

The background of the cover is a mosaic of irregular stone tiles in shades of red, orange, and beige. A large, dark, arched shape, possibly a doorway or a niche, is the central focus. Inside this arch, a figure is depicted, though the details are somewhat obscured by the mosaic texture and the dark color of the arch. The figure appears to be wearing a dark, long-sleeved garment and has a prominent, circular feature on their face, possibly a large eye or a decorative element. The overall style is reminiscent of ancient or medieval mosaic art.

VELIKI  
PRESLAV  
TOURISM  
PLANNING

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## INTRODUCTION

Within the framework of the European Voluntary Service (EVS) Short term Not Just History, for 1 month and a half we have been lucky enough to live an amazing experience of feeling and enjoying the authentic Bulgaria. It has allowed us to realize its main strengths, weaknesses, its wonderful treasures and the challenges it has to face in order to position itself as a key historical and tourist site.

After the diagnosis, to work with locals, to know the operation of the museum and the excavation, we wanted to carry out this work with dedication and as a way of thanking for all that Veliki has given us. Because Veliki Preslav can be Veliki again.

We have made several lines of action:

- 12 different improvement proposals as an opportunity to attract new audiences, social inclusion and local development. For us, it is key that tourism and development must be a participatory process, that ideas come from the people and are thought for their benefit.
- Primary information from a survey for the local population and volunteers who know the work in first-hand.
- Guide of good practices and analogies with villages in a similar situation in Spain.

## **DIAGNOSIS**

### **TWELVE PROPOSALS**

This study is based on the development of twelve strategies related with the tourism in Preslav:

- 1.** The first strategy consists in a call for young artists in Bulgaria, with a duration of a couple months. The artists can live in the town, providing also an economic benefit to the town, in addition to increase the attractiveness of its streets.
- 2.** The second strategy is the realization of gastronomic workshops to attract people from outside and promote local culture.
- 3.** Remodeling of old buildings and modernization process: it's necessary to improve the infrastructures (transport system also) but the most important thing is the creation of new accommodation.
- 4.** Veliki Preslav, perfect setting for a wedding. Why? Because the ruins, townhall and churches to celebrate and perfect restaurants like Panorama le Castle.
- 5.** Veliki Preslav, connected: This idea consists in create a wifi system around the main places of the city.
- 6.** Taking advantage of natural resources: Promoting new types of tourism in the region like wines routes, hiking or ecotourism.
- 7.** Bet on a concrete and intuitive design: One of the main changes that Preslav's online tourism system has to undergo is the synthesis and modernization of the documents and the website , transforming the media into attractive and dynamic media.
- 8.** Creation of a new itinerary "Weekend Tour Package": Improving alliances with partners and the union between nearby towns like Pliska, Madara, Shumen or V. Tarnovo.
- 9.** Plovdiv 2019: Next year due to the election of Plovdiv as European capital of culture, Bulgaria will be promoted in international tourism. For this reason, Preslav must position itself as a possible destination to visit by people who want to know the entire country.
- 10.** Encourage the passport with stamps the most important bulgarian cities, the same with coins for example.
- 11.** Geocaching: Application promoted by the townhall. It's a way to know new places through this recreational game in which people leave clues.
- 12.** Story-telling: It would be interesting to take advantage of the knowledge of the oldest persons, who could transmit new stories and legends, as well as explain the origin of traditions and places in the area. Another aspect that the current tourist likes is to verify the union of local communities in difficult situations.

## SURVEY RESULTS

Twenty-one person answer the survey.

**1.** Are you from Veliki Preslav? Fifteen person answer yes and six person answer no. In our opinion is very good that a lot of population of Veliki Preslav answer the form. It is very important your participation to improve the tourism.

**2.** How old are you? We use segments to separate the different ages. Anyone answer less than 18, fourteen person answer 18-35, three person answer 35-55 and four person answer 55-100. It is very interesting because there are a lot of diversity.

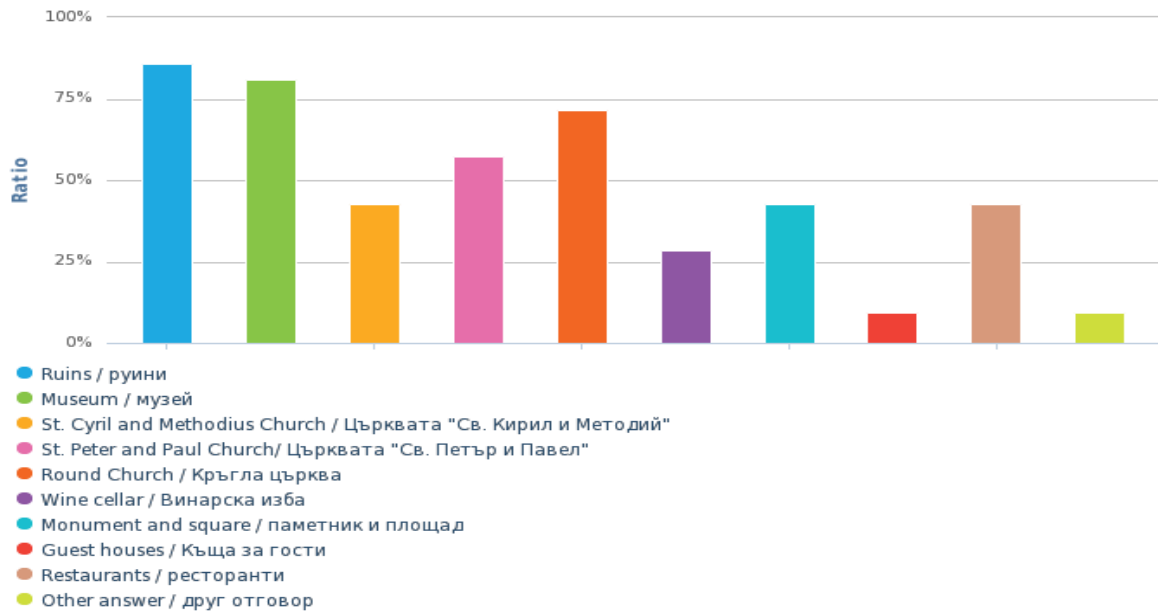
**3.** Give me five reasons to visit Veliki Preslav.

- History. It was the city of the Golden Age of Bulgaria. There are many places related to history that can be visited like churches, ruins and the museum.
- Nature. There are many green spaces around the ruins with good views. It could be exploited touristically.
- Gastronomy. It has a rich gastronomy and a wine cellar. Although it is not a big city it has three special restaurants (Castle, Panorama and Oasis) that have very good food.
- Calm and beautiful city. It has a good weather.
- Good people. The population tries to understand you and they want you to feel like in your home.

**4.** Why is this city unique? Because of the importance that It had in the past of Bulgaria. It was the city of the Golden Age. It was the cradle of Slav writing, culture and clergy. It also has a lot of nature around that makes the landscape more beautiful. The location is very good because it is close to the Black Sea, which is very touristy. It is also close to other historical cities such as Veliko Turnovo, Pliska and Madara.

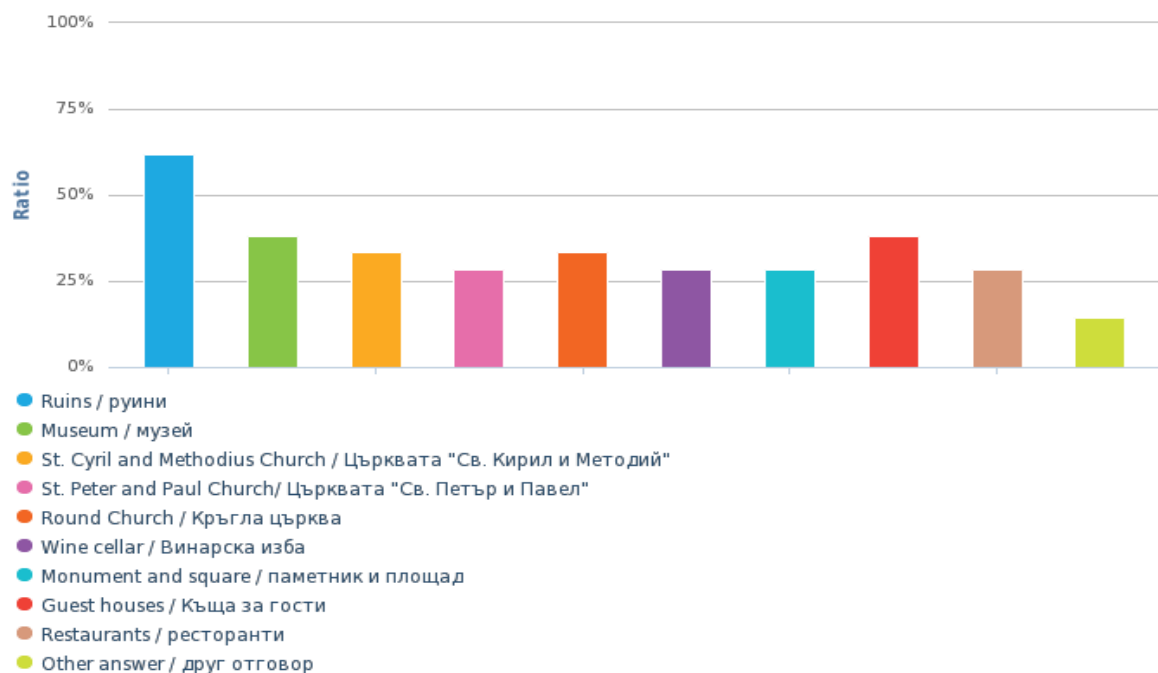
**5.** What resources are better to tourist in your opinion?

What resources are better to tourist in your opinion? / Какви ресурси са по-добре за туристите по ваше мнение?



6. Which resources do you think are necessary to improve?

Which resources do you think are necessary to improve? / Кои ресурси смятате, че е необходимо да подобрите?



7. How would you improve the last answer?

- Expand schedule of the churches.
- Improve the service in restaurants (more quickly and speak in English).
- More buses and better connections with close cities.
- More accommodations because now is only a shirt break in the main routes.

- Spend money in advertising.
- Improve the English in place such as information place, museum, restaurants, cafes...
- Restoration and keep in good conditions all turistics places.

8. Others ideas.

- Have more options to leisure, for example a disco, bar with shishas, swimming pool..
- An annual event where people connect the city, for example a jazz or rock festival or a sports holiday with a marathon in the nature.
- Improve the English in the touristic resources.
- More activities for childrens in the forest and in the museum.
- Make alliances with close cities like Pliska and Madara.
- More accommodation options.

**SOWT**

<b>STRENGHTS</b>	<b>WEAKNESSES</b>
1. Historical resources. 2. Natural resources. 3. Human quality (warm people)	1. Transport infrastructure (connections, alternatives, punctuality). 2. Wide range of hotels and other accommodation. 3. leisure options
<b>OPPORTUNITIES</b>	<b>THREATS</b>
1. Alliances with partners (exponential factor and improvement of economy and employment). 2. Plovdiv capital of culture 2019 and European Year of Cultural Heritage 2018. 3. Exploiting tourist Brand Bulgaria: union of historical centers	1. Language barriers with locals 2. Nearby cities as potential competitors. 3. Similar tourist offer

## WHY SPAIN IS LEADER IN TOURISM

### TRADITIONAL EVENTS AND FESTIVALS

#### \*TRADITIONAL EVENTS:

- Fallas: They mix traditions like the "mascletàs" -combined shot of thousands of firecrackers to provoke a spectacular roar that makes houses vibrate- or fire castles - which combine the sound of firecrackers with combinations of colors caused by combustion of gunpowder-, the realization of great artistic monuments as are the own fallas -some of more than 15 meters of height-, or religious activities. It is the perfect combination of art, various shows, parades, pyrotechnics, music, gastronomic offer and long nights of festivals, make it a unique party, which attracts tens of thousands of tourists each year. They are Intangible Heritage of Humanity. (UNESCO recognized)
- Tomatina: La Tomatina 'is a festival that takes place in the Valencian Community, specifically in Buñol, a city located in the east of Spain. During this celebration the participants throw tomatoes with the sole purpose of having fun. This is a tradition since 1944.
- Silbo Canario: It is the only whistled language in the world, it occurs in the Canary Islands. It is ancestral and is used to communicate over long distances, especially when you are in the field. Since 1999 it is taught in schools so that it does not get lost and last over time. It is Intangible Heritage of Humanity. (UNESCO)
- Carnival: The Santa Cruz de Tenerife, Cadiz and las Águilas are recognized as a Festival of International Interest. The Cádiz carnival is known for its chirigotas (groups of people who perform satirical songs on various current issues). The Santa Cruz de Tenerife carnival is known for its Queen of the Carnival contest. What unites all the carnivals in Spain is the desire of disguise, and enjoy the party.

- Quixote Route: This is a tour based on the great work of Hispanic literature and internationally known. Following this tour of Castilla La Mancha we can know all the scenarios mentioned in the famous book. In addition, in many of them you can make theatrical visits, which bring us even closer to the story of Don Quixote. It is the best way to get inside the story of this curious and famous knight errant.
- Castellets: They are human towers of several floors, crowned always by a child. They reach 10-12 meters in height. They are typical of Catalonia and date from the 18th century. In the 20th century they were declared Intangible Heritage of Humanity. (UNESCO)
- Cultural Heritage Muslims and Christians traditions: It is a celebration that takes place in the Spanish East, especially in coastal towns. It commemorates the battles of the Reconquest period between Muslims and Christians. All the people participate in the event that lasts a few days, in which there are parades of both sides, dramatized clashes in the streets, bonfires on the beaches, etc. In some locations such as Alcoy (Alicante) are declared International Tourist Interest.
- Flower carpets: For this tradition of Corpus Christi in many towns in Spain, especially Catalonia, the streets are adorned with carpets made by hand with flowers. It is a way to embellish the city for a day of religious celebration and procession through the streets. It is an ephemeral and precious art.

#### \*FESTIVALS:

Musical encounters, authentic summer rituals for young people. To be able to enjoy favorite artists, discover new ones or simply enjoy the atmosphere with the background music. In Spain, different types of music, in different cities (Madrid, Barcelona, Bilbao, Sevilla and coastal areas Castellón, Burriana, ...) BBK, DCODE, Arenal Sound, Madcool, rock vineyard, Fiv, spring sound ...

*“We always a reason to celebrate”*

Internationally recognized festivals:

- The pride, the world pride in 2017, one of the essential events where Madrid is filled with events in every single corner, the joy, the atmosphere and the infinity of activities makes it one of the most important events of the year.
- The April fair: where it is impossible not feeling the Andalusian joy, its "art" and authentic flamenco nights.
- Semana Santa/Easter: the Holy Week with its impressive processions, the delicious “torrijas” and the spring views of charming cities.
- Bonfires of San Juan: where the longest night of the year is celebrated in good company by the fire and the sea, burning the bad moments and starting from scratch.
- Pilar big parties/ Fiestas del Pilar: Zaragoza is one of those magical cities that surprise everyone and there is no better time to visit it than in its most important festival, which honors the patron saint of the city.
- Survival zombie: It is a concentration of people to perform a zombie battle, with everyone disguised and participating. They are an alternative leisure option with a high participation. They are held for 24 hours or more in a city or town that closes to hold

the event. Year after year they are becoming more numerous due to the great reception they have.

## CITY PROJECTS

1. Valladolid with project "Rivers of light" discover the heritage of night. It is a light walk through the historic center of Valladolid when the city dresses up in the evening, understanding why it won the award for the best illuminated city in the world. You can choose and illuminate the building that whenever you want.

2. Movie cities / series cities: a new tourism where the film stages are tourist resources. It is a way to revitalize the empty, lifeless towns / places, generate employment and attract new audiences. Good example:

- The Smurf town: a lost town that is now an essential stop for many tourists
- The Game of Thrones Scenes in Seville, San Juan de Gaztelugatxe and others.

## LOCAL LEISURE

- Usara APP: "stories of the people for the people" "The neighbours participate in the creative process from the beginning. They themselves identify and tell us the stories because the best stories, the great characters and the deepest dilemmas are in reality itself, in those people with whom we talk every day "" The scenes take place in public spaces of the neighborhood. The streets, squares, parks and bars are the scenographies of the stories. Many of them are located where the original story happened. It's about returning to the street the stories that came out of it ".
- Outdoor cinema: taking advantage of the public spaces and meeting in the open air (like large squares) with an attractive option for all audiences with a simple but original design.
- Micro theater: offer leisure while regenerating village spaces. Based on small spaces and initiatives of short plays, very attractive for new audiences and also for the assiduous assistants to this stage art. It happen in the different rooms of a building, at the same time. For few spectators and a work of between 15-30 minutes long, of all kinds of genres, mainly of comedy and drama.

**CONCLUSIONS: FIVE REASONS TO VISIT VELIKI PRESLAV**

