



ЕВРОПЕЙСКИ СЪЮЗ  
ЕВРОПЕЙСКИ ФОНД ЗА РЕГИОНАЛНО РАЗВИТИЕ  
ИНВЕСТИРАМЕ ВЪВ ВАШЕТО БЪДЕЩЕ!



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Исторически Музей Тутракан  
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# STRATEGY

## FOR

### TOURISM AND MOBILITY

### OF TUTRAKAN - CALARASI REGION

### 2019 - 2025





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*The Strategy for Development of Tourism and Mobility of Tutrakan Municipality, Silistra District was developed within the project "Tutrakan - Calarasi - Innovative Cultural Bridge for Sustainable Regional Development" under the Cross-Border Cooperation Program INTERREG V-A Romania-Bulgaria 2014-2020. (CBSRD). It is a real continuation of what has been started in several previous projects, as the strategic activities have been expanded, enriched and further developed.*





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## INTRODUCTION

*This Strategy should be seen as a general guideline and detailing of the Sustainable Development Plan of the municipality 2014-2020 in the section "tourism", as a source for generating specific projects and an argument for justifying these projects in the required by the state or funding institutions planning documents, such as municipal development plans and strategies.*





*The joint tourism study and the elaboration of information for the integrated tourist product are necessary for the development of a modern tourist product that describes the typical historical sites and events on both banks of the river, thus showing that new technologies are applied to any type of culture, makes it more attractive for tourism and improves the economy. Sustainable use of the common cultural heritage and increasing the flow of tourists is a priority, and the emphasis is on finding attractive solutions to present the historical and cultural heritage to new generations, as well as finding solutions for tourist mobility in the region and more efficient tourism. Although the two areas are practically opposite, there is a major problem with the transfer of tourists across the river on the other side of the Danube.*

*The methodology used in the development of the study aims at bibliographic documentation and field research to analyze the tourist area and the tourist situation in the region, resulting in a realistic and solid basis for the common final approach of the subject for both Romanian and Bulgarian area. The attractions with the greatest tourist potential were identified, documented and presented, with an emphasis on the intangible cultural heritage. Therefore, several steps were taken during the research: identification of archaeological sites, historical events and museums with relevant collections, analysis of the current situation of sites and museums, preservation of a global image and, finally, a critical analysis of the potential tourist. We kept in mind also the innovative products that are under development in both towns and the attractions that are expected to attract various target groups.*

*The main results of the study are the formulation of priorities, objectives and measures for the realization of regional tourism products based on the cultural and historical heritage of the Calarasi - Tutrakan region. A marketing strategy for marketing tourism products has also been developed. In this study, actors in the Romania-Bulgaria border region can benefit from the positive effects of cultural tourism development by developing specific tools for marketing and promoting integrated tourism products.*

*Special attention is given to the mobility of the region especially the green and sustainable transport in the area.*

## Part 1.

### ANALYSIS OF THE TOURIST POTENTIAL OF THE REGION

*The general characteristic includes a detailed description of the real and potential resources for the tourism development in the municipality of Tutrakan. Different sources of information were used - previous project studies; municipal, district and regional plans, programs, strategies; surveys and analyzes.*

Tutrakan municipality is of agricultural type in terms of territorial development. With an area of 448,345 km<sup>2</sup> occupies the 4th place among the 7 municipalities of Silistra district, which is 15.75% of its territory.



## 1.1. ANALYSIS OF TOURIST RESOURCES

### 1.1.1. GEOGRAPHIC POSITION.

The Călărăși-Silistra cross-border area is located in south-eastern Europe on both sides of the Danube. This is the most important European sea route (TEN T 18), which ensures trade with European riparian states through ports and facilitates the river. The region has real potential as a tourist attraction for national and European tourism.

#### Tutrakan Region

Tutrakan Municipality is located in the northeastern part of the Danube plain. It is part of Silistra district. The municipality borders the municipalities of Slivo Pole, Zavet, Kubrat and Glavinitsa, as well as Romania on the Danube. Tutrakan Municipality consists of 15 settlements - the town of Tutrakan and 14 villages. To the east, the town of Silistra is located 61 km from the town of Tutrakan, and to the west, at approximately the same distance, is the town of Ruse, the regional center of the Ruse region. The city is at a similar distance (74 km) from the town of Razgrad, regional center of Razgrad region.

Tutrakan Municipality has a total area of 448.35 km<sup>2</sup>. The relief is hilly - flat. The administrative center of the Municipality - Tutrakan town is located on the banks of the Danube, its lower part is 13 meters from the river, and the plateau (flat part of the city), located 500 meters from the river, reaches 126 meters.

The balance by type of territory of the municipality is as follows:

- Urbanized areas (settlements and roads) - 18 sq. Km. or 4%
- Forest areas - 78 sq. km or 17.4%
- Agricultural territories - 328 sq. km or 73.2%
- Water - 24 sq. km or 5.4%

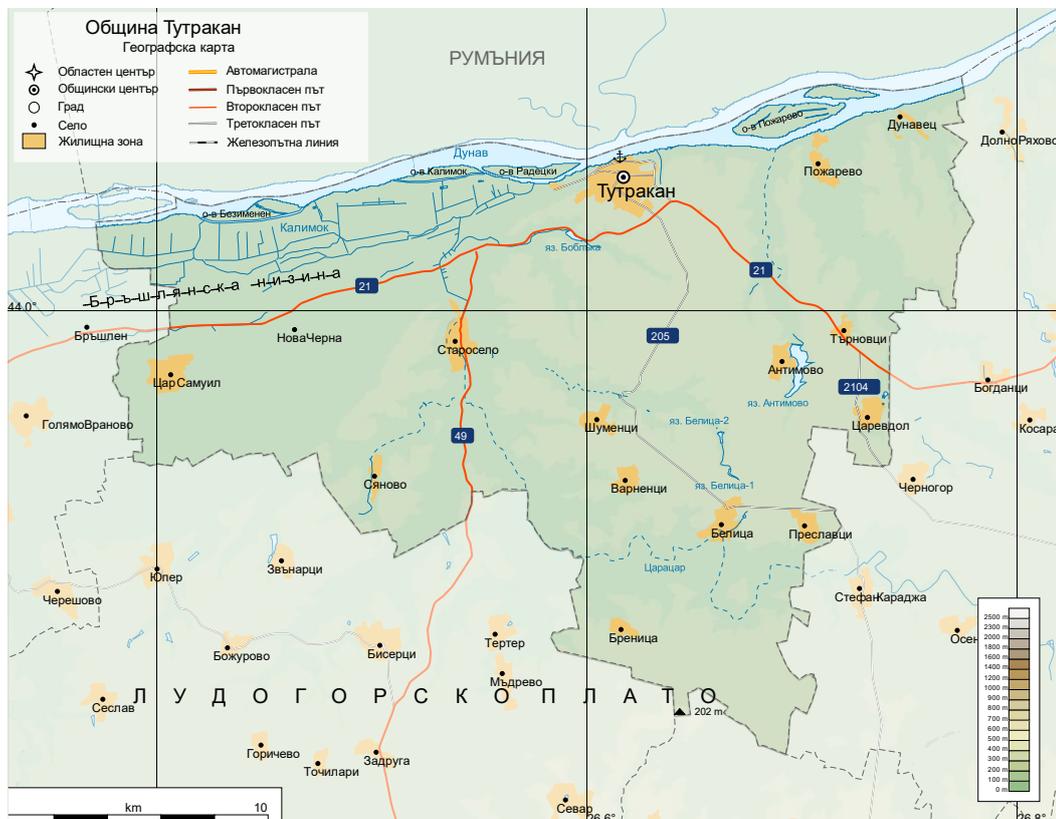
The southern regions of the municipality are occupied by the extreme northern parts of The Ludogorie plateau, as in the north its border is not strictly fixed. The maximum height of the municipality is located in its southernmost part, southeast of the village Brenitsa - 202.2 m above the sea level, and the lowest - 12 m above the sea level, on the river bank of the Danube, northeast of the village Dunavec. In the western part of the municipality stretches the eastern part of the vast Brashlianska lowland (the largest Danube lowland in Bulgaria), and here the altitude is from 13 - 14 m to the north to 40 - 50 m to the south.

According to the climatic zoning of Bulgaria, the Tutrakan lowland falls in the temperate continental climate area, which is a continuation of the Central European temperate continental climate zone. The climate is formed under the influence of differently transformed by the local relief moist ocean air masses, and in the cold half of the year - by invading from the northeast continental air masses. The influence of cold Arctic air masses coming from the north and warm tropical air masses from the south is relatively weaker. In this climatic area in winter there are strong colds, and in summer - great heat. In the coldest month of the year - January, the average monthly



temperature is  $-1.8^{\circ}\text{C}$ , and in the warmest month - July, the average monthly temperature is  $23.7^{\circ}\text{C}$ . The average annual temperature is  $11.8^{\circ}\text{C}$ . In this part of the Danube plain there is one of the largest for Bulgaria average annual temperature amplitudes -  $25.5^{\circ}\text{C}$ .

The most important hydro resource for the municipality is the waters of the Danube River. The groundwater and spring waters on the territory of the municipality are important. The average annual precipitation amounts to 540 mm, which is close to the average for Bulgaria 600 mm. Precipitation is characterized by a summer maximum of 181 mm (June - 85 mm) and a winter minimum of 101 mm (February - 26 mm). The average annual number of days with snow cover is 47.6 and the average relative humidity is 78%. In winter the humidity reaches 85-86%, and in summer it drops to 68-69%. On the territory of the municipality is the only significant artificial reservoir on the territory of Silistra district - Antimovo dam.



### Calarasi County

Călărași County is located in the southeast of Romania and the Romanian plain, on the left Danube and on the Borcea arm on the border with Bulgaria. The residence is the municipality of Călărași. It borders the districts of Constanța, Ialomița, Ilfov and Giurgiu, and to the south with Bulgaria - the regions of Silistra and Ruse



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Calarasi  
 Calarasi(Romania)

The surface of Călărași county: 5.088 km<sup>2</sup>  
 Population: 285.050 inhabitants (year 2011)  
 Localities: two municipalities, 3 cities and 50 communes

The climate of the district is temperate continental, with a homogeneous regime, because the relief of the plain is uniform and is characterized by very hot summers and relatively cold winters. At the southern end of the district, the specific topoclimate of the Danube meadow is individualized, with warmer summers and milder winters than in the rest of the plain. The average annual temperature is + 11.20 ° C. The lowest temperature recorded in Calarasi is from January 8, 1938, when it was measured at -300 ° C, and the highest of + 41.40 ° C on January 10, 1951.

Surface water is an important natural resource in Calarasi County. The Danube borders the south of the city, and the Borcea arm, which comes out on the left bank, downstream of the Chiciu point, crosses a large part of the departmental area. Here are some great places for fishing and water sports. It is also a good place for boat trips on the Danube and the Borcea arm.

Calarasi County is part of the Danube basin, the main waterway of the district. Other important rivers are: the Argeș river, which flows into the Danube at Oltenița, the Dâmbovița river, which flows into Argeș at Budești and the Mostiștea lake chain, which flows into the Danube into a monastery. In Călărași, the Danube is divided into two branches: the Old Danube and the Borcea, at the edge of which are Călărași, between which swamps and lakes are formed. The main lakes in the county are: Mostiștea Lake (part of the chain of Mostiștea Lakes), Gălățui Lake and Călărași Lake (currently only a small part of the former surface of the lake is preserved after drainage and dams).

Călărași County is located south of the Bărăgan plain and hosts many ponds and lakes. The landscape borders the Danube and the Borcea arm and contains wild islands, lakes and ponds, which are mainly used for weekend tourism. The tourist potential of the region is high and offers a special tourist attraction. Calarasi County fulfills the function of tourist transit being on the border with Bulgaria. Natural resources are not very numerous, but there are a number of 5 nature reserves and 13 sites that are part of the European Ecological Network Natura 2000 (sites of Community importance and





avifauna protection sites) that can be tourist destinations for rest - recreational activities and the development of educational and scientific tourism. The best known are - Ciocănești Island, a special area for the protection of birds, where there are freshwater habitats with protected plant and animal species (research, ecotourism and education are allowed). Ciornuleasa Forest is a forest-type nature reserve with oak species (secular trees, older than 130 years) in which there is hunting potential. Sport fishing can be practiced in the natural lakes Mostiștea, Potcoava and Gălățui, as well as in the anthropic ones (ponds), especially in the valley of Mostiștei, Frășinet, Fundulea, Gurbănești, Boianu, Ceacu. The existence of Valea Roșie lake, a natural salt water lake (mineralization 6.3 g/l) with sapropelian mud at the bottom of the lake with therapeutic value from Mitreni municipality, can lead to the development of thermal tourism in this area.

The forests, which occupy a percentage of 4.3% of the district, Fundeni, Tămădău, Vărăști, Caiafele, Ciornuleasa, are representative for the tourist activity. They are forest nature reserves with a rich hunting background and are destinations for recreation, relaxation and hunting. On the Danube there is the possibility of fishing, water sports or cruises with stops in the ports of the district and to visit the most important cities and tourist destinations. The natural environment of the Danube meadow, the large number of wild islands (some of which are special areas protected by birds), the Mostiștei and Argeș valleys, the existing lakes, ponds and forests can contribute to the development of the tourism sector.

There are historical monuments of national and European importance on the territory of Călărași County. The historical monument from Călălui (1560-1577) is the oldest medieval historical monument in the district area. The historical monuments Mănăstirea (1648) and Mănăstirea Plătărești (1639), built by the sovereign Matei Basarab; The church of the former monastery from Negoști (1648-1649), the architectural ensemble founded by the sovereign Matei Basarab, the architectural complex of St. Andrew's Church (1732) etc.

Regarding the archaeological heritage, Călărași County is an important area in Europe. One of the main destinations is Păcuiul lui Soare, an island where the ruins of a Byzantine fortress from the 10th century and Durostorum (early 2nd century) are a sacred Roman settlement. Most of the architectural monuments in the district are grouped in the municipalities of Călărași and Oltenița. The Palace of the Prefecture (1897, neoclassical style), Călărași City Hall (1886-1887), the headquarters of the National Archives (1897), the Lower Danube Museum (1951), the Oltenița Art Museum and the former Eau Castle (early 20th century), the building of the former Court, now a museum of archeology and history (1925). The tourist attractions are also represented by the active cultural life of the district, by the organization of various annual events.

According to the latest trends, business tourism is an important source of income at the national level, preferring our country for several reasons, the most important of which - the low cost of organizing these events. Therefore, in Călărași County, the development of different types of tourism continues through various measures - business tourism, leisure and recreational tourism, sports (horseback riding, swimming). Business tourism is considered very important because it reduces the seasonality of tourist activities. So the tourist flow to the county will be at other times, not just on weekends.



### 1.1.2. ACCESS AND TRANSPORT SCHEME

#### For the Region:

The existence of a developed transport system is of great importance for the development of tourism. The Călărași - Silistra cross-border region is divided by the Danube, which is part of the 7th pan-European transport corridor. On the one hand, the river is a bridge, on the other hand it is an obstacle, because there is a lack of infrastructure to cross the Danube, which hinders the development of tourism. Another major obstacle is the lack of crossing points on the Danube and borders. Along the border with a length of about 60 km between Călărași district and Silistra region, there is only one crossing point by ferry for the Danube in the Chiciu-Silistra region near the Ostrov-Silistra border post. The sporadic crossing of the Danube in Bulgaria can also take place in Oltenița-Turtucaia.

The main elements of the transport infrastructure in Călărași County are the railway network, the road network and the river transport network. They are the basic support for the economic and social development of an area and its communities.

Călărași County is crossed by the solar road A2, which is part of the European transport network TEN-T, European corridor no. IV. In addition, in the southern part along the entire length of the district is the Danube, which is the European corridor no. 1 . VII Transport. Because the county borders the country's capital - Bucharest - to the west and Constanța County to the east, it is the most important seaport of the country and one of the most developed seaports in the region. Rooms are being set up to expand transport networks. to the district it borders the Silistra - Bulgaria region in the south. In fact, the Bucharest-Constanța highway is the only modern artery in the targeted region. The density of national roads is lower but of fairly good quality. However, thunderstorm networks are poorly developed and poorly maintained, leading to increased travel times and vehicle operating costs.

A major obstacle is the small number of border crossing points. Along the border between Călărași County and Silistra there is only one permanent border crossing point in the Chiciu-Silistra area. The border can also be crossed by river to Oltenița-Turtucaia, where there is no regular transport by water. Access can also be made through the Giurgiu-Ruse and Lipnița-Kainardzha border crossing points, which are located in the neighboring counties.

The largest share is land transport. River ports for passengers exist only in Oltenița, Turtucaia, Silistra and Călărași (on the Borcea Arm), but used very little.

The public transport infrastructure, even if it is sufficiently developed in the two regions, the interconnection of the bus, ferry-boat, train connections, etc., between Călărași county and Silistra region is almost non-existent. For example, there is no timetable for commuting with the bus timetable.

The region has a rich potential in the development of bicycle tourism, being a good alternative to access most tourist attractions. Bicycle paths are well marked in some areas, both on paved roads and others, and offer good opportunities, especially for bird watching and interaction with the natural environment.



## Tutrakan:

The transport infrastructure and the quality of the services it provides, ensuring the accessibility to the city and the places for recreation and tourism is a key factor for the development of sustainable tourism.



### ○ Railway transport

There is no railway infrastructure on the territory of Tutrakan municipality. The nearest railway stations are in Ruse and Silistra. The development of the transport communication axes Tutrakan - Ruse and Tutrakan - Silistra will provide good transport access of the settlements along these axes to the municipal center. The development of the transport system within the municipality will have a significant impact on spatial and socio-economic activity.

### ○ Road network

4 roads from the Republican road network of Bulgaria with a total length of 62.4 km pass through the municipality:

- Section 32.1 km of the national road II-21 (from km 34.3 to km 66.4);
- The last section of 10.2 km of the Republican road II-49 (from km 89.1 to kilometer 99.3);
- The last section of 16.2 km of the Republican road III-205 (from km 63.6 to km 79.8);
- The initial section of 3.9 km of the republican road III-2104 (from km 0 to km 3.9).

The main service road for the district is the first-class I-7 in the direction border Romania - Silistra - Dulovo - Shumen - Yambol - Elhovo - Turkey border, which already after the opening of Lesovo-Hamzabeyli border checkpoint forms an international transport corridor, parallel to the Pan-European Transport



Corridor No. 9 / Ruse-Kardzhali / , conducting the transit flows between Turkey and Romania and the CIS countries. The other direct connections to the national road network are provided by the second-class roads II-21 Ruse-Tutrakan-Silistra and II-71 Silistra-Dobrich, which redistribute the traffic regionally.

The peripheral location of the district and the district center in relation to the national territory to some extent predetermines a certain lag in the development of the road network - density lower than the national average, small relative share of high-class roads.

There are no motorways in the district, the length of the only first-class road is only 11.4% of the total, so it relies mainly on the second-class road network, whose relative share reaches nearly one third of the total road network and is higher than in the country. The total length of the municipal road network is 60 km and this relatively short length is determined by the flat terrain. All municipal settlements are accessible from the municipal center Tutrakan. The main problems are related to the unsatisfactory condition of the road network (fourth-class road network) and the need for significant funds to ensure accessibility during the winter season.

○ Water transport

Tutrakan Port is located at km. 433 from the mouth of the Danube. For now, it has local significance for the region. It has one ship berth, one pontoon, open storage areas and connection to the national road network, has an 80 m mechanized pier and 1 crane with a capacity of up to 5 tons. The open storage area is 3,500 sq.m. The port complex has not been operating since 2009, the main reason being the lack of appropriate infrastructure to use it as a cargo port. There is information about an existing problem with accessibility due to the passage of road infrastructure through the residential areas of Tutrakan town. At the moment, the port is being transformed into a passenger port. It will be designed for travelers with tourist ships that will stop in Tutrakan, as well as for yachts coming from other Danube ports. At present, the municipality has taken measures to provide a ferry service for crossing the Danube River through the so-called ferry (raft), which will serve passing cars and buses to Romania. This service is expected to be launched in 2020.



### Alternative ways of transport

Within the framework of several Euro-projects on the territory of Tutrakan municipality, the concept of sustainable mobility was launched and several proposals for alternative transport methods, environmentally friendly, were developed.

- Bicycle transport: "Danube Bicycle Route" is a project implemented with the financial support of CBC Romania - Bulgaria 2007 - 2013. Seven routes have been developed, and under №7 is included the section Ruse - Silistra ( Ruse - Tutrakan - the village of Srebarna - the town of the town of Silistra).
- Walking routes: Creation of a network of eco-trails, panoramic playgrounds and places for recreation. The related services will contribute to the diversification of the economy and developing opportunities for creating additional jobs in the municipality.
- Seasonal transport: Eco-train and Eco-bus for tourists, providing an opportunity to explore local attractions.

### 1.1.3. Population

The population of the municipality is 16,350 people. The distribution of the population between the town and the villages is relatively balanced. By 2012, the urban population was 8469 people, and in the villages - 6454 people. The total number of settlements is 15, of which only Tutrakan is a town and the rest are villages. The distribution of the population of Tutrakan municipality with ethnic self-determination shows that the majority of the population self-identifies as belonging to the Bulgarian ethnic group - 67.3%. Slightly more than ¼ of the population self-identify as a Turkish ethnic group, and 5.14% are Roma.



The age structure of the population is unfavorable - the number of the overworking-age population increases, the share of the working-age population decreases, the number of emigrants increases, the negative natural growth marks a lasting trend. In this regard, support for young people, through employment opportunities, including the development of their own tourism business and improving services for the population /cultural, health, leisure and recreation/ would create conditions for their stay and natural reproduction.

#### 1.1.4. NATURAL RESOURCES

The municipality of Tutrakan falls in the Eastern Danube plain, in which the steppe plant formation predominates. The local flora and fauna are rich and characterized by great diversity. Natural conditions have predetermined the formation of three vegetative plant types. Moisture-loving plant species - willow, white, black and Canadian poplar, etc. are spread on the alluvial-meadow soils with a high level of groundwater and a wetter microclimate along the Danube. On the territory of the municipality there are various forests. Almost all deciduous species are represented except beech - poplar, acacia, willow, all types of oak and linden, occupying about 30% of the massifs. There are natural forests of cer, hairy oak, hornbeam, field maple, sagebrush and acacia and poplar crops.

In the Danube marshes and along the lower reaches of the Danube tributaries there are many fish / Danube pinch, Danube barbel, bream, saber fish, fuffe/, various amphibians, including the only in this part of the country Danube newt and reptiles /water snakes and turtles/. The greatest wealth is the birds. Of global importance are the white-eyed dragonfly and the Dalmatian pelican. Large columns of white-throated divers and other terns, red-necked divers and black-necked divers nest here. The fishponds are a food base for pairs of sea eagles and a large colony of herons and cormorants. During migration and wintering, the little cormorant and the gray goose are of world importance. In winter, clusters form the great white-fronted goose and the globally endangered red-breasted goose.

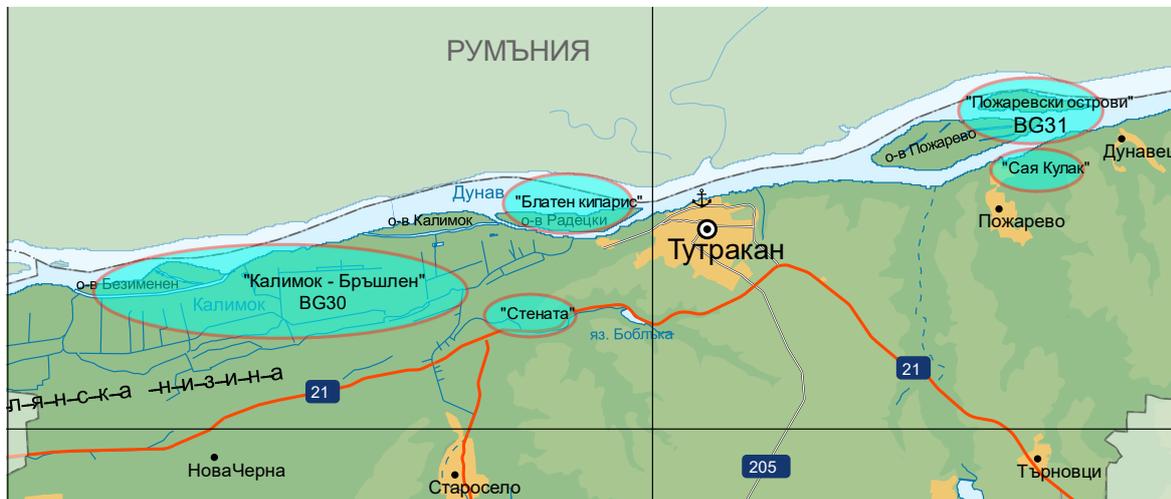
The available arrays are a prerequisite for the development of wood processing as one of the important industries for the economy of the municipality. Particular attention can be paid to activities related to additional afforestation of forest areas, which will provide jobs and increase the potential of the forest in the future. An important element in this sense are all the accompanying activities - linden blossom collection, honey production, mushroom picking, etc., which can also provide income to a certain part of the population of the municipality.

There are many natural attractions in the vicinity of Tutrakan that would attract a significant tourist flow:

- The protected area "Kalimok - Brashlen" is located west of Tutrakan on an area of 60,000 decares. It is an ornithologically important place of international importance **BG30**.



- The Pozharevski Ostrovi (Pozharevo islands) protected area is located east of Tutrakan. It covers the Small Pozharevski and the eastern part of the Big Pozharevski and is a mixed cormorant colony. It is registered as an ornithologically important place of international importance **BG31**.
- The protected area Saya Kulak is located east of Tutrakan, Dunavets. The detachments of Panayot Hitov with flag bearer Vasil Levski and Tanyo Voyvoda set foot on this historical place. Every year a youth campaign "On the footsteps of Tanyo Voyvoda's detachment" is held.
- The "wall" - is located southwest of Tutrakan. Loess Wall with a length of about 100 meters. This is the largest colony of bee-eaters in Bulgaria and is an ornithologically important place of international importance **BG32**.
- "Swamp Cupressus" - located on the island of Radetsky west of the city. The only field of marsh cupressus in the country.



### 1.1.5. CULTURAL RESOURCES

Due to its picturesque location on the hills along the Danube, Tutrakan is known as the Danube city of Tarnovo. The geostrategic location of Tutrakan Municipality predetermines the existence of cultural layers and traces of human presence since antiquity. The territory of Tutrakan has been inhabited since prehistoric times. Important Paleolithic finds have been discovered in Tutrakan, the villages of Dunavets and Pozharevo, and the Neolithic and Eneolithic are evidenced by the settlement mounds near the village of Belitsa, not far from Tutrakan. Interesting archeological materials found during excavations, such as a stone votive tablet with the image of Hecate, bronze objects - jewelry, tools, weapons etc., testify to the intense life in these places in antiquity. The first appearance of the Romans here dates back to 150 BC, when they conquered the lands between Hemus /Stara Planina/ and the river Danubius /Danube/ to the Black Sea. Under the Roman emperor Vespasian /69-98/ fortifications were erected /"watchtowers"/ near the villages of Nova Cherna, Staro



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Selo, Tutrakan and Pozharevo. Under Emperor Ulpus Trajanus /98-117 BC/ a settlement was formed near Tutrakan and a castle called Transmariska was built. It was an important station on the road from Singidunum /Belgrade/ to Constantinople /Istanbul/.

Archaeological excavations and finds prove that the Slavs settled in Tutrakan and its surroundings in the second half of the VI century, inhabiting the ancient settlements. During the time of the First Bulgarian State, the Slavic-Bulgarian settlements near the villages of Nova Cherna, Staro Selo, Dunavets and Pozharevo were surrounded by earthen fortifications /"gradishte"/. Tutrakan is a fortress - a fortress in the defense of the northern border under Tsar Ivan Shishman /1371-1393/. Important finds from that time were discovered near the villages of Nova Cherna, Staro Selo, Pozharevo, etc., which testify that the Bulgarians subsisted mainly on agriculture, fishing and developed crafts. The Ottoman invasion in the 80s of the 14th century tragically interrupted the life of many Bulgarian settlements and the hordes of invaders reached the walls of Tutrakan, threatening it with death. In 1388 Tutrakan fell into Turkish hands and it became a small village, which was forgotten for two centuries and only from the XVII-XVIII century began to be mentioned by foreign travelers and noted in Ottoman documents.

After the Liberation, Tutrakan marked an economic and cultural rise. The main livelihood of the population of the town and the villages is agriculture, viticulture and along with them the crafts are developed - cart-ironwork, blacksmithing, weaving, cooperage, shoemaking, saddlery. The established port contributed to the development of trade and Tutrakan began to maintain foreign trade contacts with Europe, Asia and Africa. It became especially famous as a center of Danube fishermen and famous masters of fishing boats, of "Danube water mills". Fishing boats are exported to Serbia, Hungary, Austria, Romania and others. Here, by 1897, 2,297 people practiced the fishing profession, and at the beginning of 20 century there were 1,437 fishing families who inhabited today's "Fisherman's Quarter" by the river. Tutrakan fishermen are the only masters of fishing on the Danube and riverside lakes.

There are many archeological and architectural monuments in the municipality, three of which have the status of national importance - ancient Roman fortress "Transmariska", church "St. Nicholas", Memorial tomb "Tutrakan Epic 1916" - the largest military cemetery of soldiers from the struggles for national unification, others are the architectural ensemble "Ribarska Mahala", the only Revival fishing village, the Historical Museum, the Ethnographic Museum, architectural monuments from the late XIX and early XX century. About 60 km from Tutrakan are two of the seven immovable monuments of cultural heritage of national importance under the auspices of UNESCO in Bulgaria - "Sveshtarska tomb" and Ivanovo rock-hewn churches.

The Historical Museum Tutrakan is the main center, which offers cultural and historical attractions for tourists. Until 2016, it managed the Danube Fisheries Museum, the Historical Museum with an exhibition, the Ethnographic Museum, the Art Gallery, the Open-Air Museum "Ribarska Mahala", which presents individual crafts and lifestyle, and tourists have the opportunity to stay in authentic fishermen's houses, as well as the Memorial Complex "Tutrakan Epic 1916".





ЕВРОПЕЙСКИ СЪЮЗ  
ЕВРОПЕЙСКИ ФОНД ЗА РЕГИОНАЛНО РАЗВИТИЕ  
ИНВЕСТИРАМЕ ВЪВ ВАШЕТО БЪДЕЩЕ!



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Исторически Музей Тутракан  
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The community centres in the municipality of Tutrakan have been preserved as major cultural centers. There are 9 of them, and in each of them there is a library, formations and groups which preserve the traditions and customs, the dance and singing art of the region are developing. Within the city there is a Municipal Center for Extracurricular Activities (MCEA), where children and young people from the city and surrounding villages are trained in fine arts, dance, music and other cultural activities.

The Community centres (Chitalishte) as a cultural and educational center fit into the overall cultural life of the municipality, jealously guard and enrich the traditions and customs of our homeland, contribute to the development of amateur art, music and dance, and through the library - the love of speech. They become a modern information center through the implementation of the program "Global Libraries":

- the community center in the town of Tutrakan has a 140-year history. It was founded in 1873 as a community center "Vazrazhdane", today it is named after N. Vaptsarov. The chitalishte develops the traditional cultural center activities - preparatory, children's and youth dance formations, VG "Severina", theater ensemble, FTG "Detelini", Men's Folk Orchestra, Children's Folk Orchestra, VIG "Acoustics"; schools of guitar, accordion, flute, reed, bagpipe and folk singing; clubs: ladies' club for traditional dances "Dobrudja", Literary club, Young friend of the book, Applied art;
- Vasil Yordanov Community Center 1942, village of Cherna - FE "Chernentsi", Lazar and carol group, folk singing group; clubs - "Friend of the Library", club for fun dances "Tangra";
- Vazrazhdane Community Center, Staro Selo village - female vocal group, group for old city songs, Lipov Tsvyat Youth Folk Orchestra, Staroseltsi Ensemble, Veseli Glascheta group and Sunny Smile group;



- Iskra Community Center, Tsar Samuil village - women's folklore group, children's dance group, Young Friend of the Book Club;
- Hristo Botev Community Center, Belitsa village - a group for authentic folklore, recreating the custom "Brazaya", a female vocal group, a carol group, a church singing group, a youth dance group, an art workshop;
- Stefan Karadja Community Center, Shumentsi village - folk choir of retired people, vocal group, group for old city songs;
- "New Life" Community Center, Tarnovtsi village - modern dance group.
- Svetlina Community Center, village of Varnentsi - vocal group for folk songs "Latinka", dance group, carol group, kuker group; male vocal group, group for old city songs, workshop "Skillful hands";
- Svetlina Community Center, Preslavtsi village - club

Architectural reserve **RIBARSKA MAHALA** - a natural fishing village (the only along the Danube) from the Renaissance with an authentic building stock. Throughout its millennial existence, Tutrakan has been invariably associated with fishing, fishing nets and its boat workshops. Entire clans and families have been involved in this ancient craft and livelihood. At the beginning of the century there were more than 5,000 fishermen in Tutrakan, more than a thousand boats could be seen at the fishing port. Tutrakan fishermen are the real masters of Danube fishing from Orshova to the Danube Delta.



In Tutrakan - as an established center of Danube fishing in the late XIX and early XX century, is also the only in the countries along the Danube ethnographic museum "**Danube fishing and boat building**". It was created to preserve the material and spiritual culture, social structure and way of life of the Bulgarians from the Danube settlements. The exposition, arranged in seven halls and two interiors, is located in a building - a cultural monument from the beginning of the XX century. In chronological order, original fishing gear from antiquity and modern gear are presented. Photos and graphics explain the way for fishing in the settlements on the Lower Danube. An idea is gained about the social organization of the fishermen, the accounting, the interior design of the dwellings, their cultural needs. There is also a place for boat building, which has been developing in this area since Roman times, when there was a workshop



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for repairing vessels in the ancient castle. At the end of the XIX-th century, boats from Tutraкан were exported to Romania, Serbia, Austria aetc. The museum exposition is part of the huge ethnographic heritage of the population from the settlements along the Danube.



**Roman fortress wall and defensive battle tower** of the ancient fortress "Transmariska" from the end of the III century, located in the central part of the Tutraкан town.





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The **Chitalishte** in Tutrakan has a 120-year history. It was founded in 1873 as "Vazrazhdane". Today it is named after Nikola Vaptsarov.



The church of **St. NIKOLAI** - built with the donations of patriotic citizens of Tutrakan and solemnly consecrated on July 14, 1865. The cathedral has an extremely beautiful architecture. The wood carvings of the royal doors, the iconostasis and the frescoes were sculpted by the master painters of the Tryavna painting school Zahari Tsanyuv and his son Stefan. The first memorial service for those killed in the battle for the Tutrakan fortress in 1916 and the first prayer for the freedom of Dobruja in 1940 were held here.





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**Ritual home** - a cultural monument from 1897. This is the old Tutrakan junior high school, built by skilled master builders, adapted today as a ritual home with frescoes and stained glass, with mirrored halls and stylish furniture, skillfully combining tradition and modernity.



Memorial **MILITARY TOMB-1916** in the vicinity of Tutrakan - a monument-ossuary of those killed during the biggest battle of the Bulgarian army for the Tutrakan fortress, which marked the beginning of the liberation campaign in Dobruja. The bones of more than 8,000 soldiers and officers - Bulgarians, Romanians, Germans - are laid in the memorial. It is organized annually on the first Sunday of September *Peace Fair* - remembrance in memory of the dead. Exactly this part of the history of the city is a significant moment of the Wars for National Unification of Bulgaria. Over the last 20 years, the municipality and the museum have made significant efforts to preserve, ennoble and exhibit this immovable cultural property of national importance.

The history of the memorial is connected with the epic battle for the takeover of the Tutrakan fortress, which is considered impossible to defeat. After the victory of the Bulgarian troops, the command of the IV Preslav Infantry Division decided that all those killed on the battlefield - Bulgarian, Romanian and German soldiers - would be buried in Fort No. 7 of the Romanian fortification line. Here, in this place, more than 8,000 soldiers and officers, regardless of their nationality, find eternal peace. This fact to this day brings together every year the heirs of the victors and the vanquished to pay homage to the self-sacrifice of the participants in the war, regardless of which side of the attack they were on.





As early as 1922, a monument was built here - an obelisk, maintained to this day by the Municipality of Tutrakan and the Historical Museum, on which in Bulgarian, German, Romanian and Ottoman Turkish are written the words "Honor and glory to those who know how to die heroically for their homeland. "

Despite the financial constraints in the late twentieth century, a campaign was launched in 1996 to build a Walk of Fame with the names of those killed in the battle, funded mainly by the municipalities whose victims were buried here, and 20% of the amount was separated from the Historical Museum Tutrakan.

In 2002 a park was built, a stage for official celebrations, two howitzers "Krupp" were installed, and in the spring of 2007 with funds of private investors was built and consecrated the chapel "St. George the Victorious".



The cultural traditions and ethnographic customs of the population are largely preserved in the municipality - the groups for authentic folklore perform various customs, typical for the region, such as "Brazaya" in the village of Belitsa, "Valyanka" in the village of Nova Cherna, kukeri - Staro village and the village of Varnentsi, "Irmiya" in the village of Tsar Samuil and others.

The modern cultural calendar also includes the celebration of many important dates, events and local customs, the organization and holding of holidays, festivals and competitions at regional, national and international levels, as follows:

- Winery - Feast of Wine and Pare off- February;
- District Kukeri Festival;
- competition for patriotic song "Homeland";
- Solemn concert performance, dedicated to the anniversary of the Liberation of Bulgaria, Tutrakan, March 3;
- Festive charity Easter bazaar
- Feast of artistic creation "Palm Sunday"
- May 9 - Europe Day and Victory Day. Parade of flags. Meeting with war veterans;
- Solemn celebration of the Day of Slavic Literature and Culture - May 24;
- Traditional national tourist march "On the footsteps of Tanyo Voivoda detachment", May-June;



- Solemn celebration of the day of Hr. Botev and those killed for the Liberation and Unification of Bulgaria, June 2;
- International Danube Day;
- Apricot Festival - July;
- Festival "Fiery Danube" with the traditional celebration of the river and light, fire and sound show over the water;
- Memorial fair, anniversary of the great Tutrakan epic, the first week of September, memorial complex "Military Tomb - 1916.";
- International Art Competition for children's and fun song "River Notes", Tutrakan, September;
- Solemn celebration of the Day of the city of Tutrakan - September 21;
- Ethnic holiday;
- Day of the People's Awakeners, the settlements in the municipality, November 1;
- St. Nicholas Day - a holiday of the fisherman;
- Celebration of Eid al-Adha - December;
- Christmas and New Year holidays, December;

Events in Călărași County:

- Festival 3 Smoked Olives. It is an event of music, fun and relaxation, which takes place annually for 3 days on an island in the middle of the Danube, near the crossing point with the Chiciu-Ostrov ferry.
- Calarasi Danube Festival. It is an event dedicated to promoting fishing as a way to relax and spend free time along the Borcea Arm and the Danube. Participants are invited to tastings of fish dishes, children's competitions, fishing workshop to discover the secrets of fishing, fishing stories, but also to recitals given by local bands.
- The "Hora Mare" international festival. It is organized every year and represents one of the most important cultural events in Călărași County. Folklore ensembles from different countries participate that promote the specific folklore from their areas of origin.
- May Flower Festival. It is a contest for interpreting Romanian light music with a tradition in the national musical landscape. It promotes the idea of competition and respect for the authentic values of light Romanian music.
- "Danube Guitar" contest festival. It is a cultural-artistic event addressed to groups and individual performers of folk music with the age of min. 14 years. At the end of each evening there are recitals, through which young contestants can come into contact with established names of the genre.

### 1.1.5. Main economic sectors and productions



The distribution of economic sites in Tutrakan shows that the structure is dominated by micro-enterprises. The largest share in the number of companies is occupied by trade (services), followed by the agricultural sector. The agricultural sector has grown significantly in recent years. The number of enterprises in the manufacturing sector is declining, while those in the construction, transport, storage and postal services and health and social work sectors are increasing.

The largest share in the gross output in the municipal economy has the sector "Agriculture" - between 44.6 and 57.4%. The favorable combination of fertile soil species, climate conditions and relief morphostructures are a prerequisite for the development of the district as an intensive agricultural area, and the long-standing traditions in plant and animal husbandry determine agriculture as a priority sector. As of December 2016, the arable land is 264713 decares. There are 672 registered agricultural producers under Ordinance 3, including 172 livestock farmers, of which 48% are beekeepers. The relative share of farms processing up to 10 decares is 44%. There is a concentration of agricultural production in a small number of agricultural holdings /69% of the land is cultivated by 64 holdings/. 63% of the sown area is with wheat, oilseed sunflower and corn for grain, but this type of production provides low employment, is highly dependent on the purchase prices of cereals and is competitive for large farms. Vegetable production /tomatoes, cucumbers, peppers, eggplant open production/ is poorly represented /0.1%/, with the exception of pumpkin production /1.5% of arable land/. The perennial plantations cover an area of 13,151 decares /5% of the sown areas/, of which 44% are apricots. In the process of consulting SLEADER, some of the farmers have stated their intention to diversify their activities by creating a greenhouse production, irrigated vegetable areas, orchards with varieties suitable for processing and old varieties. Livestock is associated with raising cattle, goat and sheep, and bee families.

The presence of private enterprises and foreign investors is a prerequisite for the development of public-private partnerships that develop new economic sectors. These include, for example, the creation of new mobility services due to insufficient transport infrastructure. The creation of alternative and environmentally friendly methods of mobility for both individuals and small groups of people will also allow the development of individual and family tourism in the region.

Another form of development of micro and small business is in the field of medical services. There are dental offices on the territory of the municipality, which serve both patients from the neighboring municipalities of Glavinitsa and Slivo Pole, as well as patients from Romania, in particular Oltenitsa. In Tutrakan is also one of the most successful centers for reproductive health in Northern Bulgaria "St. Ivan Rilski", which serves patients from all over the country, as well as Romania.

One of the six local initiative fishing groups in the country - FLAG "Glavinitsa - Tutrakan - Slivo Pole" operates on the territory of Tutrakan municipality. The activity of the group is financed by Priority Axis № 4 "Sustainable Development of Fisheries Areas" of the Operational Program for Development of the Fisheries Sector 2007-2013. The local initiative fishing group is registered as a legal entity established for the purpose of carrying out activities for public benefit and registered in accordance with the provisions of the Law on Non-Profit Legal Entities (LNPO). FLAG was established as a public-private partnership with participants from the three public sectors: public,



business and civil. The association consists of 26 members, of which 12 legal entities and 14 individuals.

The objectives of the FLAG Development Strategy include increasing the competitiveness of the fisheries sector by improving the efficiency of those employed in the fisheries sector and creating added value for fishery and aquaculture products; promoting local entrepreneurship and creating conditions for sustainable development of the fisheries area; capacity building for the implementation of the local development strategy. In implementation of the FLAG Development Strategy, eight projects have been implemented, aimed at rehabilitation and reconstruction of public spaces, opportunities for tourism development, etc.

There is also a “Local Initiative Group Tutrakan - Slivo Pole” in the municipality in connection with the implementation of the Strategy for Community-Led Local Development (LEADER). LEADER is a tool for citizen participation at the local level in developing responses to the social, environmental and economic challenges we face today. This approach requires time and effort, but with relatively small financial investments, it can have a significant impact on people’s lives and generate new ideas and shared responsibility for putting them into practice. It includes ideas and initiatives from civil society and local economic actors in the development and implementation of local integrated strategies that help their regions and help move towards a more sustainable future..

## 1.2. Analysis of the current state of tourism

*In order for tourism to be successful in the Municipality, it must be seen as a tool for sustainable economic development and its development must be subordinated to strategic planning with broad public participation. This will help to properly understand its application and to maintain its philosophy and values and to be used as a tool for planning where, what can be done and how.*

*There must be a common approach to tourism development and planning that provides a level playing field for all those who want to engage in such endeavors.*

### 1.2.1. Tourist infrastructure

#### Tutrakan:

The existing natural resources, geographical location and proximity to tourist sites of national and international importance, create prerequisites for the development of alternative tourism as a sector supporting the local economy. The geographical location and the availability of opportunities for easy crossing of the border with Romania create preconditions for the development of international and rural tourism, related to the presentation of local ethnographic customs, as well as thematic tourist routes. The territory of the municipality is suitable for the

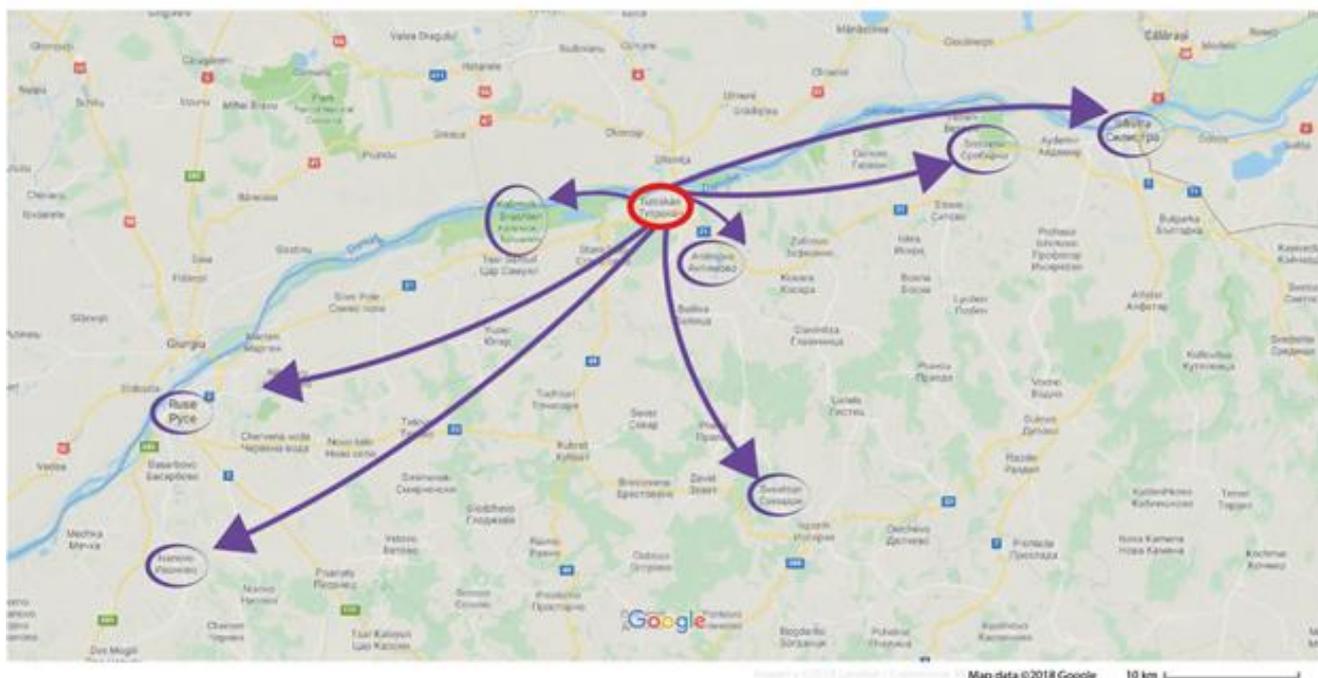


development of many types of rural tourism / recreational, eco, cultural, sports, cognitive, hunting, educational and others./ . There are several tourism areas:

- **Danube shore and Danube coast** - here can be used the coastal sandy strip for short-term rest; for the development of water motor sports; Sport fishing; eco-tourism. In this area can be developed one-day, two-day and with longer forms of tourism - "Green Schools", fishing, ornithology, sports, stationary scientific and cognitive school and student practices.
- **Town of Tutrakan** - it is most suitable for cultural and historical tourism, culinary tourism and festival tourism.
- **POI (protected areas, reserves and other attractions.) In the region of Tutrakan**

There are many natural landmarks and tourist attractions in the vicinity of Tutrakan. They can be used to create thematic tourist packages with a starting point in the city of Tutrakan. They can be focused, Cycling, Phototourism, Ornithological Observations, Trekking and Cultural and Historical Tours, as well as to stimulate two- and three-day visits to Tutrakan. The most significant of them are:

#### Point Of Interest (POI) Tutrakan



- About 40 km from Tutrakan is one of the seven immovable cultural monuments of UNESCO in Bulgaria "Sveshtarska tomb".
- Thanks to its remarkable architecture and artistic decoration, the Sveshtari Tomb has been on the UNESCO World Heritage List since 1985 and could attract visitors as one of the main tourist routes in the municipality of Tutrakan. It is located in the Historical and Archaeological Reserve "Sboryanovo", covering the territory in the western part of the Ludogorsko plateau, along the river Krapinets, between the villages of Malak Porovets and Sveshtari. It is a unique complex consisting of



settlements, sanctuaries and necropolises of ancient times. It was declared a Historical and Archaeological Reserve by a decision of the Council of Ministers №19 of December 8, 1988. To date, more than 140 archaeological sites from different historical periods have been registered in the reserve.

- Ivanovo rock-hewn churches, an immovable cultural value of national importance, are located 18 km from the city of Ruse. They have distinctively preserved frescoes compared to other complexes in Bulgaria. Unlike the traditional monasteries, consisting of 1-2 churches, monastic and economic part, in Ivanovo there is a variety of small rock churches, chapels and cells carved at different heights in the rocks of the picturesque canyon of the river Rusenski Lom.

The churches near Ivanovo are part of the hundreds of medieval rock churches, monasteries, hermitages and separate hermitage cells, which in the period X-XIV century turned the river valley and its tributaries into a Bulgarian spiritual center. Today the complex is visited by thousands of tourists from Bulgaria and the world.

- "Srebarna" Nature Reserve. It is located about 60 km from Tutraкан town. As early as 1942, Srebarna was declared a "breeding ground" for waterfowl birds and all hunting was prohibited in the lake. Three years later, this ban was lifted and waterfowl hunting was allowed. On September 20, 1948, the Srebarna Swamp was declared a bird reserve (branishte), with an area of 750 ha. It is forbidden to mow the reeds and disturb the birds. The following year, a dike was built, which severed its natural connection with the Danube River and thus stopped the flow of fresh water in the reserve.

Since 1965, the reserve has been included in category "A" of the IDA project (list of the most important wetlands in Europe, developed by the International Bureau for the Study of Waterfowl). In 1975 it was declared a wetland of international importance under the Ramsar Convention, and since 1977 it has been a biosphere reserve according to the criteria of the world network of biosphere reserves under the MAB program (Man and the Biosphere) of UNESCO. A special diploma was awarded.

The reserve received the greatest recognition in 1983. It is proposed for inclusion in the World Cultural and Natural Heritage List of the Seventh Regular Session of the World Heritage Committee "... as a natural functioning ecosystem providing an important habitat for the endangered Dalmatian Pelican".

- Saya Kulak Protected Area - located east of Tutraкан, Dunavets. Historic place. There is the place where the detachments of Panayot Hitov set foot with a flag bearer - Vasil Levski and Tanyo Voyvoda. Every year a youth campaign "On the footsteps of Tanyo Voyvoda's detachment" is held.
- The protected area "Kalimok - Brashlen" is located west of Tutraкан on an area of 60,000 decares. It is an ornithologically important place of international importance BG30.



- Pozharevski Ostrovi Protected Area - located east of Tutrakan. It covers the Small Pozharevski and the eastern part of the Big Pozharevski. Mixed cormorant colony. It is an ornithologically important place of international importance BG31.
- The "Wall" - is located southwest of Tutrakan. Loess Wall with a length of about 100 meters. The largest colony in Bulgaria of bee-eaters. It is an ornithologically important place of international importance BG32.
- "Swamp Cupressus" - located on the island of Radetsky west of the town. The only field of marsh cupressus in the country.
- Durostorum Fortress - Silistra Municipality - The ruins of the fortress can still be seen in the central part of Silistra. In the Middle Ages the city was called Drustar. The city was built on the ruins of the ancient city of Durostorum. The early Byzantine fortification of Durostorum became the nucleus of the medieval town of Drustar. After the Christianization of the Bulgarians here was the center of the Bulgarian Orthodox Church, and during the Second Bulgarian Kingdom it was a metropolitan center. It had two defensive walls to the north and south. The southern wall is one of the most impressive military defense constructions in Bulgaria in antiquity and the Middle Ages, with no analogy between ancient and medieval fortifications.
- Roman tomb - Silistra Municipality - It dates from the middle of the 4th century. It is known for its rich frescoes (geometric, animal and human figures, hunting scenes, family with servants) probably made by an Egyptian or Syrian artist. The tomb is a vaulted stone construction with a single chamber, measuring 3.30 x 2.60 x 2.30 m. It was discovered in 1942
- Archaeological reserve "Ancient and medieval city Durostorum" - Silistra Municipality - The reservation comprises three areas: 1. The borders of the Durostorum fortress to the bank of the Danube and the adjacent areas; 2. The area of the camp of the Roman legion and of the housing area in the central and north-eastern part of the city of Silistra; The area of the necropolises covering the southeastern outskirts of Silistra.
- Medzhidi Tabia Fortress - Silistra Municipality - Medzhidi Tabia is a fortress built of stone that served as a fortress and outpost of Silistra. It is the only fully preserved Turkish fortress, both inside and outside, on Bulgarian territory, part of the Ottoman fortification system used during the Crimean War (1853-1856) and the Russo-Turkish War of 1877-1878. The fortress wall is hexagonal in shape and reaches a height of 8 m.
- Cathedral of the Holy Apostles Peter and Paul - Silistra Municipality - The Church of St. Apostles Peter and Paul in Silistra was built after the Crimean War by famous masters of that period from the school of architecture in Dryanovo. The murals are the work of the famous Bulgarian artist Prof. Kozhuharov. The building has three naves with a small porch and an apse. The middle ship is very wide. The ceilings above the three naves are flat, the ceiling above the middle nave being raised on a high ridge. The iconostasis is made of wood sculpted by the masters of the Debar school. Most of the icons in the church are Russian, painted after



- the Liberation. The exterior architecture of the church has characteristic decorations on the western facade, which ends with a pediment like a ribbon. An arched frieze surrounds the entire body of the church. Russian influences are felt in the details and in the way the decor is arranged.
- Armenian Apostolic Church Surp Astvadzadzin (Holy Mother) - Silistra Municipality - The Armenian Apostolic Church "Surp Astvadzadzin" (Holy Mother) in Silistra is the oldest Armenian church in Bulgaria. During the renovation of the south room, a stone was found on the floor with an inscription revealing that the original name of the church was Surp Krikor Lusavorich (or St. Gregory the Illuminator), and the year the church was built is 1620. After the floor was concreted, the stone was moved to the small northern room, where it is currently exposed.
  - Archaeological Museum - Silistra Municipality - The Archaeological Museum of Silistra is housed in a building built between 1923 and 1924 as the headquarters of the branch of the National Bank of Romania in the city. Since 1990, the archaeological collections of the Silistra History Museum have been exhibited here. Here are preserved over 60,000 monuments from prehistory to the eighteenth century. Among the most valuable exhibits is a Roman stone sundial (the most impressive ever discovered in the Bulgarian countries), a gold ring from the third century- century, a column with the name of Omurtag Inn, seals of some Bulgarian and Byzantine rulers, gold jewelry from the fortress of Durostorum, etc.
  - Museum of Ethnography - Silistra Municipality - The Museum of Ethnography in Silistra was opened in 1967. It is housed in a building dating from the mid-nineteenth century, the former building of the Turkish police. The building is a monument of culture. The exhibition area is located on an area of 300 square meters in 10 rooms. Here there are artifacts from the life and culture of people from the Dobrogea and Silistra region from the middle of the 19th century to the beginning of the 20th century.
  - Art Gallery - Silistra Municipality - The art gallery is housed in the former Silistra Pedagogical School, built in 1892. It exhibits over 1500 works of art (painting, graphics, sculpture, etc.) by great Bulgarian artists - Vladimir Dimitrov, DechkoUzunov, ZlatyuBoyadzhiev, and others. For over 40 years, the gallery has occupied an important place in the cultural life of Silistra and has become a real museum of fine arts. The names of artists such as StoyanVenev, Vladimir Dimitrov, ZlatyuBoyadzhiev, DechkoUzunov, Iliya Petrov, NenkoBalkanski, Vasil Stoilov, Alexander Poplilov and other big names in Bulgarian painting are the pride of Silistra Gallery.
  - Kurshumlu Mosque - Silistra Municipality - The Kurshumlu Mosque was built in the first decade of the century. 16 and is the third most important Muslim settlement in northern Bulgaria. It is one of the architectural models of the famous Ottoman architect, MimarSinan. The style is strongly influenced by the architecture of Hagia Sophia in Constantinople. It is a monument of culture of local importance.



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In the municipality of Tutrakan in the period 2007-2013 were implemented numerous projects in the field of tourism, which emphasize the unique natural advantage of the municipality - the Danube, fishing as an activity and fishing influence in the culture of the community. The implemented projects have different financial sources - Operational Program "Regional Development", but most of them are supported by the Operational Program for Fisheries and Aquaculture, due to the specific emphasis they place. The total value of the projects is BGN 4021633. The amount of these investments in tourism is significant for a municipality with the size of Tutrakan, as their implementation has significantly improved the appearance of the included sites and has attracted attention to the municipality as a place for tourism and leisure.

At the beginning of 2014, the implementation of a project funded by OPRD for the development of the tourist potential of the region through the construction and marketing of a highly competitive and sustainable integrated tourism product with high added value, developed on two of the most important sites, namely the ancient castle "Transmariska" and the village "Ribarska mahala". The following activities were carried out within the project:

- conservation, restoration and exhibition of towers and fortress wall;  
-development and construction of an artistic-architectural ensemble system "Sound and Light" for lighting of monuments in Tutrakan town;
- restoration of the authentic look of 5 /five/ houses from "Ribarska mahala";
- Improvement of the site "Fisherman's Quarter". With funding from the Rural Development Program in 2010-2011, the project "Major renovation of the ethnographic museum and rehabilitation of the Danube Park Part II with adjacent park areas" was implemented..



Despite all these projects, tourism has not been so farreal priority of the municipality and its contribution to GDP is about 4%. By 2019, the municipality of Tutrakan has a modest tourist base. In the municipality as a whole by 2019 there are 6





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hotels /with category 1 or 2 stars/, and 4 guest houses with a total capacity of 147 beds. The prices of the nights vary according to the category and the season and range between BGN 10 and 65 per room.



### POI in Calarasi:

A special tourist attraction, but insufficiently exploited, is created by the riverside of the county on the Danube. The large number of islands, the branching of the main courses in the arms of a picturesque reminiscent of the Danube Delta, creates a unique natural setting suitable for relaxing activities in the middle of nature or for hunting and sport fishing. In this sense we mention the sanctuary of birds from Iezer - Călărași, the islands: Haralambie, Ciocănești, Șoimul, Lake Mostiștea.

The use of the opportunities of the Danube, islands and natural branches, as well as deciduous forests in the county area, as well as monasteries, historical monuments and museums in the county can contribute to the development of the county a competitive sector of sports and cultural tourism, green tourism and agrotourism.

The historical monuments of Călărași County are an integral part of the national cultural heritage. Here are archaeological reserves of national and European importance. Most of the collections are in the collections of the Museum of the Lower Danube Călărași and the Archaeological Museum of the Gumelnia Civilization from Oltenița.



### Sf. Mercurie Plătărești Monastery - Fundeni Commune

Historical monument and religious architecture. It is represented by the Church of St. Mercury, built during the reign of Matei Basarab after the ruler's victory over the Tartars from Nenișeni (now Armănești) on the river Ialomița in 1639. The monastery was built between 1639 and 1649 and due to efforts by two of the boyars who they were loyal to Matei Basarab. The property belonged to Filip, a large drawer certified as a dowry owner in 1589. It is a remarkable monument for the clear composition of the architectural forms and for the interior murals. The monastery complex includes the surrounding wall, cells, princely house and other outbuildings. In the center is the church of Saint-Mercure, built between 1642 and 1646. Parts of the original painting are still preserved in the holy place, such as votive images depicting the founder and his family, the great administrator Albu Cluceru, buried in the church, the master Barbu, the voivode's brother and other governors from the time of Matei Basarab, The face of the first abbot, Father Vasile.



### Tariceni Monastery

In 1828 the worthy Greek merchant Hristofor Guva founded this church, which was rebuilt several times, as mentioned in the church inscription. The church was eventually transformed into a monastery by Greek and Romanian abbots belonging to the parish of Odaia Vladici (now Sultana). After the completion of the church, it was dedicated to the Holy Mountain. The monastery was abolished with the secularization of A. I. Cuza and the church remained in the care of the villagers until 1970-1971. The church in Tăriceni consists of bricks covered with branches and earth. This is characteristic of all the churches in Bărrăgan that lack the river stone. In 2001, Bishop Damascene opened the church, which he found in a deplorable condition, abandoned for 30 years and turned into a hermitage. Later, in 2008, the hermitage was transformed into a monastery.

### Church of the Holy Emperors Constantine and Helen (Volna) - Călărași

The church was built in 1860 and has 3 bedrooms. Next to the church is the brick tower, built in 1890 and covered with tin. Four rooms and shops, as well as four rooms were built in the same year. Like all the buildings of that time, the church is built of brick baked on a brick foundation and covered with tin. It is in the shape of a cross with two towers. The first painting in the church was made on October 1, 1860 by the painter Costache Dumitrescu from Buzău in the style of the Tătărescu school and completed according to the text of the inscription.

### Sf. Nicolae Church - Călărași

The feast of the Church of St. Nicholas in Mira Lichiei in the thirties of the last century and the existence of the church in 1630 prove that the sanctuary was quite old and its foundation was lost in the mists of time than the beginnings of the village where it is. The church is made of bricks, with two smaller apses and the larger semicircular rape of the altar. There are two towers, one open and one closed, the closed one serving as a church tower in which the two bells are installed. The painting of the church, made in oils and in a realistic style, has a great artistic value and was made in 1908 by the Italian painter Orest Cantini. The iconostasis, the pulpit and the





two hierarchical chairs of a particular nobility were made in 1908 by the sculptor M. Babic from oak. The royal icons, the icon of the patron saint and Saint John the Baptist on the iconostasis are covered with silver, with a special work.

### Libertatea Monastery - Dichiseni

The Holy Trinity Monastery, also known as the Libertatea Monastery, is an Orthodox monastery. The hotel is located just 4 kilometers north of Coslogeni, Dichiseni, a village on DN 3B that connects the city of Calarasi (14 km) with the city of Fetești (30 km) not far from the coast of Borcea. The name of the monastery - Libertatea - is derived from the name of the old village Libertatea, a village formed by deportees who were then moved to neighboring places: Coslogeni, Roseți, Modelu and Călărași.

### Hermitage Crucea de leac - Coslogeni Village

Since 1738, during the time of the sovereign Konstantin Mavrocordat, there is a cross here at the entrance to the village of Coslogeni in the municipality of Dichiseni. Legend has it that he was sitting in a car and wanted to get to Fetești. In the field, however, the chariot gave way and the cross could not be moved by five pairs of oxen. Believers did not stop praying in this place for two and a half centuries when they learned that a foolish child who kept a flock of sheep began to speak after touching the cross. People also say that he has risen, he has risen, and only those who come here by faith are treated. Even today, priests could only recognize half of the old Slavic message on the Holy Cross. So it was discovered that it was built by the sovereign Mavrocordat in honor of the pious Parascheva. When people first came to pray on the cross, in the field, in the open air, a hermitage has been established here by monks since 2003. At the same time, a small church was built around the cross, dedicated to the "Exaltation of the Holy Cross." The Maramures-style wooden shrine is 26 meters high, 16 meters long and 6.30 meters wide.



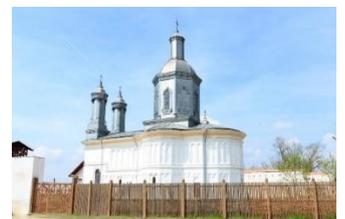
### Mănăstirea Church - (Mănăstirea Commune)

Historical monument of the Orthodox cult in the old city of the disappeared Wallachia, Cornățel. It was built in 1648 by order of the voivode Matei Basarab and Mrs. Elina, as shown by the text of the inscription carved in stone, written in embossed letters above the front door. From the narthex: "Mr. Io Matei Basarab Voievo (d) and his wife Elina". From the text we also learn that the patron saint of the building is the martyr Nestor. Today only the church is preserved, which was restored twice, in 1900 and 1937. .



### The church of the former Negoesti Monastery - (Soldanu Commune)

Historical monument and religious architecture. The church was founded in 1648-1649 by Prince Matei Basarab and his wife Elina. It was rebuilt in 1777 (the windows, the boundary wall were restored and the cells were repaired). It was restored in 1850.



The historical monument of the city of Negoiești, Șoldanu parish, is an orthodox church built between 1648 and 1649 by Mr. Matei Basarab, according to the inscription in the Slavic language of the place. At the beginning of the twentieth century it was in an



advanced stage of ruin, as discovered by Nicolae Iorga. The architectural ensemble consists of the bell tower, the church, the princely house, the cells and the imposing double walls of the monastery.

The history of Negoiești Monastery had a profound impact on the history of Wallachia. In the time of Matei Basarab, the Negoiești were a real summer residence in Wallachia, from which 181 documents of the sovereign came out.

Today the church is almost completely restored. The bell tower, the royal house and the exterior walls of the monastery must be restored.

### Călărași Administrative Palace - Călărași

Monument of secular architecture. Neoclassical style construction, with concrete foundations, pressed brick walls. It was built between June 1895 and January 1898 by the Italian entrepreneur Giuseppe D. Ciconi according to the plans of the city engineer Ion Socolescu.



### Fire Station (Headquarters of the National Archives) - Călărași

Monument of secular architecture. The building was built in 1897. It belonged to the old fire station. The building was built in 1897 by the entrepreneur Giuseppe Ciconi based on the plans of the urban engineer Ioan M. Neculcea. For a long time it was the tallest building in the city (18 m).



### Ana and Marinache Popescu House - Călărași

The architectural jewel belonged to a wealthy family. Around 1890, Marinache Popescu, a merchant and landowner from Ialomița, together with his wife Ana, decided to build an opulent building in Călărași in an eclectic style, whose orderly and strict architectural part includes spacious rooms with a correct separation of functions. Ana and Marinache Popescu House consist of two buildings, the main structure of which includes a partial basement, a semi-basement, a shed and a partially sloping deck, while the annex consists only on the ground floor. Floor and attic. The house is richly decorated both outside and inside.



### Museum of the Lower Danube from Călărași

Founded in 1951, it reflects the history of these places. It covers an area of 441 square meters and has more than 43,000 Neolithic museum pieces to date.

The exhibition presents a rich collection of prehistoric objects (Neolithic and Neolithic) - Bolintineanu, Boian and Gumelnița cultures (V-IV BC), prehistoric art (anthropomorphic and zoomorphic statuettes, altars and models of sanctuaries, Neolithic tombs) Bronze Age - Cernavoda culture (3rd century BC), Glina culture, Coslogeni culture (2nd century BC), Thracian-Getic archeology (9th century BC - 1st century), Roman and Byzantine archeology, Roman art, ornaments, coins, tools, ceramics, Durostorum (II-IV centuries) - Ostrov, Vicina - Pacuiul lui Soare (X-XV centuries). The museum also has collections of modern and





contemporary Romanian ethnography and art - traditional napkins and costumes, icons, pottery, shepherds, musical instruments and customs, crafts, crafts - agriculture, viticulture, vegetables, beekeeping, fishing, hunting, natural sciences, arts contemporary plastics - Painting, sculpture on tapestries, decorative art, etc.

Permanent exhibitions: “Art and magic, life and death in prehistory on the Lower Danube”, “Rituals and rituals on the Lower Danube. The world of the living - The world of the dead”, “Boian Civilization”, “An unknown civilization: Gumelnița”.

### Calarasi Municipal Museum

The museum of Călărași is located in the old town hall. The building was built for this administrative purpose in the years 1886-1887. The town hall operated in this building until March 2013, with several interruptions. From the point of view of the exhibition, the museum covers chronologically the history of places in Călărași, starting with the presentation of archaeological discoveries, the first references being mentioned documentaries about the change of status (1833 - capital) and the moment of liberation (1852), but also the moments when the entire Romanian people found in difficult times (the War of Independence, the First and Second World Wars) ending with communist and contemporary times. The exhibition space for the above is located on the ground floor of the building in 8 rooms transformed into a museum. Exhibitions and creative activities take place on the first floor of the building.



### Old Post Office - Călărași Municipality

Built before 1894 (during the time of Carol I) with the main post office, the building is located at Str. 193 Bucharest and is the only post office of this kind that still existed in Romania at that time. The building was restored in 2020. The building served as a post office until the communist era (around 1950), when it became a courtyard and then a marriage house. After 1989 it functioned as the headquarters of private companies, as the headquarters of political parties, as social housing, which was later abandoned (1997). It currently functions as a cultural center and offers a unique space where information about the history of places and people, various workshops for children and young people and exhibition spaces are presented.



### Administrative Palace - Călărași Municipality

An iconic building, a building inaugurated at the end of the 19th century, a real castle, an architectural jewel. If you look at the photos without knowing where they are, you might think they are in France ... Germany ... Austria ... and much harder to believe, even in Romania! Here is what the chroniclers of the time tell about the beginning of the construction until the inauguration of this representative building. The building, built in neoclassical style, with concrete foundations, pressed brick walls with a thickness of 42 to 50 cm, a molded stone base with a very rich profile, consisting of a partial basement, a ground floor and a first floor, a raised bridge, floors and a frame mold The wooden and galvanized sheet metal cover, despite the damage over time, impressed at that time, still impresses today and will impress as long as it exists by its size and architecture.





### Central Park - Călărași Municipality

The park is very well maintained, the paths are clean, with banks overlooking the river, many young trees and bushes, freshly planted, lots of floral arrangements. In the park, the busts of the heads of the inhabitants of these countries are listed in chronological order, from Burebista, the king of the Dacians, to King Ferdinand. A large shiny gold cross reminds passers-by of the tragic end of many Romanian soldiers who perished on October 31, 1912, when the ship Teleorman sank at its base on stone slabs with the name of each victim.



### Gumelnița Museum - Oltenița Municipality

The building was built in 1926 (Arch. Ion Cernescu). Initially, cultural events were to take place, then part of the city temporarily housed the Oltenița branch of the National Bank and the District People's Council. The museum was founded in 1957 on the basis of a donation of 902 archaeological pieces from Barbu Ionescu, a professional accountant who was also the first director of the museum until 1968. The main exhibition is represented by objects from civilizations that developed in the center of the Romanian plain, such as the Dudești culture discovered at Căscioarele and Vasilați, the Boian culture exemplified by the discoveries of Spanțov, Căscioarele or Vlădiceasca. A special place was reserved for the presentation of the Gumelnița civilization, which was given generous space. The museum's collection is displayed in places, so that the visitor can see the remains of each parish and form a complete picture of the craft and way of life of man in ancient times.



### Alexandru Sahia Museum - Mânăstirea Commune

The museum is located in the childhood home of the writer Alexandru Sahia (1908-1937), a building that was inhabited until 1963 when it was sold by the brother of the writer of the Museum of Civilizations Gumelnița Oltenița to build the memorial house there. In the four rooms are reconstructed representative moments of the life of rural intellectuals from the first decades of the twentieth century: furniture, napkins, folk pottery, the kitchen of the time and the pantry with household tools, through which the ethnographic value is special. You can also see newspapers and magazines in which the author worked, documents and photographs that illustrate his life.



### Art Museum - Oltenița Municipality

The Oltenița Art Museum was opened to the public in 2001. This unique museum so far is located in an unconventional room in a building specially designed for the redistribution of drinking water. For the inhabitants of the city (the water tower), this is an attraction for tourists. The tower was built in 1919 and in 1922 the water system from which Oltenița was supplied was put into operation. It was bombed by enemies in 1916, after which it was renovated during the construction of the Oltenița Hall in 1924. In 2003, due to special efforts and with the help of some artists Olteni, who made donations to the art museum and composed its legacy. Although the number of art objects in the museum's heritage is still quite small, but also artistic, some exhibitions may be part of the national cultural heritage.

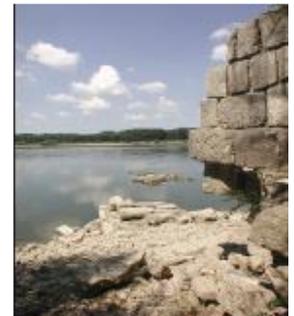


## Victoria Hotel - Vornicu House - Oltenița Municipality

As it was entrusted to us, in 1904 the inscription "Hotel Ioniță I. Vornicu" was made on the cover picture. Various styles can be seen in the architecture of the building, which is manifested in the decorations of the building. On the ground floor of the building, which originally housed a brasserie and a club, above the windows were installed frames from straight, broken lines, which shows the influence of the French Renaissance. At the entrance to the old "Conservatory Club", as you can read in a 1920 illustration, there are two false pillars on both sides of the door that protrude from the half-diameter plane of a pseudo-capital with a balcony. The ArtNouveau balcony (characteristic of the late 20th century) has simple tops and a wrought-iron railing. All the architectural elements of the hotel's decor in different styles give the building a special charm and a unique character.

## Păcuiul lui Soare

In the northeastern part of the island Păcuiul lui Soare, which separates the waters of the Danube from the municipality of Ostrov in front of Derwent Hill, are the ruins of a fortress. Only a part of the original surface of about 5 hectares, which probably describes a rectangular shape, is preserved today, the western area of the fortress being covered by the Danube water.



The preserved part of the island's fortress is bounded on the south-east by another wall, 240 m long, 5 to 6 m high and 4.20 m to 6 m wide in the "lock" system". , based on an oak substructure. The external fasteners are represented by the gate, the port installation and the towers. The gate, located in the northeast, is a rectangular tower (14.70 x 10.50 m) paved with large stone slabs and is actually a foundation platform with two or two floors, with two entrances (one in outside the type of cataract and the second inside the thickness of the enclosure wall, in which area the foundations of a vault of stone blocks are kept); Access to the first floor was through stone steps embedded in the curtain to the west of the portal.

## Avifauna nature reserve lezer - Călărași

Surface: 3.105 ha, including 530 ha water, 2,425 hectares of arable land, forest 150 ha.

Location: administrative belongs to Cuza Voda commune and Călărași municipality.

Climate: temperate continental climate, short spring, very hot summers, long and dry autumn months, frozen winters.

Access roads: national road (DN 3A), main road and country road. Form of ownership: public and private.

## Nature Reserve Ostrovul Ciocănești

Surface area: 44.9 ha; Length: 300 m

Location: on the Danube km 395, average height 15 m.

It is part of the I Dunarica production unit in the Călărași forest district.



Climate: continental, low temperatures in winter, hot and dry summer.



### Nature Reserve Ostrovul Haralambie

Surface area: 44.9 ha; Length: 500 m

Location: on the Danube km 400, average height 16 m.

It is part of the I Dunarica production unit in the Călărași forest district.



Climate: continental, low temperatures in winter, hot and dry summer. Form of ownership: state.

Framed by the biogeographical region - steppe, in the ecoregion of the Danube Auen.

### Nature Reserve Ostrovul Șoimul

Surface area: 20.1 ha

Location: on the Danube at km 350, near Dichiseni, average height 16 m.

It is part of the III Derwent Production Unit from the Călărași forest district.

Climate: continental, low temperatures in winter, hot and dry summer.

Framed by the biogeographical steppe region of the Danube ecoregion.

### Ciornuleasa Forest

It is a unique nature reserve in the Bărrăgan region and an oasis of relaxation in the middle of the sun-burned plains. The forest covers an area of over 70 hectares and is famous for its hunting parties. Here, among secular trees such as oak and fluffy ash, which are over 130 years old, there are dozens of species of birds and animals.

### Zoo - Călărași Municipality

One of the largest zoos in Romania, both in terms of area and number of species, some of which are unique in the country. The only zoo in Romania where jaguars, Siberian tigers and emu ostriches are raised. Unique species live here, such as hippos and Alaskan bears (grizzly bears). Here you can admire: lions, Siberian tigers, leopards, jaguars, hippos, Vietnamese dwarf pigs, Alaska bears, Tibetans, baboon monkeys with capes, deer (Carpathians, shovels), mouflons, llamas, black goats, ponies, raccoons washing machines, angora rabbits, squirrels (Degu), guinea pigs, nutria, chinchilla, white hedgehogs; a variety of exotic birds, pelicans, swans (white, black), parrots (nymph, Alexander and the Great, wavy petus, dwarf parrot), peacocks, pheasants (gold, silver), chickens, bibles, pupae, ducks and wild geese, Egyptian geese, storks, roosters, small gulls, ostriches (emu, Africans, bad), birds of prey (eagle, falcon, owl), exotic, decorative fish, piranha; exotic reptiles, snakes, pythons (rocks, Burma, Indians, carpet), boa (rainbow), royal snake, scaling lizards, green iguana, Nile crocodile, turtles, tarantulas, etc.

### The Big Beach (Tineret) - Călărași Municipality

The Borcea arm, which stands out on the left bank of the Danube downstream of Chiciu, crosses the municipality of Călărași from south-north to southwest, after forming the Borca bend. Plaja Mare is the largest of the developed beaches in the Călărași region. It is on the other side of the Borcea arm, opposite Central Park. Access is by boat or boat.



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### The Albatros Beach (Bridge 4)

Bridge 4 beach is located on the bank of the Borcea arm, 4 km from Calarasi. It is easily accessible, neat, with fine sand and clean water. The surrounding nature is wild, the forest is impressive a few meters from the height of the trees and the fresh air. There are also some attractions for children, such as an abandoned bus perfect for posing, swings, trampolines, but also the opportunity to walk on the Danube.





### 1.2.2. Tourist flow

Most often so far the stay of tourists is one day, without overnight stays. Tutrakan Municipality has no traditions in the development of mass tourism.

In the period 2015-2016 the total number of tourists is 20,350. Traditionally, most tourists visit the town of Tutrakan in May-September, when the following events are held: The national tourist march "On the footsteps of Tanyo Voyvoda's detachment", May cultural holidays, June 1 - Children's Day, July Morning - welcoming the July sun, Apricot Festival, Festival "Fiery Danube" - 4 festival days, Workshop on Fine Arts - 1 week, Retirement Fair "One day in the Danube region", International competition "River Notes" - 3 days, National Festival - Remembrance "Tutrakan Epic", Days of Tutrakan, St. Nicholas Day - a holiday of the fisherman.

For 2018 and 2019 the data from the municipality for tourists marks a significant increase, as annually in 2018 they are 23,250, and as of October 2019 they are 23,400.

№	Month	2014	2015	2016
1	January	400	500	600
2	February	450	500	550
3	March	600	700	800
4	April	800	850	900
5	May	1200	1400	1500
6	June	1000	1200	1000
7	July	5000	5500	9000
8	August	3000	4000	4000
9	September	1000	1300	2000
10	October	500	550	
11	November	400	500	
12	December	800	900	
<b>Total</b>		<b>15150</b>	<b>17 900</b>	<b>20350</b>

№	Month	2018	2019
1	January	500	600
2	February	500	600
3	March	700	800
4	April	850	900
5	May	1500	1600



6	June	1300	1000
7	July	10000	10000
8	August	4000	4000
9	September	1500	1500
10	October	1000	1000
11	November	500	500
12	December	900	900
<b>Total</b>		<b>23250</b>	<b>23400</b>

### Calarasi:

An important role in the development of tourism is played by information infrastructure. This infrastructure is generally well developed in the cities of Calarasi, Silistra, Turtucaia and Oltenita where there are well organized museums. Otherwise, the information is done through websites or information panels. As for the information panels, they are mainly only in Romanian or Bulgarian. In some cases the panels are very old with illegible texts. Tourist information centers exist formally organized within public institutions but with sporadic and undersized services in Călărași County. Only the information centers in Silistra and Turtucaia operate with some success.

The number of tourist accommodation structures in Călărași County is approx. 29 units. Of these, 3 are hotels, 1 is a hostel, 5 motels, 3 tourist pensions, 3 agritourism pensions, 14 bungalows. The total number of existing places (July 31, 2018) in these units was 885 beds. Regarding the classification categories, the tourist accommodation structures in the county are 1, 2, 3 and 4 stars (rural/agrotourism pensions are classified by daisy-flowers).

### 1.2.3. Existing tourist products

The tourist products of the region are not designed to attract tourists and generate income, but rather reflect the desire of people to preserve local customs and traditions for generations. The rich cultural calendar of the municipality includes the celebration of many important dates, events and local customs, organizing and conducting holidays and festivals: International Danube Day, Apricot Festival, July Morning Festival with the participation of music groups from the country and abroad, Festival "Fiery Danube" with the traditional celebration of the river and light and light show over the water, Annual celebration of the victims of the liberation of Dobruja, Celebration of the anniversary of the Great Tutrakan Epic and others. In Calarasi such events, as mentioned above Festival 3 Smoked Olives, Calarasi Danube Festival, The "Hora Mare" international festival, May Flower Festival, "Danube Guitar" contest festival.

As the most actively presented objects of culture are the community centers. They operate in all settlements in the region. The main activities represented in these



cultural sites are the library, the workshops and the amateur activity. Ethnographic collections of costumes and household items of people from different ethnic groups have been formed and maintained at some of the community centers. The cultural calendar of the centres includes celebrating important holidays, customs, organizing concerts, celebrations, fairs.

Cultural activities are of great importance for improving the quality of life and cohesion of the community, in addition they have the potential to attract visitors to the territory, which is why they should be reflected in the Strategy for tourism development.

On the territory of Tutrakan municipality 9 sports clubs are actively operating: wrestling, water sports, chess, water motor sports, pigeon breeders' club and four football clubs. The municipal sports calendar includes holding numerous municipal, district, zonal championships and competitions. A large number of quality sports initiatives of a mass nature are held with the participation of children and students from kindergartens and schools, young people from companies and organizations, as well as veteran athletes from various sports practiced in the municipality of Tutrakan.

#### 1.2.4. Tourist organizations, guides and travel agencies

There is only one Slavina travel agency in Tutrakan, registered in 2006, which organizes bus tours for Bulgarian citizens to Balkan destinations, and does not seek to attract foreign tourists to the region. In Calarasi around 5 tourist agencies are actively working

It should be noted that more powerful tourist companies from the nearby larger cities / Ruse and Silistra / have the same policy of exporters of tourist flow and are not interested in attracting tourists to the region of North-Eastern Bulgaria.

In the municipality of Tutrakan there is a municipal tourist information center /TIC/, opened in 2008, which provides information, consulting, coordination, advertising and technical services related to alternative tourism in the municipality of Tutrakan. Unfortunately, it does not have the capacity to attract tourists. The TIC is located in the Historical Museum of the city and was built under a project for cross-border cooperation between Tutrakan and the Romanian city of Oltenitsa. As part of the TRANSDANUBE.pearls project, its activities were enriched by providing mobile information for tourists, as two associates were specially trained for this purpose.

A non-profit association for the development of tourism in Tutrakan and the region is registered in Tutrakan, established at the end of 2012 as an organization that carries out public benefit activities in the field of development of alternative types of tourism and protection and promotion of natural and anthropogenic resources in the eastern Danube region. The association implements projects related to the development of ecological tourism products and services, implementation of specific measures for biodiversity conservation and animal welfare, development of appropriate small-scale local infrastructure, training and workshops and preparation of advertising and information materials. It collaborates with various target groups depending on the nature and topic of the specific activity - with schools, nature lovers, active citizens



and retirees.

Since 2012, there is a "Youth Club for hiking and biking", which brings together young people (up to 28 years) who are engaged or want to engage in mountaineering and cycling, who are positive and active, who care about the protection of nature.

○ SWOT-ANALYSIS OF TOURISM IN TUTRAKAN MUNICIPALITY

Strategic planning requires analyzing the situation and identifying the positive trends that can be relied on, as well as the threats and problems that need to be overcome to achieve the main strategic goal, expressed in the vision and mission of tourism in the municipality of Tutrakan in the next ten years.

The analysis of the state of tourism in the municipality showed the main strengths and weaknesses of its aspects, embedded in the strategic goals.

Strengths	Weaknesses
<p><b>1. Of resources</b></p> <ul style="list-style-type: none"> <li>• Unique nature and attractive landscapes of cultural, historical and natural significance</li> <li>• Favorable climate and water.</li> <li>• Geographical location - border and crossroads.</li> <li>• Presence of many cultural and historical monuments</li> <li>• Preserved and maintained cultural traditions.</li> </ul>	<p><b>1. Of resources</b></p> <ul style="list-style-type: none"> <li>• Lack of traditions in mass tourism</li> <li>• Low priority of tourism in the municipal economy management plans and insufficient management culture.</li> <li>• Lack of a sufficiently well-developed tourist superstructure / hotels, restaurants, attractions / and organizations in the field of tourism / tour operators and travel agencies/</li> <li>• Imperfections in management and ensuring sustainability in agriculture and forestry.</li> <li>• Migration and proximity to the big city, with built tourist infrastructure and capacity.</li> <li>• Lack of systematized information on resources and programs for tourism development.</li> <li>• The region is far from the main road and railway arteries of the country. It is difficult to maintain the road network in the area of the municipal settlements and the approaches to the tourist sites.</li> <li>• Lack of supply system and low level of tourist services.</li> <li>• Insufficient information system /signs, information boards, etc./</li> </ul>
<p><b>2. On local politics</b></p> <ul style="list-style-type: none"> <li>• Existence of a Program for sustainable development of the Municipality of Tutrakan</li> </ul>	<p><b>2. On local politics</b></p> <ul style="list-style-type: none"> <li>• Lack of an established comprehensive municipal tourism policy.</li> </ul>



	<ul style="list-style-type: none"> <li>• Lack of integration with the regional institutions working in the field of cultural, ecological, etc. types of tourism.</li> <li>• Lack of a Municipal Program for Rural Tourism Development.</li> <li>• Lack of a real link between tourism and mobility</li> </ul>
<b>3. To the local government and administration</b> <ul style="list-style-type: none"> <li>• Existence of "Tourist Information Center".</li> </ul>	<b>3. To the local government and administration</b> <ul style="list-style-type: none"> <li>• Insufficient experience of the municipal administration for tourism development.</li> <li>• Unfinished interaction between the Municipal Administration and the departments managing the sites located on the territory of the municipality.</li> <li>• Lack of a Municipal training program for those interested in the field of tourism - adolescents and adults.</li> </ul>
<b>4. The funding</b> <ul style="list-style-type: none"> <li>• Successful financing of projects under donor programs.</li> </ul>	<b>4. The funding</b> <ul style="list-style-type: none"> <li>• Insufficient information on funding opportunities in the field of tourism.</li> <li>• Lack of a municipal fund for raising funds from the tourist tax.</li> <li>• Attracting Bulgarian and foreign private businesses to invest in the municipality in the field of tourism.</li> </ul>
<b>5. On marketing and advertising</b> <ul style="list-style-type: none"> <li>• There is a practice for popularizing the cultural events in the municipality</li> </ul>	<b>5. On marketing and advertising</b> <ul style="list-style-type: none"> <li>• Lack of well-defined tourist products available on the market.</li> <li>• Insufficient interest on the part of tour operators and travel agencies in the offered tourist attractions.</li> <li>• Lack of information about customer expectations and needs.</li> <li>• Insufficient participation in fairs and market events.</li> <li>• Lack of a marketing campaign to create a general identity of the municipality.</li> <li>• Lack of resources for targeted advertising.</li> </ul>
<b>Opportunities</b>	<b>Threats</b>



<ul style="list-style-type: none"> <li>• The socio-economic and political environment is favorable for the development of tourism as a means of developing local communities.</li> <li>• Cross-border cooperation with the Republic of Romania</li> <li>• Cooperation in the Danube countries</li> <li>• Synergy with projects financed under OPRD, CBC and DTP</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of funding for tourism projects</li> <li>• Macroeconomic and political destabilization</li> <li>• International terrorism</li> </ul>
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○ SWOT-ANALYSIS OF TOURISM IN CALARASI COUNTY AND THE REGION

Strengths	Weaknesses
The existence of objectives with high cultural and historical value.	Poorly developed infrastructure for crossing the Danube. Synchronization between public transport in both regions almost non-existent.
Natural potential: plains, Danube meadow, lakes, islands, forests.	Insufficiency of tourist information points.
Existence of possibilities for the integration of different types of tourism: cultural, ecological, rural, culinary, ecumenical, etc.	Access to some tourist attractions outside the cities is difficult, there are not enough markings and indicators.
There are traditional festivals organized annually.	Lack of a recognized image of the region as a tourist destination.
The desire of the authorities to develop tourism in the region.	Reduced offer of cultural events.
Existence of complementary attractions (museums, cultural events, etc.)	Insufficiently qualified staff in the field of tourism.
Existence of initiatives for arranging tourist facilities.	Weak investments in tourism.
The existence of partnerships established between localities and organizations in Călărași and Silistra.	Cultural and historical tourism is not among the priorities of local and regional authorities.
Relatively good density of public roads.	The presence of areas with a high degree of poverty, especially in rural areas.
Existence of protected natural areas.	Poorly developed economy in rural areas and in some cities.
Tradition in the agricultural and agri-food production of the two regions.	Poor development of the ICT sector in the two regions.
Location on the route or near important pan-European transport corridors.	Poor awareness of the concept of business cooperation and association.
Access to the Danube and the border with Bulgaria.	Low level of cooperation between the private sector and the administration.



Favorable conditions for sport fishing and water sports.	Insufficient tourist promotion.
The existence of a rich cultural-historical heritage.	Lack of a tradition in the field of tourism.
	Poorly developed tourist reception infrastructure.
	Public transport to tourist attractions is non-existent or poorly organized.

Opportunities	Threats
The possibility of integrating almost unknown objectives and events in tourist programs.	Distrust of the region's tourism potential by stakeholders.
Possibility to use appropriate combinations of tools and communication channels to promote the objectives.	Insufficient interaction between interested actors - museums, hotels, etc.
Integration of objectives and routes with existing ones.	Lack of flexibility, passivity and resistance to change.
Transforming intangible cultural heritage, local events and festivals into tourist products.	Acts of vandalism, destruction of billboards and signs on tourist routes.
Expanding cycling infrastructure and integrating it into European networks.	Economic crisis.
The proximity of large urban centers, Bucharest, Constanța, Ruse and Varna can increase the number of tourists.	Discouraging fiscal policies for the business environment.
The existence of cheap labor.	Difficulties in carrying out tourism projects related to land ownership in areas with tourist potential.
Existence in the vicinity of the A2 motorway.	Underestimating the importance of tourism for the general development of the regions.
Existence of European funding sources.	
Geographic position.	
Including tourism as one of the regional development priorities. Including tourism on the Danube.	
Possibilities for cross-border collaboration to attract investment.	
The existence of partnerships between institutions and localities from Călărași County and Silistra, Tutrakan, Ruse from Bulgarian side	



## Part 2

### PROPOSAL FOR A REGIONAL TOURIST PRODUCT BASED ON CULTURAL AND HISTORICAL HERITAGE

#### 2.1. Vision of tourism in the region

Tourism is part of applying the principles of sustainable development of the municipality. It is a tool for reviving the livelihood of the villages of the municipality and an important mechanism for preserving the natural, biological and cultural-historical diversity in and outside the protected areas. This is the aspiration of the municipality to develop sustainable forms of livelihood and land use, while preserving the natural and cultural resources of the municipality.

Tourism will become synonymous with the image of the Municipalities of Tutrakan and Calarasi on the domestic and foreign markets, where it will become known as:

- Municipalities turned into tourist centers in the cross-border region;
- Municipalities creating favorable conditions for the development of small and medium business in the field of tourism;
- Destinations that covers part of the market of the Danube countries and cross-border trips and tours based on tourism related to nature and culture in Bulgaria;
- Municipalities that successfully combine natural, cultural, rural tourism and thus manifest themselves in various forms of tourism, in accordance with national dignity and heritage.
- Municipalities that introduce innovative approaches for exposure, preservation and valorization of the cultural-historical and natural heritage in order to attract tourists and modern audiences.
- Municipalities that make the most of the river's benefits for tourism and mobility, as well as reaching international markets for tourist services.

#### 2.2. Mission of tourism in the region Calarasi-Silistra-Ruse and expected results

The region can offer high quality tourist products based on the diversity, uniqueness and authenticity of natural and cultural resources. These tourist products must be intended for visitors from both countries and abroad, who are responsible for nature and cultural and historical heritage.

The importance of tourism for the area is high because its sustainable development will:



- Attract international tourists with good financial opportunities;
- Expand tourist routes and tours to include regional cooperation (with neighboring municipalities) and connections;
- Contribute to the growth of the local economy and its social development;
- It will become an important tool in the planning and development of local self-government for the towns;
- Expand the means and financial mechanisms for protection of natural and cultural wealth;
- Direct infrastructural development to appropriate, environmentally friendly solutions.
- Develop positive attitudes and knowledge in the local community towards the preservation of natural diversity and cultural and historical heritage;
- Restore and develop local livelihoods that are environmentally friendly;

The implementation of this Strategy in the partnering areas, in coordination with the regional and national plans will lead to the following results:

**Development of the tourist business in the area:**

- Development of mechanisms that support and serve the needs of the local small and family tourism business;
- Building a network of small business development services to ensure the effective functioning and development of small and medium-sized businesses;
- Development of specialized and specific, unique products, integrating natural and cultural-historical resources, to be sold successfully.

**Local economic development:**

- Planning and financial management of tourism with a high degree of responsibility at the local level;
- Creating empathy and commitment of the local population to the protection of natural and cultural-historical heritage and the development of tourism;
- Building and operating a network and carrying out tourist marketing, development of the local tourist product, financial investments and business development;
- Establishing mechanisms for generating revenues from tourism, which are fairly distributed and support the protection of natural and cultural-historical resources, as well as infrastructure and services related to this sector;
- Contribution to the establishment of such a policy for the development of the settlements by the municipality, which, in addition to building the potential of the rural communities, protects territories and cultural sites and turns them into partners in the implementation of this strategy.



### **Protection and preservation of natural and cultural-historical resources**

- Preservation of the cultural and historical heritage, identity and traditions of the local population;
- Protection of protected areas, landscapes and sites located in the municipality;

### **Policy, management and administration of the strategy**

- Creation of a local normative base, compliant with the national normative practices for offering local tourist products;
- Establishment of mechanisms for coordination between the interested, governing and managing, regional institutions and their adoption as an integral part of the Municipal Tourism Strategies;
- Provision of training services and programs useful for local entrepreneurs by NGOs and regional tourism associations;
- Implementation of tourist marketing, advertising strategies and campaigns leading to building the image of the Municipalities of Tutrakan and Calarasi as attractive and high-quality destinations, offering a unique product, based on the unity of natural and cultural-historical heritage for the market;
- Creating a mechanism at local level to serve the needs and expectations of local and regional stakeholders.

## **2.3. Mission approach - interinstitutional cooperation**

Tourism cannot be the prerogative of just one institution. Its objectives can only be achieved in coordination between the relevant stakeholders. At municipal level, tourism needs to coordinate the efforts of the local authorities, private entrepreneurs, farmers and NGOs.

In order for tourism to be successful in the Municipalities of Tutrakan and Calarasi, it must be seen as a tool for sustainable economic development and its development must be subordinated to strategic planning with broad public participation. This will help to properly understand its application and to maintain its philosophy and values and to be used as a tool for planning where, what can be done and how. There must be a common approach to tourism development and planning that provides a level playing field for all those who want to engage in such endeavors.

## **2.4. Tourism policy framework**

### **2.4.1. Tourism planning and local policy**

Tourism must be given a recognized role in local policy and planning in several strategic aspects - environment, local government, agriculture and culture. The success of tourism in the Municipalities will require the development of a network at local level



and coordination mechanisms for it. A review of local policy on public-private partnerships at local level is needed, consolidating components of mutual interest.

#### 2.4.2. Local regulations of tourism

Tourism must be subject to local legislation. It must be supported by normative documents / ordinances, regulations, orders, etc./, which guide its development and provide incentives for its development.

#### 2.4.3. Product development, marketing and advertising

The most important tools for the success of tourism in the Municipality are marketing, advertising, creation and development of the tourist product. These activities must be carried out by all stakeholders using state-of-the-art methods.

#### 2.4.4. Costs and benefits of tourism - monitoring

The tourism program in Tutrakan and Calarasi and the sub-sector itself in the municipalities can be successful if monitoring and evaluation is carried out to follow whether the objectives are being met and what the impact is on the natural, cultural and social environment. Success requires the involvement of stakeholders in the development of monitoring indicators.

### 2.5. Main goals of tourism development

The strategic objectives are grouped into three main themes, defined on the basis of the formulated mission, as described the expected results and the measures that need to be taken to achieve these results.

#### 2.5.1. Preservation of the natural and cultural-historical heritage and use for the purposes of tourism

- **Activity:** Participation in the development of management plans for the protected territories and the territories of the regions with tourist sites.
  - Inventory and assessment of the opportunities for development of tourism in the protected areas in the area;
  - Zoning - priority determination of the areas, allowing different degree of loading as a result of the human impact;
  - Involvement of local communities, associations and initiative groups for protection of natural and cultural heritage together with local authorities in the process of planning the development of tourism;
  - Connecting the development plans with the development of tourism in the settlements in the region;
  - Carrying out a financial assessment of the necessary initial investments and the necessary items for the current maintenance of the sites;
  - Development of plans for monitoring of the protected territories,



including the activities for tourism development in the region.

- **Activity: Guarantee for protection from the negative impact of tourism on the environment, protected areas and cultural and historical heritage.**
  - Establishment of implementation mechanisms in the legislation and management systems;
  - Defining indicators and monitoring the changes on the biological diversity and the cultural-historical heritage;
  - Application of official systems, standards and rules for protection of natural resources (species, places, habitats, landscapes);
  - Carrying out trainings under special programs and increasing the skills and responsibilities of the employees, children and residents of the settlements near these territories;
- **Activity: Inventory of resources for sustainable agriculture, cultural and historical heritage and protected natural sites in the municipality.**
  - Establishment of an information network with the regions in which sustainable agriculture and animal husbandry can be developed in the settlements in the region;
  - Development of an information network for all sites of cultural and historical heritage and cultural events;
- **Activity: Creating mechanisms for generating revenues for the protection of biological diversity and cultural monuments in the region.**
  - Regulating the direct relationship between the right to exercise tourism and the fees for protection / maintenance of natural and cultural heritage sites;
  - Development and legalization of a working financial mechanism, helping to achieve the initial goals - sustainable development and nature protection;
  - Establishment of a municipal Protected Areas Fund to provide permanent funding for capital improvements and project activities related to protected areas;
  - Establishment of a municipal Culture Fund to support initiatives related to the preservation and use of cultural heritage for the needs of tourism.
- **Activity: Support for sustainable agriculture and forestry as opportunities for agricultural and ecotourism in the municipality.**
  - Providing incentives and opportunities to invest in business initiatives and local initiatives of the LAGs, FLAGs and local communities for conservation of biological diversity outside the protected areas of the municipalities;
  - Providing incentives and opportunities for investment in local communities that maintain and adopt sustainable agricultural



- practices and restoration of local crops;
- Providing assistance in promoting the best production practices of the municipalities.
- **Activity:** Development and implementation of training programs for guides, travel agents and translators in support of the development of tourism in the municipality.
  - Development of a scheme for training and exchange of experience
  - Promoting good practices in other tourist regions in the country and abroad

## 2.5.2. Development of the tourism business

- **Activity:** Improving the capacity of entrepreneurs to conduct business and train local communities providing tourism and transport services.
  - Programs for informing the local communities about the problems of tourism;
  - Seminars for business initiatives in the field of tourism (rural, eco, cultural tourism);
  - Business training aimed at creating tourism products, marketing, the functioning of small business, business planning, applying for a loan, etc.
  - Exchange of visits for the purpose of training at national, regional and international level, for exchange of experience and acquaintance on the spot with successful practices.
- **Activity:** Expanding access to funding resources.
  - Raising funds in the Municipal Fund through tourist fees;
  - Training for entrepreneurs to apply in tourism under Euro-programs;
  - Search and inclusion in donor programs with targeted grants;
  - Searching for opportunities to provide voluntary contributions or investments for the development of tourism and protection of nature and cultural monuments through Bulgarian, Romanian and other foreign businesses;
- **Activity:** Supporting the development of efficient small and medium enterprises in the field of tourism and transport.
  - Establishment of a municipal system for consulting services on various projects and programs of the European Union and other donors related to special or traditional services, based on local traditions and experience offered to tourists.
  - Development of projects in the field of tourism and mobility to utilize funds allocated to increase the efficiency of small



businesses.

- Creating a package of general incentives and opportunities, prepared in support of the nature, scope and size of the company / enterprise developing tourist and / or transport activities on the territory of the municipality (tax relief, preferences).
- **Activity: Directing the development of tourism to the right markets and target groups.**
  - Market research should be focused on target groups and include issues related to cultural and ecological tourism and sustainable mobility.
  - Development of local/municipal and regional tours and international routes connecting the locations in the area.
  - The municipalities fall into the category of municipalities with limited recreational resources in terms of long-term / annual / recreation. It is right to count on daily and weekly rest.

### 2.5.3. Development of international and cross-border cooperation in the field of tourism.

- **Activity: Use of world natural and cultural heritage sites and popular places to connect with other protected areas and local communities.**
  - Development and adoption of joint programs for technical cooperation or twinning.
  - Development and implementation of joint projects in the field of tourism and mobility under donor programs.
  - Connection to TRANSDANUBE network objects
  - Link with the sites promoted and supported by INTERREG
- **Activity: Networking of tourist and information centers by the cooperating local authorities in the Danube region.**
  - Participation in the Danube international tourist networks by creating a common website in several languages;
  - Development of a system for information exchange;
  - Development and implementation of mutual advertising.
  - Creating common tourist packages and entering the tourist market.
- **Activity: Utilization of opportunities for river transport and international cruise tourism**
  - Construction of a marina to meet international cruises and regional tourism in Tutrakan
  - Building partnerships with international tour operators and offering one-day and multi-day tourist packages for international cruise ships



- Creating opportunities for easy crossing of the river by cars and small buses

## 2.6. Proposal for a local tourist product in Tutrakan

In addition to the rich cultural, historical and natural heritage in the region, it is necessary to analyze what has been done to support the development of tourism to date. The Development Plan of Tutrakan Municipality 2014-2020 does not specifically set out the development of tourism and only half a page is dedicated to it. However, the Program for the Implementation of the Plan includes a number of measures to promote entrepreneurship and three specific measures related to tourism activities:

- Construction of tourist and eco-trails. Creation of a network of eco-trails and corridors for bicycle transport, panoramic playgrounds, places for recreation / BGN 1 000 000./
- Arrangement of camping places in the area of Tutrakan, the villages along the Danube / BGN 300 000./
- Approval of the event cultural calendar as a tourist attraction / BGN 10,000./
- Creation of innovative museum expositions of products and services that will attract the general public and especially the younger generation to the history and culture of the settlement. / BGN 300 000 to BGN 2 000 000)
- Creating regional partnerships between cultural organizations, as well as common cultural products to attract visitors from both sides of the Danube. Development of common visitor tickets and tourist program packages,

The Eurovelo 6 route passes through the town of Tutrakan, as in the section Ruse - Silistra the distance from the town of Ruse is 65 km and to Silistra is 72 km. There is a camping place 11 km from Tutrakan near the village of Antimovo, and during the big festivals "Fiery Danube" and "July Morning" camping places are established in the city around the quay wall. Along the route there are information boards about the characteristics of the specific natural area through which they pass.

In the last 8 years, the cultural calendar of the municipality includes the two cultural events "Fiery Danube" and "July Morning", as well as the children's music festival "River Notes".

Modernization of the museum exposition should be a top priority, as the museum is one of the main drivers of tourism in the region. The museum in Tutrakan stores a rich collection of archival materials, artifacts and information. A major problem is that the presentation of such complex and interconnected information is difficult to present in an attractive and easily accessible way. The creation of new methods for presenting museum expositions using computer and cinematographic technologies will ensure popularity, will attract young audiences for whom such technologies are an integral part of everyday life. We offer a rethinking of the current museum storytelling, so that with the inclusion in the story of new interactive and modern technologies that should become an integral part of the exhibition. In this way, a visit to the museum will become an experience that will attract significantly more tourists.



Another problem is that some of the attractions that the museum manages and are related to the exhibition are located at a great distance from the main building of the museum. This problem can be solved by joining the different destinations in combined tourist packages. They should unite at least the Architectural Complex Ribarska Mahala, the Museum of Danube Fishing and Boatbuilding, the Memorial Complex "Tutrakan Epic 1916" and the Castella Transmariska.

### 2.6.1. Main target groups of tourists in the region

- **Families** - these are visitors who come for short-term visits (weekend tourism 1-3 days) and medium-term visits (5-7 days). The average age of this group is 30-32 years, they have at least one child under 18 years of age. Most of the representatives of this target group are professionally active and working, with good financial opportunities. Longer trips are planned in advance and are well prepared, especially during school holidays. They also take short-term weekends or short school holidays. They also occur after detailed information and preparation in the online environment. These short trips should be the goal of marketing and advertising efforts. The potential of this group is very high, but it is necessary to provide opportunities for adequate activities and experiences in which the whole family can participate.
- **Business tourists.** - visitors who come to the city in connection with their work. Often, depending on their work program, they have the opportunity to take the time to visit local cultural sites and explore the city. The average age of this group is about 44-46 years, most of them are married and have at least one child, have an academic education, positioned in the middle or senior management, appreciate high quality service and products. For them the most important thing is the time and the good organization of the activities. Their travel expenses are covered by the companies they work for, and they themselves are also financially well-off.
- **Unmarried couples and individualists.** - This is a group with great potential for tourism in the region. People with an average age of 20-35, as well as 45 -55 years, but not only. They have no children and are not family related, they have an interest and opportunity for new experiences. This is a group of active people with diverse interests and desire for experiences. Many of them have an academic qualification and good financial opportunities, as well as the opportunity for flexible planning of their time. They make spontaneous decisions and are very susceptible to advertising and new experiences. Their interests in sports, history, culture, ecology are extremely open to new things and experiences.
- **Active 60+** These are people between 60 - 75 years old. They have a lot of time and undertake, often in groups of 4-8 people, short trips, most often with a focus on cultural, eco and culinary tourism. They have very large potential for the Tutrakan-Calarasi area.



- **Organized Tourism** - Visitors organized by tour operators who lead organized groups of visitors. Unfortunately, the accommodation infrastructure does not allow large groups of tourists (over 14 people) to be organized for more than a day visit, as the capacity of the accommodation is very limited. This is a diverse group that is difficult to classify. In order to involve these tourists, the Municipality and the Museum need to take active measures to advertise the tourist products of the municipality directly to the Tour Operators.
- **Pupils and students** These are young people up to the age of 19 who visit the city as part of educational excursions. This group requires active measures for promotion and advertising, aimed both at the young people themselves and at the principals and teachers of the educational institutions involved in the educational process.

### 2.6.2. Basic tourist packages offered

1. Creating a local tourist package, which includes a combined visit to the museums in Tutrakan and Calarasi, an experience of the innovative museum exposition, as well as a lunch with local traditional food prepared in the authentic houses of the museum.
2. Creating a two-day family package - The package includes a combined visit to the three museums in the town of Tutrakan, an experience of the innovative museum exposition, as well as a lunch with local traditional food prepared in the authentic houses of the museum. Overnight in the town. The second day is a walk through the local natural landmarks and, if desired, a fishing boat ride along the Danube.
3. International package for family or individual visits - The package includes a combined visit to the three museums in the town of Tutrakan, an experience of the innovative museum exposition, as well as a lunch with local traditional food prepared in the authentic houses of the museum. Overnight in the Fishermen's Houses, owned by HM Tutrakan. The second day is a visit to the Museum of the Lower Danube Calarasi, sightseeing, transport by Bac (Ferry) and bus and / or own car.

Depending on the characteristics of the visitors, the packages will be offered in a flexible form, and different services will be able to be combined. The joint actions of Tutrakan Municipality and Historical Museum Tutrakan envisage the addition of a transport service to the tourist packages, which will make it easier for the visitors and tourists to visit the sights in the area of the town of Tutrakan, the districts of Ruse and Silistra, as well as the cross-border region, including the towns of Calarasi and Oltenitsa.



### 2.6.3. Mobility as part of the tourism product

The municipality of Tutrakan is aware of the importance of transport for tourism development and took an active part as a beneficiary of the TRANSDANUBE.pearls project at the invitation of the Bulgarian partner Club CSDCS. Within the project, feasibility studies were conducted to create sustainable mobility through local ecological transport - eco-train and e-bus, which will provide flexible mobile services for tourists during the active season.

The presence of a flexible transport system /FTS/, which will be an active factor in the tourist infrastructure in the form of an integrated tourist package has the potential to significantly increase the tourist flow in the municipality of Trutrakan and Calarasi. This can be a complex service, combining transport to tourist attractions, as well as the return of visitors to the starting point of the trip, as well as fees for visiting tourist sites. The envisaged combined ticket between the two museums in Tutrakan and Calarasi will and the provision of mobility service will attract groups between 8-12 visitors to both sites for more than one-day visit. Such a service would also attract tourists and locals from nearby Silistra and Ruse to visit the region. With the offer of this type of service, the need to use the personal car during your visit to the city is practically eliminated.

The study also showed the awareness and readiness to solve the problems of mobility and their importance for tourism and the local community. According to 68.4% of the respondents, the complex service is more efficient and attractive, as more than half of them believe that it is also aimed at the needs of the end users. On the other hand, such a service is cheaper for both end users and more cost-effective for service providers, including tour operators, institutions that maintain attractions and provide hotel, restaurant and other services.

- **E-bus**

For the territory of Tutrakan municipality the most suitable form of flexible transport system is based on Electric or hybrid minibuses with a capacity of 14 to 16 seats for passengers. A combination of two types - a stop-to-stop service / local flexible service connecting conventional regional transport with local mobility / and the door-to-door service, which provides the highest level of comfort for consumers.

The use of intercity transport is inconvenient for tourists who visit and stay in the city, due to:

- the local bus station is located at a considerable distance (over 5 km) from the central part of the city.
- Public transport is not in accordance with the schedule of arriving and departing buses and therefore it is not convenient for visitors to the city to use such a service.
- Most of the accommodation in Tutrakan is in the lower part of the city, where the administrative and cultural institutions are located.



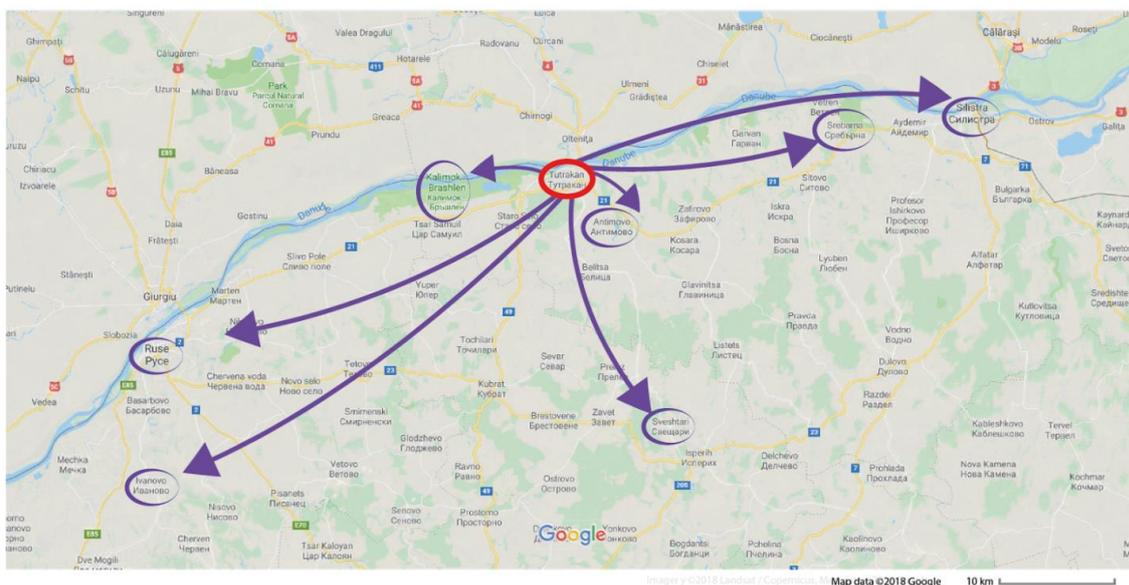
- Most tourist attractions in the area are at a considerable distance from it. Therefore, at the moment, visits by tourists without a car or taxi is extremely inconvenient and often impossible.

The creation of a flexible transport system should primarily serve tourism and aim to increase tourist demand and interest, but also to complement and upgrade existing transport opportunities, offering a convenient alternative to the private car.

The survey data show that according to the majority of the local population, the GTS should give offers and amenities for the local population as well, thus creating a convenient alternative to the private car, which in turn will reduce the emission of harmful gases into the atmosphere and environmental pollution. The provision of the service should be fulfilled from a public-private partnership between the municipality and a private investor.

The most visited tourist destinations in the municipality, which should be connected to the FTS are the Camping / Inn "Dalboka", which is located about 11 km from the town, Memorial "Tutrakan Epic", about 6 km from the town, "Kalimok - Brushlen" Reserve, Pozharevski Island and the lake in the village of Malak Preslavets. As destinations outside the municipality of Tutrakan, which should be mobile connected to the town center and hotels are listed Sveshtari Royal Tomb about 50 km from the city, Srebarna Nature Reserve - 50 km near the town of Silistra, as well as the sights in Ruse region - Ivanovo rock monasteries, Basarbovo monastery, and the fortress Cherven.

Point Of Interest (POI) Tutrakan



In terms of operating hours, the transport system should have fixed hours during which tourists and consumers in general will be able to request it. They must be coordinated with regional transport timetables. It is recommended that the flexible transport service operates non-stop. It should be carried out with modern ecological minibuses with the ability to accommodate up to 14 people, and customers should be



served by a specialized mobility center, providing complete information about tourist attractions and transport services in the region.

The price of the service will be calculated depending on the offered possibilities, as the most attractive should be the possibility for combined tickets for transport and sightseeing, as well as depending on the distance and the type of service.

In order to improve mobile services, it is planned to provide electric buses or ecological minibuses, which will connect the settlement with the tourist attractions, as well as with the other pearl centers, namely Ruse, Silistra and Svishtov. They can also serve areas with landmarks within a radius of 40-50 km from the municipality.

The construction of a system of bicycle rental is not suitable for the municipality of Tutrakan, due to the strong displacement of the terrain. However, there are plans to build bicycle routes from the high part of the city to various places, arousing the interest of tourists and locals, such as the Kalimok-Brushlen reserve and the village of Malak Preslavets.



- **Tourist information and mobile center**

The construction of a system for sustainable mobility, tourism development and tourist attractions in the municipality of Tutrakan require some restructuring. The municipality, together with the Tutrakan Historical Museum, is already taking certain steps regarding the construction of a single information center for mobility and tourism, which will be located in one of the halls of the museum on the banks of the Danube. The Project ROBG-271 also envisages information for such services to be provided in the Lower Danube Museum and the combined offers for tourists will be disseminated in both countries.

The centers should be served by two employees each. They will work closely with their TMIC parts from other pearl cities and river centers in the TDP network. They will provide information about the offered integrated transport services, as well as the



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possibility for tourist packages, combining mobility services and visits to specific tourist sites in the region. The end user will receive information on how to get to and from the place where he is, as well as the possibilities for food and accommodation.





## PART 3

### VALORIZATION OF THE REGIONAL CULTURAL HERITAGE AND OF THE TOURIST PRODUCT CREATED UNDER THE PROJECT

#### 3.1. Definition and valorization of rural tourism, typical for the region

##### 3.1.1. Potential of the offered tourist products

The market potential of the tourist package is formed by the symbiosis between the following interconnected elements:

- **Attractiveness:** The proposed packages are territorially separated in the Cross-border region Romania - Bulgaria, which is characterized by rich tourist potential. Despite the weak economic development and its unrecognizability as a tourist destination for both foreign and domestic tourists, the diverse natural and anthropogenic resources are a prerequisite for promoting the region and developing many types of rural tourism. The chosen thematic line of the route - cultural heritage - "coexists" with other elements of the environment of global, international and national importance: archaeological, architectural, ethnographic and religious sites, protected areas on the UNESCO list. The routes run among unique components of the natural environment that have tourist attractions: water pools, unique ecosystems and attractive landscapes. Its scope includes natural parks, protected areas and ornithologically important places, covering the banks of the Danube.
- **Authenticity:** The proposed tourist products have a clear cultural and historical value and preserved authenticity of the sites in them. They have a certain territorial concentration of tourist wealth and the tourist offer as a whole. Through this feature, the packages concentrate the attention of tourists with a strong affinity for cultural and historical heritage.
- **Opportunity for more experiences:** Tourist routes have the potential to respond to trends in consumer demand. In general, cultural tourism in Europe is growing, and the engine of this development is the increase of the educational level. On this basis, history, culture and art will play an increasingly important role in shaping the tourist motivation, in organizing and meaning rationalisation of the travels. Motivation in cultural tourism is slowly shifting from narrowly specific cultural interests to more general ones. This will be reflected in the formation of the products, as it will require the combination of culture and entertainment in them. The possibility to combine with the natural resources, which in the region have a complex impact as a recreational landscape and attractiveness of the landscape, increase the market potential. Based on natural resources, there



are excellent prerequisites for the development of adventure and extreme tourism, and the access to the routes by water (by cruise, boat, canoe) or by bicycle to the sites, create conditions for attracting representatives of different types of tourists from different countries.

- **Local cultural events:** Added value to the potential of the packages are the thematic festivals that complement the thematic line of cultural heritage, as well as local customs, holidays and festivals.

As a result of the above, the following trends in consumer demand must stress on the market positioning of the tourist product and its valorization:

- Directing users to activities with higher experimental value and more intensity of the experiences;
- Stimulating the demand for "spiritual" products, which will be combined with the existing riparian and eco-tourism in the region, with culinary and shopping tourism.
- According to a study by the European Travel Commission (ETC), the European market will be increasingly affected by an aging population, the development of the youth sector, which generates 20% of global tourism, competition on other continents and the pursuit of sustainability. The growing average age of the population predetermines the demand for cultural tourism and programs for older tourists. On the other hand, the youth market will be looking for more active products, including new technologies, as well as various forms of adventure tourism. These general trends will determine the advantage of individual holidays vs the traditional packages, therefore the destinations for individual tourists will develop more strongly.
- The market potential will be affected by the ever-increasing globalization, which will affect the number and travel expectations of young people through which information is accessible through the Internet / communication channels. Globalization will also strengthen the role of "global nomads" and temporary migration, which will increase travel to visit friends and relatives. For example, foreign students in Europe, whose number is growing by 5% per year.
- Climate change is one of the most important factors that will determine the development of tourism in the long run. Changes in tourist flows can be expected - an increase in travel outside the summer season and the growing popularity of summer destinations in other seasons. Providing information about the sustainability of a product will increase the demand for it, and the mass consumer will be influenced by the image of a sustainable product.
- Knowledge of the motivation and interests of consumer segments is becoming increasingly important in order to draw their attention to the information provided to them. This places emphasis on product segmentation and positioning;
- Tour operators and travel agents will have a new role in the way they add value to the product through their services.



The partnerships that will be formed are extremely important for the development of the market potential. With the entry into the market with a complete joint tourism product, the competitiveness of each of the stakeholders in the respective market niche increases. General visibility and recognition on the international market and attracting more tourists are achieved. The connection of the sites on the territory of the municipalities of Tutrakan and Calarasi provides complementarity in the tourist offer and the opportunity to combine with other types of tourism, contributing to a full emotional connection.

### 3.1.2. Valorisation of rural tourism packages

- **Definition**

Rural tourism is any form of tourism that presents in the best light the rural way of life, art, culture and heritage, thus the local population derives economic and social benefits. In addition, it makes possible the interaction between tourists and locals, enriching the tourist experience. Rural tourism covers a wide range of activities, and in essence it is an activity that develops in non-urban areas with preserved environment and distinctive ethnographic appearance. According to the definition given by the Bulgarian Association for Alternative Tourism:

*"...rural tourism is a form of alternative tourism. It is characterized by a stay in a rural environment (houses, a nearby campsite or other accommodation), contact with the hosts, access to the farm or a stay on a farm. It can appear as a passing, i.e. a stay within a tour or as a weekend, or even a week stay. In both cases, tourists expect to participate in the customs and holidays of the area, in various types of active or cultural tourism (walking, cycling, visiting monasteries, museums, archeological and other landmarks, craft schools) or most often in combination with all this".*

Rural tourism is a relatively new form of tourism that can bring economic and social benefits to society. Strategies for using tourism as a tool for rural growth are manifested in different contexts. They enable rural producers to reduce their dependence on agriculture and engage in new economic opportunities. The promotion of rural tourism aims to generate income for local communities through tourist visits, which can stop emigration from rural to urban areas. The development of tourism in rural areas can be an effective option for the development of the rural economy in the region. It can create many employment opportunities for the local population and diversify agricultural activities in the region, helping to achieve sustainable development in the regional aspect, as well as to overcome regional disparities in economic development, employment, income and quality of life.



## ● Requirements and priorities in the development of rural tourism

In the development of rural tourism it is necessary to observe important requirements related to its sustainable development:

- Stimulation of sustainable mobility /public transport, cycling, hiking/;
- Preservation of the specific architecture, cultural and historical heritage and traditions, as well as finding innovative approaches for their exposure;
- Restoration and protection of the environment;
- Use of local natural resources to attract tourists from cross-border regions;
- Maximum use of the labor potential of the local population and increase of its qualification and language culture.
- Priority of the interests of the local population over those of the tourists and the tourism industry, as the supply should be based mainly on local resources

In the process of development of rural tourism, serious attention should be paid to the possible negative consequences that it can lead to, such as:

- destruction of the natural environment,
- disruption of the work and life rhythm of the local population in the places where there is a mass tourist flow,
- damage to the material base and infrastructure, etc.

These negative consequences underline the need to coordinate rural tourism with all stakeholders involved in its development, as well as to develop a regulatory framework. The valorisation of the products and services offered must be carefully prepared and observed. At present, the valuation of the proposed packages is as follows:

- one-day packages / excluding nights / - EUR 50 / per person
- complex packages / including 2 BB nights / - 140 EUR / per person

The development of rural tourism in the region will lead to a number of positive consequences of economic, social and cultural nature:

- natural resources, cultural heritage, traditions will be used for successful profit from a tourist point of view;
- they will make a significant contribution to sustainable local development;
- new jobs will be created for all categories of the population;
- there will be development of many activities, including agriculture and handicrafts;
- there will be additional revenues for local budgets from tourist taxes;
- there will be a maximum reduction of internal and external migration;
- local services related to tourism (trade, transport, telecommunications) will be improved;
- it will be possible to preserve and promote local customs and traditions;
- the landscape will be protected and the environment will be improved;
- new local or foreign private investors will be attracted;



- the historical sites specific to the area, which characterize it and make it a unique product will be promoted

It should be noted that rural tourism has a beneficial effect on visitors, improving their mental and physical well-being through the restorative and healing power of nature and the cultural environment. People are increasingly taking care of their health and well-being, in their free time trying to escape from the routine of everyday life, preferring more personal and authentic experiences, instead of the standard leisure opportunities offered by traditional resorts. With a good marketing and advertising strategy, tourists will be willing to pay the price for a quality tourist product that the municipality of Tutrakan can offer them.

### 3.1.3. Markets

The main foreign markets for the proposed tourist products are the countries through which the Danube River flows: Germany, Austria, Slovakia, Hungary, Croatia, Serbia, Romania, Moldova, Ukraine. Among them as priority Germany and Austria can be mentioned, which traditionally generate a large tourist flow, a large part of which arrives on our territory by cruise ships on the Danube.

Another significant tourist segment should be attracted by the countries in which there is a traditional demand for Bulgarian tourism /Czech Republic, Poland/ and in which there is a demand for cultural tourism and visits to Romania /France, Spain, Italy/.

In the Danube countries of Western and Central Europe, the tourist destination Danube is quite popular and attracts tourists from the Netherlands, Great Britain, the Scandinavian and Baltic countries. Based on the good connections established as a result of previous projects with the Danube networks, an effort should be made in the municipality of Tutrakan to attract more tourists from these countries to the lower Danube, overcoming the notion that “the Danube ends in Belgrade”.

There is an opportunity to attract tourists from more distant countries, which so far have not constituted the traditional tourist flow in Bulgaria, but are looking for alternative and interesting destinations /USA, Canada, China, Japan/.

Russian and Belarusian tourists are also an option, because Bulgaria is a well-known destination for them, although their demand is limited to sea tourism. Also challenging are markets such as Portugal, Malta, Greece, Cyprus, Ireland through the possibility of diversifying their forms of tourism with the Danube packages.

### 3.1.4. Attendance of the tourist region

In general, for the sites in the municipality it can be said that the attendance is unsatisfactorily low, but with a tendency to increase. The data from the analyzes show that among the reasons mentioned with the highest frequency as a basis for the dissatisfaction of tourists are:

- poor condition of access roads;
- lack of documentary and information materials for the tourist sites



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- lack of travel packages
- lack of qualified tourist staff /for translation, tour guide, guidance/

Most of the reasons listed above show a lack of skills for planning, organizing and managing tourism by the entities that own or manage them (local public authorities, institutions, etc.) and that are directly responsible for their valorization through tourism. Another reason for dissatisfaction is due to the access infrastructure, which in most cases is the responsibility of central or local public authorities.

The valorisation of tourism could be improved through a number of specific measures, which should be combined into a comprehensive Plan for the implementation of the proposed.

The increase in attendance is highly dependent on a number of factors that can ensure the vitality of the Tutrakan destination, including: deliberate intervention of all stakeholders; targeted regional and national policies to ensure broad participation and ensure a real consensus; financial support for exposure, conservation and restoration of sites with cultural and historical potential; providing financial resources for the construction of the priority infrastructure (Danube panoramic road, European bicycle route EuroVelo 6, Construction of a marina for non-industrial purposes); improving the quality of the tourist superstructure (accommodation, dining places, shopping opportunities, etc.).



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## STRATEGY FOR SUSTAINABLE MOBILITY FOR THE NEEDS OF TOURISM THROUGH ADVERTISING STRATEGY AND PROMOTION OF THE PRODUCT

### 4.1. Concept for Sustainable Mobility Plans

In the Urban Mobility Action Plan published in 2009, the European Commission proposed to speed up the implementation of Sustainable Urban Mobility Plans by providing handbooks, stimulating the exchange of good practices, identifying indicators and supporting educational initiatives for urban mobility professionals. EU transport ministers support the development of such plans. The Council of the EU "supports the development of Sustainable Urban Mobility Plans for cities and encourages the development of initiatives such as expert assistance and the exchange of information for the establishment of such plans".

In March 2011, the EC published the Transport White Paper "Roadmap for a Single European Transport Area - Towards a competitive and efficient transport system" (COM (2011) 0144 final). It proposes to explore the possibility of developing urban mobility plans as a mandatory measure for cities of a certain size, according to national standards and based on EU guidelines. It also proposes to use the regional development funds and the cohesion fund for cities and regions that have submitted up-to-date and approved by an independent body Audit Certificate for Sustainable Urban Mobility. Finally, the White Paper proposes to explore the possibility of a European network to support the implementation of Sustainable Urban Mobility Plans in cities.

A sustainable urban mobility plan is a strategic plan designed to meet the mobility needs of people and businesses in cities and their surroundings for a better quality of life. It builds on existing planning practices and takes due account of integration, participation and evaluation principles.

There must be a clear distinction between access to services and facilities (mobility) and traffic / transport. The first is the goal of all activities, the second is a tool for conscious access and mobility. The overall principle can provide citizens with access to mobility services with less traffic, resources, costs, pollution, fuel and accidents. The process of developing a sustainable urban mobility plan must be tailored to local conditions.

The plan must relate to the specific territory for which it was created. Ideally by covering the functional agglomeration, given the importance of connecting the local transport network with major transport corridors. Ensuring flowless integration of long-distance connections.



## 4.2. Definition of sustainable mobility and its connection with tourism in Tutrakan municipality.

Tutrakan Municipality is part of the Bulgarian "pearl" Ruse - Silistra, created within the project TRANSDANUBE.pearls /2016-2019/, funded by the DTP program. Pearls are regions with tourist potential located along the Danube River, where a joint sustainable product "Tourism-mobility" is being built, representing a modern symbiosis between the two industries: ecological, healthy and cultural-historical heritage combined with accessibility and mobility in the regions by sustainable modes of transport / without air pollutants and noisy vehicles /. Priority is given to public e-transport, cycling, walking or water transport.

To this end, the Pearls are creating Regional Sustainable Mobility Plans and building a flexible mobile infrastructure, as well as an integrated local information service through information centers and online in the TRANSDANUBE.pearls project network. It is believed that these plans will help solve important problems related to the use of local natural and cultural-historical potential for the development of tourism in the region. This in turn will create an opportunity for the development of tourism-related services, as well as visitor services, will create new jobs and will solve the problem of lack of marketing tools to attract tourists. The construction of a sustainable flexible mobile infrastructure, as well as an integrated information service will contribute on the one hand to the promotion of the destination, and on the other hand to the implementation of communication and movement to and from it.

The introduction and development of flexible transport services will significantly improve the environment and quality of life as a result of the planned reduction of harmful emissions from personal transport. In this context, the envisaged measures will contribute to building a sustainable region, which as an integrated and full part of the European cultural heritage will provide modern and user-friendly access to interesting and attractive information, both for local sites and events and for the whole cross-border and transnational region.

The proposed Mobility Strategy is based on primary and secondary data. The primary data are generated through interviews and online surveys among representatives of Tutrakan Municipality, Historical Museum Tutrakan, as well as representatives of the local community, including those living in the adjacent settlements. The secondary are documents from the successfully completed project TRANSDANUBE.pearls and a number of municipal and district documents: Development Plan of Tutrakan Municipality 2014-20; District Strategy for Development of Silistra District for the period 2014-2020; Regional Development Plan of the North Central Region for the period 2014-2020; The National Strategy for Regional Development of the Republic of Bulgaria for the period 2012 - 2022; National concept for spatial development for the period 2013-2025. The Strategy also takes into account the goals and priorities of the National Development Program "Bulgaria 2020" and the Strategy "Europe 2020".

The target groups of the Strategy are internal to the municipality and external to it.



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### 1. Internal:

- The local population of Tutrakan municipality;
- Local business;
- Employees of the municipal administration and the mayoralities in the municipality.

### 2. External:

- Potential consumers of the products produced and services provided - buyers, traders, neighboring municipalities, tourists, new settlers and others.;
- Subcontractors and suppliers of already established enterprises in the municipality;
- Potential investors.

Both target groups are interested in the successful implementation of the Strategy. The sustainable development of the municipality is related to the rational and environmentally friendly use of the existing natural resources. Reducing the negative effects on the environment and protecting the cultural heritage is particularly important for tourism-related activities. The role of stakeholders in implementation is mainly based on the financial assistance expected from these groups, given that the Strategy has a significant positive impact on the society. Also, these groups can play an important role in directing and monitoring the project.

### **Local authorities**

Municipal participation is in the search for opportunities for the overall development of the municipal economy, infrastructure and a significant increase in tourism revenues. One of the most important aspects of the activity of the local authorities is to preserve the cultural and natural heritage on the territory of the municipality. The municipality should be the main driver in the implementation of the Strategy.

### **Local population**

The most important interest of the population, of the local community is related to the possibility to generate income from tourist activities and their involvement in the process of preservation of cultural and historical monuments and nature. The population is interested because as a result of the implementation of the Strategy their standard of living, infrastructure and living side can be improved. Therefore, local residents are interested in getting involved in the planning process.

### **Business**

Business representatives are interested in creating a stable business environment and stimulating the development of private business by local authorities. Of particular importance will be the acquisition of new knowledge and skills for the provision of sustainable tourism services and products and the connection of tourism with transport. The business has a role to play in realizing strategic intentions, expanding the tourist base and improving the quality of tourist services.





### ***Non-governmental sector***

The non-governmental sector plays an important role in preserving the cultural, historical and natural heritage, and developing sustainable tourism. Assessing the capacity and experience of the third sector, it is clear that civil society organizations can play an important role in planning, managing, monitoring and implementing specific activities, related to the protection of cultural and natural heritage, development of tourism products and development of target areas such as tourism destinations.

### ***Tourist organizations***

The main interests of people from the tourism industry and experts are focused on the development and promotion of tourism services, which is associated with a significant increase in the number of tourists visiting the area. The group has a great importance and moderate impact on the future implementation of the Strategy.

### ***- Potential investors.***

Future investors are interested in increasing the stability of the business environment in order to reduce investment risks. Potential investors would be interested in investing in economic projects and to assist in the implementation of the Strategy, provided that there is a reasonable return on investment and minimal risk. This group is of great importance for the target area.

### ***Potential donors***

Potential donors are the EU and other international institutions that pursue a policy based on the philosophy of sustainable development and understand the need to preserve the cultural, historical and natural heritage and the role of sustainable tourism in their preservation.

In summary, we can draw the following conclusions:

**For the local population and business** conditions will be created to feel the benefits of its implementation thanks to the increased image of Tutrakan, the improved state of the environment and the quality of life.

**Tourists and other users of local services** will appreciate the changes that will lead to a cleaner and healthier environment for rest and temporary residence in the town.

**The employees of the municipal administration** will put into practice the local development policy of the region, which is part of their responsibilities.

## **4.3. Objectives of the Strategy for Sustainable Mobility of Tutrakan Municipality**

We propose as the main goal of this Strategy:

**"TUTRAKAN TO BECOME AN ATTRACTIVE AND ECOLOGICAL TOURIST DESTINATION THROUGH DEVELOPMENT OF SUSTAINABLE MOBILITY"**



The following can be specified as sub-goals:

Sub-objective 1 Through an intensive information and promotional campaign to introduce and enforce the concept "TUTRAKAN - MUNICIPALITY OF SUSTAINABLE MOBILITY";

Sub-objective 2 Introduce new mobility measures in the city, thus improving the environmental situation and traffic safety;

Sub-objective 3. To improve the connection between transport and tourism;

Sub-objective 4. Transforming transport into a resource-efficient industry;

Sub-objective 5. Improving the attractiveness of the territories and the quality of life in the settlements.

Sub-objective 6. Development of river transport by improving the port infrastructure and introduction of a system for crossing the river border by bac (ferry)

The benefits of implementing the plan will be in several aspects:

1. Improved image of the city - With the Plan for Sustainable Urban Mobility /PUGM/ Tutrakan can be advertised as an innovative and forward-looking small town;

2. Improved mobility and accessibility - People-centered urban planning improves the mobile situation and access to urban parts and services.

3. Potential to attract more people - Sustainable urban mobility provides opportunities to attract more people and better meet their needs;

4. Better quality of life - PUGM means planning for people, not cars and traffic. It carries an emotional charge associated with better public spaces and security for children;

5. Health and environmental benefits - Achieving better environmental parameters such as air quality, noise and climate change improve the health status of the population and reduce healthcare costs;

6. Solutions supported by citizens and all stakeholders - Planning for people means planning with people. Through a broad public consultation, urban mobility decisions gain civic legitimacy.

#### 4.4. Proposed measures of the Sustainable Mobility Strategy

The strategy is a tool for phased implementation of the measures and achievement of the objectives and sub-objectives described above. For its successful implementation it is necessary to make an introductory stage, which includes the activities for mobilization of the relevant experts and holding initial meetings with stakeholders.

##### Short-term measures /2020-2022/

- Advertising and information measures;
- Administrative and educational measures;



- Bicycle rental
- Flexible seasonal transport service for tourists - eco-train.

#### Medium-term measures /2020-2025/

- Flexible seasonal transport service for tourists - e-buses.
- Parking policy;
- Creation of new bicycle lanes to the main tourist attractions;
- Creation of parking spaces for bicycles in the pedestrian zone /at the municipal level/, in front of the Historical Museum and near the Fishermen's Quarter. Bicycles are parked free of charge.

#### Long-term measures /2020-2030/

- Energy efficiency in transport by building at least two charging stations in the municipality.
- Connection of the bicycle routes in the municipality with EuroVelo 6.

### 4.5. Description of short-term measures

#### 4.5.1. Approaches for advertising strategy and promotion of the tourist product

- **Information about the population of the municipality**

Citizens should be invited to a public discussion to discuss the Strategy and the SUMP, presenting the planned measures and gathering views on the time frame and possibly new proposals. Opinions can also be collected on the website of the Municipality (following the example of the large municipalities in our country).

After the adoption of PUGM, an advertising and information campaign should be undertaken to inform the target groups about the new European initiative of the municipality. It should be published in the local media - television and radio, as well as in the local press **Declaration of the Municipality for the adoption of PUGM**, making it the second small town in Bulgaria after Kavarna with a European Mobility Plan. An example of the Declaration is in Annex 1. It must also be published on the official website of the Municipality, together with the adopted PUGM, formed as a separate document.

- **Information in the national media**

We recommend to announce in several regional and national media the initiative of Tutrakan municipality. It is appropriate for the mayor to give an interview for a central television - BNT, BTV or Nova TV and on BNR - program "Horizon".

- **Advertising and information billboards**



At 3 places in the city (on the entrance roads and in the center) we recommend placing billboards announcing in Bulgarian, Romanian and English that Tutrakan is among the first cities with sustainable mobility and inviting visitors to contribute to its European appearance. The local information center should be marked on a city map.

- **Work of the Tourist and Mobile Information Center /TMIC/**

As part of the TRANSDANUBE.pearls project, the existing information center was equipped with new technical means and two of its employees were trained to provide mobility information. The center is housed in the Historical Museum, at the entrance of which there is a modest standard marking. We propose to place in a prominent place on the square in front of the museum a billboard indicating the presence of TMIC and the services it offers / in 3 languages - Bulgarian, Romanian and English / so that they can be used by visitors and locals.

The center should have printed and virtual advertising and information materials for tourists, indicating the main tourist routes and attractions in the region and how to reach them in a sustainable way. For this purpose it is appropriate to design and print:

- mobile packages for tourists, which list the main attractions and routes with the possible mode of transport, distances and schedules.
- Printed or virtual map of bike lanes and bicycle rental locations.
- Tourist map of the city with places for accommodation, meals and parking opportunities, and later - and an indication of the charging stations.
- Printed or virtual maps of the main tourist routes in the region with designation of protected areas.
- Program for the cultural events in the region /for each year/
- Information brochures about cultural events in the opposite Romanian cities of Calarasi and Oltenica

In the medium term, TMIC should have advertising materials of souvenir nature to be offered to those who wish for a fee: souvenir glossy guides and maps of the region, albums of thematic nature /cultural-historical, natural, culinary, etc./, souvenir cups, textiles and ceramics, magnets and packaged treats. It is desirable that the souvenirs are made by local companies to support the local economy.

TMIC can offer tourists information about accommodation and meals in the region and make reservations, for which the owners must make deductions from the profits of the center. They can provide the center with its own promotional materials free of charge, which it can offer to tourists.

The employees of TMIC must provide information about the schedules and routes of the eco-train and e-buses in the municipality, as well as the public transport connecting the city with Ruse, Silistra, Varna, Sofia, Bucharest and Calarasi. For this purpose, it is good to provide up-to-date printouts to customers.

The staff needs to keep a record of the visits and inquiries from the visitors in order to have a complete picture of the tourist flow and its needs and to be able to optimize the work of the center after each season.



- **Internet advertising**

In the short term, when presenting the tourist destination online, it is recommended to use advertising banners in leading news, specialized tourist sites, etc., in order to reach a large number of potential users, to support the process of imposing the product brand.

If possible and available funding, Internet search engines should be used. Surfing for pleasure on the Internet occupies a leading position among the areas in which the Internet is used. Therefore, an important part of the positioning of advertising text links in the global Internet search engines, local Bulgarian networks and social networks / media, should be realized through the web address of the product. Attention should be paid to the following search engines:

**GOOGLE - the largest search engine in the world.** In Bulgaria, England, Germany and Romania, its usability is 100% by Internet users. There is no other local analogue that can approach 1/3 of the usability of the world search engine. Any need to satisfy some type of information reaches it. This makes other search engine analogues insufficiently effective as a coverage of the online audience in these countries.

**EASYADS - the most popular local network in Bulgaria,** which is a web-based platform for management and reporting of online advertising campaigns in a network of sites based on "buy per click", which allow you to purchase online advertising in a large number of Bulgarian websites simultaneously. The platform is a complex technology, developed according to modern standards and performing precise optimization of the displayed ads. It is a very good way to drive traffic to a specific site. The EasyAds network includes over 250 sites, delivers over 1 billion advertising impressions per month and has over 95% coverage of the Internet audience in Bulgaria. The advertising presence is provided both through text links and with the main formats of standard banners, which are rotated randomly in all sites that enter the local network, until the requested clicks are reached.

- **International advertising**

This type of advertising is an expensive undertaking and the municipality should turn to the Ministry of Tourism for participation in national events organized by the state body. The most realistic in the short term is organizing the participation in Holiday & SPA Expo, Sofia; Cultural tourism - Veliko Tarnovo, Weekend tourism - Ruse (Bulgaria) or TTR - Bucharest (Romania).

In addition to a stand, it is necessary to use various forms of advertising offered by the organizers of events and exhibitions, such as:

- inclusion of a film about Tutrakan in tourist film festivals;
- multimedia presentation in the program of the exhibition and screening of videos for the destination



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- organizing a workshop and demonstration of tourist products with the participation of journalists
- use of tools for finding stakeholders by registered account and B2B meetings.
- organizing personal meetings with tour operators, etc.
- work with bloggers and vloggers

The prestigious European tourist exchanges for which it is necessary to seek funds for participation should be taken into account: CMT - Stuttgart, ITB - Berlin (Germany); FITUR - Madrid, Spain; Ferien Messe Wien - Vienna, Austria; IFT - Belgrade, Republic of Serbia; UTAZAS, Budapest, Hungary; IFTM Top Resa - Paris, France; Salon Mondial du Tourisme - Paris, France; BIT Milano - Milan, Italy; BORSA MEDITERRANEA DEL TURISMO ARCHEOLOGICO - Paestum, Italy; WTM - London, UK; TT Warsaw - Warsaw, Poland.

As a Danube pearl, Tutrakan can advertise in English or German on the official website of the pearl network maintained by the Austrian side. It is desirable to be involved with advertising events in various Romanian forums in order to attract more tourists from the neighboring country, as well as to use the opportunities of other international projects for advertising the destination.

The web portal of the CBSRD ROBG-271 project is also a modern way of directly offering and advertising cultural products. After the completion of the project, it should be optimized and developed by promoting the entire region Tutrakan-Silistra-Calarasi-Oltenitsa-Ruse. In this regard, the offered tourist packages should be updated and optimized according to the needs of the target groups. The web portal is a tool for intensive promotion of cultural sites with the new results of the project. Its aim is to show the new products in the museum premises in both Bulgaria (Tutrakan) and Romania (Calarasi and / or Oltenitza) in order to attract more visitors and motivate tourists to come physically to the place.

The web portal will be maintained by the Historical Museum Tutrakan. Its main function will be to provide information related to the new products of the project, to increase interest and increase visits to the two museums and related areas, which in combination with other project activities will enhance the development of tourism in the cross-border region. The portal will offer promotional packages for visits to the two museums, combined with offers for mobility and accommodation in the area.

The short, low-resolution trailers with HMD option will promote the new 360 films in the museum in order to stimulate visits to the museum exhibition. Another important function of the portal is the ability to measure interest and statistics of visits. For example, access to promotional packages and offers in the portal will be possible after completing a short questionnaire related to the results of the project. The information from this questionnaire and the analytical data from the collected visits will be collected through Google and Facebook Analytics and will be used to measure the results, indicators and products of the project. They will be combined with data from





official statistics on the number of visits and overnight stays in the region and tickets sold or provided free of charge by museums.

#### 4.5.2. Administrative and educational measures

The adoption of the new mobility policy requires, above all, well-trained administrative staff who are well aware of the benefits of implementing the measures and are able to manage and advertise them. We offer:

- Conducting training on mobility of municipal specialists who will be involved in the implementation of PUGM
- Participation of municipal experts and private companies in conferences and seminars on mobility and tourism, held in the country
- Conducting annual qualification courses in mobility for the staff of TMIC
- Introduction of mobility training among young students in the form of a game
- Inclusion of bicycle parades for children and adolescents as part of the cultural attractions and events of the municipality;

#### 4.5.3. Bicycle rental

A very popular abroad, fast and pleasant way to explore the city is by cycling around it. There are currently no free or paid bike rides in and around the city, but a strong cycling policy can encourage such initiatives. Such bike rides are usually joined mainly by guests of the city, mostly foreigners. Whether organized or independent, the accessibility to the cultural sights by bicycle is a great advantage for the city as a tourist destination, especially in the context of the fact that Tutrakan has been declared part of the Danube pearl "Ruse Region".

Most of the tourists who represent the target group for Tutrakan are young people who love sports and nature and would be happy to take the bike paths to see the green beauties of the region. For those who did not come by bicycle, bicycle rental must be provided and this is part of the municipality's mobility policy. There are two ways - to rent bicycles through TMIC /in this case they are municipal property/ or to use a private company for this purpose. With high demand at the peak of the season, a combination of both can be made, it is important that the landlord is familiar with the principles of mobility, offers a modern rental system and optimally is part of a larger scheme /for example in combination with the landlords in Ruse or Silistra/.

Public bicycles (bike-sharing), as a concept are individual means of public transport. They are bicycles, usually located at special stations around the city, and are available to every citizen after a certain registration and /or payment depending on the chosen system. In this way, they complement the public transport network by allowing people to reach places inaccessible to large vehicles. Bicycles for rent can be provided by TMIC-Tutrakan.

The positive impact of the introduction of public bicycles is that the profile of the cyclist in the city is changing:



- people who do not own or do not want to ride their personal bicycles also start riding a bicycle;
- use the public bicycle to travel relatively short distances, mainly for work and school;
- use it in combination with public transport.

#### 4.5.5. Flexible seasonal transport service for tourists - eco-train.

The use of a tourist train in recent years has shown that there will be demand and the municipality will benefit from this type of transport, so it should be introduced permanently in the short term. For the territory of Tutrakan municipality a suitable and feasible form of flexible transport system is the creation of a seasonal line for transport of passengers to and from the main POIs of the municipality with an ecological tourist train that can transport about 40 people within a radius of 15 kilometers.

The map below shows the individual POIs, within a radius of 15 km, which are expected to be reached by tourist train. It should pass through the main busy stops of the town, connecting them with attractive areas around the city.

Point Of Interest (POI) Tutrakan Region



In terms of operating hours, the transport system should have fixed hours during which tourists and consumers in general will be able to request it. They must be coordinated with regional transport timetables. It is recommended that the flexible transport service operates daily and on days when a high tourist flow is expected to have an optimized schedule and routes. The need for modified schedules and routes will appear during the festivals and annual events that take place in the municipality.



It should be carried out with modern ecological non-railway trains with the ability to accommodate between 30 and 50 people, and customers should be served by a specialized mobility center, providing complete information about tourist attractions and transport services in the region.

The price of the service will be calculated depending on the offered possibilities, as the most attractive should be the possibility for combined tickets for transport and sightseeing, as well as depending on the distance and the type of service.

In order to improve mobile services, should be envisaged the provision of 2 trains to connect the center of Tutrakan with the tourist destinations in the region. They can also serve areas with landmarks within a radius of 15 km from the municipality, and the total mileage of a single-charge train is expected to be about 60 km. Depending on the needs and the season, in order to be energy efficient, the possibility of adding wagons to the trains must be provided. The minimum configuration of the trains should be two electric locomotives, to which two wagons with a capacity of about 20-25 passengers should be attached. It is mandatory to monitor the compatibility of the coupling mechanisms in order to allow, if necessary, to transfer wagons from one locomotive to another. This will provide maximum flexibility to meet the needs of tourism.

Due to the nature of the trip in an open wagon, the possibility should be provided at least once a day on the route to perform a kind of site tour, which provides for the accompaniment of tourists from a Guide to reveal the history of the town and the sights along which one travels.

It is recommended the construction of a network consisting of 2 trains (locomotive with 2 wagons), as well as a service center. The total capacity of the two trains should be with a minimum train configuration 56 passengers and 112 passengers maximum configuration.

The trains will be serviced by 4 drivers, who will be on a rotating basis and schedule. The drivers will be unemployed people from the city and the region, who will be trained in order to reduce poverty and increase the skills of the unemployed in the municipality.

#### 4.6. Description of medium - term measures

##### Flexible seasonal transport service for tourists - e-buses

The feasibility study for flexible transport systems / GTS /, conducted within the project TRANSDANUBE.pearls showed that for the municipality of Tutrakan the most suitable form of FTS is based on Electric or hybrid minibuses with a capacity of 14 to 16 seats for passengers. A combination of two types - a stop-to-stop service / local flexible service connecting conventional regional transport with local mobility / and the door-to-door service, which provides the highest level of comfort for consumers.



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This type of service is very suitable for tourists because:

- the local bus station is located at a considerable distance (over 5 km) from the central part of the city.
- Public transport is not in accordance with the schedule of arriving and departing buses and therefore it is not convenient for visitors to the city to use such a service.
- Most of the accommodation in Tutrakan is in the lower part of the city, where the administrative and cultural institutions are located.
- Most tourist attractions in the area are at a considerable distance from it. Therefore, at the moment, visits by tourists without a car or taxi is extremely inconvenient and often impossible.

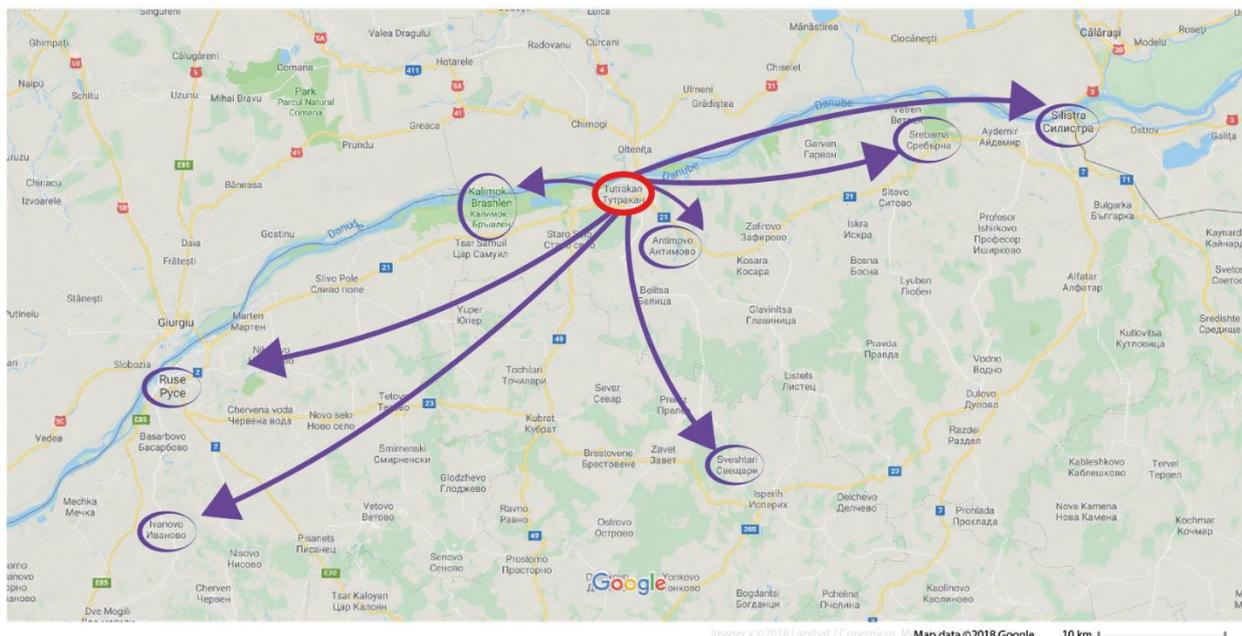
The creation of a flexible transport system should primarily serve tourism and aim to increase tourist demand and interest, but also to complement and upgrade existing transport opportunities, offering a convenient alternative to the private car, which in turn will reduce the release of harmful gases in the atmosphere and environmental pollution.

The provision of the service should be executed from a public-private partnership between the municipality and a private investor.

Below are routes in the municipality of tourist interest, which could be accessed through the proposed FTS.



### Point Of Interest (POI) Tutrakan



The most visited tourist destinations in the municipality, which should be connected to the FTS are the Camping / Inn "Dalboka", which is located about 11 km from the town, Memorial "Tutrakan Epic", about 6 km from the town, "Kalimok - Brushlen" Reserve, Pozharevski Island and the lake in the village of Malak Preslavets. As destinations outside the municipality of Tutrakan, which should be mobile connected to the town center and hotels are listed Sveshtari Royal Tomb about 50 km from the city, Srebarna Nature Reserve - 50 km near the town of Silistra, as well as the sights in Ruse region - Ivanovo rock monasteries, Basarbovo monastery, and the fortress of Cherven.

It is recommended to build a network consisting of 3 minibuses, as well as a service center. Minibuses should have an autonomous operating radius of at least 120 kilometers and be able to carry 14 to 16 passengers. In order to ensure the maximum satisfaction of the needs of tourism, one minibus should serve the tourist destinations on call on a door-to-door basis, and the other two should work under the scheme "From stop to stop" and will connect and enrich the current system of public transport. A combination of tourist services within tourist packages is also envisaged to attract tourists from the regions close to Tutrakan.

In terms of operating hours, the transport system should have fixed hours during which tourists and consumers in general will be able to request it. They must be coordinated with regional transport timetables. It is recommended that the flexible transport service operates non-stop. It should be carried out with modern ecological minibuses with the ability to accommodate up to 14 people, and customers should be served by a specialized mobility center, providing complete information about tourist attractions and transport services in the region.

The price of the service will be calculated depending on the offered possibilities, as the most attractive should be the possibility for combined tickets for transport and



sightseeing, as well as depending on the distance and the type of service. The minibuses will be served by 6 drivers, who will be on a rotating basis and schedule.

In order to improve mobile services, it is planned to provide electric buses or ecological minibuses, which will connect the settlement with the tourist attractions, as well as with the other pearl centers, namely Ruse, Silistra and Svishtov. They can also serve areas with landmarks within a radius of 40-50 km from the municipality.

#### 4.6.2. Parking policy

Currently, parking in Tutrakan is free, which inevitably attracts cars, especially during the summer festival days, when thousands of visitors come from the country and abroad. There is no guidance system and directional infrastructure to guide tourists to convenient places for parking and staying in the city. We propose the creation of a parking policy, which will be of both financial and environmental benefit to the municipality.

The city should have 3 main parking lots serving tourists: at the entrance to the city from Ruse; the car park next to the History Museum and the Art Gallery and on the site next to the current port directly opposite the Museum building. Parking slots, including several places for the disabled, should be designed and marked on these sites. In view of developments in the automotive industry and trends in electric mobility, charging points for electric vehicles should be provided. There should be free bicycle parking spaces in these parking areas.

During cultural and attraction events, it is recommended to introduce **temporary charged parking**. This will stimulate public transport and walking and reduce traffic, noise and pollution during the events.

#### 4.6.3. Creation of new bicycle lanes to the main tourist attractions

Bicycle traffic is an integral part of the transport system of a modern European city. For a cycling policy to be successful, it must also be part of the common transport policy. An integrated transport policy balances between different modes of transport and the distribution of public space between them. Balanced development will benefit all road users - cyclists and non-cyclists, will improve road safety and the quality of the environment. At the same time, transport is an important element of the economy of a city like Tutrakan, which wants to develop tourism, so it is important long-term vision for the development of bicycle transport, its place in transport policy and its relationship with the overall vision for municipal development.

In the medium term, the design and creation of new bike lanes and roads connecting the city in an optimal way with the main tourist attractions of interest to visitors should be envisaged. Existing sections need to be rehabilitated and maintained on an ongoing basis, but at the same time the network of cycle paths needs to be built as a whole and new routes are needed. We recommend creating a separate cycling



network plan, using a definition of Tutrakan's vision as a "cyclist-friendly city, with a modern European look of cycling infrastructure, supporting the development of business, tourism and culture, providing fast, convenient and safe cycling, including for children. "

The main task of the cycling infrastructure is to ensure safety, continuity, directness, attractiveness and comfort of cycling. The emphasis in the vision should be on young people and children, realizing that they are the engine of change in a society and following the maxim: *"If it's safe for children, then it's safe for everyone."* Creating children's habits to use a bicycle on a daily basis is a long-term investment in creating a generation with a new culture of urban mobility, where cycling and walking are part of the lifestyle. By influencing the mobility of children, we can also change the habits of adults - so an important topic in the promotion of cycling should be working with children.

When discussing and designing the new bike lanes, both expert opinion and a broad public consensus should be sought, because the network will bring revenue to tourism entrepreneurs and all those involved in the production and supply of products and services for tourists.

#### 4.6.4. Creation of parking spaces for bicycles.

Bicycle parking is an integral part of the cycling infrastructure. The presence or absence of bicycle parking spaces can significantly affect people's choice of cycling. We recommend that an analysis be made of how functional a given model of bicycle stands is and that the most suitable model be selected. Bicycles are parked free of charge. Bicycle parking information could be inserted into printed or interactive bicycle maps. Usually places for bicycle parking are: pedestrian areas; shopping centers, markets; administrative and public buildings; schools and kindergartens; sports facilities centers; cultural sites - museums, cinemas, libraries, galleries, community centers; at the entrances of parks and gardens, etc.

From the point of view of bicycle safety, the places for bicycle stands should be close to sites with constant security, to busy places, but without interfering with pedestrians, to avoid too quiet and isolated areas that are prone to theft or vandalism. At the same time, it is good to be close to the entrances of the sites - it is usually considered that up to 50 m is an acceptable distance for unguarded parking and up to 200 m - for secure. As such in Tutrakan suitable areas are:

- The site in front of the Historical Museum;
- The coastal area at the entrance to the Fisherman's Quarter
- Detached /after reconstruction/ parking at the entrance to the city from Ruse
- The areas around "Yordan Yovkov" Secondary school and "Hristo Botev" Secondary school



## 4.7. Description of long-term measures

### 4.7.1. Energy efficiency in transport by building at least two charging stations in the municipality.

In order to implement a flexible mobility system, the municipality of Tutrakan should take measures to provide infrastructure to implement a flexible and environmentally sustainable transport system. In the long run, energy infrastructure should be built, technically servicing the vehicles with the ability to service, clean, stay and charge electric and hybrid minibuses and cars.

As a start, given the existing electric charging station, it is recommended to build at least two more, as well as a service center for e-transport. In the long run, it is recommended in the municipality to build more charging stations in view of the smooth movement of visitors and the local population in the region in an environmentally friendly way.

### 4.7.2. Connection of the bicycle routes in the municipality with EuroVelo 6.

EuroVelo 6 is one of the twelve routes of the EuroVelo network, initiated by the European Cycling Federation (ECF) in 1994. Two of these routes pass through Bulgaria: EuroVelo 13, which runs along the Iron Curtain, and EuroVelo 6, called the River Route because it follows three of Europe's largest rivers - the Loire, the Rhine and the Danube. The route starts from the city of Nantes, at the mouth of the Loire River and runs east along the river throughout France. Continues to Lake Constance in Switzerland, then travels along the Danube River through Germany, Austria, Slovakia, Hungary, Serbia, Bulgaria, where it passes through the UNESCO World Heritage Site Srebarna and through Romania, reaches the Danube Delta and ends in the city of Constanta, on the Black Sea.

In the long run, the cycling network in the region must be connected to EuroVelo6 and the appropriate marking and maintenance of the connecting segments must be ensured. It is necessary to envisage the connection of this European route with the Bulgarian Black Sea region by building a bicycle corridor with Varna.

## 4.8. Monitoring and evaluation

Following the introduction of each measure, the impact should be monitored and assessed at a frequency of once a year. It is most appropriate to do this in the autumn season /October-November/ after the active summer period by external experts. The reports must be reviewed by the specialized unit in the municipality, which will be responsible for tourism and mobility.

### 4.8.1. Monitoring and evaluation of the marketing and advertising of the destination



Effective management of integrated marketing communications includes monitoring the impact of communication forms in order to effectively use the marketing budget and increase efficiency. Forms and methods of monitoring media and non-media communications can be:

- o monitoring the quality of the design of printed materials;
- o comparison with the advertising materials of the competitors;
- o checking the content of printed materials, audio and video clips before mass distribution, depending on the purposes of advertising and tourism segments;
- o regular updating of the content of the sites;
- o monitoring and analysis of the media used for promotion.

Monitoring is done through surveys in order to obtain feedback on what they heard /saw/understood and what made the strongest impression in the process of impact of advertising on the audience. With the help of monitoring it is possible to determine which methods are the most important for the promotion of the destination and to decide on the intensity of the use of the separate media and non-media means in the future marketing strategies. The following means of communication and advertising are mainly observed:

Result indicators:			Source of Information	Reporting period	Baseline	Target Value
№	Indicator	Unit				
1	Implemented advertising and information campaigns to promote sustainable mobility;	pcs	Municipality	2 years	0	2
2	Developed advertising and information packages;	pcs	Municipality	2 years	0	2
3	Share of the covered population from the information campaigns.	pcs	Municipality	5 years	0	70%
4	Number of installed new road signs on reorganized sections of the bike lanes;	pcs	Municipality	3 years	10	20
5	Provided FTS	pcs	Municipality/business	3 years	0	2
6	Number of developed new municipal services related to parking policies	pcs	Municipality	3 years	0	3
7	New bike lanes built;	km	Municipality	3 years	0	10
8	New bicycle parking lots built and separated;	pcs	Municipality	1 year	0	3
9	Implemented trainings on mobility of the administration;	pcs	Municipality/business	1 year	0	1
10	Implemented events promoting various forms of mobility;	pcs	Municipality	1 year	0	1
11	Number of participants in events;	pcs	Municipality	1 year	0	60
12	Number of trained specialists from MA;	pcs	Municipality	1 year	2	10
13	Number of bicycles for rent;	pcs	Municipality	5 years	0	20
14	Number of purchased electric buses for public transport;	pcs	Municipality	5 years	0	2



15	Charging stations for electric vehicles	pcs	Municipality	5 years	0	2
16	Number of charging stations built	pcs	Municipality/business	5 years	1	2

- Monitoring the implementation of the program for publishing articles and press releases. Aims to make a content analysis of the messages and to establish direct contact with journalists who write articles about tourist destinations in order to improve relations and establish cooperation;
- Tracking of tourist exhibitions. It is necessary to monitor who organizes the tourist exhibitions, who are the main agents and tour operators who offer destinations and tourist products similar to those offered by Tutrakan.
- Establishing cooperation with the organizers and major players in the tourism market. It is necessary to create a database with the most frequently asked questions to TMIC and on the stands of the exhibitions by visitors, agents, tour operators, journalists and others.
- Analyze what promotional materials have risen the most interest and how they can improve future results.

#### 4.8.2. Monitoring and impact assessment of SUMP

For quantitative monitoring and assessment of the impact of SUMP on the sustainable development of the region, result indicators have been determined, related to the implementation of the activities set out in the Plan.

#### 4.9. Conclusion

With the presented plan for development of tourism and mobility in the municipality of Tutrakan it is expected in the long run:

- Reduction of the number of car traffic by 10%;
- The number of tourist visits is expected to increase by 5 times by 2030.
- The number of bicycles is expected to increase 10 times by 2030.



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