



Intangible Heritage



Innovation & Digitalization



Interpretation facilities



Industrial Heritage

Action Plan

Burgas Municipality 2018



Executive Summary



Burgas Municipality is the largest municipality in Southeastern Bulgaria covering an area of 514 36 ha. It is located at the coast of Black Sea surrounding the largest bay along the Black Sea Coastline – Burgas Bay. The wide beaches, sand dunes, coastal lakes and swamps, numerous bays, lagoons and limans in the Black Sea coastal area create favourable conditions for development of tourism.

Development of tourism in the municipality of Burgas is regulated by a number of strategic documents defining the guidelines for the general development of the municipality, incl. Burgas Municipality Development Plan 2014-2020. (MDP), the General Site Development Plan of the Municipality of Burgas (GSDP) and the Strategy for Sustainable Energy Development of Burgas Municipality 2011-2020.

The sustainable development of tourism with regard to its impact on the economy, environment and population can be ensured by a variety of promising products, which have been identified. A detailed SWOT analysis has been made which takes into account all the strengths and weaknesses, opportunities and threats involving relevant local assets and significant matters, including conflict of interests, the role of culture and heritage in view of sustainable, responsible and innovative tourism.

An excellent opportunity in this direction is to stimulate the development of alternative tourism, which is inherently sustainable by itself. Promoting this type of tourism in coastal areas will pose a great challenge because of the need to formulate a new unique business proposal and create a new destination image. Alternative tourism can lead not only to increased tourism flow but also to extended tourist season. This in turn will result in:

- New sources of income that are a prerequisite for development and employment;
- Limiting environmental pressure and negative economic effects caused by the concentration of tourism in only few active months per year;
- Creation of new activities for the preservation and development of the cultural and historical heritage of the region.

Burgas Municipality possesses excellent potential for development of existing and creation of new tourist products:

- ✓ Cultural tourism;
- ✓ Festival tourism;
- ✓ Sports tourism;
- ✓ Ecotourism;
- ✓ SPA/balneotourism;
- ✓ Business tourism;

**Vision Statement:**

"Surrounded by three lakes, a sea and exceptional natural beauties, Burgas represents a cultural center having its own spirit, lifestyle and traditions. Burgas is the ornithological center of Europe, as it intercepts one of the most bustling migratory bird routes – Via Pontica. Burgas welcomes its guests with an infinite variety of tourist opportunities – a trip to a solitary island, sun, sea, sandy beaches, spa holidays, cycling through the best developed cycle-lane network in the country or urban entertainments included in the rich cultural and sports calendar"

Main Actions are:

Action №1. STRATEGY FOR SUSTAINABLE DEVELOPMENT OF TOURISM IN BURGAS MUNICIPALITY FOR THE PERIOD 2018 – 2023;

Action №2. OFFER NEW PRODUCTS INTEGRATING THE NEEDS OF LOCAL COMMUNITY AND ECONOMY AND PROTECTING NATURAL AND CULTURAL HERITAGE;

Action №3. IMPROVING THE QUALITY OF THE TOURIST PRODUCT OFFERED;

Action №4. DEVELOPMENT OF GREEN CITY OF BURGAS: ECOTOURISM AND OPEN-AIR ACTIVITIES;

Action №5. STIMULATING INTEGRATED AND SUSTAINABLE DEVELOPMENT OF TOURISM BY USING DIGITAL TECHNOLOGIES AND PROMOTING BURGAS AS A SMART CITY.

The structure of activities follows the general course of the strategic goals outlined above.

Proposed Actions are combination in according to the 4 I's of CHRISTA Project: Intangible Heritage, Industrial Heritage, Innovation & Digitalization, Interpretation facilities.

In addition, they are realistic and according to Programme specifications: New projects Improved Governance.



<i>Action</i>	“4I” Intangible heritage Industrial heritage Interpretation Innovation & digitization	<i>New project / Improved governance</i>	<i>Experience and idea transfer from the CHRISTA Project partners and experts</i>
№1. STRATEGY FOR SUSTAINABLE DEVELOPMENT OF TOURISM IN BURGAS MUNICIPALITY FOR THE PERIOD 2018 – 2023	Intangible heritage Industrial heritage Interpretation Innovation & digitization	<ul style="list-style-type: none"> ➤ New project ➤ Improved governance 	<ul style="list-style-type: none"> ✓ Sibiu Country Tourism Association, Romania ✓ Vidzeme Tourism Association ✓ Rijeka University – ECTN experts’ guidelines
№2. OFFER NEW PRODUCTS INTEGRATING THE NEEDS OF LOCAL COMMUNITY AND ECONOMY AND PROTECTING NATURAL AND CULTURAL HERITAGE	Intangible heritage Industrial heritage	<ul style="list-style-type: none"> ➤ New project 	<ul style="list-style-type: none"> ✓ Sibiu Country Tourism Association, Romania ✓ University of Barcelona - guidelines
№3. IMPROVING THE QUALITY OF THE TOURIST PRODUCT OFFERED	Interpretation Innovation & digitization	<ul style="list-style-type: none"> ➤ New project ➤ Improved governance 	<ul style="list-style-type: none"> ✓ Region Västra Götaland; ✓ Interpret Europe – guidelines
№4. DEVELOPMENT OF GREEN CITY OF BURGAS: ECOTOURISM AND OPEN-AIR ACTIVITIES	Industrial heritage Interpretation Innovation & digitization	<ul style="list-style-type: none"> ➤ New project 	<ul style="list-style-type: none"> ✓ Sibiu Country Tourism Association, Romania ✓ Vidzeme Tourism Association
№5. STIMULATING INTEGRATED AND SUSTAINABLE DEVELOPMENT OF TOURISM BY USING DIGITAL TECHNOLOGIES AND PROMOTING BURGAS AS A SMART CITY	Intangible heritage Industrial heritage Interpretation Innovation & digitization	<ul style="list-style-type: none"> ➤ New project 	<ul style="list-style-type: none"> ✓ Vidzeme Tourism Association ✓ Region Västra Götaland ✓ Interpret Europe – guidelines ✓ Europeana – guidelines



Part I – General information

Project: **CHRISTA** Index Number: **PGI00057**

Partner organisation: **Burgas Municipality**

Other partner organisations involved (if relevant): _____

Country: **Bulgaria**

NUTS2 region: Yugoiztochen(Southeastern)

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Part II – Policy context

The Action Plan aims to impact: Investment for Growth and Jobs programme
 European Territorial Cooperation programme
 Other regional development policy instrument

Name of the policy instrument addressed: Burgas Municipality Development Plan 2014-2020

Part III – Details of the actions envisaged

ACTION 1 STRATEGY FOR SUSTAINABLE DEVELOPMENT OF TOURISM IN BURGAS MUNICIPALITY FOR THE PERIOD 2018 – 2023

1. **The background** (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

The strong global competition requires the search for and use of new tourist sites and resources to be used in compliance with the principles of sustainable development. The opportunities that Burgas offers as a holiday and recreation destination are not sufficiently developed or keep fresh potential that waits to be discovered and take its rightful place in combined tourist products.

The purpose of the Strategy is to clearly map out the development path of tourism in the territory of the Municipality of Burgas and to serve as the basis for the development of an Action Plan.



The idea is based on the experience and lessons learned from Workshops in Romania and Latvia, meeting in Granada as well as a staff exchange programme participation in Latvia. It becomes clear that all mentioned partners consider strategic documents as a base for further improvement of tourism in the respective regions. Both partners (Sibiu and VTA) are partners with large list of local stakeholders and the latter are important for development and implementation of strategic documents.

2. **Action** (please list and describe the actions to be implemented)

- 1) Preparation of a comprehensive situation analysis of tourism development in the Municipality of Burgas, incl. the main types of tourism that are popular in the area. (Carrying out a situational analysis will define the state, trends and factors for the development of sustainable tourism in the Municipality of Burgas, the place of the municipality on the tourist services market and its competitive advantages. The analysis will identify the main issues of tourism development as well as identify priority areas.)
- 2) Elaboration of a strategic framework of the Strategy for Sustainable Development of Tourism in Burgas Municipality (The strategic framework will include: a vision (a short and clear presentation of the desired future state of tourism in the Municipality of Burgas, following the guidelines for enhancing competitiveness and sustainable development), a mission (corresponds to the vision and outlines the intermediate steps towards the implementation of the tourism policy on the territory of Burgas Municipality), strategic goals (assist in achieving the vision and set the scope of priority development areas) and priority areas (help achieve the vision, mission and goals).
- 3) Drafting action Plan (The Action Plan serves to present an effective and efficient mechanism for the implementation, monitoring and evaluation of the Strategy. The Action Plan proposes actions which are feasible in terms of competencies, resources and deadlines.)
- 4) Development of a Mechanism for the implementation, monitoring and evaluation of the Strategy (The mechanism will provide reliable feedback on the state/implementation of the Strategy for Sustainable Development of Tourism in Burgas municipality for the period 2018 – 2023 helping take the right management decisions, promoting the popularization and accountability of the actions undertaken to all stakeholders and undertaking the corrective measures, if necessary, in the absence of progress on achieving the results).
- 5) Conducting consultations on the Strategy drafting involving all stakeholders committed to the development of tourism on the territory of the of Burgas municipality (The stakeholders will be consulted in order to reach a common agreement on the overall draft of the Strategy and Action Plan as well as on the cooperation and support in their future implementation).
- 6) Preparation of a final draft of the Strategy for Sustainable Development of Tourism in Burgas Municipality for the period 2018 – 2023. (Analysis of the mentioned activities, synchronization and preparation of a final draft of the Strategy for Sustainable Development of Tourism in the Municipality of Burgas for the period 2018 – 2023.)

3. **Players involved** (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

- 1) Contractor's team and task delegation (Action 1-6);
- 2) Assignor's representatives – Burgas Municipality (Action 1-6);
- 3) Burgas municipality citizens (Action 5);
- 4) Tourism Advisory Council at Burgas Municipality (Action 4-5);
- 5) Municipal Tourism Enterprise (Action 4-5);
- 6) Representatives of the tourist services in Burgas municipality - managers of a travel agency, places of accommodation and catering companies (Action 5);
- 7) Representatives of tourism associations acting on the territory of Burgas municipality, representatives of the TIC (Action 5);
- 8) Journalists working in the field of tourism (Action 5);
- 9) The Director of the Regional History Museum (Action 5);
- 10) The Principal of the College of Tourism (Action 5);

4. **Timeframe**

After signing the contract between the Assignor and the Contractor, the gradual implementation of activities part of Action 1 Strategy for Sustainable Development of Tourism in Burgas municipality in the period 2018 – 2023 will commence. The preparation and execution period is 3 months and all the obligations and responsibilities are detailed in the contract.

5. **Costs**



25 500 EUR

6. Funding sources:

Municipal funding

ACTION 2. OFFER NEW PRODUCTS INTEGRATING THE NEEDS OF LOCAL COMMUNITY AND ECONOMY AND PROTECTING NATURAL AND CULTURAL HERITAGE

1. The background (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

The UN announced 2017 to be an International Year of Sustainable Development of Tourism. Cultural communities share enthusiasm and common efforts worldwide to emphasize the close relationship between tourism, sustainability in its multiple aspects and successful development. Thus, solid basis for 2018 – the year of the European Cultural Heritage has been put into place.

In recent years Burgas municipality has intensified its participation in a number of events. Some of them are among the main objectives for 2018 – the European year – presenting cultural diversity, expanding intercultural dialogue and supporting social cohesion. This is the spirit that brings the understanding that national culture is increasingly perceived in the context of its association with other cultures. In addition, the municipality will continue to emphasize the economic contribution of the cultural and historical heritage to the tourism sector, including all stakeholders (NGOs, small and medium-sized enterprises in local and regional development, etc.).

This includes the 4I themes – the intangible cultural and industrial heritage, the integration of new forms of digitalization and innovation in sustainable tourism and the presentation of cultural heritage in an innovative and attractive way.

The idea is inspired by the visit in ASTRA museum, Sibiu, the communication with hosts and partners from Romania during CHRISTA meeting in Romania and during other presentations of the open-air museum in other CHRISTA events. The experience and the good example of ASTRA museum showed the importance of protecting the natural and cultural heritage and effectiveness of presenting cultural and natural diversity in a different way. The city of Burgas is rich of natural and cultural heritage and offering new products and different way of presenting the current products can improve the tourist product of Burgas.

2. Action (please list and describe the actions to be implemented)

- 1) Promoting Burgas as a stage for classic and innovative productions (Burgas can offer its tourists a wide range of cultural events. During the summer season, local people and music-lovers can enjoy classical, pop, rock or jazz live music. The combination of the traditional assets of the classical cultural institutions with an innovative and exciting environment is an excellent prerequisite for new productions ranging from opera concerts to exhibitions. The Action envisages various events – installations, performances, screenings and many others where foreign groups will also take part, etc.
- 2) **Burgas cultural institutions as places of socio-political discourse** (Creation of spaces for public debate and independent scenes for art, culture and social events, new and diverse cultural platforms);
- 3) **Creating space for new developments** (New ways of presenting and interpreting art, music, theater or cinema supported by providing public spaces for experimentation are envisaged in an activity focusing on the development of attractions related to the natural and cultural heritage – restoration, conservation, exhibition, equipment, animation);
- 4) **Setting up emblematic cultural events** (Organizing and conducting annual events of high cultural value (example: outdoor opera/open-air philharmonic concerts);
- 5) **Implementation of a gaming theme in popularizing the unique natural and cultural heritage** (New technologies and their increased accessibility uncover new opportunities for presentation of the destinations and the cultural heritage.) Game design elements can easily be applied in the context of tourism and influence the visitor's engagement in cultural site-seeing and help them discover what “makes it different” and enrich their knowledge about the city.)
- 6) **Development of a new comprehensive marketing strategy for tourism setup** (Adoption of new out-of-the-box approaches to destination marketing and the necessary complete adaptation to the needs of the target market);
- 7) **Industrial Heritage** (Performing activities related to development and temporary use of vacant former industrial premises for festival tourism, outdoor concert performances: In the course of



development of capitalist socio-economic relations before 1944 the city of Burgas has thriven as a port for export of cereals, flour and wood. Local production has promoted the food processing industry (miller and oil production), and import goods promote industries such as metalworking and textile. The years before 1989 Burgas municipality is a place of prominent entrepreneurship. Today most of them are shut down and on the verge of deterioration, but as symbols of once flourishing economic activity, they remain an interesting port of call.)

3. **Players involved** (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

Municipality of Burgas (activities 1-7), travel agencies (1, 3, 4), cultural institutions (1-7), artists (5 and 7), consulting agencies (6).

4. **Timeframe:** 2018 – 2023

5. **Costs** (if relevant):

Action 1 - 50 000 BGN yearly
Action 2 – investment activities
Action 3 - investment activities
Action 4 - 80 000 BGN yearly
Action 5 - 120 000 BGN
Action 6 - 60 000 BGN
Action 7 - 200 000 BGN

6. **Funding sources** (if relevant):

Action 1 – Business funding/Municipal budget/European structural and investment funds without INTERREG Europe

Action 2 – Municipal Development Plan – Burgas 2014 – 2020, „Creative Europe“ Programme, „Europe for citizens“

Action 3 – Business funding/„Creative Europe“ Programme , „Europe for citizens“

Action 4 – Municipal budget/ Private funding

Action 5 – „Creative Europe“ Programme,

Action 6 и 7 – European structural and investment funds without INTERREG Europe

ACTION 3. IMPROVING THE QUALITY OF THE TOURIST PRODUCT OFFERED

1. **The background (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)**

The idea is based on and influenced mainly of the participation in WS organised in Sweden. Region Västra Götaland is a representative of one of the leading EU countries synonym of Quality. That fact inspired the participants from Burgas to learn and try to prepare and include current action. During the visits, presentations in other WS, Swedish partners presented different practices/stories considered as innovative, attractive and efficient for Burgas. High quality of service ensures the competitiveness of the services offered. The commitment to Bulgarian and foreign tourists and the variety that can be offered are of utmost importance for the attractiveness of a city that wants to attract attention from around the world.

2. **Action (please list and describe the actions to be implemented)**

- 1) **Promotion of events, attractions and entertainment out of the active season** (Promotion of events out of the active season – festivals, concerts etc. Burgas municipality places accent on the events for tourists out of the active summer season. Each year numerous tourists all over the world are attracted to various types of events and destinations. In many cases, development of tourism to a certain destination is directly related to event management.
- 2) **Improving the effectiveness of the platform in a portfolio** (Collaboration between local authorities, society and enterprises (travel agencies, hotel owners and restaurants, etc.) to offer travel services through the „go to Burgas“ tourist portal);
- 3) **Expanding the scope of resources** (Facilitated access to a portfolio in several languages providing terse, clear and reliable information to tourists on availability and services of the destination: The portfolio represents a tourist-centered concept. It will provide a single point of access to all products and services offered in the destination in the form of a summary: accommodation, electricity and transport networks, visas and currency information, communication (mobile networks, internet connectivity, mobile internet, etc.) and other useful information).



3. Players involved (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

Municipality of Burgas (action 1-3), TIC and business partners (action 1), consultancy and non-governmental organizations/associations (action 2), Ministry of tourism and tourist services (action 2-3), tourists (action 3)

4. Timeframe 2018 – 2023

5. Costs (if relevant)

Action 1 – 20 000 BGN/year

Action 2 – 10 000 BGN/year

Action 3 – No additional resources needed

6. Funding sources (if relevant):

Action 1 – Municipal funding/Business funding/ European structural and investment funds without INTERREG Europe

Action 2 – Municipal budget, tourist service enterprises/ non-governmental organizations

Action 3 – N/A

ACTION 4 DEVELOPMENT OF GREEN CITY OF BURGAS: ECOTOURISM AND OPEN-AIR ACTIVITIES

1. The background (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

As a distribution center Burgas is a well-known Black Sea resort. It gains even more popularity, thanks to the amazing natural features that delight thousands of marine-lovers. Bright sun, long beaches of golden sand, beautiful coastline, crystal clear waters make the summer vacation an unforgettable experience. For the successful presentation of natural and cultural heritage a good marketing strategy is needed. The Chengene fishing village is of high significance for Burgas municipality and its restoration is among the main priorities of the municipality. An important site to be built is the new fishing port to harbour boats, including fishing ships.

Every nation carries a specific individuality – folklore, lifestyle, crafts. The attractiveness of Burgas municipality appeals to both foreigners Bulgarians as well. New presentation approaches can be integrated into this area. Preservation, presentation and transfer of the heritage as a form of international cooperation for the preservation of cultural tourism through the branding of specific places, sharing of folklore narratives among nations to the tourist group.

The idea is based on the experience of ASTRA museum, Sibiu, the Site visit and communication with hosts and partners from Romania during CHRISTA meeting in Romania. The experience of the local partners and Stakeholders, mainly ASTRA museum with various interpretation methods, inspired Burgas to include current action in the Action plan. For example, it is ideal to discover the traditional lifestyle while taking a relaxing walk in the nature. The alleys are taking among peasant homesteads, workshops, small wooden churches, roadside crucifixes, sheepfolds, wine cellars, wind and water mills. The concept of ASTRA museum is very applicable for Burgas and the region both for open-air events and for development of open-air museum in the region. The open-air concept is applicable even in the winter and rainy season, as we have visited ASTRA in the autumn.

2. Action (please list and describe the actions to be implemented)

- 1) **Sharing Heritage and Cultural Identity – Reminiscence of Chengene Area** (The Fisher village could become a center for the presentation of the fishers' craft, which is extremely popular along the Bulgarian Black Sea coast.) After renovation of the infrastructure the tourists will be able to see the service premises used for repairing unique fishing boats and stores for boat equipment. To develop a sustainable cultural heritage, you can use (shared) narratives to integrate into the visitor space combined with tasting fresh catches.)
- 2) **Creation of a multi-purpose map (regulations)** (Participation of Municipality of Burgas in an initiative for the establishment of Regulations specifying routes, level of technical difficulty, signage and marking of mountain bike routes in Bulgaria. Cooperation with non-governmental organizations, travel agencies and hotel owners in order to develop a common marketing strategy for this product and to integrate with „GPS Tracks“);
- 3) **Pilot testing of new hiking/cycling guides** (Creation of a map and mobile application for hiking tours including a coordinates, details of walking time to landmarks in the surrounding area, information on public transport stops and cycling points, car sharing



and places for taxi cars, etc., on routes that are identified as important for tourists, beyond the boundaries of the city center (example Historical museum, Aviation museum).

3. Players involved (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

Municipality of Burgas, non-governmental organizations, cultural institutions, travel agencies (action 1 – 3), consultancy, travel agencies, Ministry of tourism and tourist services enterprises (action 2-3),

4. Timeframe 2018 – 2023

5. Costs (if relevant)

Action 1 – 2 000 000 BGN

Action 2 – 100 000 BGN

Action 3 – Map – 50 000 BGN/Infrastructure – 500 000 BGN/ Tours – 10 000 BGN/tour

6. Funding sources (if relevant):

Action 1 – Municipality of Burgas

Action 2 – European structural and investment funds without INTERREG Europe

Action 3 – European structural and investment funds without INTERREG Europe /Municipal funding

ACTION 5 STIMULATING INTEGRATED AND SUSTAINABLE DEVELOPMENT OF TOURISM BY USING DIGITAL TECHNOLOGIES AND PROMOTING BURGAS AS A SMART CITY

1. The background (please describe the lessons learnt from the project that constitute the basis for the development of the present Action Plan)

The idea is based mainly on the experience of the Latvian partners and their excellent example-Motor museum. *“Visitors shall explore the story using modern and diverse multimedia and design features, as well as participating in several interactivities. Historic vehicles displayed in a modern way make a visit to Riga Motor Museum an exciting, unique and truly explorative experience. The museum not only acquires, conserves, researches, restores and promotes antique vehicles; it’s also a creative place for learning and education. Here every visitor, especially children and youth, can learn the rules of road traffic safety, development of the automotive history and sciences.”*

These quotes give us many good examples that can be included and implemented in the museums in Burgas region-for instance digitisation of movable and immovable cultural heritage in the region. There is opportunity to improve the idea and digitalize significant finds in order to provide maximum access in user-friendly way and present them attractively through the introduction of modern information and communication technologies

The lack of real statistics, clear information and easy access to the state of the tourist market in the country and specifically in Burgas municipality inevitably create difficulties in planning successful marketing strategies and tourist products for specific groups of Bulgarian and/or international tourists.

In recent years, online tools have largely covered the travel and tourism industries worldwide. Thanks to them, they create accurate segments of the tourist profile. In this process, it is essential for businesses to understand trends among travelers so as to provide a comfortable and exciting experience for tourists.

The creation of a suitable environment for the study and analysis of the tourist products will help analyze the trends in travels by collecting information from a wide range of sources (Burgas municipality, railway and bus station, Burgas airport, Burgas port, RIA, hotels and hotel complexes, service providers linked to the tourism sector, etc.). This will create the possibility of networking and partnership and a synergy effect that can be gained through a network and outline a marketing strategy for the target group.

The European Commission wishes to promote free Wi-Fi connectivity for citizens and visitors to public places such as parks, squares, public buildings, libraries, health centers and museums across Europe through WiFi4EU by 2020. Bulgaria is popular among the 10 EU countries having the fastest internet, mainly due to the free development of the market. In the context of this European initiative, Burgas municipality envisages improving Internet connections and building connectivity where it is not available in order to facilitate communication and attract more business and holiday travelers.

2. Action (please list and describe the actions to be implemented)

- 1) **Building an electronic test platform** (Attention will be paid to the technologies used to build up enough storage space to provide structured information that will enable travel industry companies to make immediate decisions in line with the changing demand. Such large data applications will help organizations not only bring new products to the changing needs of travelers but it also offers a forecasting modeling and key development guidelines. The following activities are envisaged: Activity 1. Wide response in public and private institutions in order to involve all stakeholders in building the



platform – Establishment of a mechanism for interaction and effective coordination between different countries to support the functions, analyzes, summary of information and preparation of forecasts for the development of tourism; Activity 2. Building a test system for data collection, verification and analysis; Activity 3. Online media monitoring for marketing and communication activities (online monitoring).

- 2) Expansion of digital services in the tourism sector through better communication links – Development of a pilot mobility management platform** (Creation of a test package of “Burgas PASS” services with preliminary access to public transport, sightseeing, discounts in restaurants. International standards push towards continuous improvement of the services offered in the transport sector combined with the tourism sector. The emphasis will fall on the development of a pilot platform with comprehensive information and a map of the central part of the city with designated tourist information points, museums/landmarks (with addresses, telephone numbers, working hours) to facilitate travel, ensuring unhindered access for children, elderly people and/or people with special needs)

3. Players involved (please indicate the organisations in the region who are involved in the development and implementation of the action and explain their role)

Municipality of Burgas, RIA, port and airport administration of Burgas, Burgas University, tourist associations/tourist services enterprises, research organizations and consultancy in the field of tourism (action 1 – 2)

4. Timeframe 2018 – 2019

5. Costs (if relevant)

Action 1 – 500 000 BGN

Action 2 – 100 000 BGN

6. Funding sources (if relevant):

Action 1 – European structural and investment funds without INTERREG Europe

Action 2 – Burgas municipality and business partners

Date: 28.06.2018

Signature: _____

Stamp of the organisation (if available): n/a

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