

Project title: “Initiative for improving the capacity and accessibility of tourism destinations in the cross-border area”
acronym “Destinations for all”

Deliverable 3.1.2. Development of a touristic programme according to the Bulgarian Tourism Act, incl. a study for possible measures and adjustments for PWD - 75 man-days*200 EUR, two key experts, including expert fees, travel costs, organization of meetings, administrative costs, VAT, etc.) - content specified in an Annex

Municipality of Garmen

<http://destinationsforall.eu/>

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Interreg
Greece-Bulgaria



ABSTRACT

REPORT 2

Tourist program for tourism development on the territory of Municipality of Garmen 2019-2024

Activity 2, sub-activities 2.1, 2.2, 2.3, 2.4, 2.5, 2.6 and 2.7 and Activity 3.2 of Contract No118/16.04.2018



The activities implemented under Activity 2 and sub-activity 3.2 are:

- Sub-activity 2.1 Analysis of the current situation in the tourism sector and sectors related to tourism, conditions for the provision of tourist services for people with disabilities – access to tourist facilities and destinations. Analytical methods and techniques, quantitative and qualitative information will be used, including from the NSI - regional, regional and local statistical information in the field of tourism; available data in Garmen Municipality; research and inventory (Activity 1), **marketing study (sub-activity 3.2)**.
- Sub-activity 2.2 Identification of interested parties – owners of hotels, associations and non-governmental organizations, providers of tourist services, tour guides, etc., through the study of specialized public registers - web portals with information about LE, register NGO (MP), public registers of the Ministry of Tourism.
- Sub-activity 2.3 Survey among business, non-governmental sector and public sector, as well as visitors and citizens on the problems and prospects for development of the tourism sector – An survey will be used (according to methods and resources described in Part Three, item 1.3 of this offer).
- Sub-activity 2.4 SWOT analysis and determination of narrow locations and development prospects. The results of sub-activity 2.1 and SWOT analysis (described in Part Three, item 1.3 of this offer) will be used.
- Sub-activity 2.5 Defining tourism development priorities and measures and developing a financial framework based on sub-activities 2.1, 2.3 and 2.4
- Sub-activity 2.6 Creating local tourist products and coordinating with the local public and stakeholders. The expert work will include an analysis of the results of the activity 1 resource survey and inventory, as well as activity 3 studies and the separation of attractive and high potential routes. Consultation with the local public and stakeholders will be carried out through a discussion meeting (according to the methods and resources described in Part Three, item 1.3 of this offer).
- Sub-activity 2.7 Finalization of the tourist programme, including identification of responsible organizations and partners, timeline, performance monitoring mechanism

The main results of the implementation of the above-mentioned sub-activities of Activity 2 of the contract No 118/16.04.2018 include:

1. **"Marketing survey for the tourist development of Garmen Municipality and tourist destinations on its territory", including the results of Sub-activity 3.2 – presented as an annex to Report 2**
2. **Development of this program for tourism development on the territory of Garmen Municipality 2019-2024**

STRATEGIC PART OF THE PROGRAMME

1.1. VISION FOR TOURISM DEVELOPMENT IN GARMEN MUNICIPALITY

The vision for the development of Garmen municipality takes into account that of the overall future development of the municipality, as defined in the municipal development plan, the current concept of tourist districting of the country, as well as the conclusions of the analyses carried out in the framework of the development of the document.

The vision should briefly, accurately and clearly reflect the desired state of Garmen municipality in the field of tourism for the foreseeable future (2019 - 2024). For this reason, it is worded as follows:

Vision:

Garmen Municipality is a developing year-round tourist destination, using its mineral waters, natural resources and rich cultural heritage.

1.2. PRIORITIES FOR TOURISM DEVELOPMENT IN GARMEN MUNICIPALITY

The challenges faced by the municipality for the growth of local tourism, as well as the available potential, predetermine the definition of several priority development areas.

Priority area 1: Development of the tourist profile of the municipality.

Priority area 2: Promoting the separation of high-end accommodation.

Priority area 3: Enhancing the qualification of human resources in the field of tourist exchanges.

Priority area 4: Presentation of the municipality to external and internal markets.

Within these four priority areas for tourism development, several objectives have been set in Garmen municipality, which should be achieved to a significant extent towards the end of the period of operation of this programme.

For the development of tourism in Garmen municipality in the period 2019-2024, the following implementation objectives are set:

Objective 1: Enhancing the skills of tourism staff

Objective 2: Increasing the share of tourism in the local economy

Objective 3: Create conditions for access to tourist attractions

Objective 4: Development of new tourism products

Measures to Objective 1: 'Enhancing the skills of tourism staff'

Measure 1.1.: Provision of training in foreign languages to unemployed persons and those wishing to retrain. The implementation of the measure will meet the needs for knowledge of foreign languages, especially English and Greek, of those employed in the field of tourism. Opportunities for this are provided by some of the operations of the Operational Program "Human Resources Development" 2014-2020.

Measure 1.2.: Support training related to the acquisition of competencies related to the tourism sector. This type of training will help to learn skills for better communication with tourists, increase their satisfaction and better service. Here again the opportunities given by the procedures under OPHRD 2014-2020 can be used.

Measure 1.3.: Training of local tour guides. In order to develop alternative forms of tourism, which include trekking in the mountains, visits to caves, etc., the presence of local guides with knowledge of the history of the area, the "urban legends" and the trails will be a reliable guide for tourists.

Measures to Objective 2: "Increasing the share of tourism in the local economy".

Measure 2.1.: Promoting the construction of high-end accommodation. In order to attract more solvent tourists, as well as more pretentious, at least 1 hotel meeting the standards of 4 (four) stars should be built. A tool for this is active lobbying in front of investors to attract them to build a hotel in the municipality.

Measure 2.2.: Encourage and support the local population in opening eateries and entertainment. One of the biggest obstacles to starting a business venture is the lack of confidence in the entrepreneur.

Measure 2.3. Preparation of promotional materials and their distribution in accommodation and tourist sites in Garmen municipality, as well as neighboring municipalities. The preparation of promotional materials – flyers, film, leaflets and others, will allow the drawing of a single tourist "image" of the municipality in front of potential tourists. It is extremely important that they are distributed to the neighboring municipalities, the regional information center and other suitable places. This will allow more people to get acquainted with the alternatives for recreation and tourism in the municipality.

Measures to Objective 3: 'Creating conditions for access to tourist attractions'.

Measure 3.1.: Preparation and installation of signs indicating access to the more important tourist attractions, including accommodation. Placing signposts in key places in the municipality will help tourists to find it easier to reach the property they have booked and/or tourist attractions.

Measure 3.2.: Annual maintenance of available tourist infrastructure, including the road network. A permanent measure aimed at devoting the necessary means to maintain the road network

Measure 3.3.: Construction of forest roads for tourists to access recreation and walking areas and to hard-to-reach forest terrains. The measure is in line with the project for similar activities set out in the municipal development plan of Garmen Municipality. Its implementation will provide safe access for tourists who prefer the use of forest trails.

Measure 3.4.: Restoration of TIC (tourist information center). Tourist centers are often the starting point for any tourist who does not have a pre-prepared program.

Measure 3.5.: Building a bike network for visitors. The measure meets the desire in the municipality to offer alternative forms for both movement and tourism.

Measure 3.6.: Building ramps for disadvantaged people to access the sites. The implementation of the measure will help to increase visitors to tourist sites that are not currently suitable for access for disadvantaged people. It is also in line with the desire to expand the types of tourists who visit the municipality.

Measure 3.7.: Collection and publication of information about the sites on the official website of the municipality, as well as in the specialized websites. The wealth of attractive tourism sites should be clearly "offered" to the general public. Their information should include photos, text, location and other relevant data.

Measures to Objective 4: "Development of new tourist products".

Measure 4.1.: Development of thematic tourist routes – cycling, walking, adventure, equestrian, etc. The measure corresponds with M 2.3.1 of the municipal development plan of Garmen municipality, as well as with the project defined therein "*Development of diverse tourism in Garmen municipality*". The separation of routes will allow tourists to enjoy the resources of the municipality in a structured way that will help them to preserve the memories more permanently, the desire to visit them again and recommend them to relatives and acquaintances.

Measure 4.2.: Studies of archaeological and historical sites with significant potential for generating interest. The implementation of the measure contributes to an assessment of the importance of unprop sites and sites for which studies have stopped at a stage and not continued. This will allow for the inclusion of new sites in the tourist portfolio of the municipality.

Measure 4.3.: Establishment and organization of an international festival related to life and culture in the municipality. The measure reflects the potential it has in the municipality for the display of traditional life and culture, including food and drink.

Measure 4.4.: Inclusion of the municipality in the newly established Organization for Management of the Rilo-Pirin Tourist Region. The prepared tourist division of Bulgaria and the positioning of Garmen municipality in the Rilo-Pirin region obliges

the membership of the municipality in the newly created organization for its management.

1.3. FINANCIAL FRAMEWORK AND FUNDING OPPORTUNITIES

Measure	Indicative value	Source of funding	Relationship with municipal development plan	Partner structure
Measure 1.1.: Provision of training in foreign languages to unemployed persons and those wishing to retrain.	15 000	OPHRD; Municipal budget	M 5.1.1.	
Measure 1.2.: Support of training related to the acquisition of competencies related to the tourism sector.	15 000	OPHRD; Municipal budget	M 4. 3.1.	
Measure 1.3.: Training of local tour guides.	8 000	Municipal budget	M 4. 3.1.	
Measure 2.1.: Promoting the construction of high-end accommodation.	-	Private funds		Private investor
Measure 2.2.: Encourage and support the local population in opening eateries and entertainment.	10 000	Municipal budget; OPHRD	M 3.2.2.	Training centers; NGOs
Measure 2.3. Preparation of promotional materials and their distribution in accommodation and tourist sites in Garmen municipality, as well as neighboring municipalities.	20 000	Municipal budget; CBC programmes	M 2.3.1.	

Measure 3.1.: Preparation and installation of signs indicating access to the more important tourist attractions, including accommodation.	15 000	CBC programmes		Owners/Property Managers
Measure 3.2.: Annual maintenance of available tourist infrastructure, including the road network.	15 000 000	Municipal budget	M 1.1.1.	
Measure 3.3. Construction of forest roads for tourists' access to recreation and walking areas and to hard-to-reach forest terrains.	120 000	Municipal budget; forestry	M 2.2.3.	Forestry
Measure 3.4.: Restoration of the TC (tourist information center) in the village of Ognyanovo.	250 000	Municipal budget	Measure 2.3.1	
Measure 3.5.: Building a bike network for visitors.	30 000	Municipal budget; CBC programmes	Measure 2.3.1	
Measure 3.6.: Construction of ramps for disadvantaged people to access the sites.	50 000	Municipal budget; private funds		The owners/managers of accommodation and meals and entertainment
Measure 3.7.: Collection and publication of information about the sites on the website of a municipality, as well as specialized electronic pages.	27 000	Municipal funds; CBC programmes	Measure 2.3.1.	
Measure 4.1.: Development of thematic tourist routes – cycling, walking, adventure, equestrian, etc.	52 000	Municipal funds; CBC programmes	Measure 2.3.1.	
Measure 4.2.: Studies of archaeological and historical sites with significant potential for generating interest.	50 000	Municipal funds, donor programs		Regional Museums, BAS

Measure 4.3.: Establishment and organization of an international festival related to life and culture in the Municipality of Garmen.	10 000	Municipal funds		Community halls, folklore groups, owners of wineries and/or restaurants
Measure 4.4.: Inclusion of the municipality in the newly established Organization for Management of the Rilo-Pirin Tourist Region.	1 000	Municipal funds	Measure 5.3.2.	

ANNEXES TO THE TOURIST PROGRAM

Annex 1: Survey report on business, non-governmental sector and public sector, as well as visitors and citizens on the problems and prospects for development of the tourism sector – **Result of sub-activity 3.2;**