



GREEN TOURISM CONFERENCE

European Tourism Going Green (ETGG2030)

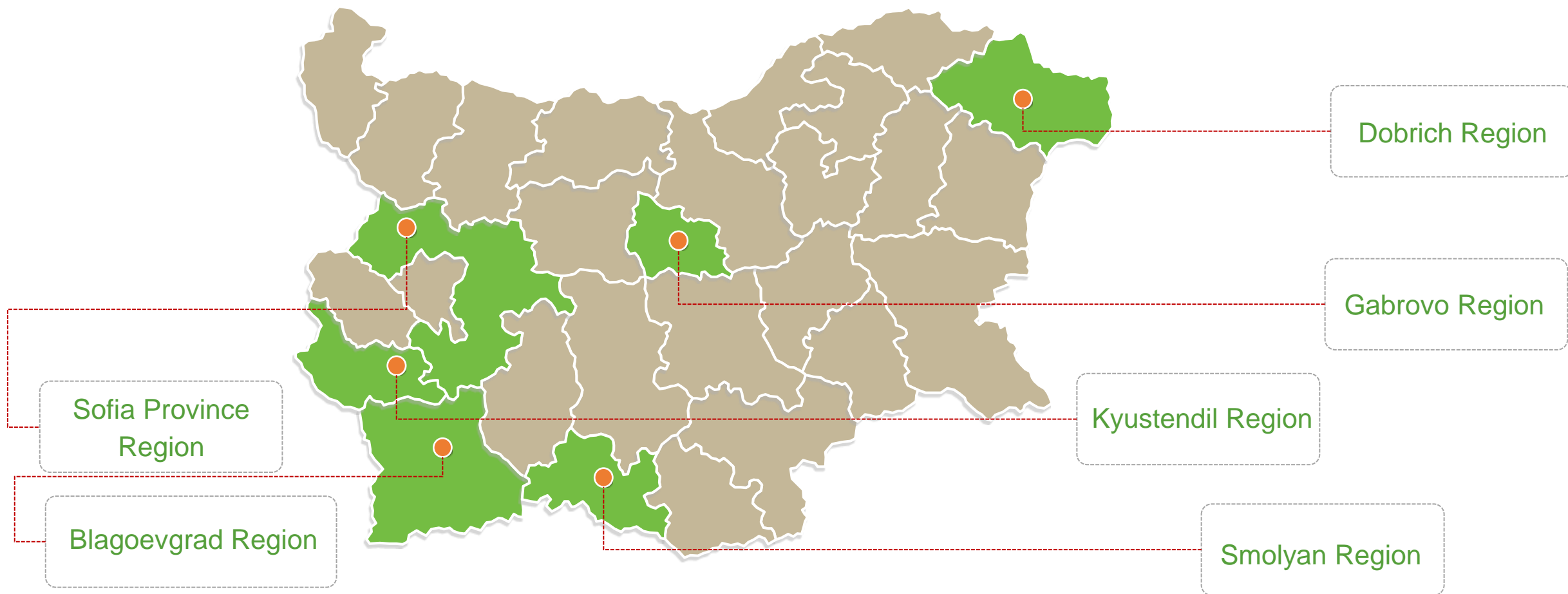
3 - 4 May 2023, Vienna



Co-funded by the COSME programme
of the European Union

ETGG2030

Pilot ETGG2030 Programme in Bulgaria process, results and achievements (2022-2023)



Bulgarian ETGG2030 Expert Coaches



Prof. Mariana Assenova, PhD

Mariana ASSENOVA has a PhD in Tourism from Sofia University "St. Kliment Ohridski", Bulgaria. She has been a member of the academic staff of the Geography of Tourism department at Sofia University "St. Kliment Ohridski" for more than 28 years. In the period 1997 – 2001 she was a deputy minister of the Ministry of Trade and Tourism and the Ministry of Economy in charge of Tourism. As an international expert she was involved in the implementation of several UNIDO projects for sustainable tourism, addressing SMEs, as well as in the pilot testing of Hotel Energy Solutions e-tool in accommodation establishments in Bulgaria and of the European Tourism Indicators System (ETIS) in Sofia and the Danube region of Bulgaria.



Dr. Siya Cholakova, PhD

Siya CHOLAKOVA holds a PhD in Geography of Tourism from Sofia University "St. Kliment Ohridski", Bulgaria, as well as Master's degrees – in Accounting and Audit and in Responsible Tourism Management. Her interests are in the field of development of mountain areas and resorts, trends in the specialised forms of tourism, as well as climate change impact and adaptation in tourism. She has over twenty years of experience in the tourism industry. Siya was involved in PAN Parks certification (2007) and actively participated in all PAN Parks events in the country. Currently, she is an Assistant Professor at the Sofia University "St. Kliment Ohridski".



Assoc. Prof. Elka Dogramadjieva, PhD

Elka DOGRAMADJIEVA holds a PhD in Tourism Geography from Sofia University "St. Kliment Ohridski", Bulgaria. For the past eighteen years she has been a lecturer in BSc and MSc programmes and has authored over 50 scientific publications on sustainable tourism development, regional tourism studies, specialised types of tourism, innovations in tourism, and tourism experiences. She has practical experience as a free-lance consultant in a number of sustainable tourism related projects: PHARE, the European Tourism Indicators System (ETIS) testing and implementation, etc. She has undergone specialised training within the Ecotourism Project (2009) in Certification of Quality in Ecotourism – the European Ecotourism Labelling Standard.

- ✓ Collaboration with Sofia University – Geography of Tourism department
- ✓ Support with the SMEs' baseline assessment
- ✓ Onsite pre-assessment GSTC criteria
- ✓ Mentorship (Workshops 1 and 2)
- ✓ Speakers (Workshops 1, 2 and 3)
- ✓ Individual Help Desk
- ✓ Elaboration of tailored templates and internal policy documents to be used by SMEs
- ✓ Support with the compliance of all certification criteria and provision of personalised advice

1st National Workshop – October 2022

Location of national workshop #1: Kyustendil, Bulgaria

Dates: 12th and 13th October 2022

- ✓ Two half days of work
- ✓ five sessions in total for both days
- ✓ Choice of most suitable certificate(s)
- ✓ Forthcoming challenges and action plan



2nd National Workshop – November 2022

Location of national workshop #2: Sofia, Bulgaria

Date: 16th November 2022

- ✓ One full day of work
- ✓ Four sessions in total
- ✓ Visit of a best practice example
- ✓ Definition of a roadmap towards the Green Key certification, practical overview of the application forms and Q&A



3rd National Workshop – April 2023

Location of national workshop #3: Sofia, Bulgaria

✓ Presentation of participants' best practices

Date: 24th April 2023



3rd National Workshop – April 2023

Location of national workshop #3: Sofia, Bulgaria

✓ Cross sector collaborations

Date: 24th April 2023



3rd National Workshop – April 2023

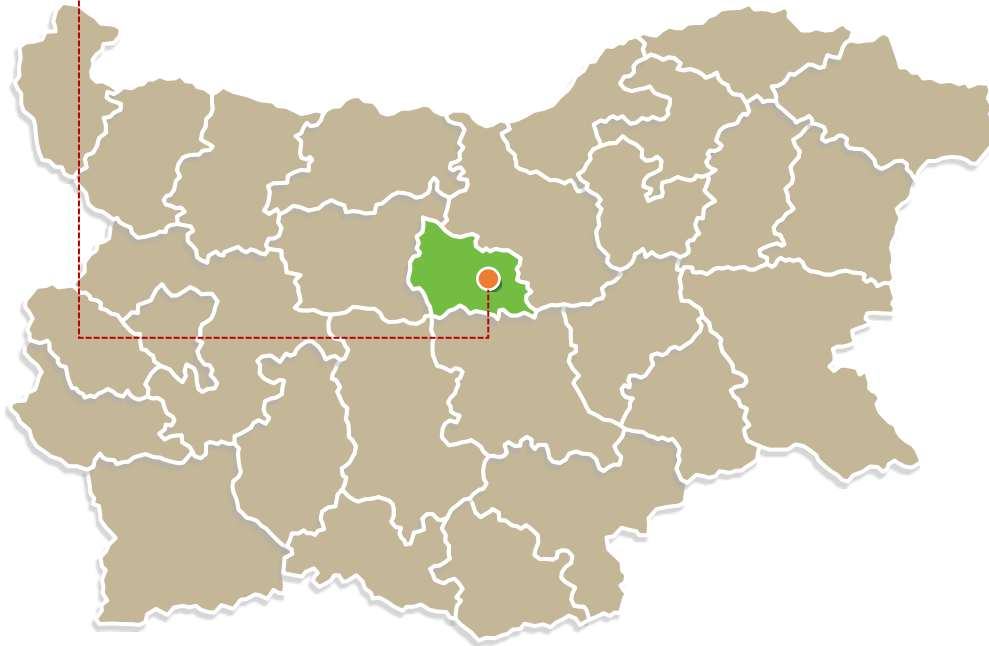
Location of national workshop #3: Sofia, Bulgaria

✓ Green Key Award Ceremony

Date: 24th April 2023



Complex “Bozhentski Chiflik” *Sabotkovtsi* *(Gabrovo municipality)*





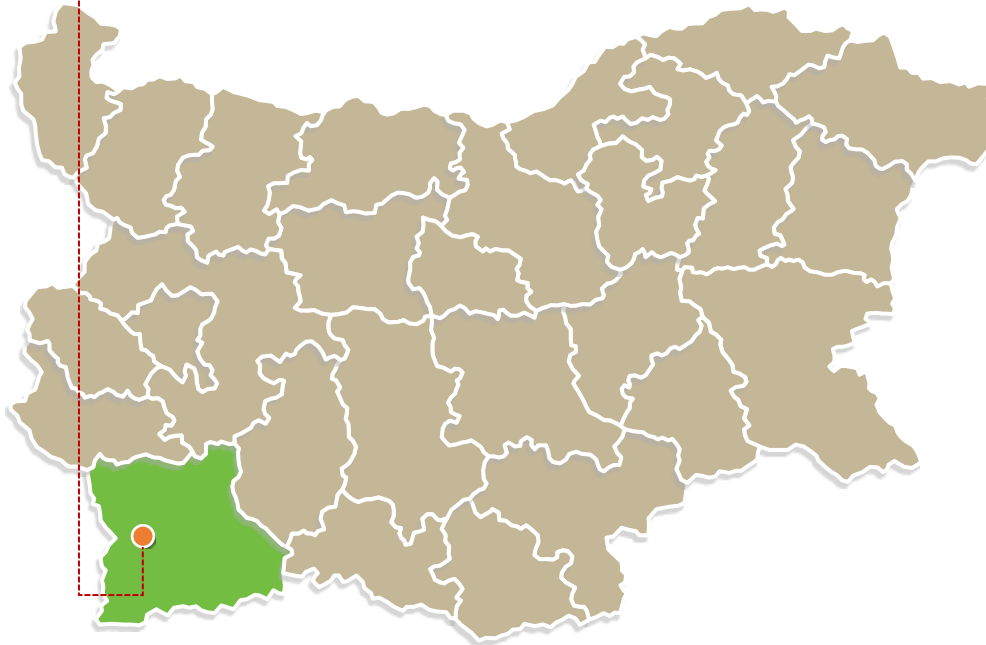
03. and 04. May 2023

Traditions and nature preservation

Hospitality with responsibility for real food, pure nature and preserved traditions.

Eco Village “Debeli dab“

*Stara Kresna
(Blagoevgrad municipality)*

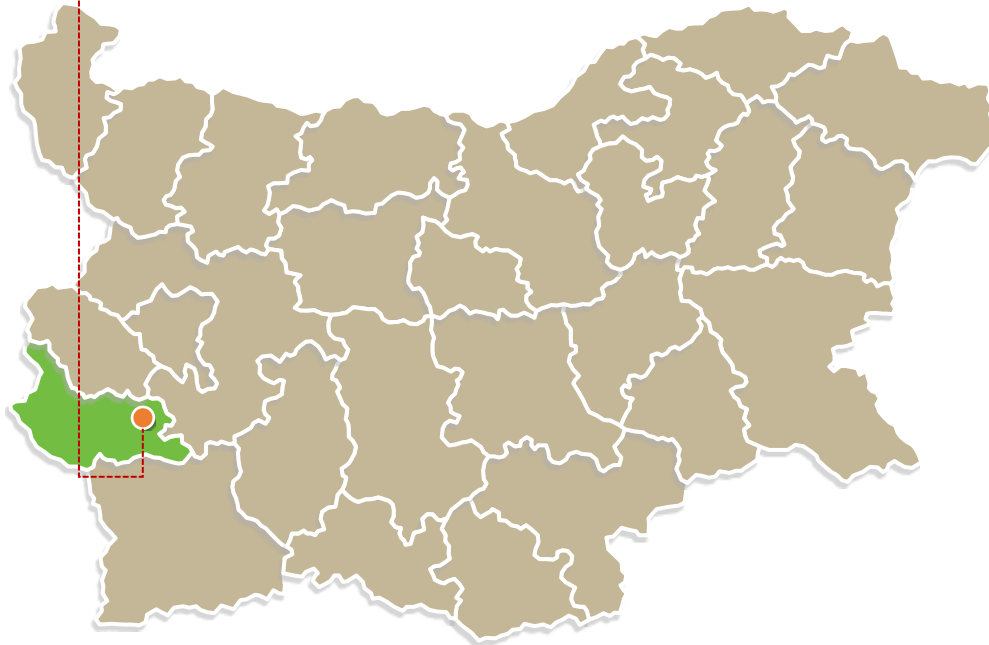


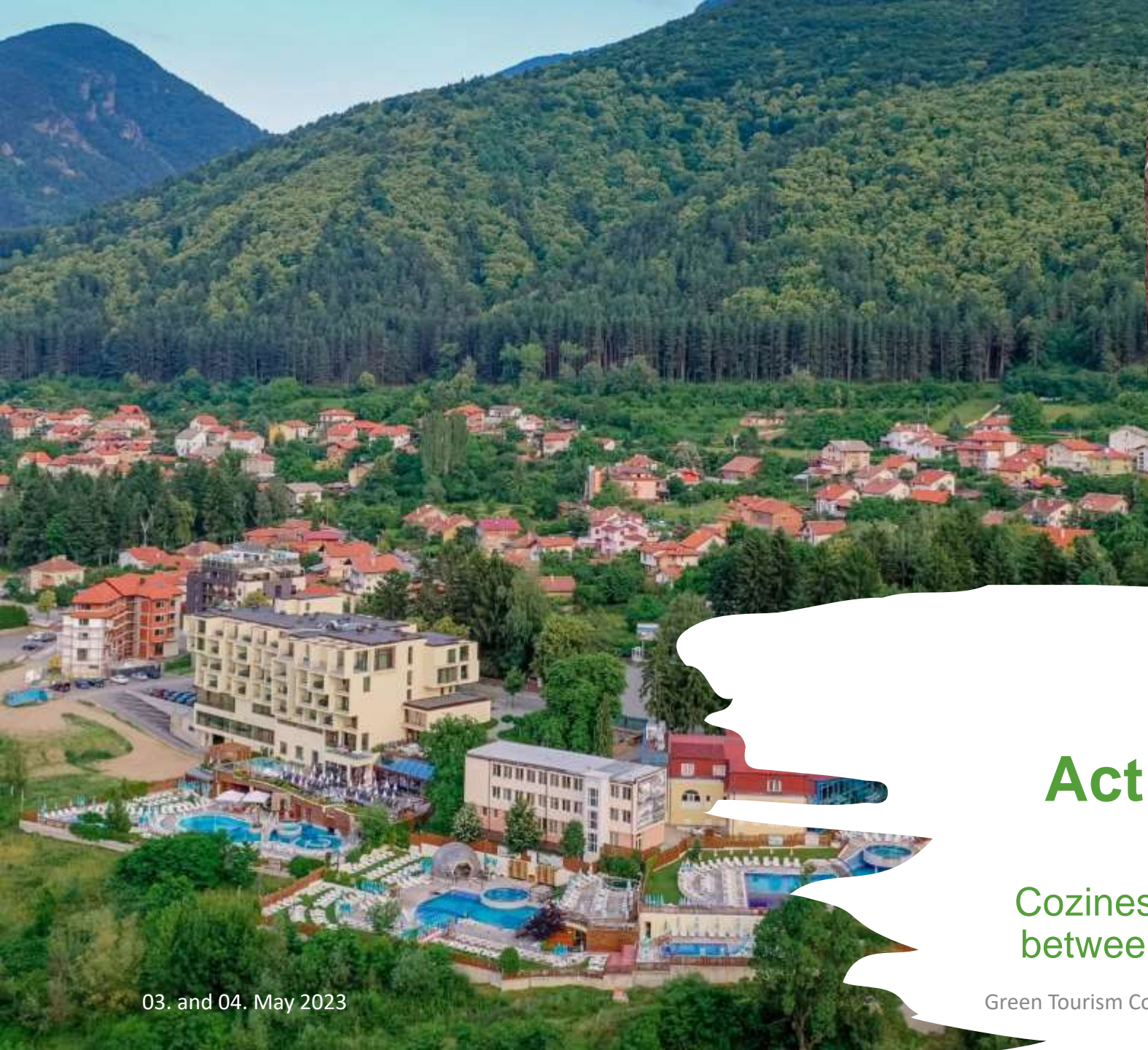


Activities in nature, home made dishes and amazing views

Rafting, canoeing, biking, trekking and free morning chi kung practices

Hotel “Five Elements“ *Sapareva Banya (Kyustendil municipality)*



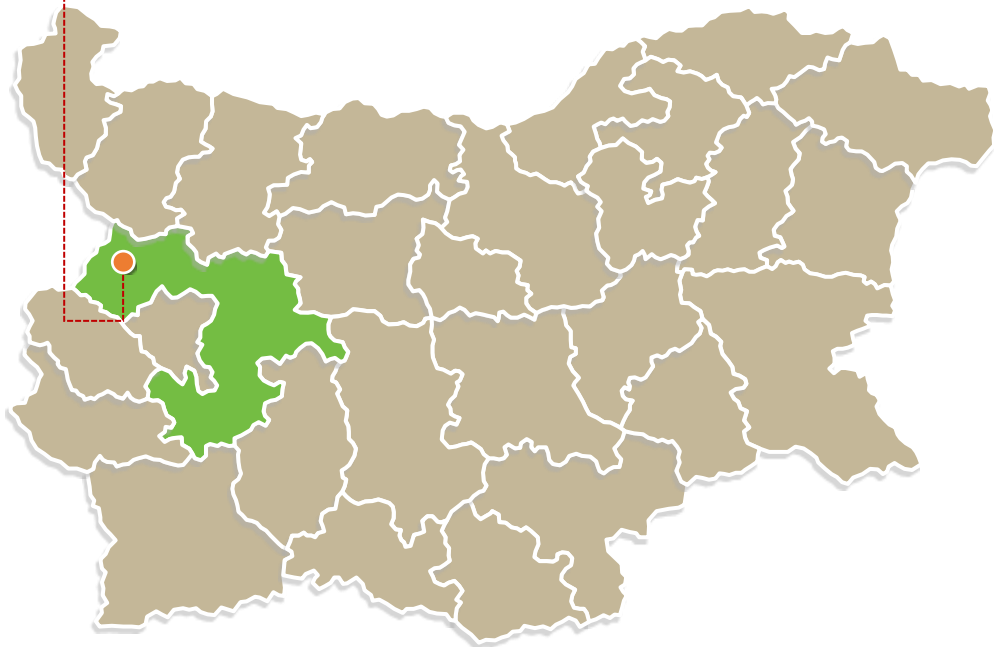


Activities in nature, SPA and relax

Coziness, delicious food, eco trails, harmony between water – air – space – fire and earth

Boutique Complex “Forest Houses“

*Godech
(Godech municipality)*

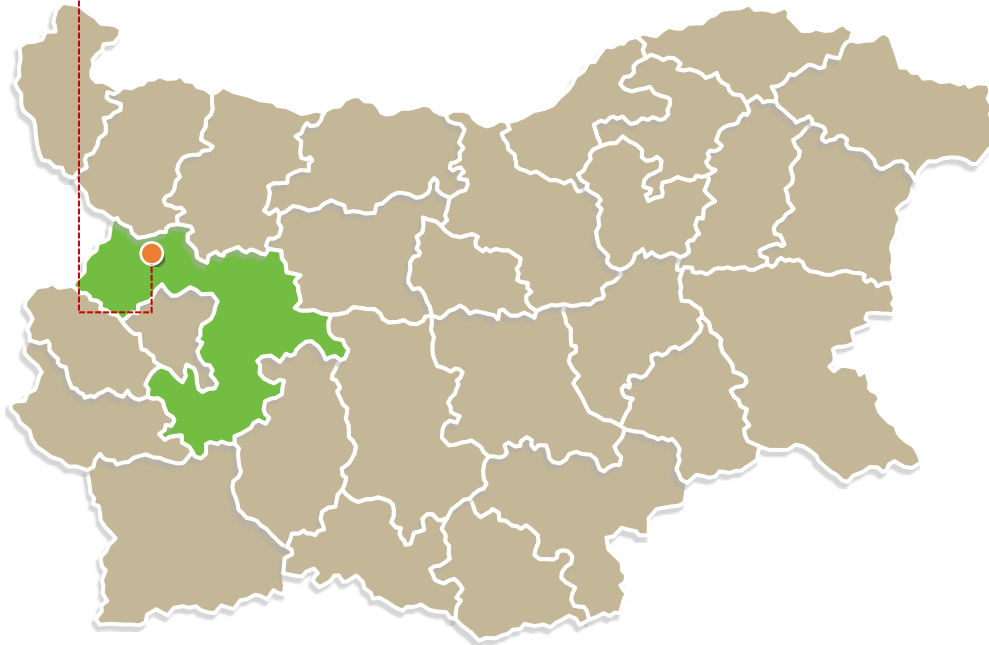




Harmonious and tranquil place nestled in nature

Hospitality, quality time, hard to find - hard to forget

Guest House “Golden Horn“ *Iskrets* (*Svoje municipality*)



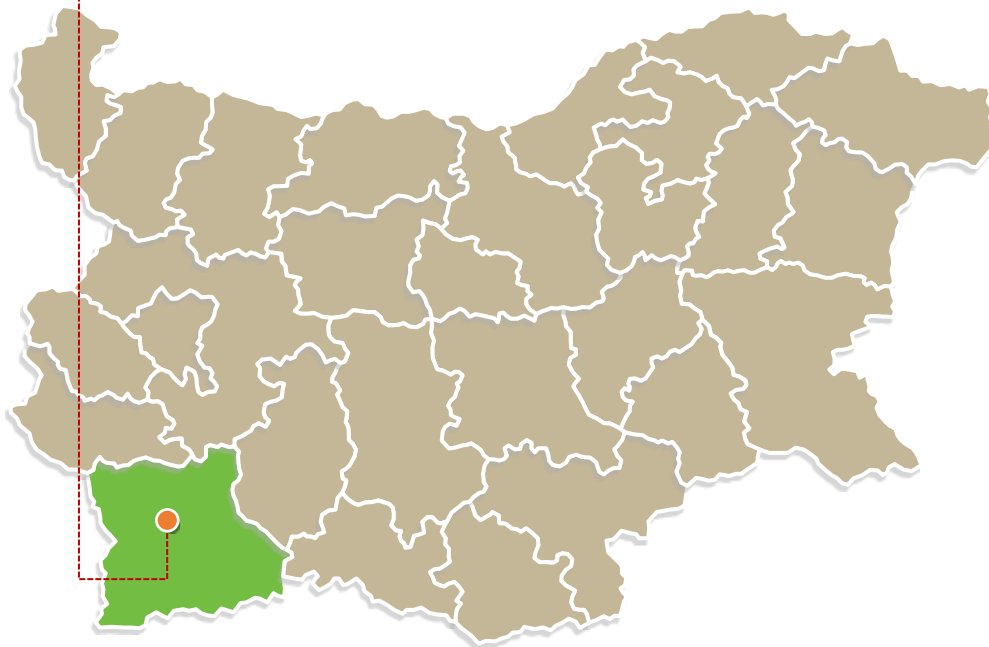


Hundred years old guest house initially built as a “wicker house”

Built and renovated with natural elements, hospitality, activities in nature and locally grown food products and vegetables

SPA complex “Katarino”

*Razlog
(Razlog municipality)*



БЕЗПЛАТНИ ПЛАНИНСКИ ПРЕХОДИ



ОБИЧАТЕ ЛИ ПЛАНИНАТА?
ИСКАТЕ ЛИ ДА Я ОПОЗНАЕТЕ ОТ ЕДИН РАЗЛИЧЕН ЪГЪЛ ?

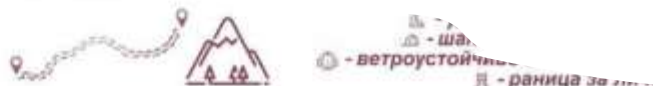


Предлагаме ви планински преходи в три

От месец май до началото на октомври гостите на Катарино СПА Хотел са свободни в преходите. Преходите се провеждат по график, с предварително запитване на професионални водачи. Според физическата подготовка на туристите преходите са средни по трудност и трудни. Продължителността на лесните преходи е от 3 до 6 часа. Желателно е гостите да бъдат пред рецепция 10 минути по-рано от отпътуването, за да получат допълнителна информация и инструкции за предстоящия преход. За всички участници е **осигурена вода, плод и безплатен транспорт до началната точка на маршрута**. При възможност и желание на туристите може да бъде осигурен транспорт и до хотела. Във велопреходите не се включва наема на велосипед. Той се заплаща отделно (заплаща се цената за един час ползване - 20 лв.). Цена на преходите за хора, които са **възрастни - 50 лв. деца до 14г. - 25 лв.**

Какво ви е необходимо за безопасни планински преходи?

* Нашият екип ви съветва да бъдете оборудвани с:

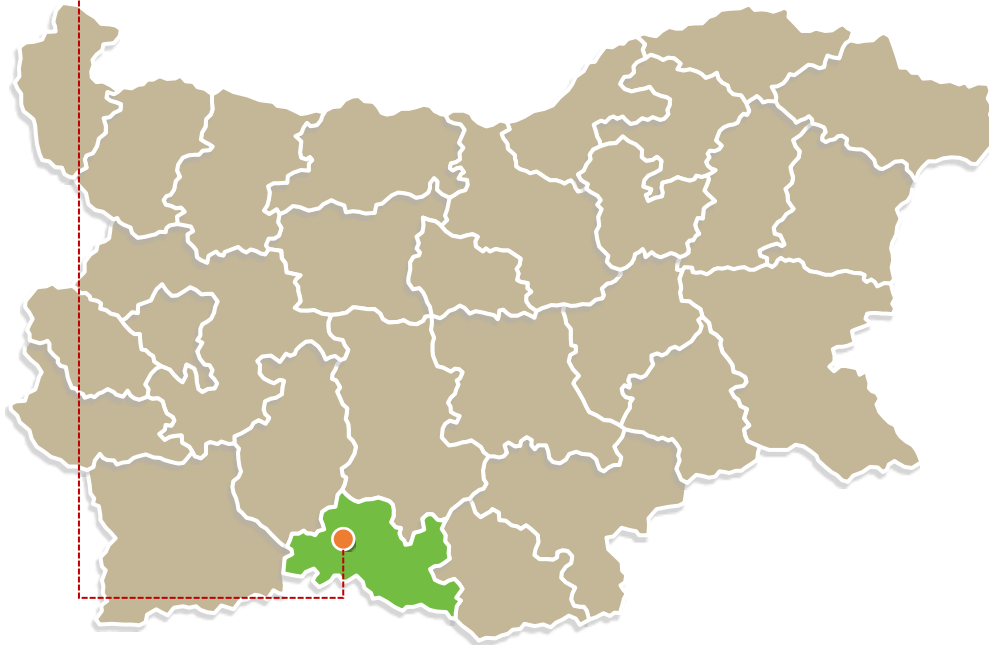


Environmental initiatives, SPA and relax

Engaging guests with environmental activities,
trekking, recreation, local food production

Hotel “Orpheus“

Devin
(Devin municipality)

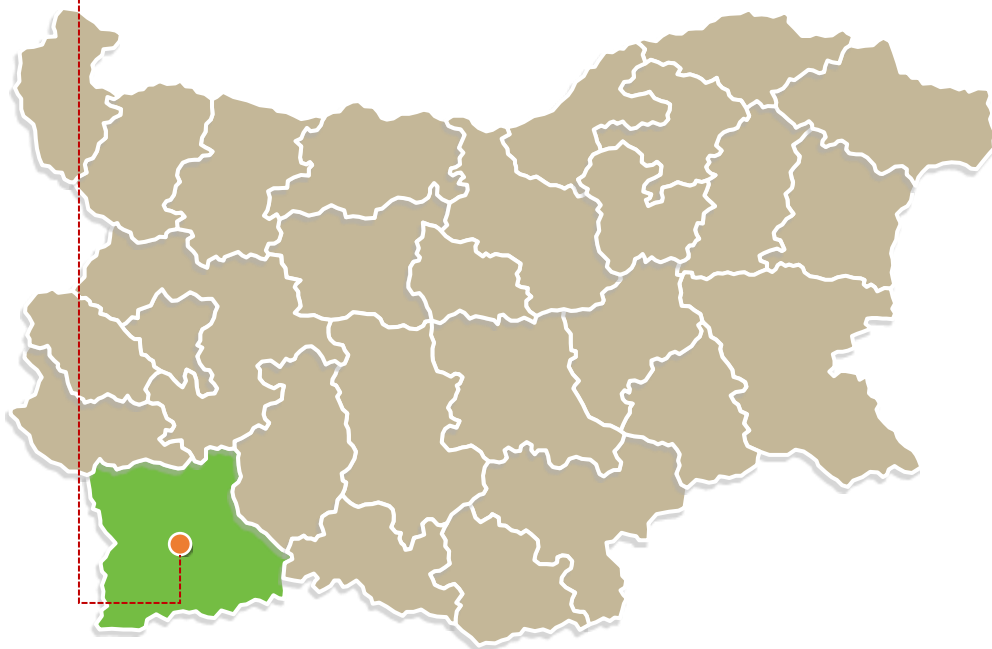




Balneology, nature, recreation

A modern complex designed to take advantage of the unique features of the region, with opportunities for recreation, sports, entertainment and balneotherapy

Hotel “Pirina Club“ *Bansko (Bansko municipality)*



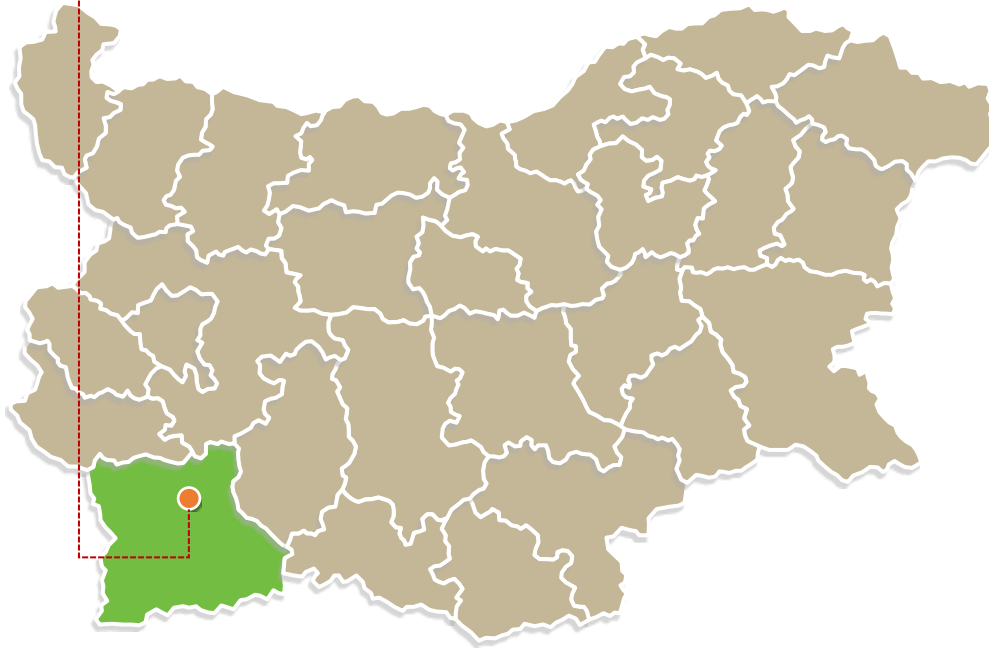


Family hotel, sports, nature and relax

Hospitality, farmers' products, local herbs and fruit production, nature exploration through sports activities

Thematic Hotel “Rudi”

*Gorno Draglishte
(Razlog municipality)*



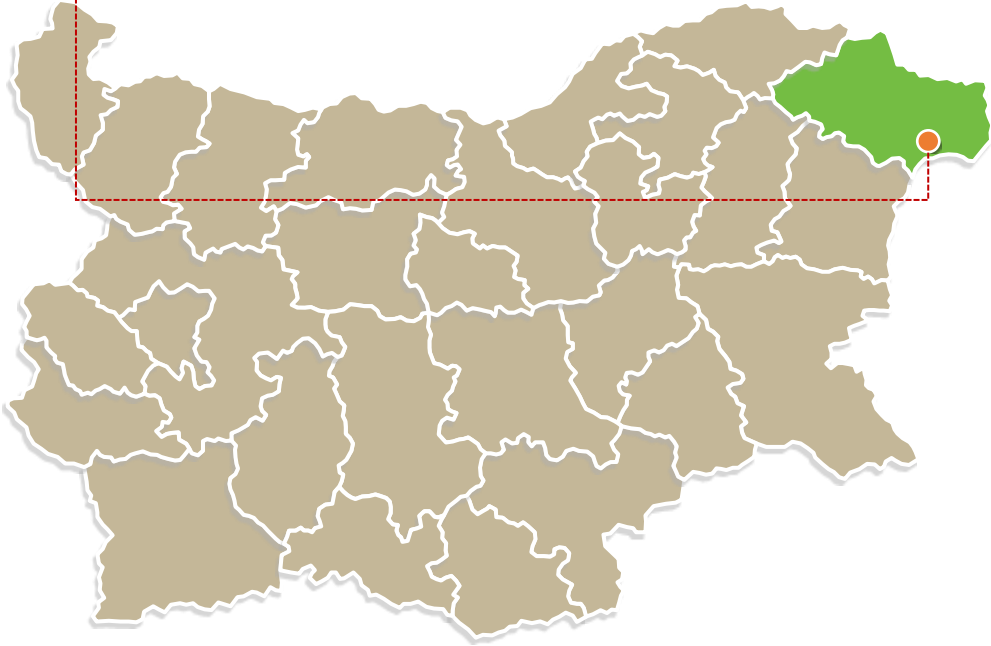


Thematic hotel where nature and relaxation meets knowledge

“We carry nature in our hearts and use its gifts wisely! We move forward, returning to its roots”

Hotel complex “Topola Skies Resort & Aquapark“

*Topola
(Kavarna municipality)*





Entertainment, recreation and countless adventures

Activities and entertainment for the smallest
visitors and their parents and of course -
beautiful nature.

ETGG2030 Programme 2022-2023 BULGARIA



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