



DOSSIER ON THE 2016 EDEN RUNNER-UP DESTINATIONS Template

Project Number: GRO/SME/16/C/071-Tourism	Project Acronym: BULCULTOURism
Destination: ARCHAEOLOGICAL COMPLEX “KALETO” Mezdra	

SECTION 1 - INTRODUCTION

1. FOREWORD MESSAGE OF THE MANAGEMENT OF THE DESTINATION

(Max 250 words)

Archaeological Complex “Kaleto” is relatively new destination for cultural tourism as the archaeological site has been reconstructed and socialized in the last a couple of years. The management of the cultural site has developed a successful strategy for cultural tourism as evidenced by the increase in the tourist flow over the past two years. As a young cultural and touristic site “Kaleto” is constantly promoting itself via a lots of online channels. Many events are organized in the destination with the main idea to attract the public attention, to offer new experience and to keep traditions alive. The management also targets the youngest visitors trying to offer them more and more entertainment at the site. In this manner the site authority strives to provoke the children’s interest toward our cultural and historical heritage and to instigate their desire to preserve and transmit it in the future.

The local authorities provide the necessary financing of functioning, supporting, growing and expanding the activities of Archaeological complex “Kaleto” Mezdra. The team that takes care of the object, is from classified specialists with long-year experience in the area of tourism. All of this will ensures social, cultural and environmental sustainability.

SECTION 2 – DESCRIPTION OF THE DESTINATION IN A MARKETING PERSPECTIVE

In this section the destination is described from a pure place-marketing point of view (travel-friendly communication style, attractive slogan, and some pictures) for promotional purposes. This part of the document should be prepared with a support of a travel journalist or expert in place marketing.



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2. POSITIONING DECLARATION

**What makes this destination excellent?
Why should a tourist visit it?**

Here it should be stated (in max 2 or 3 lines) in which way the destination is excellent (from a traveller's point of view). The prospect traveller should immediately get clear in what sense this destination is excellent.

Please, add a picture that symbolizes the statement.

Welcome to Archaeological complex "Kaleto" Mezdra – The crossroad of Civilizations!
Here a seven thousand years history will become alive in front of your eyes!
In Archaeological complex "Kaleto" Mezdra you could explore the remains from all civilizations inhabited these lands.



3. EXPERIENCES

What can a traveller do in visiting the destination?

Please, describe max three iconic experiences the destination has to offer:

Headline

A short three- to five-word phrase that captures readers' attention and imagination.

Benefits

Focus on what travellers will gain from of the experience.

Call-to-action:

Be clear and concise in describing the primary action you want readers to take (start the sentence with an action verb). In case you want to have descriptions of the amenities that may be important for certain promotional activities, make sure it supports the experience. Do not position buildings and beds as the reason for travel.

Touch the history!

In Archaeological complex "Kaleto" Mezdra you can experience what is to be a medieval soldier by shooting with a bow or attacking the fortress with a medieval war machine (Trebushes). You will probably want to take something with you and to hand-cut a Rome coin by your own. You can see and feel the life of Bulgarian woman from the Bulgarian Renaissance. You can make a picture like a Roman soldier or Thracian princess, or maybe you would prefer to see and touch the most interesting and realistic collection of medieval war machines in Bulgaria. Prepare to be impressed by the abundant collection of weapons: daggers, knives, bayonets, guns and pistols.

Taste the Ancient Rome!

You are a cuisine lover – in Archaeological complex "Kaleto" you could try a delicious medieval lentil soup during the annual Festival of Medieval Traditions, Lifestyle and Culture "Kaleto Mezdra". During the Dionysian Feast, which takes place every year around February, 14th you are encouraged to take the opportunity to taste mulled wine, prepared according to a special Roman recipe, to degustate a traditional Rome drink „Poska“, to listen to Roman music and to attend long forgotten rituals.

Historical adrenaline

If you desire to experience new extreme activity, you will have the chance along with sight-seeing to take downhill with a rope trolley over the Iskar River. Then you would prefer to explore the depths of caves situated east of the town of Mezdra in the village of Tsarevets with rock drawing dated back in the Bronze Age.

4. MAIN TOURISTIC FEATURES

Iconic/Famous people

Famous historical facts happened in the destination

Cultural and Natural sights

Celebrations, festivals and events

Please, describe in no more than 200 words the main features that are worth a travel to the destination.

The most remarkable tourist attraction in the destination is the **Archaeological complex "Kaleto" Mezdra**. It is cultural and historical site of national importance stated such in 1965. It tells 7000 years of history and it has been part of the 100 National Sites since 2014.

Dionysian feasts, which take place every year at the most convenient date around February 14th. Thus man is transported to the times of the Thracians and the Roman Empire, he has the opportunity to experience mulled wine, prepared according to a special Roman recipe, to listen to Roman music and to attend long-forgotten rituals.

Festival of Medieval Traditions, Lifestyle and Culture "Kaleto Mezdra". Visitors can immerse themselves in the atmosphere of the Middle Ages, to experience the life and culture of the old Bulgarians, and their neighbours and adversaries on the battlefield. The air is saturated with medieval music and the smell of medieval dishes.

There is a **natural phenomenon “Ritlite”** which is situated a few kilometres from the town of Mezdra, to the west of the village of Luthi brod. It is one of the most interesting rock formations in the Iskar Gorge. Close to “Ritlite” there is the **historical place Rashov dol**, where on 02.06.1876 the last comrades of Hristo Botev died in unequal battle against Otoman forces.

The Medieval **Cherepish Monastery „Assumption of Virgin Mary”** is located in the Iskar Gorge near the village of Luti brod. It was founded during the Second Bulgarian Kingdom, during the reign of Tsar Ivan Shishman (1371-1393).

East of the town of Mezdra in the village of Tsarevets there are **caves** with rock drawing dated back in the **Bronze Age**.

5. PRATICAL INFORMATION REFERENCES

Please add websites (links) references for practical information:

Getting there & away
Getting around
Accommodation
Restaurants
Shopping
Touring
Health and Safety

<https://www.facebook.com/Kaleto.Mezdra/> - Archaeological complex “Kaleto” Mezdra
<https://www.facebook.com/medieval.fair.kaleto/> - Festival of Medieval Traditions, Lifestyle and Culture "Kaleto Mezdra"
<https://www.facebook.com/VisitMezdra/> - Visit Mezdra
http://mezdra.bg/?page_id=26 - Hotels in Mezdra
<https://www.facebook.com/hotelrodina/> - Hotel
http://mezdra.bg/?page_id=1589 – Motel
<https://www.facebook.com/%D0%A5%D0%BE%D1%82%D0%B5%D0%BB%D1%81%D0%BA%D0%B8-%D0%BA%D0%BE%D0%BC%D0%BF%D0%BB%D0%B5%D0%BA%D1%81-%D0%9A%D1%8A%D1%89%D0%B0%D1%82%D0%B0-%D0%98%D0%92-353834014785767/> - Guest house
<https://www.facebook.com/%D0%9A%D1%8A%D1%89%D0%B0-%D0%B7%D0%B0-%D0%B3%D0%BE%D1%81%D1%82%D0%B8-%D0%9A%D0%BE%D0%BC%D0%BF%D0%BB%D0%B5%D0%BA%D1%81-%D0%9F%D0%B5%D1%80%D0%BB%D0%B0-513874972154441/?rf=401621756644931> – Restaurant
<https://www.facebook.com/profile.php?id=100009653881469> – Restaurant
<https://www.facebook.com/bistoralica> - Bistro
http://mezdra.bg/?page_id=971 – Pizzeria
http://www.bulgariamonasteries.com/cherepishki_manastir.html - Cherepish Monastery
<http://www.vr-balkan.net/> - Nature park Vrachanski Balkan
<http://mbal-mezdra.com/> -Hospital for active treatment Mezdra
<https://www.facebook.com/%D0%9C%D0%B0%D0%B3%D0%B0%D0%B7%D0%B8-%D0%BD-%D0%97%D0%B0-%D0%9F%D0%BB%D0%BE%D0%B4-%D0%98-%D0%97%D0%B5%D0%BB%D0%B5%D0%BD%D1%87%D1%83%D0%BA-%D0%9F%D1%80%D0%B8-%D0%A1%D0%B8%D1%81%D0%B8--1613466712031101/> - Greengrocery
<http://ariel-tn.com/kontakt.html> –supermarkets

SECTION 3 – DESCRIPTION OF ACTIONS WHICH JUSTIFY THE NOMINATION

In this section, there is a description of all reasons why the destination fulfils the European and national criteria. It is important that all actions and initiatives taken are presented in a way to underline why they contribute to make the destination considered a good practice in the field of sustainable tourism.

6. GENERAL CRITERIA

What makes this destination excellent in “cultural tourism”?

What makes this destination emerging, not traditional and off the beaten track?

On what basis was it assessed that the destination offers authentic tourism experiences?

On what basis was it assessed that the destination has local

A centuries old crossroad of civilizations tells about human history from the Bronze age, through Roman period and Thracian epochs to the Middle Ages.

The **Archaeological complex “Kaleto” Mezdra** was open for tourists at 01.07.2013, so it is a relatively new destination. The archaeological complex "Kaleto" is divided into four levels. The first includes a parking lot for 30 vehicles, a park with rock gardens and Medieval siege machines, exhibition halls and administrative premises.

On the second level there is a newly built amphitheatre with 84 seats and a decorative colonnade. An air-conditioned exhibition hall presenting the history of the fortress over the centuries is situated on the third level. On the upper level there are the fortress remains, preserved and exposed to visitors. There are two trails for a tour. One covers

authorities with a capacity in managing their destination in a way to ensure social, cultural and environmental sustainability?

On what basis was it assessed that the destination has a management destination organisation that has a capacity in sustainable tourism management?

On what basis was it assessed that the destination has agencies, NGOs or authorities with a capacity in adopting sustainable tourism practices?

Please, specify criteria, facts and data upon which you have based the assessment

the inside of the fortress, the other passes along the foundations of the fortress wall. The archaeological finds, unique objects and remains from 5 different historical periods of the fortress existence are exhibited in the exposition hall of the archaeological complex. For the four years period of existence for public the complex employees have created 4 new exhibition halls telling the story of different ages from the Bulgarian history. They created a collection of handmade realistic medieval war machines. They continue developing the destination to be more interesting and more attracting for the tourists and every year they perform a new exhibition hall or a new medieval war machine.

In Archaeological complex "Kaleto" Mezdra the visitors could experience what is to be a medieval soldier by shooting with a bow or attacking the fortress with a medieval war machine (Trebushes). They could see and feel the life of Bulgarian woman from the Bulgarian Renaissance. or to make a picture like a Roman soldier or Thracian princess, or maybe you would prefer to relax on the medieval wooden bridge surrounded by gold fishes and water lilies. They could then decide to "teleport" themselves into the age of Bulgarian National Liberation Wars and see authentic uniforms of Bulgarian, Russian and Turkish soldiers. In Archaeological complex "Kaleto" visitors could see and touch the most interesting and realistic collection of medieval war machines in Bulgaria. Prepare to be impressed by the abundant collection of weapons: daggers, knives, bayonets, guns and pistols.

The visitor could see the way of making ceramics and coins in the workshops of local craftsmen. Moreover, the information center gives the opportunity to get to know the whole region.

In Archaeological complex "Kaleto" Mezdra you could try a delicious medieval lentil soup during the annual Festival of **Medieval Traditions, Lifestyle and Culture "Kaleto Mezdra"**. Also you can enjoy the hot wine made on a special Roman recipe during annual festival Dionysian feast.

Dionysian feasts, which take place every year at the most convenient date around February 14th. Thus man is transported to the times of the Thracians and the Roman Empire, he has the opportunity to experience mulled wine, prepared according to a special Roman recipe, to listen to Roman music and to attend long-forgotten rituals. During the Festival of Medieval Traditions, Lifestyle and Culture "Kaleto Mezdra" visitors could immerse themselves in the atmosphere of the Middle Ages, to experience the life and culture of the old Bulgarians and their neighbours and adversaries on the battlefield. The air is saturated with medieval music and the smell of medieval dishes.

In the nearby villages the travellers could enjoy the wall-paintings of the unique Medieval churches in the area. The Medieval **Cherepish Monastery „Assumption of Virgin Mary"** located in Luiti dol is not only surrounded by the beautiful nature of Iskar Gorge and Cherepish Rocks but it is also very well preserved. It was build during the Second Bulgarian Kingdom, during the reign of Tsar Ivan Shishman (1371-1393), but was destroyed during the invasion of the Ottomans. It was then restored in 1660. It is a temple of Christianity and Bulgarianness, and has a long, dramatic and bloody history.

East of the town of Mezdra in the village of Tsarevets there are **caves with rock drawing dated back in the Bronze Age**.

7. SPECIFIC CRITERIA

Please, specify criteria, facts and data upon which you have based the assessment.

The Archaeological complex "Kaleto" Mezdra collaborate with Nature park Vrachanski Balkan, Chamber of Commerce Vratsa and the *Ministry of Tourism* of the Republic of *Bulgaria*.

The location of the Archaeological complex "Kaleto" Mezdra is crosspoint of important roads which provides easy and quick access of the tourists. It is listed in the list of the 100 National Bulgarian Tourism Objects and it is part of the initiative ILoveBulgaria.

SECTION 4 – INFORMATION ABOUT THE DESTINATION MANAGEMENT ORGANISATION

8. THE ORGANISATION MANAGING THE "DESTINATION"

(i.e. organisation which submitted the application for the EDEN Award)

	Governance System	Overall Budget (in €)	% Budget in tourism	Staff working in tourism activities
What type organisation is it?	Select of the following: Other: please, specify – Archaeological Complex “Kaleto” Mezdra (local authorities under municipal jurisdiction)	Select of the following: <u>Up to 50,000</u> 50,001 – 75,000 70,001 – 100,000 100,001 – 250,000 250,001 – 500,000 500,001 – 1M more than 1M	Percentage 10 %	Total: 8 Breakdown - permanent: 7 - temporary: 1 - consultants: 0
Which tasks in tourism management are performed by the organisation? <i>Please choose one of the list on the right</i>	Strategic planning Tourism infrastructure development Human Resources development (within our DMO) Advance Innovation and Information Communication Technology systems (ICT) Promotion activities/publications Management and development of events Management and development of attractions New tourism products/services development Capacity building programs for SMME's Training and education seminars for tourism professionals Business advice/consultancy Quality management Tourism facilitation activities (reservations and bookings) Information services for tourists/visitors Customer Relationship Management (CRM) Monitoring and evaluation of consumers' behaviour <u>Develop sustainable tourism products/services</u> Research and development actions			
Please indicate the partnership or co-operation schemes in which the private sector has been involved in the organization?	<u>Advisory boards</u> Joint Management units Sectorial liaison groups Corporate partnerships with private associations and agencies Membership Registration (annually or periodically) Outsourcing/subcontracting private companies <u>Visitors/tourists services and products</u>			
Please indicate if there are special agreements with the regional or national tourism offices for marketing the destination in the domestic and international markets.	Mezdra Municipality participates in “ROSEB” initiative. It also works in a close partnership with „Vratsa Balkan Directorate“, “Vratsa Museum” and „Chamber of Commerce Vratsa”.			

9. CONTACT DETAILS

CEO, General Manager, Legal representative of the Organization	Eng. Genadi Sabkov Sabkov – Mayor of Mezdra Municipality mezdra@mail.bg 0035991092016
Tourism Manager <i>The person who will attend the EDEN Network meetings and who is in charge of tourism management</i>	Eng. Dimitar Tsvetlinov Pavlov – Tourism manager in Mezdra Municipality d.pavlov.mezdra@gmail.com tel: 00359878394265 English

SECTION 5 – STATISTICS AND FACT ON SUSTAINABLE TOURISM IN THE DESTINATION

10. TOURISM STATISTICS

	Hotel	B&B, apartments, other
Tourism Volume <i>Please, in counting the tourism volume consider all accommodation establishments close (less than 30 minutes) to the destination</i>		
Number of establishments	4	8
Number of bed places	219	175
Number of days of the peak season	180	180
Arrivals	2500	2900
% of arrivals from abroad (international arrivals)	15	15
Nights (overnight stays)	3205	3271
Average daily rate per room in the peak season	45	35

11. FACTS ABOUT SUSTAINABILITY

Facts and data on a sustainable tourism supply chain	The sustainable tourism supply chain comprises the suppliers of all the goods and services that go into the delivery of tourism products to consumers. The restaurants serve local dishes like “Shkembe Chorba” (traditional Bulgarian soup from guts) and “Kurban Chorba” (traditional Bulgarian soup) and around 30% of the products they use are of local origin.
Facts and data demonstrating results to reduce the use of the cars in the destination	There is a large free parking in front of the Archaeological Complex, which is close to the town center, and provides the opportunity to explore the cultural site and the city center on foot. Archaeological complex “Kaleto” Mezdra is situated close to Railway Station Mezdra and many of the tourists come by train.
Facts and data demonstrating results in waste reduction	15 % Waste reduction since 2013 10% Waste recycled
Facts and data demonstrating results in decreasing water consumption	Following 2014 the local authorities have started irrigating the green areas from Iskar river to decreasing drinking water consumption with about 70 %.
Facts and data demonstrating results in reducing energy consumption	A high class air conditioners are used in the Complex for heating and cooling. At night time the fortress is illuminated and is visible from the main road E79. Energy saving lights are used for the lightening.

12. GENERAL STATISTICS

How many inhabitants?	The town of Mezdra has 12400 inhabitants and Mezdra Municipality has 22000 inhabitants. Mezdra Municipality has 28 settlements, town of Mezdra and 27 villages.
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