



Communication campaign to promote EDEN destinations in Bulgaria
(BG EDEN Campaign III)

**ONLINE BULLETIN
FOR BULGARIAN EDEN DESTINATIONS CREATED FOR THE PROJECT
“COMMUNICATION CAMPAIGN TO PROMOTE EDEN DESTINATIONS IN BULGARIA –
THIRD EDITION”, IMPLEMENTED BY MINISTRY OF TOURISM UNDER THE GRANT
AGREEMENT № GRO/SME/17/C/095 EUROPEAN DESTINATIONS OF EXCELLENCE
(EDEN) – PROMOTION 2017 – BG EDEN CAMPAIGN III (BULGARIA), FINANCED BY EU
COSME PROGRAMME
(ISSUE 8, JUNE 2019)**

The on line bulletin is developed under the Communication campaign to promote EDEN destinations in Bulgaria (BG EDEN Campaign III) project will introduce to you related project news, interesting events in EDEN destinations as well as presenting the selected in various edition Bulgarian EDEN destinations.

EDEN is the acronym for European Destinations of Excellence - an initiative promoting sustainable tourism development models across the EU.

For more information about EDEN initiative visit <http://www.edenbulgaria.eu/>, as well as the DG GROW website https://ec.europa.eu/growth/tools-databases/eden/about_en

The project aims to further develop the previous two projects on the same topic, implemented during the 2016-2017 and 2011 – 2012. Its main objectives are to promote the Bulgarian EDEN destinations on national and foreign tourist markets. Up to now Bulgaria has selected the total of 17 destination of excellence during 4 competitions for selection of destination held in 2017, 2010, 2009, 2008 and, namely Yambol, Mezdra, Dragoman, Ardino, Chavdar, Silistra, Lukovit, Sandanski, Kyustendil, Belogradchik, Belitsa, Sapareva Banya, Kavarna, Vratsa, Strandzha, Kazanlak and Kardzhali.

For more information visit: <http://www.edenbulgaria.eu/>



NEWS

BLOGGERS FROM GERMANY, ROMANIA AND BULGARIA TOOK PART IN TWO FAM TRIPS ORGANIZED WITHIN THE COMMUNICATION CAMPAIGN TO PROMOTE EDEN DESTINATIONS IN BULGARIA (BG EDEN CAMPAIGN III) PROJECT

During the period from 3 till 7 June 2019 two fam trips for travel enables from Germany, Romania and Bulgaria has been held. The two trip were along the EDEN destinations in Bulgaria. One of them was along itinerary Sofia – Kardzhali – Ardino and the other one was along itinerary Sofia – Chavdar – Kazanlak – Yambol. After the trips the bloggers will publish on their blogs in internet sites articles about the places they visited. След туровете, блогърите ще напишат статии в техните сайтове и ще популяризират местата, които са посетили.

BRIEF INTRODUCATION TO THE ITINERARIES AND THE VISITED SITES

ITINERARY SOFIA – KARDZHALI – ARDINO

As a part of the project “Communication campaign to promote EDEN destinations in Bulgaria – third edition”, implemented by Ministry of tourism under the grant agreement № GRO/SME/17/C/095 European Destinations of Excellence (EDEN) – Promotion 2017 – BG EDEN Campaign III (BULGARIA), financed by the EU COSME Programme, was invited one of the most famous German bloggers.

Jessie Fröde is not only one of the most famous and influential bloggers in Germany but she is founder and owner of the adventures blog BUNTERwegs.com.



The trip started from Sofia and it lasted four days in the EDEN destinations of Ardino and Kardzhali. The travel from Sofia to Kardzhali by bus takes approximately 4 hours. There are several buses per day. Kardzhali is a town in the Eastern Rhodopes in Bulgaria, centre of Kardzhali Municipality and Kardzhali Province.

Perperikon was the first site visited. The medieval archaeological complex Perperikon is one of the most ancient monumental megalithic structures, entirely carved into the rocks. It is one of the most popular tourist destinations in Bulgaria.



After Peperikon, it have been visited also the Stone Mushrooms. The rock formations have the shape of natural mushrooms – their stalks are pink, and the caps are green. They made of rhyolite volcanic tuffs, which are the result of intensive underwater volcanic activity, dating back to the Paleocene. After sea withdrawal and the consistent seabed rising, the influence of erosion became visible.



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Near the Stone Mushrooms is located the Zeolite water spring. It springs out from 90 m. depth and using it affects positively problems related to the cardiovascular system. The team visited the spring despite the rainy weather.

On the second day, History Museum of Kardzhali and the Stone Wedding were visited. According to the scientific hypotheses the Stone Wedding started forming 40 billion years ago, due to underwater volcanic activity, which formed the rock rhyolite tuffs. Later, after the sea receded, the rocks were exposed to rain, wind and sun, which formed them to their current shape. Various minerals in the rock are the reason for the diversity of colors and shades of the rocks.



ARDINO

Ardino is a town in southern Bulgaria, in the Rhodope Mountains. It is located in Kardzhali district.

Devil's Bridge. The bridge was built in 1515 - 1518 by the builder Dimitar from the village of Nedelino (which is a town nowadays) upon the remains of an ancient Roman bridge on the road, linking the Aegean region with Northern Thracian valley through the Makaza pass. One story is that the head builder's wife passed away during construction, so her shadow was encased in the structure. Another tale has it that the devil's footprint can be found next to the river.





In the same day was visited also the Thracian sanctuary “Orlovi skali” /"Eagle Rocks"/. Orlovi Skali are a group of prominent volcanic rocks (rheolites and tracheolites). The height of the rocks reaches 25 m from the surrounding terrain. On the most prominent rock of the massif there are more than 100 trapezoidal niches, of which 97 are now preserved. The cultural complex "Orlovi Skali" is the most significant megalithic monument with niches, preserved in the Rhodope Mountains and in the Balkans in general.

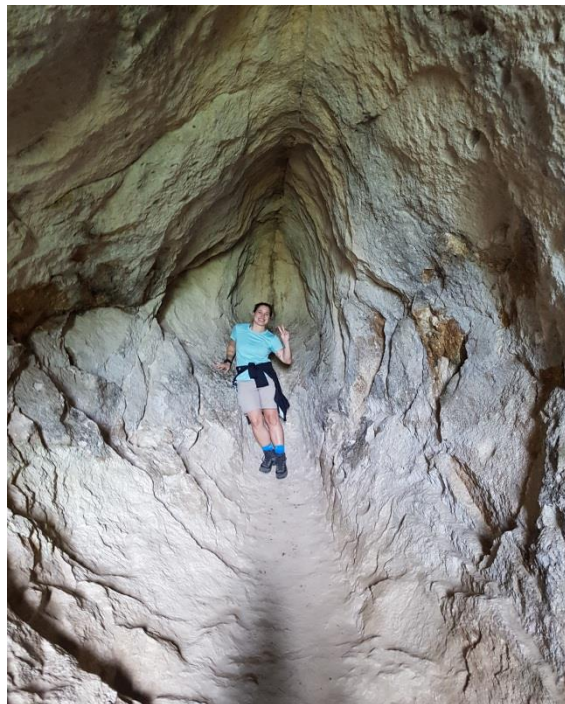
The History Museum and the old Barutchiinitza – the gunpowder warehouse of Ardino aslo were visited.

On the third day it was visited the only one natural birch forest in the Rhodope Mountains. The area is called Belite Brezi (the White birches). The healing properties of the fresh air in the area are well known and undeniable not only within Bulgaria but around the world. The area Belite Brezi has a beneficial effect on the treatment of pulmonary and allergic diseases. It is believed that because of the crystal clear air in the area, surgical operations could be performed even outdoors.

Arda River and its wonderful meanders. The river springs from Arda Peak in the Rhodope Mountains and it is a tributary of Maritsa River on Greek territory, creating unique meanders on its way (curves of the riverbed in the form of a horseshoe).



Utroba (Womb) cave. Its shape resembles a woman's womb. Water constantly flows on the walls of the cave. An altar is carved in the southern inner end of the cave. The light projection in the entrance is moving along the walls and ground of the cave and synchronized with the Sun movement. It gets to its maximum at noon reaching the full length of the cave along its central axis up to a man-made altar resembling a female womb. A complete ritual complex of sharapanas (rock niches for wine) is situated near the cave. The wine was used during rituals in the Utroba cave. There is a Roman bridge near the cave which was also visited by the team.





The monastery complex St. Yoan Predtecha (St. John the Precursor). It is a Bulgarian orthodox monastery, located on the right shore of Arda river in the town of Kardzhali. It used to be a part of the medieval Episcopal complex St. Yoan Prodrom. It was established in the 6th - 7th century AD. Based on the archaeological excavations it is evident that four consecutively built churches exist. Their style of building is typically Byzantine with a strong Athos influence. The monastery used to be a spiritual center of one of the largest medieval dioceses – Ahridos.





ITINERARY SOFIA – CHAVDAR – KAZANLAK - YAMBOL

The other fam trip was in Bulgarian EDEN destinations Chavdar, Kazanlak and Yambol. Destinations were visited from 03 to 07 June 2019 by bloggers Monika Anghelovici from Romania and Hristo Yanev from Bulgaria. The purpose of the tour was to present three Bulgarian EDEN destinations to the two bloggers who then popularized them through their blogs. The fam trip was organized within the framework of the project "Communication campaign for popularization of EDEN destinations from Bulgaria - III edition", financed by the European Commission and the Ministry of Tourism.

The first visited destination was the village of Chavdar - EDEN destination from the competition "Cultural tourism" held in 2017. It is 70 km away from Sofia and takes less than one hour and a half to drive. In the area of the village is situated the Neolithic settlement "Chavdar" with artifacts dating from 6 200 - 5 400 BC. It was discovered half a century ago and the collected artifacts are displayed for visitors in archaeological park "Topolnitsa". Tourists can see in the park residential buildings that were built according to the plan and reconstruction of the remains from an early Neolithic settlement dated 7000 years ago. Near the park is the chapel "St. Petka". Close to it there is helter with barbecue, fireplace, indoor scene and a restaurant. Nearby is located the sports and entertainment attraction "Vazhelandia", which offers various opportunities for climbing, jumping, hiding among braided colored ropes.

In the center of the village of Chavdar is built the interactive folklore center "Chavdar". It preserves local material and intangible cultural heritage by presenting interactive folklore, traditions, knowledge and skills as memory and living practice.

Additional information about the tourist attractions in the region of Chavdar village is available at the information site of the municipality - <http://tourism.chavdar.eu/> and the website of EDEN destinations in Bulgaria - <https://www.edenbulgaria.eu/en/node/48>.

EDEN destination Chavdar





After the village of Chavdar, the Bulgarian and the Romanian bloggers visited Kazanlak and the region - EDEN destination from the 2007 "Thracian spirit" competition. The city is located in the Valley of Roses and Thracian Kings and has a wealth of resources for development of cultural, eco and rural tourism. More than 100 Thracian mounds have been explored in the Kazanlak region, nine of which are open for visitors.

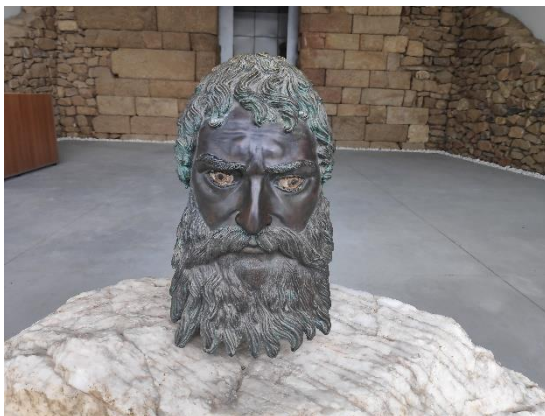
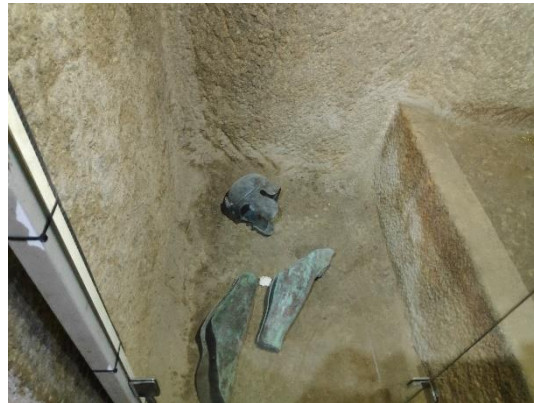
Unique artefacts related to the history of the Thracian kingdom of Odry have been discovered near Kazanlak. In the burial mound "Golyama Kosmatka" is discovered a magnificent golden wreath of the Thracian king Sevt III and a ritually buried bronze head from his statue. A golden mask with individualized features and ring-seal was found in the royal tomb in the mound "Svetitsa". Some of the most valuable artefacts not only in the Valley of the Thracian kings but also in whole Bulgaria were discovered there. The Thracian tomb of Kazanlak (IVc. - IIIc. BC) is the first Bulgarian monument included in the UNESCO World Heritage List. It is famous for its unique frescoes - some of the best-preserved samples of ancient paintings that reflect events related to the life of the buried Thracian ruler. During the tour, the two bloggers had the opportunity to visit and get to know the history of all open for visitors Thracian tombs in Kazanlak and the region.

The fam trip included also a visit to the church of the Nativity of Christ in Shipka, the archaeological museum, the gallery and the Rose Museum in Kazanlak.



More information about the tourist sites in Kazanlak and the region are available at the website of Kazanlak Municipality - <https://www.kazanlak.bg/> and the website of EDEN Destinations in Bulgaria - <https://www.edenbulgaria.eu/en/node/16>.

EDEN destination Kazanlak – Valley of the Thracian kings





The third EDEN destination that was visited by the two bloggers was Yambol and the region - EDEN destination from the competition "Cultural tourism" held in 2017. Seven km from the town is situated the large Thracian antique town - Kabile. The site is almost entirely explored, preserved and restored. There visitors can see the Thracian fortress walls with several towers, the western gate of the fortress, the rock sanctuary of Zaychi Peak, two early Christian basilicas from the beginning of the 4th century, two Roman baths, sections of the Roman walls within the Roman military camp with several towers, two barracks, grain stores and late antique quarter of the 4-6 century.

In the center of the city of Yambol lies Bezistena, which was built around 1509-1510 and over the centuries served as a covered market. Since 2015, it functions as a modern cultural and information center, which presents in attractive way the rich cultural and historical heritage of Yambol and the region. The Bulgarian and Romanian bloggers also visited city museum of Military glory, which was opened in 2013, presenting Bulgarian military history through the prism of Yambol military formations. The museum exhibition includes unique exhibits of German armored vehicles, including the Jagdpanzer L 48, of which around 7 vehicles have been preserved in the world. Visitors can also see the German Sturmgeschütz III G and the Panzer IV medium tank used in the Bulgarian armored battalion and in both phases of the Second World War. In the treasury of Yambol Museum there is also the Krupp-Grüssing cannon used during the First World War. There are only two of these cannons in Bulgaria.

More information about the tourist sites in Yambol and the region is available at the tourist site of the municipality - <https://www.tourism-yambol.com/en/> and the website of EDEN destinations in Bulgaria - <https://www.edenbulgaria.eu/en/node/56>.



EDEN destination Yambol

