



Interreg - IPA CBC Bulgaria - Serbia



Interreg - IPA Cross-border Cooperation Bulgaria - Serbia Programme
Call No: 2014TC16I5CB007-2

THE CARPET TALE: Establishment and initial marketing of a new cross-border tourist product connecting the regions of Pirot and Chiprovtsi through their shared carpet-making

Project No CB007.2.12.121

27 August 2020



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CCI Number 2014TC16I5CB007



Международно Висше Бизнес Училище
International Business School



AGENDA

1. Discussing tender dossiers preparation – questions & answers

Report: each partner

2. Preparation of the Project progress report for first 3 months

Reports: Dessislava Alexova

3. Data base and worksheets – an information which we need for Activities 1, 4 and 5

Report: Partner 2 and Partner 3

4. Others

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WORKSHEET

to gather information on a project № CB007.2.12.121, "THE CARPET TALE: Establishment and initial marketing of a new cross-border tourist product connecting the regions of Pirost and Chiprovtsi through their shared carpet-making traditions" (project number, name and acronym) on Interreg-IPA CBC Programme between the Republic of Bulgaria and the Republic of Serbia for the programming period 2014-2020

I. General information for the destination

1. Brief description of the destination	Location, transport accessibility, settlements, natural and cultural landmarks.
2. Historical development of the destination	A brief description of the historical development during the different periods. Notable people related to the history of the area.
3. Economic and demographic characteristics	Which economic branches are developed (for example: electronics, trade, agriculture ...), population (number, composition ...), etc. It can write what schools, cultural and community centers there are in the municipality.
4. Stories and legends related to the destination	Curious historical facts and / or legends that may be of interest to tourists. In short, just enough to make the point clear. If necessary, they will be further developed.

It is good to write about 1 page at each point.



Interreg - IPA CBC

Bulgaria - Serbia



II. Nature tourist resources

1. Forms of relief	Interesting rock formations, caves, canyons, peaks and others.
2. Climate	Climatic characteristics: average summer and winter temperatures, precipitation, winds, sunshine (average number of sunny and days per year), etc.
3. Water resources	What ponds are there: rivers, lakes, artificial lakes, ponds, waterfalls and more. If there is mineral water too.
4. Vegetation and flora	What types of interesting plants are there: forests, flowers and herbaceous plants, rare and protected plants.
5. Fauna	Interesting invertebrates (butterflies), fish; amphibians and reptiles, birds - waterfowl, prey, songbirds; small and large mammals; protected animal species.
6. Protected areas (if any)	Protected areas, natural landmarks, protected areas included in Natura 2000 (if any)
<i>Less than half a page of information can be written at each point if there is not enough. It is also good that the information does not exceed half a page at each point, so that there is a balance between the different nature tourist resources.</i>	

III. Anthropogenic tourist resources

1. Immovable cultural monuments	Archaeological, historical, architectural, ethnographic and religious monuments: fortresses, houses, cultural monuments, fountains, churches, chapels, monasteries, bridges, etc.
2. Movable cultural monuments	Museum expositions, art galleries, etc.
3. Crafts	Carpet weaving, dyeing, woodcarving, pottery, etc.
4. Traditions and folklore	What traditions are preserved (and possibly a demonstration for tourists can be made), features of folklore and local customs.
5. Culinary	Features of local cuisine and local specialties. Description of first sentence of the above dishes, also if specific spices are used; local drinks, local grape varieties and wine (if any).
<i>Less than half a page of information can be written at each point if there is not enough. It is also good that the information does not exceed half a page at each point, so that there is a balance between the different anthropogenic tourist resources.</i>	

IV. Carpet weaving and symbolism of carpets

Types of carpets	Carpets in different periods, depending on the color scheme, figures and symbols, etc.
Types of figures and their symbolism	The name of the symbol and a description of what it symbolizes. If there are certain colors in which to weave or a combination with other symbols, also write down.
Carpet tradition and dyeing	What exactly distinguishes the carpet tradition in <u>Chiprovtsi</u> / <u>Piroti</u> ? What dyes are used?
<i>Here it is important to highlight the specifics of the two destinations - what is common and what is different, so that we can form, offer and promote the cross-border product and provoke interest in tourists to visit both destinations.</i>	

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IV. Events – holidays and festivals

1.Traditional folklore celebrations and holidays	Fairs, national and religious holidays, which are celebrated locally – dates, settlements, etc.
2.Holidays (festivals) of national importance	Name of the event and a brief description of its contents.
3. Sports and music events	Marathons, cycling competitions, etc. (If any); rock festivals, jazz festivals, folk song festivals (if any)
4.Other types of events	Cultural events and more. Other than those mentioned. (if any)
<i>The aim is to explore what interesting events are held. Where you can enrich their content with visits to workshops of craftsmen and organizing demonstrations in museums and what celebrations of local significance are there that can be developed as a content to be interesting for visitors.</i>	

Interreg - IPA CBC

Bulgaria - Serbia



V. Material base and attractions

1. Accommodation	Guest houses and rooms, family hotels, chalets, etc. Name of the site, settlement, capacity, category, names of the owner (if you know), contact information
2. Restaurants and entertainment	Restaurants, bars, taverns, bakeries, etc. Name of the site, settlement, capacity, category, names of the owner (if you know), contact information
3. Craft workshops and local producers	Name of the object/workshop (if any), settlement, offered services, owner, contacts
4. Eco-trails, tourist routes, sports and adventure facilities, etc.	Name of the route or start and end point and description, length, displacement, marking, etc. Stadium - location, capacity, description (for example the stadium in <u>Chiprovtsi</u> has an outdoor pool and conference halls)
<i>The information is secondary from a marketing point of view, but it is very important in connection with the smooth running of several of the project activities and the connection between the data available to the destinations, tourist services, and the provision of additional services for a full experience and development of sustainable tourist product.</i>	



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QUESTIONS & ANSWERS

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THANK YOU FOR YOUR ATTENTION !

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ИСТОРИЧЕСКИ МУЗЕЙ
Гр. Чипровци



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