourism, the responsibility for the accessibility of historical, cultural, natural resources to the public, independent of profitability, must be taken into account. The responsibility of local governments must go beyond the borders of localities. Fees too high for visiting targets and focusing on monetization of any natural or historical resource limit access to them by parts of the public. Therefore, tourism development projects must be ethical.

With the exception of the coastline, local tourism skills are reduced. The role of administrations must be an important one as facilitators of the development of the sector. Administrations can be involved in establishing contacts between the tour organisers (either the agencies themselves or niche actors) and potential local service providers. They can also be involved in identifying tourism opportunities and designing tourism services, together with travel agents. Town halls can designate a person responsible for the active search for tourist opportunities, who will maintain contact with tourism actors, potential local suppliers, and report the evolution of the demand for tourist services. The working style must be collaborative, not to pursue the immediate profit, to aim to explore a large number of possibilities for the development of tourism.

Heritage Inventory List

NrCrt	Name	City	Category
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1	Art Museum	Medgidia	culture-history
2	Sun's Pacui	Ostrov	culture-history
3	Ovidiu Fortification	Constanta Municipality	culture-history
4	Ulmetum Pantelimon	Pantelimon	culture-history
5	Callatis Tomis	Mangalia	culture-history
6	Carsium Fortress		culture-history
7	Carsium Museum	Harsova	culture-history
8	Capidava Axiopolis	Harsova	culture-history
9	Museum Castra		culture-history
10	Sacidava-Rasova	Cernavoda	culture-history
11	Tropaeum Traiani (Monument of Trajan	Rasova	culture-history
12	Tropaeum Traiani (Monumentul lui Traian)	Adamclisi	culture-history
13	Histria Fortress	Istria	culture-history
14	Albesti - Hellenistic fortress	Albesti	culture-history
15	Medgidia - Dapyx Historical Cultural Festival	Medgidia	culture-history
16	Cultural Festival -fishing	Ghindaresti	culture-history
17	Dinu and Sevasta Vintila Art Museum	Topalu	culture-history
18	Churches dug in chalk	Murfatlar	religious
19	Catholic Church Assumption	Oituz	religious
20	Constanta -Centru multiconfesional	Constanta	religious
21	Esmahan Sultan Mosque	Mangalia	religious
22	Cave and Monastery of Saint Andrew -Ion Corvin	Ion Corvin	religious
23	Dervent Monastery	sat Galita	religious
24	Casian Monastery	Targusor	religious
25	Monastery of Saint Epictet and Astion	Capidava	religious



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26	Monastery of Saint John the Baptist	Lipnita	religious
27	The glass of Sultan Mahmut	Harsova	religious
28	Abdul Medgid	Medgidia	religious
29	Cernavoda -Multifaith Center	Cernavoda	religious
30	Church of The Lord's Ascension	Ghindaresti	religious
31	Dobrogea Gorge		natural sites
32	Lake Buceag		natural sites
33	Eschioi Forest	Ostrov	natural sites
34	Canaraua Fetii	Oltina	natural sites
35	Mufloni Reserve	Negureni	natural sites
36	Fossil place	Aliman	natural sites
37	Hagieni Forest	Mangalia	natural sites
38	Canary, Putroasa	Harsova	natural sites
39	Ostrov Winery	Ostrov	culinary
40	Matthew's Pescaria	Agigea	culinary
41	Cherhanale, vineyard	Tatlageac	culinary
42	Rasova Winery	Cernavoda	culinary
43	Viisoara Winery	Viisoara	culinary
44	Darie Winery	Topalu	culinary
45	Gabai Winery	Traian's Valu	culinary
46	Cobadin - gastronomic point	Cobadin	culinary
47	Fisherman's Festival	Ghindaresti	culinary
48	Pension Casa in Buceag	Buceag	culinary
49	Histria Winery	Cogealac	culinary

A. ROUTES

A.1. THE RELIGIOUS ROUTE OF DOBROGEA

1. Esmahan Sultan Mosque

The Esmahan Sultan Mosque from Mangalia is one of the most important historical and cult monuments in the south of the Romanian coast.



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The mosque is built of carved stone, recovered from the ruins of the Callatis fortress, and was executed by a team of Turkish craftsmen.

The mosque is surrounded by a cemetery as valuable as the monument itself which contains Muslim tombs over 300 years old.

Both the mosque and the cemetery are on the list of Historical Monuments in Romania

The mosque was built in 1575 by the daughter of Sultan Selim II (1566-1574), who was the wife of Sokollu Mehmed Pasha, his father's vizier.

The Esmahan Sultan Mosque is a Moorish-style architectural monument, with a special style compared to the Turkish buildings in Dobrogea, the entrance to the window being preceded by a covered veranda.

A peculiarity of the construction is the fact that the stone blocks were joined together without using any binder, but only with the help of steel clamps cast in place in holes made of stone. At the entrance, the Esmahan Sultan Mosque is provided with oak support pillars. The ceiling decorated with wood is a work full of beauty and artistic mastery and attracts the attention of all visitors. Through an interior spiral staircase, you can reach the terrace at the top of the minaret. On the outside, the porch, pillars and wooden railings stand out.

In the courtyard of the place of worship there is a fountain made of stones from an ancient tomb.

After 1989, the Turkish tombs, over 300 years old, as well as the mosque itself, were reconditioned, and the courtyard was surrounded by a high fence.

In 2008, the foundation of the mosque was restored. The roof was stripped to be replaced with a new one. The plaster was restored inside and the minaret, which was very sloping, was restored to its original condition. The fountain in the courtyard, which was closed in 1959, has also been rebuilt, and the water will be used again for the ritual of washing the dead. The price of the works is over one million euros, an amount fully borne by Capa Tunc, former banker and owner of a mall in Bucharest.

2. Constanta - multiconfessional center

Constanta, the place that tells the story of the ancient Greek fortress Tomis and the oldest city in Romania, has a rare treasure.

Perhaps unique in Europe, this octagon of places of different cults, found in such a small space, is an unpolished diamond with an inexhaustible tourist potential. It is a true miracle what Constanța can tell, through its churches, about what she lived, how she lived together, what she offered as a model. Orthodox Christians, Catholics or Protestants, Mohammedans, Mosaics, Gregorian Armenians, all together are part of the common heritage of this place, and often the place of prayer is the last testimony of their passage through city life.

The confessional octagon of Constanța Vechi is an invaluable legacy of the city. The places of worship, without error, still bear, today, the memories of the ethnic communities that lived in these lands.



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The Romania's most famous geologist, Ion Simionescu, president of the Romanian Academy in World War II, traveled professionally through Dobrogea. He wrote with a sensitive artist's soul, that "a real ark of Noah is the land of Dobrogea.

A little further south, in the eastern extremity of the peninsula, on the edge of the high cliff, the few Armenians left in Constanța still open the doors of the church "St. Maria ". On the other side, towards the port, the ruin of the Ashkenazi Synagogue is still waiting for its saviors. In the south, in a small perimeter, the Orthodox Cathedral "St. Apostles Peter and Paul ", the Bulgarian Church " St. Nicolae ", the Great Mosque " Carol I " and the Roman Catholic Basilica " St. Anton de Padova " closes the circle of places of worship around Ovidiu Square.

On the main streets of Constanta you could hear Greek, Turkish, Armenian, German, French, English spoken frequently, Bulgarian, Russian and more and more other languages of the East and the West.

Religious holidays are also shared with neighbors of another faith, and not infrequently, if you look closely, you can easily see borrowings of customs from an Orthodox to a Muslim family, from a Catholic to a Protestant, and all together. Constanta has become, since the first half of the last century, the largest port on the Black Sea.

3. The Catholic Church Assumption of the Virgin Mary - Oituz

The Parish of the Assumption of the Blessed Virgin in Oituz (Constanța) was founded in 1991, but the presence of Catholic believers in the locality dates from the beginning of the century. twentieth century, the history of the Catholic community in Oituz being closely linked to the history of the locality.

The new church was also dedicated to the Assumption of the Mother of God, keeping the old patron saint. It is 31 m long and about 12 m high, with a 40 m tower (4 clocks) and a 3 m cross, illuminated. Built in Romanesque style, with Gothic windows, it has an elliptical vault and a presbytery like a triumphal arch. The altar is made of granite and covered with marble,

In the basement of the new church there is a chapel with the Holy Sepulcher. Also here is a large hall, for catechesis and meetings, and four other smaller rooms, with a parish museum, space for ministers, for the parish committee and for current use.

The painting of the church was made by Petru Roca, from Răducăneni (Iași), and the stained glass windows and the Way of the Cross are made in Poland, as well as the statues, except for the statue of the Holy Virgin Mary, which dates from the beginning of the twentieth century, is made of wood and has been restored.

4. Cassian - Targusor Monastery

Founded in 2003, the settlement reactivates the ancient monastic hearth in the "borders of the Casians and the Cave" where three saints from Dobrogea lived: Ioan Casian. Gherman Romanul and Teotim I.



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The place where heaven is closer to the earth or the place where Christianity began is today, the Monastery of St. John Casian. A place of pilgrimage, the monastery is located on Dealien Casienilor which houses a set of caves. Many of them still unexplored

Located on the northwestern edge of Pantelimonul de Sus, the fortress was built around the end of the 4th century and the beginning of the 5th century AD, probably under Theodosius the Great, as well as numerous buildings with a varied number of rooms. such as military barracks, a basilica and probably a military command. With some synopes it lasted until the end of the 6th century and the beginning of the 7th century, at the end of the Roman-Byzantine era.

The monastery is right on top of the plateau - awkward, lonely and without defensive walls. It's a simple house, a mountain refuge. It seems close, but it takes a long time to get to it.

5. Harsova - The Mosque of Sultan Mahmut

It is the oldest building in Hârșova and one of the most important historical monuments. It was built in 1812, during the reign of Sultan Mahmud II.

6. Cernavoda - multiconfessional center

At Cernavoda it speaks the universal language of music. Children of different religions and denominations sing together and delight in a community of just over 100 souls. Through the voices of children, the community rejuvenates and heralds a way of living in which the only choice that matters is the love of people. ”

The community of Cernavoda gathers together to live the same virtues of humanity and good common to all religions.

7. Church of St. Emperors Constantine and Helen

The construction of the Christian church, of Orthodox worship, has the shape of a cross, with a large dome in the middle and is built of stone and brick, covered with tin. The temple, pulpit and pews are carved in oak wood

The construction of the Christian church, of Orthodox worship, was made between 1882 and 1895 in Byzantine style.

The fresco painting of the church of St. Emperors Constantine and Helen is the work of the famous Vermont painter and is made in Byzantine style

8. Roman Catholic Church dedicated to the Nativity of St. John the Baptist.

It was build at the end of the 19th century, when the construction of the bridge over the Danube began, foreign workers arrived, mostly of the Catholic religion, including Anghel Saligny. It was the nucleus of the Catholic community in the city, where several priests of Italian origin served.

9. Medgidia - Geamia Abdul Medgid



The Abdul Medgid Mosque (also called the Great Mosque) was built between 1859 and 1865 by the Ottoman Government in the city of Medgidia. Today, the mosque is the oldest building in the city and one of the two places of Islamic worship in Medgidia.

It is a monumental construction, square in shape, in neoclassical style specific to Islamic architecture, made of hand-shaped limestone and cedar wood, brought from Lebanon. The minaret, 25 m high, with a spiral interior staircase and a circular terrace at the top, is also built of limestone. The interior is unchanged from construction and retains all the details in the original.

10. Churches dug in chalk ARE NOT OPEN TO THE PUBLIC

The rooms, with monastic function (churches and cells), were used in the X-XI centuries. Their walls are engraved with crosses and inscriptions in Greek and Slavonic. The complex was discovered in 1957, following works to expand the chalk exploitation areas.

11. Cave and monastery of St. Andrew - Ion Corvin

The monastic complex impresses with its monumentality.

St. Andrew's Monastery consists of three churches, the oldest of which was built in 1920 and houses the relics of St. Andrew. A very old cross, in the shape of an X, is erected in front of the altar, here being placed a finger that is considered to belong to Saint Andrew.

12. Dervent Monastery

It is located about 20 km away from the Romanian-Bulgarian border along the Danube.

It is famous for the healing properties of the "Stone of God", located in a special annex in the church of the monastery. Outside the monastery there is a healing spring, which, according to legend, was the spring where St. Andrew baptized the inhabitants of these lands. Instead of the spring, today a beautiful chapel with healing water is built

13. The monastery "St. John the Baptist" - Lipnita

The "St. John the Baptist" Monastery is located near the village of Lipnita. There is kept a fragment of the relics of St. John the Baptist, the relics of St. Dasie Dorostolski and a copy of the miraculous icon of the Blessed Virgin Mary brought from Moscow.

Lipnita Monastery is located between St. Andrew's Cave Monastery and Dervent Monastery, being closer to the latter.

A.2. THE RELIGIOUS ROUTE OF DOBRICH

1. Historical Museum - Dobrich, Dobrich Municipality;

The regional historical museum - Dobrich was founded in 1953. The funds of the museum keep over 180 000 exhibits, including: one of the richest in the country and the Balkans prehistoric collections of finds from the archaeological complex near Durankulak (5300 - 4000 BC); the "Ceramics" collection from the largest old Bulgarian ceramic production center near the village of Topola; the "Jewelry" collection from the rich late nomadic necropolis near the village of Odarts; one of the largest collections of medieval weapons in Bulgaria; the collection "Icons



from Dobrudzha from the Revival period" with the most numerous in Bulgaria samples of icons "St. St. Cyril and Methodius"; the collection "The Dobrudzha Question" - the only one in the country; the richest funds in Bulgaria "Yordan Yovkov", "Anastas Petrov", "Petar Dachev" and others.

2. The temple of the Mother Goddess - Cybele - Balchik, Balchik Municipality;

The temple of the Great mother goddess Cybele was discovered near Balchik in the spring of 2007 during excavations for the construction of a hotel. The construction was stopped by the Municipality. This temple of the mother goddess Cybele is unique not only for Bulgaria but also for the Balkans. Archaeologists believe that it is the best-preserved temple in the world and may be extremely important. The temple has been in operation for 700 years. Rituals were performed there even 100 years after the adoption of Christianity.

3. Architectural and Park Complex "The Palace" (Chapel of the Dormition) - Balchik, Balchik Municipality;

"The Palace" is the former summer residence of the Romanian Queen Maria Alexandrina Victoria de Edinburgh (1875-1938). It has the status of an architectural monument of culture and a monument of gardening and park art. The residence was designed by the Italian architects Amerigo and Augustino in 1924. It is decorated with beautiful threshold terraces on the steep sea shore, through which the water from two springs flows through special stone channels and flows into water mirrors and waterfalls. The style of the new buildings is in line with that of the existing ones, and the old mills have been restored. The contrast of the white rocks and the red roofs, typical for the city, is also preserved. Chapels, courtyards, parks, fountains and buildings in different styles were built - typical Bulgarian, Byzantine, Roman-Arabic, Moorish, Transylvanian and others.

The Chapel of the Dormition was built in 1932 and is located in another beautiful garden with white-blossoming flowers. From the chapel you reach a garden with lilies, called the "The garden with the Cross-shaped Water Mirror", carved like a cross in a stone terrace surrounded by heavy ship chains. In the northern part of the garden there is a small building that existed before the palace was built. A strong stream of water springs from its wall, which is believed to be healing. There is a small chapel - a holy spring.

"The Palace" is included in the list of "100 national tourist sites in Bulgaria".

4. "Akyazili Baba - Saint Athanasius" Tekke - the village of Obrochishte, Balchik Municipality;

The "Akyazali Baba" tekke ([tekke - 'dervish cloister', 'monastery', 'religious centre'], [baba - 'father']) - "the most famous Muslim and Christian shrine" in the Bulgarian lands in the past, is located near the village of Obrochishte. To this day, it remains the best example of Ottoman cult architecture in our lands since the early 16th century. Only two isolated from each other monumental buildings are now in good shape from the once vast religious complex: the Türbe (a Turkish word for "tomb"), or tomb of the saint, and the imaret, the place where the dervishes performed their rites and welcomed the guests of the tekke. In the central part of the türbe is the tomb of Akyazali Baba, northeast-southwest oriented and covered with green cloth.



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Akyazali Baba's belongings, believed to have extraordinary power, were once placed next to him.

5. Gyaurl Evleri Rock Monastery and Tarapanata Rock Cloister - Balik village, Tervel Municipality;

Already in the period of early Christianity, a colony of rock monasteries appeared along the Suha Reka River in Dobrudzha.

This colony of rock monasteries with fully preserved exterior and interior is located around the late antique fortresses near the villages of Golesh, Silistra, Balik and Onogour (Tervel Municipality) in the border areas between the municipalities of Dobrich and Tervel. It stretches for about 40 km along the Suha Reka River, with the southernmost point near the village of Hitovo (Dobrichka Municipality) and the northernmost near the village of Golesh (Kaynardzha Municipality). The centre of monastic life is the large rock monastery known as Gyaurl Evleri, not far from the village of Kragulevo (Dobrichka Municipality) and a group of rock monasteries at the foot of the fortress near the village of Balik. This monastic center has its daughter sketes, cells and churches located to the south and north of it, the most remarkable and best preserved are those near the village of Hitovo (Dobrichka Municipality), the village of Brestnitsa (Tervel Municipality) and the northernmost point to the large fortress near the village of Golesh.

6. Sveti Prorok Iliya (St. Prophet Elijah) Monastery and Bi-ritual (utraquistic, "of both kinds") religious sanctuary of „Mustafa Kanaat - St. Iliya" in the area of Teketo - the village of Aleksandria, Krushari Municipality.

Legends from ancient times say that once St. Elijah passed with his donkey through the village of Gaber, Dobrich region; he was belated and asked for shelter. The weather was very turbulent and no one gave him shelter. Bitter and offended, St. Elijah continued on his way and reached a valley near the present-day village of Aleksandria. He stopped on a rock, got off the donkey, and out of anger and resentment began to sink, moreover he was very heavy. His footprints and the hoofprints of a donkey can still be seen on this rock. After sleeping at this place, clear and healing water began to spring from under the roots of several centuries-old elms. When the Asparuh Bulgarians settled in these places, they chose to make a cult shrine on the rock, where the prints of St. Elijah and his companion, the donkey, are. There they worshipped the pagan deity Tangra and Elijah the Thunderer. The construction of the monastery continued with the construction of the St. Prophet Elijah temple, consecrated in 2009 and the residential and administrative wing. Not far away, a stone fountain was built on the healing spring, which is believed to cure various diseases.

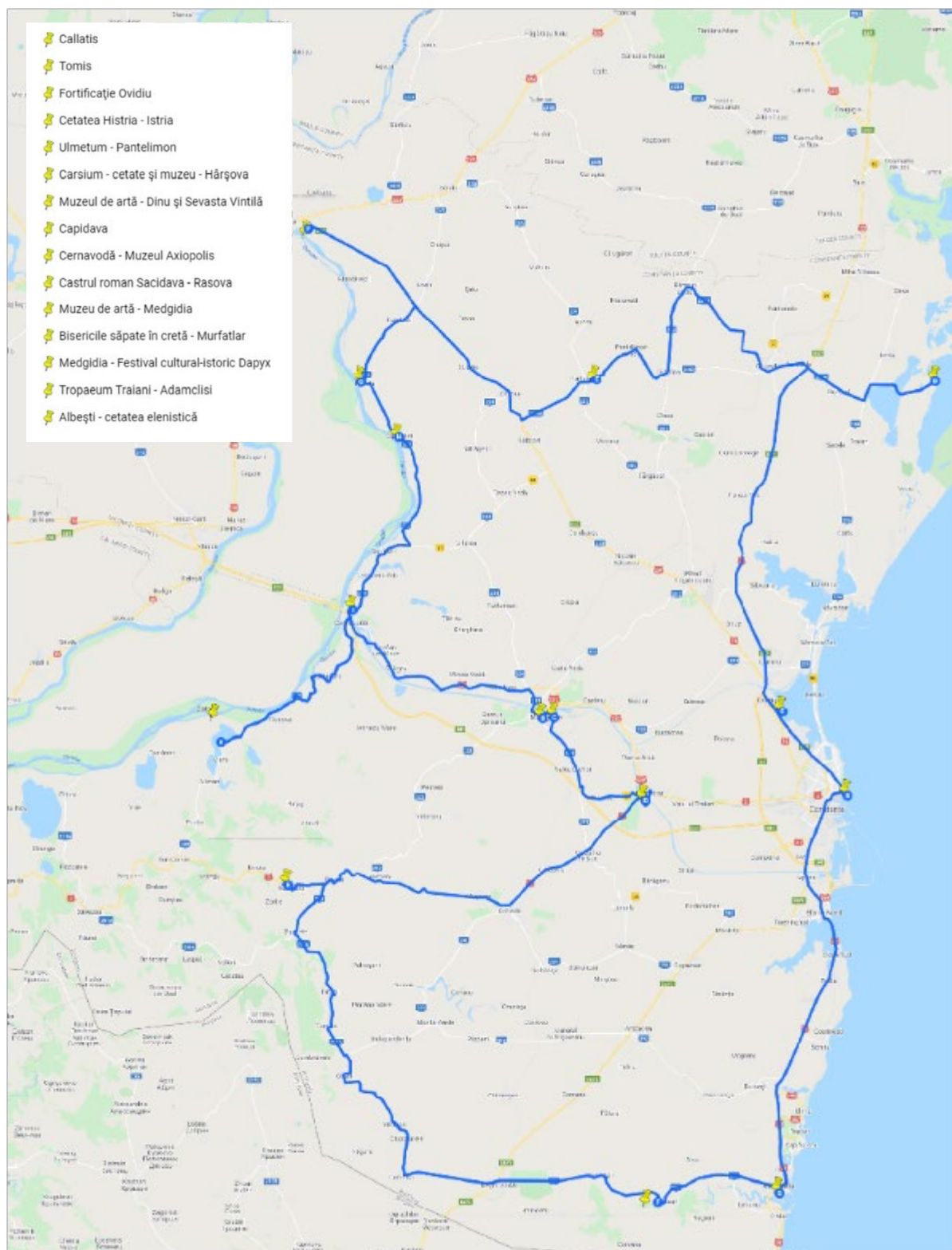


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THE CULTURE HISTORY ROUTE





B.1. THE CULTURE HISTORY ROUTE OF DOBROGEA

1. Callatis (Mangalia)

The city is located on the seafront and is the former Greek colony of Callatis. It is a summer tourist town, which has wide beaches and accommodation in hotels, villas and guesthouses.

Founded at the end of the 4th century BC, by the inhabitants of the Pontic Heracles, located on the Asian shore of the Black Sea, the fortress was named in memory of the river Cales, which bathed the lands of the metropolis of Heracleea. The prediction of an oracle was the one that was at the basis for the construction of Callatis, a fortress that would become in a short time, one of the strongest in the area, but at the same time, one of the richest.

Mangalia (Callatis) is the oldest city in Romania;

Mangalia is declared in 1899 the first maritime and spa climatic resort in Romania, after laboratory analyzes had established that its mineral waters are sulfurous, alkaline, slightly chloride-sodium and iodized.

The main tourist attractions in Mangalia are:

- **The Callatis-Mangalia Archaeological Museum** exhibits historical vestiges of the ancient Callatis fortress. The museum was inaugurated in 1959, after the modernization works of the city revealed countless vestiges from the periods: Neolithic, Greek, Roman and Roman-Byzantine. The museum includes a variety of objects of historical significance, starting with the exhibits inside the museum and ending with the archaeological monuments on the territory of Mangalia: the defensive wall of the Callatis fortress, the Roman-Byzantine Necropolis and the Princely Tomb. The permanent interior exhibition includes columns, capitals, metope friezes, ceramic vessels, amphorae, lampshades, statuettes, glass vessels, funerary stars, inscriptions, representations of deities, ornaments and jewelry, coins, utensils and many other objects of historical significance. An important exhibit of the museum is the papyrus tomb, dating from the fourth century BC. The papyrus discovered inside the tomb was written in Greek and is the oldest document revealed in Romania.
- **The Byzantine building** in Mangalia is a historical monument dating from the 5th-6th centuries AD. The historical remains were discovered between 1993-1995 during the construction of the President Hotel and were included in the building of the accommodation unit, where it is open and a museum. The rectangular ensemble, built of large blocks of limestone connected by lime mortar, stretched in the past to close to the city beach and consisted of several halls. Inside the museum arranged inside the hotel are exposed ceramic vessels used for storing and transporting food, and various architectural fragments.

2. Tomis

The ancient city of Tomis is an archeological site located on the territory of Constanța municipality which contains:

- Remains without monumentality from the primitive commune (Iron Age) invisible today;



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- compact layers from ancient Greek times (VI-IVa.Chr centuries) hidden;
- massive Hellenistic strata (4th-1st century BC);
- large-scale constructions from the late Hellenistic period (1st-2nd century AD);
- important remains of temples, warehouses, public buildings, mosaic floors, colonnades, streets and aqueducts, commercial squares, extinct art monuments, marble, glass and ceramics workshops from the Roman imperial era (1st-3rd century AD);
- basilicas with underground apses and crypts, public buildings, paved streets, etc. from the more developed period of Christianity (IV-VI centuries AD);
- the enclosure walls about 3 m thick with gates and defense towers erected in sec. III and rebuilt until the sec. VI d.Chr. ;
- the neighborhood of Christian basilicas and pottery workshops on the territory of the old station.

3. OVIDIUS fortification

The archeological site is located on the shores of Lake Siutghiol, near Ovidiu Island, on a total area of 7,120 square meters. The objective is composed of a Roman camp (Roman fortification from the 6th century), a paleo-Christian basilica that is outside the walls of the camp, a Roman settlement and a Roman aqueduct. The camp had the role of protecting the aqueduct that fed Tomis, the city of Constanța today.

The project of redevelopment Ovidius fortification is financed under the Regional Operational Program 2014-2020, the value of the investment being approximately three million euros. The duration of execution and implementation of the project is 2.5 years from the order of starting the works.

4. Histria Fortress - Istria.

Istros / Histria, the oldest Greek colony on the western shore of the Black Sea, was founded by Milesians in 657-656 BC. The etymology of its name, Histria, seems to be related to the ancient name of the Danube river, Istros (Ἰστρος), as we learn from Pseudo-Skymnos (Periegesis, 765). The Danube had a different course at the time of the founding of the Milesian colony Histria, on the western shore of Pontus Euxinus (Black Sea). One of its arms, clogged today, passed close to Histria. Herodotus located the mouth near the place where the settlers of Miletus had founded Histria (Hist. II, 33). And Pliny the Younger speaks of the arms of the Danube, which flowed above Histria, to the north (Nat. Hist., IV, 11 (18), 41). The location of the colony on a promontory easy to defend, provided with a sheltered anchorage, surrounded by a rich rural territory, as well as the proximity of one of the old arms of the Danube determined a rapid economic, social and cultural development of the settlement.

Both the 15 monographic volumes published in the last 50 years and the countless studies published in prestigious journals and volumes, testify to this. All this made Histria to be considered a pilot site in the study of Antiquity in the Black Sea area and at the same time an important school site for classical Romanian archeology.

There is an archeological museum, a restaurant, and a car park in Histria. The fortress is one of the important tourist objectives in the area, due to the developed tourist infrastructure.



5. Ulmetum - Pantelimon

The fortress is located on the territory of Pantelimon commune. Both the local administration and the archeological community of Constanta want to include the fortress in the Dobrogea tourist circuits.

The first archaeological excavations at the fortress were carried out by the great archaeologist Vasile Pârvan during the years 1911-1914, they are being resumed by a group of archaeologists from Constanta since 2004 until now.

Located on the northwestern edge of Pantelimonul de Sus, the fortress was built around the end of the 4th century and the beginning of the 5th century AD, probably under Theodosius the Great, as well as numerous buildings with a varied number of rooms. such as military barracks, a basilica and probably a military command. With some syncope's it lasted until the end of the 6th century and the beginning of the 7th century, at the end of the Roman-Byzantine era. It is a fortification integrated into the small or medium categories, which gradually became a fortified settlement and which in the 5th century AD. it was attacked and almost destroyed by successive Hun waves. Among the military units stationed in the fortress over time are Cuneus equitum scutariorum and Paedatura lanciarium iuniorum.

Archaeologists in Constanța have established that, at the end of the 4th century, the fortress of Ulmetum hosted hundreds of Gothic federations, who had received the right to settle in this area. During the excavations, the tomb of a Germanic nobleman was discovered in the center of the fortification, which contradicts the hypothesis that the necropolises were located only outside the localities.

The tomb discovered inside the fortress aroused the interest of researchers, the necropolises being usually built only outside the fortifications. Gothic specific ornaments, two silver brooches, Germanic pottery, lead to the conclusion that in the IV - V centuries there was a large Gothic population in the area. Along with the tomb, the archaeologists from Constanta also discovered a rather large building in the center of the fortress. Thus, the fortress built in the fourth century lasted until the sixth century. Gradually becoming a fortified settlement in the 5th century, the fortress was attacked and almost destroyed by the three Hun waves.

6. Carsium Fortress - Hârșova

The Roman and Roman-Byzantine fortress Carsium was probably built over a Getic fortification, as early as the second half of the 1st century AD. At the beginning of the 2nd century AD, during the Dacian wars, in the year 103 AD, Emperor Trajan strengthened the fortification with stone walls.

The fortress is frequently mentioned in all documents of antiquity from the second century AD to the seventh century (Ptolemy, Tabula Peutingeriana, Itinerarium Antonini, Notitia Dignitatum, Hierocles, Procopius, the Geographer of Ravenna) with the name of Carsum, Carsio, Carso, Carsos.

Historical sources indicate the repeated destruction of the city and its restoration during the reigns of Emperors Constantine the Great and Justinian. In Hârșova is known the largest number



of milestones (Roman road terminals) in Dobrogea: ten so far. This fact proves that the authorities repaired and maintained, in antiquity, in optimal conditions, permanently, the roads that ensured its connection either along the Danube limes or inside the province with the other settlements. Hence the importance of the ancient town as a commercial and transit area, as evidenced by the exceptional discoveries made over time.

7. Carsium Museum

The museum illustrates, with the most representative discoveries from Hârșova and its surroundings, the development of the material and spiritual civilization in the Danube area, starting from the Neolithic and until the beginning of the modern era. Pieces of special value are exhibited, some presented in international or national exhibitions, typical of Neolithic cultures (Hamangia, Gumelnita), metal culture, Roman, Roman-Byzantine and medieval civilization on the Lower Danube.

8. The Sultan Mahmud Mosque is the oldest building in Hârșova and one of the most important historical monuments. It was built in 1812, during the reign of Sultan Mahmud II.

9. The water channels from Hârșova is a special avifauna protection area - SPA (Natura 2000 site) which includes Jurassic limestones with a special landscape aspect. The Harsova Canary Islands Reservation is characterized by a good representation of the rock (limestone) habitats to which typical flora and fauna species are associated. The waters of the Danube are a determining factor in the presence of a rich avifauna represented by many species. The reservation covers an area of 5.30 ha and has been declared a natural monument due to its scientific importance.

10. Celea Mare - Ene Valley is a protected area on the Danube bank, between Hârșova and Ghindărești, with limestone reliefs and flora specific to Central Dobrogea, a valuable reminiscence of the forests that covered the area in the past.

11. Sulfur thermal baths Hârșova - Puturoasa. The water of an underground thermal sulfur spring is captured in two cement basins right on the bank of the Danube, in the middle of nature, becoming a very popular place among the inhabitants of Hârșova and beyond. Tests have shown that water has therapeutic indications for diseases: rheumatic, gynecological, dermatological and neurological. The place needs a proper arrangement, without losing its character of space in nature.

12. Art Museum - Dinu and Sevasta Vintila

The Dinu and Sevasta Vintila Art Museum is arranged in Topalu commune, based on the collection donated to the native commune in 1961 by Doctor Gheorghe Vintilă, son of Dinu and Sevasta Vintilă. The museum is a section of the Constanta Art Museum.

13. Capidava

Capidava Fortress rises on the right bank of the Danube, halfway between Hârșova and Cernavoda, the road that connects the localities passing right next to the fortress walls.



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The fortification has the shape of a quadrangle with long sides from NW to SE - 105 m x 127 m, with walls over 2 m thick and 5-6 m high, with 7 towers over 10 m, of which 3 rectangular towers, 2 towers in a quarter of a circle and 2 horseshoe-shaped (U) intermediate towers, a 2.50 m wide gate located on the SE side that connected with the rest of the territory and a strategic exit on the SW side of the tower from the Danube, where it was arranged the port.

14. Cernavoda- Axiopolis Museum

The Neo-Eneolithic is represented by the Hamangia culture. The ceramics with a black, dark brown coating can be admired, with parallel rows of fine stings with circular, meandering strips, inlaid with white kneaded limestone paste. The stone was polished, with small axes, hoes, chisels, arrows. The plastic is represented by "the thinker and his partner" masterpiece of Neolithic sculpture, discovered in Cernavoda, in a tomb in the necropolis on Sofia Hill, in 1956. They have expressive details: contour of the cheeks, the woman is pregnant indicating the cult of fertility. The statuettes are slightly triangular, dark brown to black. Their significance can be a funeral one, the belief in fecundity and fertility, they can represent two deities or the deceased.

In the inner courtyard of the museum are exposed, freely, historical vestiges: funerary inscriptions, milestones, the Dacian vessel chiup, tombstones and stone sarcophagi

15. The Roman camp Sacidava-Rasova

Between the localities of Rasova and the Danube, on a high hill on the right bank of the Danube, in the Musait point, were identified traces of walls and were recovered some inscriptions. Archaeological research began in 1969 and continued, with some interruptions, until 1980. In the last three years, small interventions have been made in the fortification here.

The name Sacidava is known from ancient literary sources and was confirmed by epigraphic discoveries.

At the Musait point there is a fortification of the Scythian limes, with several phases of development, having an uninterrupted evolution since the beginning of the second century AD. until the first quarter of the seventh century AD.

The last stage of life within the walls of Sacidava takes place between the years 602-620.

16. Art Museum- Medgidia

The "Lucian Grigorescu" Art Museum is a county museum in Medgidia, located in Alea Trandafirilor no. 1.

The museum operated from 1964 to 1975 in an inappropriate building. In 1975, the museum moved to the building of the former high school, becoming a section of the Constanța Art Museum.

17. Churches dug in chalk (Ensemble dug in chalk - Murfatlar)

The ensemble dug in chalk from Murfatlar consists of rooms and galleries, being dug in a chalk hill located near the chalk quarry in Basarabi. The rooms, with a monastic function (churches



and cells), were used in the X-XI centuries. Their walls are engraved with crosses and inscriptions in Greek and Slavonic.

The complex was discovered in 1957, following works to expand the chalk exploitation areas.

18. Medgidia - DAPYX Festival of historical games and reconstructions

Annual festival in late April-early May. The event brings together over 100,000 participants in the four days of development. The number of associations participating in the event totals over 400 people, thus having chances to become the largest genre festival in Eastern Europe.

19. Tropaeum Traian - Adamclisi

Tropaeum Traian is one of the most important ancient monuments in Romania. The first excavations were undertaken starting with 1882 by Grigore Tocilescu.

The ensemble, of which the monument was a part, also included a funerary altar, of which walls were inscribed the names of the approximately 3,800 Roman soldiers who probably fell in the battle of Adamclisi, and also a mausoleum, with three concentric walls, in which it seems that the commander (praefectus castrorum) was buried, who, at the cost of his life, decided the victory in 102.

The Adamclisi Archaeological Museum is a "site museum" which, together with the Tropaeum Traiani Triumphal Monument and the Tropaeum Traiani Fortress (dating from the 2nd century) forms the Tropaeum Traiani Museum Complex. The museum building, inaugurated in 1977, is designed as a lapidarium and includes many archaeological remains discovered in the fortress and surroundings.

20. Albesti

The fortified settlement from Albești is located in the territory of Callatian. The period of inhabitation of the site is placed between the IV-III centuries BC.

Archaeological materials

The recovered archaeological inventory is numerous and varied: containers and stamps, household vessels (imported or of local origin), ceramic statuettes and reliefs, bone or metal objects, coins, etc. The best represented category

The usual pottery consists, in order of frequency, of lekythoi, bowls, cups, plates, ointments and lampshades. An important and well-individualized category is the local ceramics; it appears in forms and techniques that continue the older Hallstattian tradition and always together with pottery of Greek origin.

source: Museum of National History and Archeology Constanta

Near Albești it is the Hagieni forest, a natural reservation with a zoo-botanical profile. The importance of the forest, dominated by oak species, lies in the fact that it is a nesting place for various species of birds.



B.2. THE CULTURE HISTORY ROUTE OF DOBRICH

1. Architectural and park complex "The Palace" - Balchik, Balchik Municipality; (see page 36)

2. Yordan Yovkov Museum - Dobrich, Dobrich Municipality;

The museum is located in the central part of Dobrich near the town park. It was opened in 1980, on the occasion of the 100th anniversary of the birth of the famous Bulgarian writer. The museum keeps more than 10 000 exhibits related to the life and work of Yordan Yovkov.

The Yordan Yovkov Museum is included in the list of "100 national tourist sites in Bulgaria".

3. The House of Yordan Yovkov Museum - Dobrich, Dobrich Municipality;

The house is an immovable cultural property of national importance. It has preserved the unique atmosphere of the time when the famous Bulgarian writer Yordan Yovkov lived here during the most romantic months of his life. In the "big room" of this small Dobrudzha home he married his wife Despina Koleva and began to write his first work on a non-military theme - the long short story Zhetvaryat (Harvester).

The sculptural figure of one of Yovkov's characters - Lutsan, who embodied the eternal human striving for beauty, love and faith in the good, also introduces us to the world of the fiction writer.

4. Museum collection "Yordan Yovkov" - Krasen village, General Toshevo Municipality;

The museum collection for Yordan Yovkov in the village of Krasen was established in 1975 and was opened on the occasion of the 95th anniversary of the birth of the classic, in the presence of his daughter Elka Yovkova. It is one of the places that keep alive the memory of the humanist writer Yordan Yovkov, because he arrived here in 1907 to live and teach (until 1912). The writer lived in the inn at Philip's pub. It is in this pub that the plots in several of Yovkov's stories unfold. Here, in a corner on the second floor, a reed cigarette in hand, the classic writer used to sit, watch the peasants and write drafts of his literary masterpieces.

5. Museum of Dora Gabe - Dabovik village, General Toshevo Municipality;

A museum in the native village of Dora Gabe - Dabovik, shows the death mask on the hands of the poet. This is certainly not the only interesting exhibit there. The village museum houses another 140 books from Dora Gabe's personal library, her favorite coffee cups, her notebook with phone numbers of friends, her glasses and a deck of cards. **Kaliakra Architectural and Natural Reserve - Kavarna, Kavarna Municipality;**

6. Cape Kaliakra and the archaeological reserve located on its territory are located 12 km southeast of the town of Kavarna. This is one of the most attractive places for tourists on the Black Sea coast because of the rich history, preserved nature and beautiful panoramic views. Many legends are associated with Cape Kaliakra. The most famous of them tells of 40 Bulgarian girls, led by the beautiful Kaliakra, who jumped from the rocks into the sea to escape from the Ottoman Turks. In order for none of them to give up, they braided their hairs together.

Kaliakra Nature and Historical Reserve is included in the list of "100 national tourist sites in Bulgaria".

7. Audio-visual complex "Ongal" - the village of Balgarevo, Kavarna Municipality;

It is located in the village of Balgarevo. Its exhibition was opened in 2014. Its purpose is to



promote Bulgarian history, telling parts of it in a modern and attractive way for visitors. The centre has nine halls, each of which tells in 7 languages of a specific period of the Bulgarian history. Various audio-visual aids are used for this purpose. Around the centre there are replicas of clothing and weapons used by the ancient Bulgarians.

8. Adriana Budevskia House Museum - Dobrich, Dobrich Municipality;

Adriana Budevskia is one of the founders of the professional theater in Bulgaria and is considered one of the greatest Bulgarian performers of tragic roles. She was born in Dobrich. She graduated high school in Varna.

The museum exhibits many artefacts that tell about the life and artistic career of the great actress. The building also has a classroom, where children and young people have the opportunity to develop various activities related to literature and theatre.

9. Architectural and Ethnographic Outdoor Museum "The Old Dobrich" - Dobrich, Dobrich Municipality.

The Old Dobrich Architectural and Ethnographic Museum is an outdoor museum where the traditional Dobrudzha crafts from the end of the 19th and the first half of the 20th centuries are preserved, presented and developed. It is located in the centre of the modern town of Dobrich, on the site of the former Odun Bazaar. In the restored old town bazaar, hereditary masters continue the centuries-old tradition of their crafts. The old clock tower, built in the eighteenth century, in the centre of the complex is restored and is accessible to tourists.

C.1. THE CULINARY ROUTE OF DOBROGEA

1. Cherhanale, vineyard - Tatlageac area

Between 23 August and Olimp resort, in the area of Lake Tatlageac, there are several cherhanales, where various fish dishes are eaten. Some of the fish is locally fished, and menus include local recipes.

In the same area is the Clos des Colombes vineyard, where there is a restaurant, wine cellar and accommodation

2. Matei's fishery - Agigea

It is located at the root of the southern dam of Constanta port and is one of the most popular fish restaurants in Constanta.

The restaurant is run by a family of fishermen. Local and international recipes are used.

3. Gabai Winery - Traian's Valley

The winery and vineyards are located on the hills of Valu lui Traian, 10 km from Constanța, on an area of 3 ha, with a beautiful view over the hills from Murfatlar.

Visits include vineyards, wineries, five wine tastings, snacks, coffee and water.

4. Crama Histria - Cogealac

5. Cultural fishing festival - Ghindaresti



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The largest community of Lipovan Russians in Constanța, 95% of the almost 2000 inhabitants, is located in Ghindărești, a locality located 11 km from Hârșova, on the right bank of the Danube. In Russian, Ghindărești is called "Novoseolki" or "Novinkoe", meaning "New Village", because it seems that this was the last settlement in Dobrogea where the Lipovan Russians settled, their presence here being recorded by a document from 1837. However, it is believed that the starovers settled here earlier, after the village hit by a plague epidemic, around 1827, was abandoned by the Romanians who lived there. Lipovan Russians are believers of the old rite, their holidays, a factor of social cohesion, as well as going to church, being kept according to the Julian calendar, 13 days away from the Gregorian calendar, used by Romanians.

6. Darie Winery - Topalu

Near the town of Hârșova and the Danube, in the commune of Topalu, there is the vineyard of the Darie family, with the winery of the same name. The 29 ha vineyard was established in 2009 by the owners' desire to make a high quality wine from grapes grown on a particularly suitable soil.

Darie Winery can be visited and offers wines from the category of Premium wines from the following varieties: Chardonnay, Fetească Neagră, Cabernet Sauvignon, Merlot and Roze.

7. Crama Rasova - Cernavoda

The vineyard and winery are located in Cernavoda, Constanța, near the Autostrada Soarelui - Cernavoda exit, stretching over an area of 50 hectares. The presence of the sun plays an essential role for the quality of grapes and wine and is one of the symbols of the winery.

The main grape varieties grown in Rasova, with care and passion for quality, are: Sauvignon Blanc, Pinot Gris, Cabernet, Syrah and Pinot Noir. The collections are composed of fresh, light wines. Most come from the production of 2018 and only a few from the production of 2016, so we present a category of young wines.

8. Pension house from Bugeac - Bugeac village

Lake Bugeac is Lake Bugeac Natura 2000 site and is located on the territory of Ostrov commune. It is a fluvial estuary with an area of about 1400 ha, where rare species of plants, birds and fish are protected. The relief around the lake is very varied, it has high and steep shores that can reach 30 m in height, calcareous rocky areas with fossil deposits separated by wide bays.

"Ecological fish of Bugeac" is a fish farm on Lake Bugeac, within the commune of Ostrov, and a fishing spot, where sports fishing competitions are also organized. The species of fish are: carp, crucian, perch, pike and pikeperch.

9. Ostrov domains

Ostrov domains. They are located in the southwest of Constanța County, along the right bank of the Danube, on the upper terrace, with a length of 30 km. The exposure of the hills and the luster of the Danube give the vine culture very good conditions necessary to obtain high quality wines.

10. Viisoara Winery - Viisoara village



Is a winery of a vineyard plantation brought from France. A characteristic of Viisoara Winery is that you can find here all types of wine: dry white, semi-dry and semi-sweet white wines, dry and semi-dry red wines, rosé wines, because all these vine varieties are present and the winery can make the whole range of wines, covering all consumer tastes and requirements.

11. Cobadin - Gastronomic point

Cobadin is a commune with potential in tourism due to the festivals it organizes, with culinary specificity, from Turkish and Tatar cuisine or cultural, with ethnic dances.

It also has the potential to have open local gastronomic points, which are successful in the Danube Delta, ie households open to tourists who are served with traditional food and thus spend time in the local atmosphere.

THE FESTIVALS ROUTE FOR DOBROGEA

After analyzing the possibility to generate a distinct itinerary organized on the basis of Festival type events, we came to the conclusion that the distribution throughout the year is uncorrelated, the regularity of their organization is uncertain, due to organizational and motivational factors. For this reason we concluded that the organization in the same period of the year, in the interval of max 7-14 days as a tourist can allocate time for participation, is practically impossible and there is no capacity to generate a realistic itinerary.

However, given that in Bulgaria the situation is different, insofar as this itinerary can be linked to certain events, from a certain period in the Dobrichka area, combining with the locations in the Culinary Itinerary, a special route can be generated, which to highlight common Romanian-Bulgarian traditions and to provide a realistic overview of the diversity and originality of these events in the Harsova-Dobrichka area.

No	Location	Cultural events	Months											
			I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII
1	Constanta (Museum of Folk Art)	Martişor fair												
2	Constanta (exhibition pavilion)	Beer Festival												
3	Constanta (exhibition pavilion)	Dobrogen E-traditions and crafts festival"												
4	Constanta (Ovidiu Square)	Scallops Festival												
5	Constanta (Ovidiu Square)	Constanta Street Food Festival												
6	Constanta (Art Museum)	Mineral Expo Jewelry, Minerals and Semi-Precious Stones Fair												
7	Constanta (Ovidiu Square)	"Dobrogean Wine Festival 2019 Pontus Euxinus"												
8	Constanta (National Opera and Ballet Theatre "Oleg Danovski" Constanta)	Romanian Summer Musical Artistic Stage - SAMER 2020												



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No	Location	Cultural events	Months											
			I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII
9	Constanta (Country of Dwarfs, Tabacaria Park)	Winter Festival (columns, musical recitals, performances)												
10	Constanta (Ovidiu Square)	Dobrogea Day -DobrogenE Ethnic Festival												
11	Albesti	Inter-county Contest Festival "I am proud of my port"												
12	Agigea	Festival Contest "Spring Festival": music and dance, modeling, painting, theater, poetry												
13	Cumpana	International Festival "Rode of the Earth": gastronomy, ethnography, folklore, exhibition, parade, sculpture contest, music												
14	Ghindaresti-Constanta County	Fishing Festival , with lipoven specific												
15	Harsova	Festival-Concert of Interpretation of Song and Popular Dance "Dobrogean Spring Spring of Folklore", 3rd edition - House of Culture "Carsium												
16	Harsova	Days of Hârşova												
17	Ostrov - Constanta County	Festival "New Wine"												
18	Pecineaga- Constanta County	Lavender Festival - Dobrogen experiences												
19	Mangalia	Navy Day: Navy parade, show, music, traditions												
20		National Folklore Festival for Children and Young Performers of the National Folk Song and Dance "Dobroge, folklore hearth"												
21		Mangalia Day: cultural-artistic												
22		National Folklore Festival for Children and Young Performers of the National Folk Song and Dance "Dobroge, folklore hearth", 12th edition												
23	Cernavoda	Cernavoda days cultural-artistic, gastronomy, exhibitions, traditions												
24	Murfatlar	Martyr's secateurs: campcelebration, music, traditions												
25		Murfatlar Day: camp celebration, music, traditions												
26		Kures:Tatarcountry serbare, traditions, gastronomy, music												
27	Navodari	Fish Festival												
28	Topalu	Festival - National Contest for the Interpretation of the Romanian People's Song "Dan Moisescu"												



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No	Location	Cultural events	Months											
			I	II	III	IV	V	VI	VII	VIII	IX	X	XI	XII
29	Tuzla	Ttuzla's Cultural Week: traditions, music, gastronomy												
30		Household Fair: traditions, music, gastronomy												
31		Dobrogea Week: music, traditions, gastronomy												
32	Traian's Valu	Kures: Tatarcountry celebration, traditions, gastronomy, music												
33		Harvest Day												

C.2. ROUTE RELATED TO CUSTOMS, WAY OF LIVE, MUSIC AND CUISINE FOR DOBRICH

1. Feast of the Pots - Krushari village, Krushari Municipality;

The feast of the pots is held in June in the Municipality of Krushari. The festival is called "Culinary Academy of Dobrudzha". The celebration of the pots started in the smallest village of Zimnitsa in the Municipality of Krushari. Now, with the support of the Municipality, the Pot Festival is becoming an emblem of the Municipality of Krushari.

2. National Lavender Festival - General Toshevo, General Toshevo Municipality;

The National Lavender Festival is traditionally held around Midsummer's Day in the town of General Toshevo. The purpose of the event is to pay attention to the leading place in Bulgaria in the cultivation of lavender and the production of lavender oil and to bring together producers, distillery owners and scientists involved in the production of lavender oil. A Lavender Bazaar is organized with the participation of traders, producers of essential oils and lavender organic products, applicators and farmers.

3. European youth pop-rock competition "Sarandev" - Dobrich, Dobrich Municipality;

European Youth Pop-Rock Competition "Sarandev" is one of the most prestigious festivals for young pop-rock performers, a place for creative contacts and verification of artistic criteria

4. Folklore Fair "Songs and Dances from Sunny Dobrudzha" - Debrene village, Dobrichka Municipality;

The event is always held on the last Saturday of June. Traditionally, it brings together several generations which continue to respect and preserve Bulgarian traditions. The folklore festival in Debrene is a bearer of the Dobrudzha culture and way of life, of the folk traditions of the Bulgarian spirituality. During the fair the holiday of Dobrichka Municipality is also celebrated. The event is a part of the National Cultural Calendar of Bulgaria.

5. International Festival "Days of Classics in Balchik" - Balchik, Balchik Municipality;

The International Festival "Days of Classics in Balchik" is among the most prestigious events in the country, attracting performers from around the world and a mixed audience.



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During the seven-day festival leading musicians from all over Europe play on the open stage "Mistral" by the sea. This event is a sort of culmination of a series of artistic events by the sea, which gathers more and more fans. The festival is under the patronage of Balchik Municipality.

6. Mussel and Fish Fest - town of Kavarna, Municipality of Kavarna;

In September, a festival is organized in the town of Kavarna, which gives the opportunity to master chefs from the country and abroad to express themselves in the preparation of dishes from mussels, as well as sea and freshwater fish. Apart from culinary temptations, the festival guarantees the good mood of the visitors with a series of concert performances.

7. Melon Festival - Balgarevo village, Kavarna Municipality;

In the village with the longest coastline of all settlements on the Bulgarian coast, a holiday dedicated to the melon is organised. The program includes folklore and classical performances, animation for children, figures with melons, a ranking of the sweetest and largest melon.

8. July Morning - Kamen Bryag village, Kavarna Municipality;

July Morning is among the holidays in the cultural calendar of Kavarna Municipality. It started in 2004. After July 1, 2007, the event became a tradition. Then the vocalist of Uraya Heep - John Lawton - sang the cult song "July Morning" at sunrise on the rocks by the sea in the village of Kamen Bryag - the easternmost coast of Bulgaria. Since then, every year thousands of people gather on the morning of July 1 to meet the first rays of the sun together at the place where the sun first illuminates the Bulgarian land.

9. Jazz in the village - the village of Kamen Bryag, Kavarna Municipality;

The festival is held near the iconic beach, where traditionally July Morning has been celebrated for decades.

Every year an exclusive selection of musicians gathers fans of jazz at the boutique festival "Jazz in the Village" at the end of July in the village of Kamen Bryag.

10. Kite Festival - Shabla, Shabla Municipality

The event is dedicated to coastal Dobrudzha, the birds and the people in it.

The program of the festival has many attractions: Demonstrations of original kite models made by the participants themselves; Art workshops for making kites, jewellery and applications from natural materials. Handmade souvenirs are displayed on a stand and everyone can buy whatever they like; Designated places for eating and drinking; Organic market with ecologically produced local products (vegetables, fruits and honey); An open stage for anyone wishing to perform; Walking excursions for bird watching to Tyulenovo and Tuzla.

D.1. THE NATURE & XTREME ROUTE FOR DOBROGEA

The Nature Exploration and Xtreme Activity Trail is a proposal that aims to spend an active vacation, sprinkled with objectives that offer clients a wide variety of activities, so that they can practice or learn various sports, that offer unforgettable memories.

Thus, between the objectives of the route, participants will have the opportunity to travel by bicycle, ATV, horse and other boats.

1. Limanu





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Due to the infrastructure developed in the sphere of water sports, Limanu is the first stop where sailing courses can be made, on various boats, and participants will be able to sail in a mini regatta to Eforie Sud, learning the secrets of the handle of a sailboat and the specific terms used by sailors.

2. Eforie Nord

In the resort there is an underwater diving center where participants will have courses and will be able to do underwater activities accompanied by instructors. They will be able to admire the flora and fauna of the sea in the area and for those who are interested will be able to organize an underwater voyage to Tuzla, from where they will be picked up by coach. Those who do not like this mode of travel will be transported by coach to the Airport/Tuzla Aerodrome.

3. Tuzla

Tourists from Tuzla will be able to participate in Skydiving sessions where they can see the sea and resorts from above. Once at the airfield, they will be met by professional instructors who will give them all the information on the jump and equip them. Next comes the 20-minute flight to Mihail Kogalniceanu airport, during which time it will climb to an altitude of 4000m. After they get out of the plane, they'll float through the air through a free fall of about 60 seconds, at a speed of about 200 km per hour. At 1500 m the instructor will open the parachute, following a flight of 6 to 10 minutes, then landing. This will be done near the Oituz

4. Oituz

There is a riding centre where participants will be trained and equipped. Then they'll be able to learn trot or gallop riding. For the experienced there will be a route to the next location of the Itinerary Palazu Mic. The others will be able to travel by ATVs or coach.

5. Palazu Mic

The area is smooth, without any obstacles, with constant winds and quite strong, conducive to take-off with hang glider or paraglider. Short and dense grass offers the possibility to take off without problems. Participants will be able to fly with instructors to Casian, another location known for practicing these aviation sports.

6. Casian

The take-off and landing area is called "La Pietre" due to rock formations well sanded by the wind. This area is loose, NE-oriented, you can take off or land with the hang glider and paraglider. We need a lot of attention on takeoff, only with the wind in front. After landing, participants will participate (take part) an off-road session in ATVs with the destination Cheia.

7. Cheia

In this area participants will be able to learn the method of climbing, climbing and descending in booster with insurance. For those experienced will organize competitions with routes with degree of gradual difficulty and contractimp.

8. Located towards the center and base of the **La Adam Cave** cliff shows a spacious entrance into the cavity (about 8 meters high) that is easy to observe in the leafless season; and outside of it, even the versed eye of a speologist cannot even immediately discover it, beyond the horn tree, the bushes



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and the lianas that tangle in front of it. Beyond the entrance follows a large gallery (images 6 and 7), high (up to 11.5 meters), strongly ascending, with walls that ba open, ba approach, gradually losing themselves in deep darkness. Through the ceiling of the gallery comes light from other spaces of communication with the outside.

9. The Bat Cave is 500 meters long. Beyond the entrance C (share -7.6 meters, about 40-50 meters difference in level from the base of the limestone cliff) we enter the first important space of the cave, i.e. Hall b, from which the two main galleries.

The ample shapes on the ceiling and walls already show us that the Bat Cave was created in a flooded regime.

10. Crucea

The next stage of the bike route is to visit a rare, particularly beautiful area. Participants in the itinerary will be able to admire live, in the warm seas, some animals - we mean to the corals. The skeleton of the corals is calcareous, red or white, and is appreciated when making various ornaments. The surrounding colonies sometimes give rise to other important shapes, called atolls, which can reach tens of kilometers in diameter and significant highs. At the center of the atolls is a hollow that can sometimes be hundreds of meters in diameter and depth. From here we will go to Harsova on the road route - E60.

11. Harsova

From the city's wharf you will be able to go on the route to Ghindaresti with the kayak of 1 or 2 people assisted by instructors and motor boats. Participants who do not wish to go by kayak or traditional lotca, will leave by cruise boat with the final destination Ostrov.

12. Ghindaresti

In addition to sport fishing, participants will be able to visit the fine sandy island of Mileaki, the Halubeanic and Ded i Babka cliffs, and stroll the hidden canals. They will also be able to taste the famous dishes of lipoven.

13. Ostrov - Lake Buceag

Once in Ostrov, participants will board the bus bound for Lake Buceag Next to Ostrov is one of the favorite destinations of the keen fishermen. Lake Bugeac is a protected area and Natura 2000 site due to the numerous species of waterfowl that often come to winter in this area. Some of them are rare, as in the case of the curly pelican, which you can only meet in the Delta. Sport fishing is allowed, for a seemingly peppery fee of 100 lei per 12 hours The lake is the southernmost of the series of river limans, it has high and steep banks that can reach 30 m high, the flat bottom in the form of a bay-depression. The lake is connected to the Danube, and there is a dam that regulates the exchange of waters. In the western part of the lake is the presence of a tall and rocky (limestone) strip of land.

14. Negureni

Here, participants will be trained and equipped to organize a hunting session, during which they will participate in the panda and hunting of specimens from the reserve. In Negureni, in Constanta County, the hunting complex is beginning to become what it was 50 years ago: an attraction for hunters from all over Europe. A handful of foresters managed to restore this place the value of old. Today, at The Negureni there are almost 70 specimens of mufloni and 30 deer. The complex at Negureni is open to hunters every autumn, and a trophy reaches 1500 euros.

**D.2. ROUTE COMBINING RECREATIONAL, ADVENTURE AND CULTURAL TOURISM OF DOBRICH:**

1. Rock monasteries in the region of *Suha Reka* - Onogur village, Tervel Municipality (hiking);

2. Balchik and the Tuzla area - the town of Balchik, Balchik Municipality (balneotherapy and mud therapy, walking tours for birdwatching);00000

Balchik Tuzla is located about 5 km east of Balchik and is located in a beautiful natural area, right on the beach. The unique natural resources of the region and the wonderful conditions for mud and balneotherapy make the Balchik Tuzla one of the natural phenomena of Bulgaria.

3. Sea depths near Kaliakra, Kavarna Municipality (diving, swimming);

Treasures, sunken ships and military submarines are hidden under the waves of the Black Sea north of Kaliakra and Kamen Bryag. According to one of the legends, somewhere in the many caves near "Yaylata" the mythical Lysimachus hid an innumerable treasure, which has not been discovered to this day. According to another, somewhere there, north of the promontory in the direction of the town of Shabla, the legendary ship "Black Prince", owned by the British queen, sank, loaded with the salaries of soldiers who participated in the Crimean War. Although there is information that the ship has been found, there is still no shortage of adventurers.

4. National Archaeological Reserve and Protected Area "Yailata" - Municipality of Kavarna (visiting caves);

On the territory of the Yayla Reserve there are a large number of man-made caves. The so-called "cave city" consists of 101 single or grouped caves located at different levels in the sheer rock slopes inhabited from the 5th millennium BC to the 11th century AD and used by humans as dwellings, tombs, or monastic cells and churches.

Especially famous among tourists, and a must-see, is Klise Maara, also known as the rock church "St.St. Constantine and Helena".

5. Tyulenovo village, Shabla Municipality (sea fishing, rock climbing, scuba diving and diving training, walking tours for birdwatching);

The village of Tyulenovo is located near the town of Shabla, 30 km from the border checkpoint Durankulak and 80 km from Varna. The place is known for its unique coast and caves, fresh air, clear sea water and unique nature. The shores are red, steep descending at least 20-30 meters down to the sea. Tyulenovo offers good opportunities for sea fishing, rock climbing, scuba diving and diving training. On May 31, 1951, the first oil field in Bulgaria was discovered here.

6. Shabla and *Shablenska Tuzla* (Shabla tuzla) - Shabla Municipality (fishing, balneal and spa destination, thalassotherapy, mud therapy and balneal treatment, swimming, diving).

Shabla is located near the town of Kavarna, 83 km northeast of Varna and 24 km from the Bulgarian-Romanian border. The length of the beach in Shabla is about 40 km. The beaches of Shabla cover 22% of all beaches on the Bulgarian Black Sea coast.

Thalassotherapy, mud therapy and balneotherapy can be performed here.

**3.3. Determining the secondary elements of the cultural routes**

The sites to which there is a less pronounced visitor interest are defined as secondary. They are not recognizable as tourist sites on the national and international tourist market and can be developed using the potential of the main elements of cultural routes.

The secondary elements of the cultural routes complement the main elements of the cultural routes, allowing tourists to make better use of their time to visit a given locality. They have a tangible benefit from their proximity to the main elements. In some cases, they have the potential for development as the main one, but this requires the construction of road infrastructure, bringing the site in a tourist-friendly state, as well as increasing the advertising.

A. To a route related to religion:

1. Religious temples (The Church of Saint George, The Church of the Dormition, *Sveta Troitsa* (The Holy Trinity) Church, Saint Hovhannes Armenian Church, Hadzhi Osman Mosque) - Dobrich, Dobrich municipality;
2. St. John the Baptist Church (Catholic Church) - Dobrev, Dobrichka municipality;
3. *Sveta Prepodobna Paraskeva - Petka Tarnovska* (St. Petka - Revered Paraskeva of Tarnovo) Church and Church of St. Nicholas the Thaumaturge - Balchik, Balchik municipality;
4. *Sveti Velikomachenik Georgi Pobedonosets* (St. Great Martyr George) Church and the Church of the Dormition; and the rock church "St.St. Constantine and Helena" in the Archaeological Reserve "Yailata"- Kavarna, Kavarna municipality;
5. *Sveta Ekaterina* (St. Catherine's) Monastery and St. Michael the Archangel Church - Balgarevo, Kavarna municipality;
6. Zaldapa fortress - south of the villages of Abrit and Dobrin, Krushari municipality
7. *Sveti Dimitar Solunski* (Saint Demetrius of Thessaloniki) Church - General Toshevo, General Toshevo municipality;
8. St. Charalampus Church - Shabla, Shabla municipality.

B. To a route related to history, culture and ethnicities:

1. Ethnographic House - Dobrich, Dobrich municipality
2. Historical Museum and The Old Oak - Tervel, Tervel municipality
3. *Sveti Prorok Iliya* (St. Prophet Elijah) Monastery and Bi-ritual (utraquistic, "in both kinds") religious sanctuary "Mustafa Kanaat - St. Elijah" in the area of *Teketo* - Aleksandria, Zaldapa fortress - Abrit and Dobrin villages, Krushari municipality;
4. Historical Museum - General Toshevo, General Toshevo municipality
5. Historical Museum, Ethnographic House, The Mill - Balchik, Balchik municipality;
6. Ethnographic House, Historical Museum, Turkish Bath "Hammam" - Kavarna, Kavarna municipality

C. To a route related to customs, way of life, music and cuisine:

1. Rich Harvest Festival "*Kardamska esen* (Kardam Autumn)" - Kardam, General Toshevo municipality;



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2. *Sarma* and *Kyufte* Festival (Stuffed cabbage roll and meatball festival) - General Toshevo, General Toshevo municipality;
 3. Festival of Bread, Wheat and Dobrudzha - Spasovo, General Toshevo municipality
 4. Sprat Festival - Kranevo, Balchik municipality
 5. "Folklore without Borders" International Youth Festival-Contest - Dobrich, Dobrich municipality;
 6. The ROYAL wine cellar of the palace near Balchik - Balchik, Balchik municipality;
 7. "The Honey House" - Prilep, Dobrichka municipality
 8. Mussel farm "Dalboka" - Balgarevo, Kavarna municipality
 9. The snail farm - Balgarevo, Kavarna municipality
 10. International Choir Festival "Black Sea Sounds" - Dobrich, Dobrich municipality;
 11. International Bulgarian Youth Folklore Festival "With Bulgaria in the Heart" - Kavarna, Kavarna municipality;
 12. Museum of the History of Vodka - Kavarna, Kavarna municipality;
 13. The Old Mill - Balchik, Balchik municipality
 14. The Old Fountains - Kavarna, Kavarna municipality
 15. National festival of amateur theaters with international participation - Kavarna, Kavarna municipality
 16. National festival of Early Music "Stravaganza" - Kavarna, Kavarna municipality;
 17. Sea Festival - Kavarna, Kavarna municipality;
 18. Autumn workshop for Gagauz cuisine and candle making - Balgarevo, Kavarna municipality;
 19. Tyulenovo Art Fest - Tyulenovo, Shabla municipality
 20. Rich Harvest and Fish Festival - Shabla, Shabla municipality.
- D. To a route combining recreational, adventure and cultural tourism:**
1. Protected area "Orlova Mogila" (hiking) - Orlova Mogila, Dobrichka municipality;
 2. Healing stone (hiking) - Feldfebel Denkovo, Dobrichka municipality;
 3. The picturesque gorges of *Suha Reka* River (hiking) - Hitovo, Vodnyantsi, Karapelit, Malka Smolnitsa, Dolina, Odrintsi, Novo Botevo, Kragulevo, Zhitnitsa, Lyaskovo, Kamen, Dobrichka municipality
 4. Karst cave in the area "*Krali Markova Stapka*" (or Krali Marko's step) (hiking) - Karapelit village, Dobrichka municipality;
 5. Traditional folk and oil wrestling - Benkovski, Dobrichka municipality
 6. *Sveti Georgi* (St. George) Park (place for recreation, picnic and rest, hiking, skate park) - Dobrich, Dobrich municipality;
 7. Bicycle tours with bike paths, tennis courts - Dobrich, Dobrichka municipality;



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8. Protected area "Chairya" (hiking or cycling / ornithology) - Metodievo and General Kolevo villages, Dobrichka municipality;
9. Remains of a late antique and medieval fortress "Kaleto" (hiking) - Odartsi, Dobrichka Municipality
10. Locality "Buzluka" (hiking, picnic) - Odartsi, Dobrichka municipality;
11. Batova River valley (hiking, picnic) - Batovo, Prilep, Dobrichka municipality
12. "Horseback riding in Dobrudzha" - Malka Smolnitsa, Dobrich, Albena resort, Balgarevo, Prilep, Strazhitsa;
13. Kranevo village (thalassotherapy, balneotherapy, water sports) - Kranevo, Balchik municipality;
14. Baltata Reserve (hiking) - Kranevo, Balchik municipality;
15. Albena Resort (thalassotherapy, mud therapy and balneotherapy, spa, parachuting, tennis, football, multifunctional sports hall, beach sports - beach football, volleyball, beach tennis, golf, yoga, aerobics, cross fit centre, outdoor fitness, swimming and diving, field hockey, water sports, horseback riding, fitness and crossfit, golf, archery, billiards, darts, karting, cycling, sports bridge, petanque, paragliding, parasailing) - Balchik municipality;
16. Kavarna, Chirakman Cape and Ikantalaka Beach (recreational tourism, extreme and alternative sports and tourism - yachting, parachuting, hang gliding, horseback riding, scuba diving, jet ski, parasailing, kayaking tour, Ikantalaka Beach - conditions for surfing and paragliding) - Kavarna, Kavarna municipality
17. Topola Skies - Topola, Kavarna municipality
18. Bay of Birds (Taukliman) (visiting caves) - Kavarna municipality
19. Bolata Reserve (diving, swimming) - Balgarevo, Kavarna municipality
20. Rusalka Resort Complex (thalassotherapy, mud therapy and balneotherapy, swimming, diving, scuba diving) - Kavarna municipality;
21. Kamen Bryag village (sport climbing) - Kavarna municipality.

3.4. Determining the lateral area of the cultural routes

The lateral area of the cultural routes are tourist sites that are not included in it, but may arouse interest in tourists from the respective target market and their attendance may be affected as a result of territorial proximity to the route. The crossing of the routes on the way of the tourists can also be considered as a lateral area, as they would be interested in attractions from the other 3 routes as well. The actual simultaneous development of the four routes is expected to lead to a synergistic effect for tourists to show interest in diverse tourist attractions after being attracted by targeted advertising to a particular market segment for one of the four routes. For example, tourists interested in route 4 "Natural exploration and extreme adventure" would be attracted by the attractions in route 3 "Local food and music", and with appropriate advertising and existing organization of group visits they would visit sites from routes 1 and 2.

3.5. Defining the intangible heritage in the cultural routes

Intangible cultural heritage means customs, forms of representation and expression, knowledge



and skills, as well as related tools, objects, artefacts and cultural spaces, recognized by communities, groups and, in some cases, individuals as part of their cultural heritage. This intangible cultural heritage, passed down from generation to generation, is constantly recreated by communities and groups depending on their environment, their interaction with nature and their history, and forms their sense of identity and continuity, thus helping to promote respect for the cultural diversity and creativity of humanity. Intangible cultural heritage is manifested in particular in the following areas:

- Oral traditions and forms of expression, including language as a carrier of intangible cultural heritage;
- Art and performing arts;
- Social customs, rituals and celebrations;
- Knowledge and customs related to nature and the universe;
- Knowledge and skills related to traditional crafts.

The intangible cultural heritage in Dobrich District is preserved and passed down from generation to generation with the help of ethnographic collections, reconstructions of customs, festivals and holidays in the area, some of which are of international importance.

In recent years, the Municipality of Dobrich has established the practice of organising events that combine extreme sports and cultural events, thus attracting young visitors. This segment of tourists looking for extreme experiences in combination with cultural tourism is not exploited and has potential.

3.6. Selection of the final option for 4 (four) routes

The main areas of tourist interest that can be exploited in the Dobrich District are related to the rich cultural and historical heritage of the territory, the existing way of life, traditions and customs of the local population, its religious beliefs and the modern way of life that determines the creation of routes corresponding to the consumer behaviour of tourists.

4. SWOT ANALYSIS

The analysis is developed in the context of the current socio-economic situation of the cross-border region and in accordance with the strategic orientation of the European Union regional policy and national goals and priorities for regional development, taking into account the normative and institutional environment for its implementation, monitoring and evaluation. As a result, the Document fully fits into the goals identified by the analyzed strategic documents, priority areas and measures for the development of cultural tourism in the cross-border region Constanta-Dobrich.

The prepared SWOT analysis of the cross-border region Constanta-Dobrich takes into account both the trends of changes in the external socio-economic environment and the internal factors of development of the Region, as well as the desire of the consultants to present the views of stakeholders in the Project. When developing the common strategy for cultural tourism in the cross-border region Constanta-Dobrich 2021-2030 the aim is to take into account the possible impact of the external socio-economic environment and the existing potential of the Region by combining the strengths and weaknesses, the trends and the challenges of its development.



The SWOT analysis of the Constanta-Dobrich cross-border region, shown in Table 7 below, is based on the state of the factors at the time of the analysis with a "certain extrapolation" of their development, which can be expected by the end of the 2021-2030 strategic period. Internal factors are reflected in the "strengths and weaknesses" section and external factors in the "opportunities and threats" section. The SWOT analysis is also based on the conclusions of the interim evaluations and the updated documents of the Municipal Development Plans of the municipalities in Dobrich District and Constanta District.

It should also be noted that in the Constanta-Dobrich cross-border region, adverse changes in socio-economic development and social capital are expected as a result of elimination of the consequences of the current COVID-19 pandemic (early 2021 -2022), stabilization and development until the end of the strategic period 2023-2030. The analysis also takes into account the objective reduction of the population and its relative aging.

Table 1. SWOT analysis

1. STRENGTHS	II. WEAKNESSES
<ol style="list-style-type: none"> Existence of potential for development of cultural tourism - presence of archaeological sites from over 2000 years, architectural monuments, religious buildings, museums, institutions for performances, concerts, festivals and cultural events. <i>High potential, outside the established tourist areas, for the generation of new alternative tourist areas, dedicated to other types</i> <i>The area presents the influences of 3 major cultural corridors in Southeast Europe: the Danube, Pontic Istria, the Black Sea Road.</i> <i>The proximity of the protected area of the Danube Delta gives the potential to identify routes with an authentic and untouched nature, conducive to an "escape" from the daily life of the city.</i> <i>The seaside area is one of the most developed in terms of tourist infrastructure, where there is a chain of resorts recognized both nationally and abroad</i> Complementarity between natural and cultural tourist sites in the cross-border region <i>Diversified flora and fauna, deciduous forests, caves, birds, linden</i> 	<ol style="list-style-type: none"> Depopulation in the region is a serious obstacle to the provision of quality tourist services. <i>Poverty in rural areas crossed by the route, which, through the appearance of houses and people's clothing, is visible to those who only pass by car. Beyond a simple "area aesthetic" problem, the problem is a moral one. The countryside is poor and not attractive for long stay tourism. The holiday is a reward that people give themselves once a year or even less often, and it must be "perfect." Degraded traditional buildings, due to poverty, coexist with the ugly architecture of recent years</i> The low quality of the specialized infrastructure (e.g. basic and ancillary services) for most sites on the route. <i>Lack of dedicated circuits, well informed and organized for visiting natural and cultural sites.</i> <i>Most of the cultural-historical monuments are not maintained and are not exploited as tourist attractions, the conservation of archeological sites often limiting the possibility of visiting them</i> Unbalanced economic and tourist development of territories from the target region, incl. deteriorating demographic picture of the target area.



forests, fish and medicinal plants

6. *Except for the area adjacent to the coast, the rest of the areas are relatively untouched by globalization, urbanization and mass tourism*
7. Existence of experience in cross-border cooperation between public structures in the Constanta-Dobrich region
8. Incentive management and qualified specialized administration in the District Administration of Dobrich, the District Council of Constanta and the municipalities in the cross-border region of Constanta-Dobrich as a prerequisite for the development of cultural tourism.
9. Sustainable organization, good examples and stable perspective of cross-border cooperation at district and municipal level in the cross-border region of Constanta-Dobrich as a basis for implementation of the Strategy for development of cultural tourism.
10. In the Constanta-Dobrich cross-border region, there is a potential for the development of entrepreneurship in the field of cultural tourism (for example, the willingness of large landowners to invest in tourist infrastructure).
11. Existence of good practices in the development of cultural tourism in the tourist and municipal centres.
12. Potential for decentralized management of the common cross-border route in partnership with all interested parties.
13. Existence of a well-developed road network and cross-border connections in the region of Constanta-Dobrich. *Existence in the area of important sea and river ports: Varna, Constanța, Ruse, Silistra, Călărași and Giurgiu and of three international airports nearby: Varna, Constanța and Bucharest.*
14. *Access to funding through European programs to improve access, by opening new border crossing points and rehabilitating road infrastructure*
15. Popular sites of high cultural value are included, which make up the main part of

Accommodation facilities are mainly developed in the coastal area and adjacent, without the existence of a minimum necessary in other areas with tourist potential in the region.

5. Poor quality of accommodation and food services or lack of them in areas with potential for cultural tourism development in the interior of the region (outside the areas of the Black Sea coast and the regional centre). *Municipal facilities and services are undersized compared to entrepreneurial demand, which leads to a low rate of investment in tourism. Sanitary facilities are non-existent in areas with development potential, and parking spaces are missing, and in some locations there is no electricity and water supply.*
6. *With the exception of summer tourism, dedicated to providing services and qualified personnel for the resorts bordering the coast, the rest of the areas are impoverished by these resources*
7. *Lack of general competences in local administrations. Local authorities are disinterested in local development or have misconceptions about it.*
8. *Corruption in local governments, which translates into poor allocation of budgetary resources*
9. Poor cooperation between local and regional authorities, economic and tourist participants and local communities. *Tourism activity involves skills that do not exist in many of the administrations and communities in the area.*
10. Insufficient financial and technical resources for the development of cultural tourism in the region.
11. *In Romania, the transport infrastructure is deficient, and the existing one is often in poor condition*
12. Insignificant promotion of the region in the field of cultural tourism *There are no*





<p>the routes. Existence of strong and recognized vestiges of Neolithic, Roman, Thracian, Byzantine, Old Bulgarian, Ottoman civilizations.</p> <p>16. Great diversity in terms of faith and religion due to the existence of several ethnic groups concluding agriculture.</p> <p>17. Conservation through national programs of natural sites that ensure biodiversity.</p> <p>18. The potential for adventure tourism due to the large number of caves.</p> <p>19. Potential for the development of spa and recuperative tourism, combined with that dedicated to tasting festivals: wine and gourmet.</p> <p>20. Competitive prices of tourist products in the region of Constanta-Dobrich.</p> <p>21. Stakeholders are aware of the importance of the cultural product for the development of the destination in the region.</p>	<p><i>presentation materials and minimal presence in digital guides, mobile applications and on specialized platforms such as: booking, airbnb, trivago, tripadvisor.</i></p> <p>13. Mono-structural development of tourism - pronounced seasonality. <i>Sezonabilitate - dependenta de perioada de vara a serviciilor turistice - max 5 luni</i></p> <p>14. There is no structure specifically committed to the development of the cross-border area as a cultural destination. <i>Lack of specific tourist routes: religious, cultural, culinary, adventure and relaxation</i></p> <p>15. Poor on-site information guiding system in English language for minimal provision of tourist information at the sites. <i>There is no coherent and consistent information system - insufficient panels and indicators, with unsatisfactory information and without repetitiveness and pre-signaling.</i></p> <p>16. Low level of implemented ICT in the functioning of the sites. <i>Lack of dedicated circuits, well informed and organized for visiting natural and cultural sites.</i></p>
III. OPORTUNITIES	IV. THREATS
<ol style="list-style-type: none"> 1. Increased demand for alternative forms of tourism globally, regionally and nationally. 2. Increasing the tourist demand on the basis of territorial and ethnic proximity 3. Utilization of the opportunities for use of significant additional financial resources under the Interreg V-A Romania-Bulgaria Program and the Joint Operational Program for Cross-Border Cooperation under the European Neighborhood Instrument "Black Sea Basin". 4. An increasing share of low-cost flights and an increase in the 	<ol style="list-style-type: none"> 1. The global pandemic of COVID-19. 2. A growing global wave of terrorism and extremism. 3. Deteriorating image of Bulgaria as a "cheap destination" with poor quality services. 4. Lack of institutional power for effective combating of treasure-hunting. 5. Increasing threat of outflow of qualified personnel outside the region, low wages in budget organizations and others. 6. Increasing number of manifestations of climate changes and natural disasters. <i>Climate change with manifestations of extreme</i>



<p>number of airports serving such flights.</p> <ol style="list-style-type: none"> Changes in the behavior and needs of tourists. Existence of national and European policy in the field of cultural tourism development. Part of the territory of the route falls within the scope of the EU Strategy for Development of the Danube Region. Opportunities for development and implementation of financial and tax incentive mechanisms. Using the opportunities for foreign investment in objects on the route. The development of IT creates a prerequisite for solving the problem of cultural heritage protection. <i>Preservation of traditional architecture, by renovating some buildings and by local urban regulations.</i> <i>Co-opting NGOs or groups of professionals to offer help, in any form (pro bono counseling, institutional collaboration, etc.) in preserving the cultural specificity of the areas.</i> <i>Actions for cultural conservation of the area, which should use real expertise, external to the local administration, but in which the administration should be financially and organizationally involved. Conservation decisions should be made according to scientific criteria, independent of the local administration.</i> <i>Taking over functional conservation models in other countries.</i> 	<p><i>phenomena - drought, floods, storms, extreme heat.</i></p> <ol style="list-style-type: none"> Relatively frequent changes in the regulatory framework. <i>Loss of cultural specificity of areas: occupations, port, folk art, rituals, recipes, etc..Almost always, actions of "preserving traditions", managed by local authorities, denote dilettantism, lack of culture and are worthless. They replace scientifically done actions and lead to the permanent loss of the opportunity for conservation.</i> <i>In the display of traditions, in Romania the recipes of the nationalist ideology from the communist period are still used.</i> <i>The lack or poor application of urban regulations, as well as unrefined tastes, allow the emergence of homes with ugly architecture. In the absence of administrative measures, the trend will continue and the pace will increase in the coming years.</i> <i>Loss of the architectural specificity of the areas, due to the circulation of stereotypical architectural models.</i> <i>Loss of old buildings due to degradation.</i> <i>The development of tourism, in a poorly regulated environment at local level, does not ensure sustainability and can affect the opportunities of others.</i> <i>Depopulation of some localities.</i> <i>Aged population, demographic crisis</i> <i>Poorly developed service sector, strong dependence on agriculture as a livelihood - lack of diversification</i>
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BEAUTIFUL CROSS BORDER CULTURE



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| <ul style="list-style-type: none"> 15. Establishment of museums of local history and culture, non-specialized in subject matter, with permanent consultancy from specialists. Such museums operate in other countries (eg Sweden). 16. Collaboration with niche tourism organizers, for testing destinations and organizational formulas. Monitoring social networks to identify niche tourism operators. Contacting them to investigate local opportunities. 17. Attracting the public in the area, in one-day tourism. 18. Development of a modern waste management system in line with the sustainable development of tourism 19. Implementation of support measures for the establishment of small and medium-sized bio-farms 20. Establishment of producers' associations (guild type) - ex. producers of honey, milk, chicken farmers, ducks, geese and the promotion of partnerships with tourism entrepreneurs (hotels and restaurants) their partnership with the tourism business environment 21. Establishment of new border crossing points 22. Construction of mini-ports on the Danube - docking stations, in areas with sufficient draft for passenger ships 23. Generating measures to favor the emergence of Danube recreational areas - water parks, water sports | <ul style="list-style-type: none"> 17. Low income and low standard of living 18. Lack of sustainable employment of the local population - the departure of talents and human resources in more developed regions and abroad 19. political and economic instability, unstable political vision and unstable governance framework 20. Worsening of the investment and entrepreneurship climate 21. Tourist destinations that have adapted more quickly, that have established themselves as green and quiet destinations and that are successfully following an upward trend. 22. Lack of interest in the region from investors and the business environment 23. Blurred vision and development strategy, poorly formulated or executed business plans and projects. 24. Experience of an "all-in-all" approach, instead of a strictly target-oriented target group and segment 25. Rising basic costs, such as the price of oil, gas, electricity, water, which increases the price of hotel services and tourism products 26. Lack of synergy and consensus between stakeholders 27. Non-inclusion and early engagement of the public, business, regional media and business partners 28. Climate change with manifestations of extreme phenomena - drought, floods, storms, extreme heat. |
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24. *The existence of the A2 motorway which ensures a quick and easy access road from the capital area*
25. *Establishment of the eco-route on the Suhodol valley*
26. *Investment planning based on an efficient absorption of European funds after 2020 to support direct and indirect measures to support tourism*
27. *Digitization and social media - opportunities for promotion and rapid inclusion of the destination using the speed and cost-effectiveness of new digital platforms for tourism and travel*
28. *Early and successful involvement of the mayor's office, the main business stakeholders (public) in the mission to place Krushari in the right position on the tourism map*
29. *Develop a comprehensive economic strategy for the sustainability of the region by integrating tourism as a key link*
30. *Defining the identity and logo for Krushari, which is more than just tourism - a "green" and not a "golden" symbol of Dobrogea*
31. *The prosperity of the middle urban class in the towns near Krushari - the most important segment targeted for visits in the area. This makes positioning the region a viable alternative for a middle-class and predominantly urban class that can afford, evaluate and allocate a good budget for a short period of time*



<p><i>(as long as value and quality products are offered in return).</i></p> <p>32. <i>An increasingly common search in the world, also in Bulgaria / Romania for quiet, clean destinations, not too touched by modern civilization, to remind us of life at a lower speed and recharge our batteries with emotions positive</i></p> <p>33. <i>Posibilitatea de poziționare dublă pentru alimentele bio din Krushari și vinurile bio din Hârșova, fiind întrunite premisele necesare</i></p> <p>34. <i>Career development opportunities and internship programs at the Dobrich School of Management, Dobrich Tourism College, Constanța Faculty of Tourism</i></p> <p>35. <i>Total feeling of saturation and overexposure to popular local destinations, which opens the curiosity and appetite for experience and adventure of another kind in the 21st century</i></p> <p>36. <i>Measures are needed to encourage private investment in the region</i></p>	
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Considered in terms of the objectives of the Strategy, **the strengths** are related to the geographical location of the Constanta-Dobrich cross-border region. The strategy is based entirely on the available resources related to this geographical location, as well as on the investors and public interests. **At the same time, a huge resource for the implementation of the Strategy are the policies developed at the level of the European Union, which create a prerequisite for the development of cultural tourism in the cross-border region of Constanta-Dobrich.**

The high degree of harmonization of the national strategic documents with the established European strategic documents, policies and their corresponding requirements, regulated by the European normative acts, is a strong point, as it presupposes the clear focus of future policies on eliminating gaps and developing plans for their implementation.

Weaknesses are related to the lack of sufficient investment to build infrastructure for the **development of cultural tourism**. From the point of view of the Strategy, this means a potential problem related to placing its creation on the agenda of the municipalities and attracting business and investor interests.



The lack of practical knowledge on the part of local businesses and the population about the models for using the potential for the development of cultural tourism requires the implementation of the Strategy to start with educational activities for its preparation.

An identified weakness is the lack of coordination between the entities (national, regional, local institutions and business) involved in the management of the infrastructure for the development of cultural tourism, which would make it very difficult to achieve the objectives of the Strategy. At the same time, the requirements for building infrastructure for the development of cultural tourism, defined in the strategic and normative European acts, are regulated in many acts of the national legislation of the two countries, to varying degrees, which complicates their practical application in case of possible implementation of projects for their establishment.

The lack of a policy for attracting investments and concessioning the infrastructure for the development of cultural tourism is also considered a weak point, as it is necessary to create one without this being the focus of the current Strategy.

In terms of **opportunities**, they are related to increasing the involvement of business and the general public in their efforts to build infrastructure for the development of cultural tourism, through the activities provided for in the Strategy. As a result of the coordinating and legislative work, an increase in the activities for improvement of the conditions for its construction would be achieved. An overall opportunity is to develop and modernize the infrastructure for the development of cultural tourism, as a way to overcome socio-economic differences. In this way the standard of living of the population in the region can be raised.

The main **threats** to the implementation of the Strategy are related to the fact that the trend of population decline and depopulation of settlements in the region is intensifying. In this sense, the building of infrastructure for the development of cultural tourism would be hindered by objective factors independent of the Strategy - lack of interest of investors and difficulty in attracting public funds.

5. PEST ANALYSIS



PEST Analysis: involves the analysis of four external factors that may impact your business: **P**olitical, **E**conomic, **S**ocial and **T**echnological. It should not be confused with a SWOT Analysis, that concerns itself with factors at a more micro level, whereas the PEST process considers the macro environment.



Every region is changing, and with the changes new opportunities and threats arise for organizations. Communities that are best informed about change tend to enjoy thriving businesses

PEST analysis is an analysis of:

- **P (Political)** - The political environment;
- **E (Economic)** - The economic environment;
- **S (Socio-Cultural)** - Socio-cultural environment;
- **T (Technological)** - Technological environment.

The aim of PEST analysis is to outline the big picture - the main factors that affect the market. The analysis made within the extended version of the PEST Strategy showed that the external environment, including the affiliation of the region to the territory of the European Union, favours the development of cultural tourism in the region.

POLITICAL FACTORS

Local or national elections and the issues that politicians aim to implement such as legal constraints, environmental regulations, taxation of business and people, product labeling and customer protection.

P

Political

1. Continuity at decisional level of the implementations of the measures by accessing specific programs in order to finance, in case of changes at managerial level of the decision-makers

Through the “Creative Europe” program, the European Union supports European cinema, arts and the creative industries in order to create jobs and growth in Europe, as well as to find new opportunities, markets and audiences around the world. The main priorities of the European Union in the field of culture are: **Financing of culture** - including educational programs (Erasmus +), audiovisual, cultural and creative sectors, Structural Fund for Culture, cultural heritage research, **Digital culture** - supporting media policies that empower European citizens to take advantage of interactive services and opportunities, giving them access to any content from anywhere in Europe, **Cultural Heritage, Sport in the EU, European Heritage Label (EHL)** - an EU initiative approved by Decision 1194/2011/EU of the EP and the Council. Its aim is to promote European heritage sites that have become symbols of European integration, values, ideals and history. As a result of its implementation, the process of rapprochement of the European Union with its citizens is expected to deepen.¹

2. The priorities of the cultural policy of Bulgaria are preservation of the cultural memory and historical heritage, creation of conditions for development and enrichment of all directions in the culture as factors for sustainable development, search for an effective financing mechanism and alternative sources and forms for that, improvement of the normative base in the field of culture,

¹ Culture in the European Union. Cultural heritage and diversity in Europe. https://europa.eu/european-union/topics/culture_bg



support for preservation of cultural values and digitalization of cultural content.

3. In Bulgaria, the current development of cultural policies is characterized by attempts to effectively reform the sector and combine public funding with market models. The main goals of the reform in the cultural sector are: decentralization of the management and financing of culture, freedom of action and formation of market-oriented behaviour of cultural institutions and artists, changes in cultural legislation designed to meet new socio-economic challenges, coming up to the legislation of the European Union, building an administrative environment that facilitates cultural development and European integration, guaranteed equality of state, municipal and private cultural institutions.
4. Proximity to the Danube Delta protected area and limitation of access to financing programs for the development of infrastructure that can interact with it.
5. Lack of special measures for taxing businesses in the field of tourism and those associated - eg: agrotourism in Constanta county
6. Most tourism support programs take place in the vicinity of the coast
7. The objectives of the cultural policy harmonize with the principles of cultural development followed by the Council of Europe: guaranteed freedom of expression, creating conditions for equal participation in cultural life. Preservation and promotion of the culture of different ethnic groups and religions, support for cultural education, support for international cultural exchange *and* intercultural communication

ECONOMIC FACTORS

The long list of factors may include: consumer confidence, economic stability of change, exchange rates, interest rates, inflation, investment levels, consumer confidence and disposable income, credit, national and local tax rates, globalization of tariffs.



Economic

E

1. **International economic situation.** The consequences of the COVID-19 pandemic will have a strong impact on the euro area due to the decrease in the area's exports, as well as blockages in global supply flows leading to uncertainties in forecasting economic activity, affecting both supply and demand. Tourism is one of the sectors strongly affected by isolation measures. Overall, real GDP growth is expected to decline from 1.2% in 2019 to 0.8% in 2020, rising to 1.3% in 2021 and 1.4% in 2022, revised increases from the cause of the health crisis. On the other hand, the year 2020, marked by the pandemic and, implicitly, by the fear of traveling to very distant areas or simply to travel by plane, I think that Romanian tourism will benefit.
2. **Macroeconomic developments.** The draft budget for 2020 is built on an economic growth of 4.1%, a budget deficit of 3.59% and an average inflation rate of 3.1%, according to the Report on the macroeconomic situation for 2020 and its projection on years 2021-2023. The revenues provided for 2020 are of 360.149 billion lei, with a share in GDP of 31.89%, and the expenditures are estimated at 400.694 billion lei, respectively 35.48% of GDP. The cash budget deficit target for 2020 is estimated at 3.59% of GDP (40.545 billion lei), and the ESA deficit at 3.58% of GDP, which will reach 1.94% of GDP in 2023, thus complying with the provisions of European regulations. The current account deficit is forecast at 10.6 billion euros in 2020, having a share in GDP decreasing compared to the previous year, respectively 4.5%, with a deficit of the balance of goods of 7.7% of GDP. Gross domestic product in current prices is estimated at 1,129.2 billion lei for 2020, up from 1,040.8 billion lei reported for this year. The investments are estimated at 4.5% of GDP, higher by 6.3 billion lei than in 2019. The gross earnings have a value of 5,429 lei in 2020, and the net one of 3,324 lei. The unemployment rate in 2020 is estimated at 3%, compared to 3.2% in 2019, and the number of unemployed at 275,000. An increase in the number of employees of 1.9% is expected, simultaneously with the reduction of the unemployment rate registered to 3.0% at the end of 2020. For the year 2020, it is estimated that inflation will be reduced both as an annual average to 3.1%, as well as at the end of the year up to 3.0%.
3. The total spending of governments in the 28 EU member states on recreation, culture and religion in 2018 was 154 billion euros or 1.1% of GDP of the EU. The countries with the largest share of GDP for recreation, culture and religion are Hungary (3.2%) and Iceland



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(3.1%). The lowest shares are registered in Ireland (0.5%) and the United Kingdom (0.6%). The main share of total expenditure for the EU-28 is for "cultural services" (0.4% of GDP), followed by "recreation and sports services" (0.3%), "media and publishing services" (0.2%) and "religious and other services for the community" (0.0%). According to Eurostat data for 2018, the Bulgarian government spends 1% of GDP on recreation, culture and religion - a value close to the average of the EU. Household spending on recreation and culture of 7.9% is below the EU average. The Implementation Report for the state budget of the Republic of Bulgaria for 2018 states that the expenditures for the Culture Group under the consolidated financial program are BGN 571.5 million, reported mainly under the following budget systems: state budget, Bulgarian National Television (BNT), Bulgarian National Radio (BNR) budgets and municipal budgets. The main goals of the public expenditures in the field of culture are aimed at creating conditions for sustainable development of Bulgarian culture and art, preservation of the cultural and historical heritage, popularization of the achievements of Bulgarian artists and increasing the competitiveness of the cultural product.

4. **Situation of the national economy** According to the economic forecasts from spring 2020, in Romania, the GDP will decrease by 6% in 2020, and will increase by 4% in 2021. Inflation will reach the value of 2.5% during 2020, being followed by 3.1% in 2021, while the unemployment rate will reach 6.5% in 2020 and 5.4% in 2021. The eurozone economy will also record a record contraction of 7.7 - 8% in 2020, and in 2021 will see an increase of 6%. The shock felt by the EU economy is symmetrical in that the pandemic has hit all Member States, but both the decline in production in 2020 (from -4% in Poland to -9% in Greece) and the recovery capacity in 2021 will vary considerably. from one country to another. The economic recovery of each Member State will depend not only on the evolution of the pandemic in that country, but also on the structure of the economy and the ability to respond through stabilization policies. The recovery dynamics in each Member State will also affect the recovery capacity of other Member States, given the interdependence of EU economies (.https: [//ec.europa.eu/romania/news/20200707_previziuni_economice_vara_2020_en](https://ec.europa.eu/romania/news/20200707_previziuni_economice_vara_2020_en))



5. **Fiscality.** Romania has the lowest taxation in the European Union, VAT 5%, which led to constant increases in the number of tourists. The budget of the Ministry of Tourism increased year by year, in 2019 reaching 73.72 million lei, double compared to 2018. It is necessary to update the legislation on its expenditure. From 2019, holiday vouchers were granted from the state budget, which led to a significant increase in the number of tourists. But attracting foreign tourists continues to be a problem. Considering that the tourism in the seaside area is seasonal, it would be indicated that these vouchers would not be valid during June-August and thus the resorts would not be very crowded and in addition the tourist season would be extended.

5. **Taxes in tourism.** One of the measures taken by the Government to help tourism was the elimination of the specific tax for three months. The Federation of Romanian Tourism Employers claims that this measure is insufficient. They also claim that the development of all outdoor tourism activities is a big problem and the allocation of a fixed percentage of salary (41.5%) for a period of several months is a rigid measure, Tourism Employers propose the implementation of the Kurzarbeit system which is a combination of work and unemployment, a flexible combination that can vary from day to day, from department to department, from company to company. It is a system that has paid off in Germany and is implemented in many European countries. Some tour operators have requested an exemption from land and building taxes until the end of 2020 and the employer only bear the net value of salaries to employees, and during the period of emergency and alert the employer should no longer pay the tax on wages

6. **Economic cycles** After the transition period of the 90s, Romania went through two economic cycles. The first cycle of market economy (2000-2008) characterized by a high GDP dynamics, with an average growth rate of over 6%, massive inflows of foreign investments, privatization of important companies and the development of the banking sector, by penetrating the domestic market. foreign banks. The macro-financial adjustment process (2009-2010) as a result of the Great Recession, the biggest economic crisis after the Second World War, accentuated in Romania by the existing deficits and the dependence on external financing. The post-crisis cycle (2011-2019) when the growth rate decreased to an average of 4%, due to the



prudence of the private sector, the decrease of the share of non-government credit and the increase of the domestic savings rate. In the medium term, even in the current conditions of health crisis, the Romanian economy presents favorable prospects supported by: potential GDP dynamics (compared to EU member states), revitalization of structural reforms, capital market development, accession to the Organization for Economic Cooperation and Development (OECD) and last but not least, the strategic geo-political positioning. (Source: www.zf.ro)

7. Aspects of seasonality / climate. Compared to the natural causes (climate conditions) of seasonality which represent variables independent of human action, social causes (fixing by certain institutions of school holidays, paid leave, traditional holidays, certain periodic events, etc.) they can be influenced in such a way as to attenuate the seasonality curve in tourism. Implications of seasonality on the activity of tourism operators In the off-season periods there is an underutilization of the capacities of tourism service providers, with negative economic consequences (reduced revenues, decreased capital and labor productivity, low profits or even losses, prolonged periods of amortization of investments etc.). During peak seasons, the tourist and general technical infrastructure (railway, road, maritime, air, commercial, etc.) are overloaded. This generates problems in the normal development of traffic on the routes that connect the demand basins with those of the tourist offer, which can even lead to an increase in the number of accidents. At the places of tourist destination it can be noticed the insufficiency of the public services that are not proportionate for the level and intensity of the requests from the periods of maximum tourist concentration. The natural resources that are the attraction of tourists can be affected due to the tourist overload, which has negative effects on the environment (air, water, vegetation pollution).

SOCIAL FACTORS

Such aspects related to the social factors of the PEST analysis could take into account: demographic trends, levels or trends of unemployment, consumer behavior in light of the other three areas of change, social habits or prejudices and changes in laws that reflect them, changing cultural norms.



Social

S

1. Culture has a fundamental role to play in shaping today's societies that make up the European Union: "It is a key principle of the European project and will remain firmly rooted in our ideas if we are to achieve a truly inclusive, just and different union" (European Union, 2014).²

According to Eurostat data from 2015³ two thirds of the European population participated in at least one cultural activity during the year. Cultural participation has a significant effect on people's quality of life: it contributes significantly to their well-being and sense of belonging to society.

2. According to the study "Social Progress Index 2018" published by... on quality of life and social welfare, Bulgaria ranks 40th and Romania ranks 44th in the World ranking (146 countries). Social progress is the ability of a society to meet the basic needs of its citizens and to create development opportunities. Regarding the satisfaction of basic human needs, Bulgaria ranks 37th and Romania ranks 45th, after Although according to the GDP per capita indicator Romania ranks 43rd compared to Bulgaria which is 52nd, if we compare according to the 3 Bulgaria's social progress index ranks better.
3. **Poverty** is the major social problem of rural areas crossed by routes, and it influences the other social and economic processes in the area.

At the same time, there is an accentuation of income polarization and a wide adoption of maxims such as "the competent have money", which facilitates the perpetuation of poverty, especially in rural areas.

External migration in search of work, as a personal solution to poverty, generates new problems: the break-up of families and the poor care of children. The lack of parents causes suffering and poor emotional and cognitive development of children. Children in this situation easily lose the opportunities for development, and so reduced, that society offers.

4. **The access to public services** of the rural population is deficient. The problems of the educational system are much amplified, and the deficit of competent teachers is higher than in the urban environment. Health services are poorly

² Culture, Cities and Identity in Europe, Eurostat (online). <https://www.eesc.europa.eu/resources/docs/qe-01-16-463-en-n.pdf>

³ Culture statistics - cultural participation, Eurostat (online). https://ec.europa.eu/eurostat/statistics-explained/index.php/Culture_statistics_-_cultural_participation_by_socioeconomic_background#Cultural_participation



developed, even access to basic consultations and treatments is difficult.

5. **The life expectancy** of the rural population is approximately three years lower than that of the urban population in Romania, according to INSSE data.
6. **Infant mortality** has a higher rate in rural than in urban area of Romania. Also, the infant mortality rate in Constanța County is 160% of the national average, both in urban and rural areas - INSSE data, 2019.
7. **Globalization** and its effect of cultural uniformity are also felt in rural areas. We are witnessing a loss of folk art forms, traditional occupations, rituals, architectural forms, etc..

TECHNOLOGICAL FACTORS

Technological factors that could be influential include: the immediate and spread of online retail, IT in energy and the impact of things like net metering, distributed generation and clean power, web platforms that allow micro-business to thrive in open fields traditionally only for large operators, nanotechnology and wearable computers.

T

Technological

1. The evolution of digital technologies, tools and applications (apps) allows a wide range of people around the world to have access to cultural content. The emergence of the term "creative industries", which is associated with these new conditions for the creation, promotion, distribution and consumption of cultural products, displaces art and culture as non-commercial social phenomena
2. **Online visibility** represents in the current context a defining and differentiating element compared to the competition and in front of the consumer. Thus, the presence on online social media (Facebook, Instagram, LinkedIn) and the interaction with their users, continuously and sustainably, through notable contributions to the organization and popularization of civic events necessary to promote and support tourism in the project area is unstructured and non-unity
3. The online environment, social media and computer technology are the main technological factors behind the changes taking place in the general cultural environment and in cultural tourism in particular. The creative industries are seriously affected by the convergence associated with the gradual introduction of television, computer technology, the Internet and telecommunications technology, as well as the



opportunities offered by relevant technologies for data storage, large databases (big data), related data, manipulation, translation and reproduction of digital media. The Internet is revolutionizing the way information is distributed and shared, including cultural works, and the way people collaborate to co-create and produce it.⁴ The creative and cultural economies are widely discussed as an important and growing part of the global economy because of the socio-economic potential of trade in creativity, knowledge and information, job creation, prosperity and cultural engagement. At the heart of the creative economy are the cultural and creative industries, which are at the crossroads of the arts, culture, business and technology. What unifies these activities is the fact that they all deal / trade in cultural values in the form of intellectual property - this is the conceptual framework through which creativity is transformed into economic value.⁵

4. **The technological comfort** that any consumer of tourist services and products is looking for is composed of the sum of common facilities in the urban environment: cellular telephony, mobile data to ensure access to online information from smart devices, charging points for smart devices, WiFi networks. The current infrastructure is under development and due to the leading position in the world of the national infrastructure, it has enough elements to allow the achievement of sufficiently developed nodes in the objectives of the proposed itineraries
5. **Electronic transactions** are a capital requirement in the current context, especially since most decisions on choosing a tourist attraction are related on the one hand to the legitimacy offered by a secure transaction at the time of payment and on the other hand to the easy way of electronic access, in any moment, both of the information about the tourist products and of their acquisition
6. **Promotion in the online environment** shows an increasing trend after the crisis of 2008, being accentuated by the current pandemic crisis, polarizing most of the marketing campaigns. The existence of specialized behavioral analysis applications, integrated in paid promotion platforms (eg Google AdWords), allows the development of smart campaigns, which can supplement the existence of a human guide with pre-programmed suggestions.
7. **Artificial intelligence (AI)** is the pioneer of the 21st century, gradually becoming an integrated component of any specialized application. Creating a platform dedicated to this project, containing an AI module is an advantage that will be translated

⁴ Ministry of Culture. http://mc.government.bg/files/5495_Strategy_culture_.pdf

⁵ Ministry of Culture, http://mc.government.bg/files/5495_Strategy_culture_.pdf



by contributing to improving consumer interaction with the program and will add a virtual assistance component, inherently needed in the next period

- VISION AND MISSION, STRATEGIC GOALS AND PRIORITIES

5.1. Vision

The vision of a Common Strategy for Cultural Tourism in the Constanta-Dobrich Cross-Border Region is defined in accordance with the basic principles set out in the Methodology for Strategic Planning of the Republic of Bulgaria and the Romanian Ministry of Regional Development and Public Administration for actualization of the existing strategies and plans for regional and local development. The preparation of the vision also takes into account the good practices for drafting strategic documents in the EU, as well as the experience of the authors at the regional level (Methodological Guidelines, 2011).

The vision offers a picture of the desired state of the subjects and the infrastructure for cultural tourism in the cross-border region, which overcome the weaknesses and intensify the strengths of the region. The vision provides an answer to the question of how we want to see the cross-border region at the end of the strategic period 2021-2030, after the development of cultural tourism in the region proposed in the Strategy has been implemented.

The following three principals have been used in formulating the vision:

1. Territorial convergence of the perceptions of the municipalities in the Region for the implementation of the change towards balanced development of the cultural tourism and efficient management by the regional and local public administrations.
2. The vision to reflect the joint contribution of the stakeholders in the Region to increase the benefits from the implementation of the Strategy for development of cultural tourism.
3. Scientific and professional base for the direction of development, for the desired standard for comparison and for the pace of achieving results from change to a desired and realistic share of cultural tourism in relation to the total share of tourism.

Based on the assessment of needs and challenges and in accordance with the above principles, the following vision for the development of cultural tourism in the cross-border region of Constanta-Dobrich has been formulated:

THE DEVELOPMENT OF FOUR TOURIST ROUTES IN THE CROSS-BORDER REGION CONSTANTA-DOBRICH PROVIDES RECOGNITION OF THE REGION AND SHOWS THAT IT IS BECOMING A PREFERRED DESTINATION FOR CULTURAL TOURISM BY BUILDING AN EMOTIONAL CONNECTION BETWEEN DESTINATIONS AND CONSUMERS. IMPOSING THE ROUTES AS PRODUCTS COMPOUNDS EFFORTS AND ATTRACTS THE SUPPORT OF ALL STAKEHOLDERS, WHICH MAXIMIZES THE SOCIO-



ECONOMIC BENEFITS TO SOCIETY. THE DEVELOPMENT OF ROUTES AS A TOURIST PRODUCT IS BASED ON RESPECT FOR THE ENVIRONMENT, CONSERVATION OF BIODIVERSITY AND SUSTAINABLE USE OF NATURAL RESOURCES IN THE PROTECTED AREAS.

In order to effectively achieve the development of cultural tourism in the area and to ensure the viability of the tourist product requires a rigorous strategic planning, based on studies, in-depth research and debates on tangible and intangible cultural heritage with tourist potential in Constanța - Dobrich cross border. Any action taken towards progress must be thought of in terms of strategic planning to achieve the desired success.

The vision for the development of cultural tourism in the cross-border region unites the views of the partners for the implementation of the change. It also includes the prospect of broad participation and public engagement. The vision formulated in this way expresses a desire for a future improved state, which is achieved through the shared participation of all stakeholders. In this sense, the vision requires an integrated approach to seek and realize the link between the development of cultural tourism and the well-being of the communities in the region.

5.2. Mission

The mission of the stakeholders for the development of cultural tourism, in order to achieve the vision, takes into account the powers and opportunities for support from the partner organizations to use the potential for the development of cultural tourism in the region. According to the specifics of the powers and capabilities of local and regional public and private organizations to influence the process of development of cultural tourism in the region, the following mission is defined in the implementation of the Strategy:

ACCELERATED DEVELOPMENT OF CULTURAL TOURISM THROUGH THE ELECTION OF A PROMISING ORGANIZATION AND THROUGH EFFECTIVE PARTNERSHIPS FOR IMPLEMENTING THE "KNOW-HOW" FROM LEADING REGIONS IN THE EU, IN SUPPORT OF A BALANCED AND SUSTAINABLE DEVELOPMENT OF THE MUNICIPALITIES IN THE CROSS-BORDER REGION CONSTANTA-DOBRICH

The defined mission gives the leadership role to local authorities and stakeholders in the implementation of public policies and measures, as well as private ones, for the development of cultural tourism. This mission expands the commitments and functions of the Dobrich District Administration, the Constanta District Council and the Municipal Administrations in the cross-border region to assist stakeholders in the public governance process and work together in seeking consensus for accelerated socio-economic development through the successful development of the potential of cultural tourism.

The project was developed to address the common problems of the Romanian-Bulgarian communities related to the lack of tourism in the Harsova-Dobrichka area, despite the rich cultural and natural heritage that exists.



Thus, both partners identified the need to stimulate the socio-economic context through the sustainable use of cultural and natural heritage through tourism, a sector recognized as a true engine of community development and well-being.

In this sense, the idea was born to create and promote a cultural tourism product that integrates both the elements of cultural infrastructure and elements related to cultural events (festivals) or services needed in cultural tourism (tourist orientation).

The tourist product created and promoted within the project cannot have a unitary continuity in the medium and long term, without a strategic planning of the measures and actions to be undertaken at local and county level by all decision makers with the power to act in the vast field. cultural heritage and tourism management

5.3. Strategic goals

The current strategic goals detail the vision and mission of the Strategy. The following strategic goals are formulated:

- Strategic goal No. 1: Development of the routes as recognizable and attractive destinations of the cross-border region Constanta-Dobrich;
- Strategic goal No. 2: Improving the quality of existing services, development of new ones and creation of functional connectivity in the tourist territories;
- Strategic goal No. 3: Improving the quality of the physical and tourist infrastructure on the territory of the four tourist routes.

The main objectives of this document are:

- in-depth knowledge of the tangible and intangible heritage with tourist potential in the cross-border area and its capitalization through defined strategic proposals.
- identifying the investment needs in the cultural heritage with tourist potential, establishing an estimated budget for them and indicating the possible sources of financing.
- identifying the needs for cultural heritage promotion and establishing the most effective medium and long term promotion scenario

The selection of objectives has been carried out in accordance with existing strategic documents, both at European and national level and on the basis of existing strategic documents at regional level relating to the Constanta-Dobrich cross-border region.

The goals are based on in-depth knowledge of the state and trends in the internal and external environment. They are consistent with the market positioning of the integrated tourism product, its competitive advantages, financial resources, management, profitability and social responsibility. In setting the goals, a synergistic effect is sought with all existing,



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newly proposed and other instruments for the development of cultural tourism in the cross-border region of Constanta-Dobrich.

The goals adhere to the basic principles for the development of cultural tourism, and the idea is that their implementation will lead to maximum social and economic benefits for local communities and minimum negative impact on cultural sites and the environment.

After completing the inventory, 4 cultural and tourist circuits will be created in the analyzed area that will integrate cultural events, such as festivals, fairs and culinary exhibitions, as well as other types of cultural events specific to the area.

The 4 circuits will contain detailed information about: accessibility, the actual itinerary, tourist objectives, calendar of cultural events, calendar of excursions, distances, accommodation and meal options, opportunities for relaxation and free time, logistical opportunities (refueling, hospitals and emergency medical dispensaries, police stations, etc.).

The strategy will be approved and assumed by the local councils of the two partners and will be presented to other local decision makers to be integrated into their own strategies.

The project is the basis of a tourist product focused on culture and events; the dimensions necessary for the birth of a tourist product are integrated.

The tourist product will be developed as a result of the studies carried out for the elaboration of the strategy proposals. This gives the tourism product a real chance to be effective and achieve the goal of revitalizing tourism in an area with huge potential, but almost invisible from a tourist point of view.

One of the strategic measures proposed in the strategy will be to ensure the maintenance of the tourist product after the completion of the project.

Thus, by assuming the strategy, the two partners will ensure the multidimensional continuity of the tourist product by:

- permanent collaboration between the two project partners and the cultural institutions whose infrastructure has been modernized to actively maintain cultural events in the area to attract tourists. The continuity of the festivals, as well as the joint organization of other cultural events will contribute to the creation of a cross-border identity and a sense of belonging to the Romanian-Bulgarian common space;
- permanent promotion of cultural objectives and events in the area.

The activity will be implemented together, through the joint effort of the two partners who will subcontract specialized services for the development of the strategic document. The companies in charge of developing the strategy will have the obligation to collaborate in order to centralize and synthesize information in order to achieve a unitary cross-border strategy.



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The tourist product created and promoted within the project cannot have a unitary continuity in the medium and long term, without a strategic planning of the measures and actions to be undertaken at local and county level by all decision makers with the power to act in the vast field. cultural heritage and tourism management.

6. STRATEGIC PLAN

Measures and activities to achieve the strategic objectives

The tourist brand has an important role in promoting and attracting tourists. He must have the ability to convey meaningful messages about the destination and attract media attention. The brand must be very well customized so that the consumer can correctly identify the destination and arouse certain preferences for identical or similar offers from other countries, to influence him in the decision to buy the tourist offer associated with that brand.

The tourist products and services of a destination must be known by the target audience of the brand. A destination should not be briefly presented but with all the hospitable characteristics of the area, with reference to culture, authenticity, safety, traditions, etc. Sometimes even accompanied by certain stories, legends, images that attract the attention of the virtual visitor.

It is necessary to segment the tourist market taking into account the nature and beauty of the landscape, cultural, sports and adventure events.

To be successful, managers of tourism products and services must focus in the first stage on capitalizing on existing resources.

In the next stage, as the financial resources increase, sometimes even due to the activities carried out in the first stage, they can make investments in infrastructure development and creation of new attractions according to the values sought by tourists: cultural, social, educational, religious values, etc.

At the same time, the offers of the market competitors must be analyzed, the demand and the supply in real time considering that in the current conditions the tourists have at their disposal an extremely large number of variants and will choose the destinations that have the best quality-price ratio. compared to the competition.



Sources of financing

In acest moment, nu exista suficiente informatii in detaliu cu privire la forma pe care o vor avea finantarile in urmatorul exercitiu financiar 2021-2027.

Cu toate acestea, prezentul Plan de Actiune isi doreste formularea unor masuri care sa tina cont de informatiile disponibile pe site-ul: www.fonduri-structurale.ro si a https://ec.europa.eu/commission/index_ro. In cadrul următorului buget pe termen lung al UE pentru 2021-2027, Comisia propune modernizarea politicii de coeziune, principala politică de investiții a UE

Sunt de retinut deocamdata, Cinci priorități investiționale:

Investițiile în dezvoltare regională se vor axa mai ales pe obiectivele 1 și 2. Acestor priorități li se vor aloca 65 % - 85 % din resursele FEDR și ale Fondului de coeziune, în funcție de prosperitatea relativă a statelor membre.

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Five EU-wide investment priorities have been set to:

A smarter Europe:

The **Research and Innovation** component will continue to be a funding priority involving the development and strengthening of organisations' research and innovation capacities by creating attractive innovation systems (e.g. SMART Systems in Health) and adapting advanced technologies to create a solid entrepreneurial system.

If we discuss **Competitiveness**, the Authorities announce that we want to facilitate access to finance for SMEs in the coming period, support them for internationalisation and investment in new technologies.

Digitalisation will also be an objective that will benefit citizens, companies and state authorities.

In the context of a knowledge-based economy, skills for **smart specialisation, industrial transition and entrepreneurship** will be developed at SME level, including the organisation of practical training courses, training for the implementation of the standard - Innovation Management system in companies. At the same time, the administrative capacities of the actors involved in the implementation, monitoring, review of smart specialisation strategies will also be developed.



A greener Europe

If we think of **energy**, projects as specific targets proposed, we mention promoting energy efficiency and reducing greenhouse gas emissions, promoting renewable energy and developing intelligent energy systems, networks and storage outside the TEN-E(Trans-European Energy Networks).).

As we live in a time when the **consequences of climate change** and the water crisis are the main risks, the Commission supports the financing of projects that promote adaptation to climate change, risk prevention and disaster resilience and promote sustainable water management.

To promote the transition to a **circular economy**, investments will be made to expand and improve integrated waste management systems, increase their reuse and recycling, prevent waste generation and diversion from landfills.

The protection of nature and biodiversity will be improved by developing green infrastructure (especially in urban areas) and reducing pollution.

With regard to the objective of **Urban Mobility**, those projects will be selected to facilitate faster and cheaper access of the population to the urban area.

A connected Europe

part of the funding allocated to Romania for this stage (approx. **€30.6 billion**) will be targeted at **connectivity**, i.e. those investments that will facilitate the development of a sustainable, climate-resilient, smart, secure and intermodal TEN-T network. At the same time, investments in broadband infrastructure, very high capacity, broadband type Broadband will be **considered**.

A more social Europe

Through this operation, the European Pillar of Social Rights is intended to be implemented, i.e. investments will be pursued to improve access to the labour **market** through active labour market (**employment**) policies, by anticipating skills needs and by supporting transitions and mobility in the labour market. Investments that will also improve the quality, effectiveness and relevance of the labour market by creating **incluziunea activă asistență medicală** high-performance **education and training** systems will also be analysed.

A Europe closer to its citizens

Strategic sustainable development projects will be supported, which will aim at investments in **tourism** (urban tourist resorts of national interest), investments in cultural infrastructure, investments in cultural **heritage**, investments for urban regeneration and the security of public **spaces**.

In the upcoming programming period, 2021-2027, a **personalised approach to regional development** is announced. Thus, part of the methods of allocating funds (e.g. GDP per capita) will be retained and new selection criteria (youth unemployment, low levels of education, climate change and the reception and integration of migrants) will be introduced, in order to



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make real interventions adapt to regional needs and specificities, by decentralising management and implementation at the level of local authorities.

Cohesion policy continues to invest in all regions, based on 3 categories (less developed, in transition, more developed). The method of allocating funds is still largely based on GDP per capita. New criteria (youth unemployment, low levels of education, climate change and the reception and integration of migrants) are being introduced to better reflect the reality on the ground. The outermost regions will continue to receive special support from the EU. Cohesion policy continues to support locally led development strategies and to empower the management of funds by local authorities. It also increases the urban dimension of cohesion policy by allocating 6% of the ERDF to sustainable urban development and a new programme of networking and capacity-building dedicated to urban authorities under the name European Urban Initiative.

Simplification: shorter, fewer and clearer rules

According to the European Commission, for businesses and entrepreneurs with EU support, the new framework offers less red tape and easier ways to request payments by using simplified cost options. To facilitate synergies, a single regulatory framework currently covers 7 EU funds implemented in partnership with Member States ('shared management'). The Commission also proposes more relaxed controls on programmes with a good track history, greater confidence in national systems and the extension of the 'single audit' principle, in order to avoid duplication of checks.

A more flexible framework

The new framework brings together the stability needed to plan investments with the appropriate level of budgetary flexibility to deal with unforeseen events. An interim evaluation will determine whether there is a need to amend programmes for the last two years of the funding period, based on emerging priorities, programme implementation and the latest country-specific recommendations.

Within certain limits, transfers of resources within the programmes will be allowed without the need for formal Commission approval. A specific provision facilitates the mobilisation of EU funds from day one in the event of a natural disaster.

Closer link with the European Semester and the economic governance of the Union

Cohesion policy supports reforms to create an investment-friendly environment in which businesses can thrive. Full complementarity and coordination with the Reform Support Programme will be ensured in its new and consolidated form.

During the budget period, country-specific recommendations (STRs) made in the context of the European Semester will be taken into account twice: first, for the design of cohesion policy programmes, and then in the interim evaluation. In order to establish the conditions for economic growth and job creation, the new favourable conditions will help to remove barriers to investment. Their application will be monitored throughout the financial period.



More opportunities for synergies in the EU set of budgetary instruments

The single regulatory framework covering cohesion policy funds and the Asylum and Migration Fund will facilitate the creation of locally supported migrant integration strategies through EU resources used in synergy; The Asylum and Migration Fund will focus on the short-term needs of migrants upon arrival, while cohesion policy will support their social and professional integration. In addition to the single regulatory framework, synergies with other EU instruments, such as **the common agricultural policy, Horizon Europe, LIFE or Erasmus +**.

Interreg: removing cross-border barriers and supporting interregional innovation projects

Interregional and cross-border cooperation will be facilitated by the new possibility for a region to use parts of its own allocation to finance projects elsewhere in Europe, together with other regions. The new generation of interregional and cross-border cooperation programmes ('Interreg') will help Member States overcome cross-border obstacles and develop common services. The Commission is proposing a new instrument for border regions and countries willing to harmonise their legal frameworks, called the European Cross-border Mechanism.

Building on the success of the 2014-2020 pilot action, the Commission proposes the creation of Interregional Innovation Investments. Regions with corresponding 'smart specialisation' assets will be further supported for the composition of pan-European clusters in priority sectors such as massive data, circular economy, advanced manufacturing systems or cybersecurity.

Consolidated rules for best performing EU investments

All programmes will maintain their performance framework with quantifiable objectives (number of jobs created or additional access to broadband networks). The new framework establishes an annual performance review in the form of a political dialogue between the programme authorities and the Commission. The performance of the programmes will also be assessed during the interim evaluation. For the sake of transparency and for citizens to be able to track progress, Member States will have to report all implementation data every two months and the open cohesion data platform will be updated automatically.

More intensive use of financial instruments

According to the European Commission, grants can be effectively supplemented by financial instruments, which have a potentiating effect and are closer to the market. Member States will be able to transfer some of their cohesion policy resources to the new centrally managed InvestEU fund to access the guarantee provided by the EU budget. It will be easier to combine grants and financial instruments. The new framework also includes special provisions to attract more private capital.

A stable euro area is a prerequisite for job creation, economic growth, investment and social equity in our Union. **Under the Treaties, the euro is the single currency of the European Union** and economic convergence and stability are objectives of the Union as a whole. Following the UK's withdrawal from the EU, the euro area's gross domestic product (GDP) will account for more than 85% of the EU's total gross domestic product (GDP). This is why the instruments for



strengthening economic and monetary union must not be separated, but must be an integral part of the overall financial architecture of the Union.

Programmes to support SMEs with funding from the State Budget

- UNCTAD/EMPRETEC Romania programme to support the development of small and medium-sized enterprises;
- The programme to stimulate the establishment and development of micro-enterprises by
 - beginner business entrepreneurs;
 - National programme for the support of crafts and crafts;
- Programme for the development of marketing activities for market products and services;
- Programme for the development of entrepreneurial skills among young people and facilitating their access to START funding;
- Multiannual national programme for the development of entrepreneurship among women in the SME sector;
- Multiannual national programme for the establishment and development of small and medium-sized enterprises in rural areas;
- Multiannual national microindustrialisation programme;
- Program for the organization of the Small and Medium Enterprises Fair;

Romania has finalised a draft Partnership Agreement, still in negotiation with the European Commission, which will be the key programmatic document by which the country sets its priorities and how to spend European funds in the 2021-2027 programming period.

10 operational programmes will be managed by management authorities from 3 ministries and Regional Development Agencies (RDAs), under the control of local authorities.

Two scenarios are currently being negotiated, a more convenient one, in which Romania will contribute 15% of the state budget to operational programmes, and a more likely one, in which we will have to cover 30%. With 30% of national money, the programmes amount to investments of EUR 47 billion, and in the version desired by the Government, with 15% of our money, the investments will amount to EUR 41 billion.



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Variant of operational programmes:

SCENARIO 1

70% EU contribution/ 30% State budget

Title	Fund	Category of regions	UE Contribution	National Contribution	Total
POCIDIF	FEDR	More developed Less developed General allocation FEDR POCIDIF	1.500,00	642,86	2.142,86
PODD	FEDR	More developed Less developed General allocation FEDR PODD	3.085,00	1.322,14	4.407,14
	FC		837,80	359,06	1.196,86
POT	FEDR	More developed Less developed General allocation FEDR POT	2.041,80	1.765,41	3.807,21
	FC		2.570,20	2.564,01	5.134,21
POR B-I	FEDR	More developed	584,19	876,28	1.460,47
POR N_V	FEDR	Less developed	1.223,43	524,33	1.747,76
POR V	FEDR	Less developed	1.004,87	430,66	1.435,53
POR CENTRU	FEDR	Less developed	1.179,88	505,66	1.685,54
POR SUD-MUNTENIA	FEDR	Less developed	1.343,80	575,91	1.919,71
POR S-E	FEDR	Less developed	1.268,67	543,71	1.812,38
POR S-V OLTENIA	FEDR	Less developed	1.021,94	437,97	1.459,91
POR N-E	FEDR	Less developed	1.494,92	640,68	2.135,60
POS	FEDR	More developed Less developed General allocation FEDR POS	1.700,00	1.014,29	2.714,29
	FSE+	More developed Less developed General allocation FSE+ POS	1.081,00	481,00	1.562,00
POIDS	FEDR	More developed Less developed General allocation FEDR POIDS	558,00	239,14	797,14
	FSE+	More developed Less developed General allocation FSE+ POIDS	2.401,94	1.084,35	3.486,29



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POEO	FSE+	More developed			
		Less developed			
		General allocation FSE+ POEO	3.861,70	1.913,58	5.775,28
POAT	FEDR	More developed			
		Less developed			
		General allocation FEDR POAT	155,05	103,34	258,39
	FSE+	More developed			
		Less developed			
		General allocation FSE+ POAT	201,86	134,57	336,43
POTJ	FC				
POTJ	FTJ Alocare	Less developed	1.766,00	756,86	2.522,86
	FTJ, FSE+ complementary support to be transferred to FTJ	Less developed			
	FTJ, FEDR complementary support to be transferred to FTJ	Less developed			
TOTAL	FEDR, FC, FSE+, FTJ		30.882,05	16.915,80	47.797,85
PAP	FEPAM		162,00		
PN FAMI National Asylum Fund, Migration and Integration Program					
PN FSI National Fund Internal Security Program					
PN IMFV National Border and Visa Management Instrument Program					
TOTAL	All Funds		31.044,05	16.915,80	47.797,85

SCENARIO 2

85% Contributie UE/ 15% Buget de Stat

Title	Fund	Category of regions	UE Contribution	National Contribution	Total
POCIDIF	FEDR	More developed			
		Less developed			
		General allocation FEDR POICIDIF	1.500,00	264,71	1.764,71



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PODD	FEDR	More developed			
		Less developed			
		General allocation FEDR PODD	3.085,00	544,41	3.629,41
	FC		837,80	147,85	985,65
POT	FEDR	More developed			
		Less developed			
		General allocation FEDR POT	2.041,80	1.427,82	3.469,62
	FC		2.570,20	2.327,83	4.898,03
POR B-I	FEDR	More developed	584,19	876,28	1.460,47
POR N_V	FEDR	Less developed	1.223,43	215,90	1.439,33
POR V	FEDR	Less developed	1.004,87	177,33	1.182,20
POR CENTRU	FEDR	Less developed	1.179,88	208,21	1.388,09
POR SUD-MUNTENIA	FEDR	Less developed	1.343,80	237,14	1.580,94
POR S-E	FEDR	Less developed	1.268,67	223,88	1.492,55
POR S-V OLTENIA	FEDR	Less developed	1.021,94	180,34	1.202,28
POR N-E	FEDR	Less developed	1.494,92	263,81	1.758,73
POS	FEDR	More developed			
		Less developed			
		General allocation FEDR POS	1.700,00	711,76	2.411,76
	FSE+	More developed			
		Less developed			
		General allocation FSE+ POS	1.081,00	216,29	1.297,29
POIDS	FEDR	More developed			
		Less developed			
		General allocation FEDR POIDS	558,00	98,47	656,47
	FSE+	More developed			
		Less developed			
		General allocation FSE+ POIDS	2.401,94	604,87	3.006,81
POEO	FSE+	More developed			
		Less developed			
		General allocation FSE+ POEO	3.861,70	681,48	4.543,18
POAT	FEDR	More developed			
		Less developed			
		General allocation FEDR POAT	155,05	103,34	258,39
	FSE+	More developed			
		Less developed			
		General allocation FSE+ POAT	201,86	134,57	336,43
	FC				
POTJ	FTJ Alocare	Less developed	1.766,00	311,65	2.077,65
POTJ	FTJ, FSE+ sprijin complementar care urmeaza a fi transferat catre FTJ	Less developed			



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FTJ, FEDR
sprijin complementar
care urmeaza a fi
transferat catre FTJ

Less developed

TOTAL	FEDR, FC, FSE+, FTJ	30.882,05	9.957,94	40.839,99
PAP	FEPAM	162,00		
PN FAMI				
National Asylum Fund, Migration and Integration Program		35,90	11,97	47,87
PN FSI				
National Fund Internal Security Program		58,39	19,46	77,85
PN IMFV				
National Border and Visa Management Instrument Program		98,78	32,93	131,70
TOTAL	All Funds	31.237,11	10.022,30	41.097,40

* FTJ policy objectives and specific objective according to Article 4 (1), DRC. For ERDF, ESF +, FC and FTJ for the years 2021-2025; for FEPAM 2021-2027.

** In accordance with Article 106 (2) on the determination of co-financing rates.

*** Preliminary allocation of FTJ - indicating separately the initial allocation of FTJ and the complementary support of ESF + and ERDF for the category of regions concerned, if already known. "

**** In accordance with the specific regulations, the co-financing rates applicable within FAMI, FSI and IMFV are the following:

Internal Security Fund (ISP):

- 75% non-reimbursable external financing and 25% national co-financing (based on the provisions of Article 11, paragraph 1 of the Proposal for a Regulation of the European Parliament and of the Council establishing the Internal Security Fund - COM (2018) 472 final) - this proportion of was taken into account when calculating the estimates in the table
- 90% non-reimbursable external financing and 10% national co-financing (based on the provisions of Article 11, paragraphs 2 and 3 of the Proposal for a Regulation of the European Parliament and of the Council establishing the Internal Security Fund - COM (2018) 472 final)
- 100% non-reimbursable external financing based on the provisions of Article 11, paragraphs 4 and 5 of the Proposal for a Regulation of the European Parliament and of the Council establishing the Internal Security Fund - COM (2018) 472 final)

Asylum Fund for Migration and Integration (FAMI):

- 75% non-reimbursable external financing and 25% national co-financing (based on the provisions of Article 12, paragraph 1 of the Proposal for a Regulation of the European Parliament and of the Final Council establishing the Asylum and Migration Fund - COM / 2018/471 final)
- 90% non-reimbursable external financing and 10% national co-financing (based on the provisions of Article 12, paragraphs 2 and 3 of the Proposal for a Regulation of the European Parliament and of the Final Council establishing the Asylum and Migration Fund - COM / 2018/471 final)
- 100% non-reimbursable external financing (based on the provisions of Article 12, paragraphs 4, 5 and 5a of the Proposal for a Regulation of the European Parliament and of the Final Council establishing the Asylum and Migration Fund - COM / 2018/471 final)

Border and Visa Management Tool (IMFV)

- 75% non-reimbursable external financing and 25% national co-financing (based on the provisions of Article 11, paragraphs 2 and 3 of the proposal for a Regulation of the European Parliament and of the Council establishing, as part of the Integrated Border Management Fund) financial support for border and visa management - COM / 2018/473 final)
- 90% non-reimbursable external financing and 10% national co-financing (based on the provisions of Article 11, paragraph 1 of the proposal for a Regulation of the European Parliament and of the Council establishing, as part of the Integrated Border Management Fund) the financial support instrument for border management and visas - COM / 2018/473 final)
- 100% non-reimbursable external financing (based on the provisions of Article 11, paragraphs 4, 5 and 5a of the proposal for a Regulation of the European Parliament and of the Council establishing, as part of the Integrated Border Management Fund) the financial support instrument for border management and visas - COM / 2018/473 final)



Regional Operational Programme (MRP) 2021-2027

The Regional Operational Programme (MROs) is designed the most opportunities for micro and small and medium-sized enterprises (SMEs) during the 2021-2027 programming period. In contrast to the situation until now, when POR was managed by the Ministry of Development (under its many names and formulas in Romania's nearly 14 years of EU membership), in the 2021-2027 programming period the POR will be broken into 8 smaller programmes, each managed by the managing authority of each Regional Development Agency (ADR) in each region.

POR Bucharest-Ilfov will have a total allocation of EUR 1.46 billion (of which 30% is from the state budget and the rest from the EU),

POR Northwest - 1.74 billion euro

POR West - 1.43 billion euros,

POR Centre - 1.68 billion euros,

POR South-Muntenia - 1.91 billion euros,

POR South-East - 1.81 billion euro,

POR South West - Oltenia - 1.46 billion euros,

POR Northwest - 2.13 billion euros.

"The "ROs are intended to target investments that mainly target SMEs in areas of smart specialisation," the draft Partnership Agreement reads. It also writes here about "developing the capacity of the entrepreneurial innovation ecosystem for the creation, maturation and internationalization of start-up / spin-off in RIS3 fields (intelligent specialization n.r.)".

Also 'through THE MROs, the grant financing of entrepreneurship and business support infrastructure and the stimulation of innovative activities and the increase of the competitiveness of SMEs' is envisaged.

As objectives and areas of investment, there is largely an increase in the competitiveness of SMEs, as well as technological investments in SMEs, including IT&C, IoT (the internet of all things), automation, robotics, artificial intelligence, mass customization.

Investments in services and equipment for the digital transformation of micro-enterprises and SMEs, 'design-based innovation' for the development of new products, technology transfer,



support for the development and implementation of new business models for SMEs, in particular for internationalisation, investments in tangible and intangible assets in micro-enterprises and SMEs, including scale-up, are also mentioned at THE MROs.

The 8 MROs also include investments for the development of skills at the level of SMEs and entities involved in the entrepreneurial discovery process.

2. POCODIF 2021-2027 - digitisation and financial instruments

Another relevant programme for SMEs will be the Operational Programme intelligent growth, digitalisation and financial instruments (POCIDIF), which would be managed as a managing authority by the Ministry of European Funds.

POCIDIF 2021-2027 would have a budget of EUR 2.14 billion, with a national contribution of 30%.

Here we find priority axis 10 - Stimulating access to finance for SMEs through the use of Financial Instruments. It will most likely be European funds allocated to investment funds to provide venture capital financing or private equity to technology startups.

3. POEO 2021-2027 - funds for courses

The Operational Education and Employment Programme (POEO) has a total budget of 5.77 billion euros, of which 30% is money from the state budget. It will come in place of the former POSDRU and the current POCU, social programmes, through which Romania takes money from the EU and spends it mainly in courses and trainings for the unemployed, disadvantaged people, young people who do not go to school and do not have a job, etc. State institutions and NGOs usually do projects with this money.

The Ministry of European Funds will also be a managing authority at POEO 2021-2027, as now, at POCU 2014-2020.

This programme will also include from 2021 the financing schemes for small business opening: "grants for the financing of entrepreneurship schemes (such as start-up students)".

It will also continue with subsidies for salaries in private firms - 'incentivating employers to use flexible forms of work and to finance investments to enable the use of these forms by facilitating access to finance for SMEs and providing accompanying measures to finance benefits to young people'.

Nor will the money for 'social enterprises supporting young NEETs (who do not go to school or work) be deprived of the costs of qualification in the workplace, counselling and vocational guidance, subsidising employment contracts and placing on the labour market at the end of the support period'.

The "Young Volunteer" Programme, which will give grants to "familiarise young people with the rigors required at a job, with the aspects of the practice of a trade" will also be announced.



In this operational programme there will also be money for 'manager training programmes or measures to improve SMEs' access to the various ways of digitising their business (e.g. SME Digital Start Pack)'.

4. PODD 2021-2027 - environmental projects

The Operational Programme for Sustainable Development (PODD) 2021-2027 will have a total budget of 5.6 billion euros, with 30% from the state budget. All MFE will be a managing authority, according to the interim draft of the Partnership Agreement.

This will mainly be projects related to environmental protection and energy efficiency.

Under the programme, a budget of EUR 400 million will be allocated to promote energy efficiency. Small and medium-sized firms will also enter this funding line.

5. Fishing programme 2014-2020

The Programme of Aquaculture and Fisheries (PAP) 2021-2027 will have an allocation of only EUR 162 million, with the total 30% from the national budget. PAP will be handled by the Ministry of Agriculture (as before) and will also finance a number of SME projects, such as those in the field of leisure fishing tourism, fish restaurants, fish farms, fish products processing, etc.

The other operational programmes of Structural and Cohesion Funds will be:

7. Transport 2021-2027

The Operational Transport Programme (POT) will be the largest operational programme of Structural and Cohesion Funds - about 9 billion euros, with the 30% from the Romanian state. The Minister of Transport will be the managing authority.

With this money should build highways, railways, bridges and airports mainly.

Transport currently enters the Large Infrastructure Programme (POIM) 2014-2020, which also includes the environmental part, managed by the Ministry of European Funds, as a managing authority.

8. Health 2021-2027

The Operational Health Programme (POS) will have a total budget of around 4.2 billion euros, with a national contribution of 30%. POS 2021-2027 will also be managed by MFE as a managing authority.

This will include, among other things, the construction of "famous" regional hospitals, which should have been built with money from the Regional Operational Programme 2014-2020 and national funds mainly.

At the lower level, family medicine practices will also be able to be funded - as beneficiaries - from POS 2021-2027, according to the draft programme.

9. POIDS 2021-2027



The Operational Programme Inclusion and Social Dignity (POIDS) will have an allocation of EUR 4.2 billion, with the total 30% from the national budget. The programme, also managed by the MFE as a managing authority, will mainly include services and assistance for elderly people, people with disabilities, disadvantaged people. Basically, POIDS 2021-2027 takes over part of the current POCU 2014-2020 and the former POSDRU 2007-2013.

10. Technical support

The Operational Technical Assistance Programme (POAT), also managed by the MFE, will have a total allocation of EUR 258 million, in the 30% national contribution. As before, the money will be used for the training, training and additional payment of staff involved in the absorption of European funds on all other programmes.

Consolidated state budget

It reflects the public financial flows of the formation of tax and non-tax revenues and their distribution by destinations according to the social need and the financial and economic policy objectives of the government. Consolidated general budget represents all budgets, components of the budgetary system, aggregated and consolidated to form a whole.

The national public budget is the central link of the country's financial system and is regarded as a document presenting the forecast for a certain period (year, quarter) of both state revenue and expenditure, administrative-territorial units and public institutions of national or local interest, approved at different levels after which it becomes a document with the power of law, operative and binding for those who manage and follow the execution of each of the component budgets. As a first conclusion we can say that the national public budget represents the synthesized expression of economic relations that manifests itself in the processes of formation and use of the main centralized fund of state money and funds of administrative - territorial units, in order to finance social cultural activities (education, health, culture and art, sport, social and ecological protection, cult activities; scientific research, modernization and infrastructure development , communal housekeeping, national defence, security and public order and law; integration and participation in international forums where the state has joined or wishes to join



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