

Cultural Tourism – The Case Study of Varna



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Meanings of cultural tourism

Cultural tourism is recognized as a form of special interest tourism, where culture forms the basis of either attracting tourists or motivating people to travel (McIntosh and Goeldner, 1990; Zeppel, 1992; Ap, 1999)

Source: McKercher, Bob, Hilary du Cros. Cultural Tourism. The Partnership Between Tourism and Cultural Heritage Management. Routledge, Taylor & Francis Group, New York and London, 2012

Meanings of cultural tourism

Cultural tourism has been conceptualized from a business perspective as involving the development and marketing of various sites or attractions for foreign as well as domestic tourists (Goodrich, 1997)

Source: McKercher, Bob, Hilary du Cros, 2012, Op. cit.

Meanings of cultural tourism

The World Tourism Organization (WTO) defines cultural tourism as “movements of persons essentially for cultural motivations such as study tours, performing arts and cultural tours, travel to festivals and other events, visit to sites and monuments, travel to study nature, folklore or art, and pilgrimages”.

Meanings of cultural tourism

The range of cultural tourism activities includes the use of such cultural heritage assets as archaeological sites, museums, castles, palaces, historical buildings, famous buildings, ruins, art, sculpture, crafts, galleries, festivals, events, music and dance, folk arts, theatre, primitive cultures, subcultures, ethnic communities, churches, cathedrals and other things that represents people and their cultures (Richards, 1996; Goodrich, 1997; Muller, 1997)

Cultural resources of tourism

Attractions:

- arise from medieval Europe, where pleasure gardens were created;
- are the main motivators for travel;
- generate additional revenues from all other tourism services such as transportation, lodging, food, distribution, which are necessary in the process of the implementation of the whole tourism product;
- diversify the tourism products;
- increase the value of the whole tourism product, etc.

Cultural resources of tourism

Attractions can be classified in different dimensions:

Cultural Attractions: Historical Sites, Architectural Sites, Architecture, Cuisine, Monuments, Industrial Sites, Museums, Ethnic, Concerts, Theater

Source: Goeldner, Ch., J.R.Brent Ritchie. Tourism. Principles, Practices, Philosophies. Tenth Edition, John Wiley & Sons, Inc., 2006

Cultural resources of tourism

Natural Attractions: Landscape, Seascape, Parks, Mountains, Flora, Fauna, Coasts, Islands

Events: Megaevents, Community Events, Festivals, Religious Events, Sports Events, Trade Events, Corporate

Cultural resources of tourism

Recreation: Sight-seeing, Golf, Swimming, Tennis, Hiking, Biking, Snow Sports

Entertainment Attractions: Theme Parks, Amusement Parks, Casinos, Cinemas, Shopping Facilities, Performing Arts Centers, Sports Complexes

Cultural resources of tourism

Recreation:

- is a diverse industry which caters for tourists;
- provides a wide variety of activities for tourists - they could keep fit, add some special moments and excitement to their life, pursue solitary activities, experience nature, etc.;
- covers a range of different business initiatives of recreation product manufacturers and dealers, boat manufacturers, full-line recreation product manufacturers, park concessionaires, campground owners, resorts, enthusiast groups, snowmobile manufacturers, recreation publishers, motor coach operators, etc.

Cultural resources of tourism

Entertainment:

- is the main attraction for a vacation trip;
- has a significant influence on the vacation decision-making process;
- develops fantasy, thoughts about the realities out of everyday life;
- creates new career opportunities in entertainment management;
- promotes sponsors, logos, special events, etc.

Cultural tourism for life's enrichment

Culture is the main factor for the overall attractiveness of a tourism region. It covers a wide range of diversity and meanings.

Cultural tourism reflects on the ways of life and thought of different nations. It is “an important means of promoting cultural relations and international cooperation.”

Source: Goeldner, Ch., J.R.Brent Ritchie. Tourism. Principles, Practices, Philosophies. Tenth Edition, John Wiley & Sons, Inc., 2006

Cultural tourism for life's enrichment

The cultural expressions of people are products of fine arts, music and dance, handicrafts, food and drink, industry and business, agriculture, education, literature and language, science, government, religion, history and prehistory. The tourists' enrichment is referred to their experiences and efforts to become better acquainted with local people.

Cultural tourism is a kind of “life-seeing tourism”.

Cultural tourism for life's enrichment

Thesis:

“Because tourism can lead to better understanding among people, it has the potential to contribute to a more peaceful and better world.”

Cultural tourism:

- develops social responsibility of the societies and businesses;
- improves standards of living and experiences, etc.



Варна

КУЛТУРНА СТОЛИЦА, КРЪСТОПЪТ НА ЦИВИЛИЗАЦИИ

<http://www.varna.yes.bg>

“Varna history dates back to a long time of more than 10000 years, when the early signs of civilization in Varna and its surrounding areas were seen for the first time. The mesolite and flint objects left by the early inhabitants in Varna are about 12000 years old. Excavations in the Varna necropolises have revealed remnants of older civilizations.”

<http://www.mapsofworld.com/cities/bulgaria/varna/history.html>

A Brief History of Varna

Varna is among Europe's oldest cities. Miletians founded the apoikia (trading colony) of Odessos (the first name of the ancient place of Varna) in 570 BCE (in the time of Astyages) within an earlier Thracian settlement. The name Odessos, first mentioned by Strabo, was pre-Greek, perhaps of Carian origin.

Odessos was an early Christian centre.

A Brief History of Varna

Varna became a flourishing trade center in the time of the Eastern Roman Empire in the city.

The city was named Varna by the Slavs who settled towards the end of the 6th and beginning of the 7th century in the Balkan Peninsula.

During the Ottoman domination in the eighteenth century the town of Varna had an oriental look.

A Brief History of Varna

In 1878 after the liberation from Ottoman rule Varna became the most important Bulgarian seaport town. At the end of the 19th century it was connected with Sofia by railway. Many factories were opened, and industrial fishing was developing. Varna quickly established as a seaside resort as well, enhanced by the European fashion in architecture and water transport. Entertainment establishments and holiday houses were built. Varna had the fame of a favourite place for Bulgarian cultural elite.

A Brief History of Varna

Though for a short period the city was named Stalin but after 1956 the previous name was reinstated. Varna was developed as an important tourist center on the coast of the North Black Sea along with being an industrial city.

Varna is the third biggest city in Bulgaria after Sofia and Plovdiv nowadays.

Cultural possibilities of Varna

There exist some different options for investigating the cultural dimensions, resources and routes of the sea capital of Bulgaria – Varna, which is situated on the shore of Varna bay and has an ancient and rich history.

Cultural possibilities of Varna

In a brochure Varna is promoted as a place that is “the very incarnation of the long-standing cooperation between man and the sea, the result of which is the large number of cultural and historical monuments that survived the ages and now occupy a distinguished place in contemporary spiritual life. Visitors of the town come from all parts of the country, near and far, by land, by sea and by air. But they all expect the moment when the azure blur horse-shoe bay will loom in front of them, encircled by the endless beach strip like an aureole.

Cultural possibilities of Varna

At the end of V millenium BC here existed an advanced culture. Man and the sea collaborated on the road toward civilization.

Centuries passed by. Meanwhile new people settled down in these lands, built fortresses and constructed ports, temples and dwellings, elaborate statues, buried their deceased in tombs, which were mere examples of art. They left ineradicable traces in history and the memories of them survived in time.”

A Walk Through The Sea Garden in Varna



The Sea Garden of Varna

The Sea Garden of Varna is one of the significant cultural symbols and landmarks of the city. The first recreation centre was opened in 1862, but the overall decorative scheme of the park initiated in 1895 and now it is also an ornamental garden. There is quite a number of attractions (A Spot for Children, some rare species of plants), entertainment events (concerts, ballet dancing competitions, opera performances in the Summer Open Theatre, etc.), cultural initiatives (festivals of the craft industry and folklore participants, rock singers, etc.)

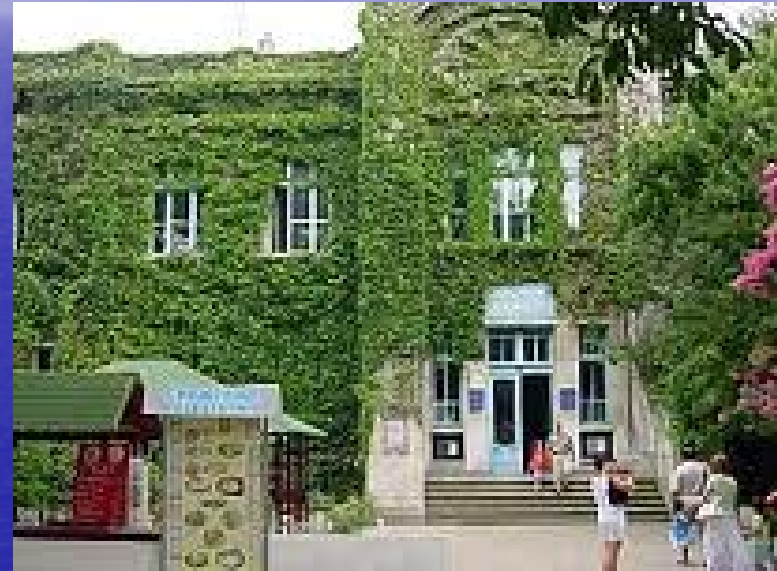
The Sea Garden of Varna

There are monuments of prominent Bulgarian National Revival figures in it.

Almost at the very entrance of the garden is the Planetarium of Varna. Along the alley on its right, one can reach the Aquarium.

The Aquarium

Housed in a powder-blue Art Deco building, it's an old-fashioned place which was built in 1911. The Aquarium started functioning in 1932. It displays about 25 marine species, 20 fresh water species and 22 decorative fish spaces.



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The Aquarium

The arched halls illustrate the history of the exploration of the Black Sea, collections of invertebrates living in the Black Sea and scallops from different seas. There are tanks filled with seahorses, piranhas, conger eels as well as some denizens of the Black Sea's depths. In the park in front of the Aquarium a miniature model of the Black Sea has been built.

Dolphinarium

- Found in 1984
- one of the most significant tourist attractions of Varna
- a favorite spot for both local residents and tourists.

The organized attractions and its architecture are unique in the country. The dolphinarium was constructed for seven months, with architect Simeon Saraliev in charge of operations. The building is a light aerial construction in the form of glass cube , and was open for visitors on the 19th of August, 1984.

Dolphinarium

It represents an amphitheatre with a pool in the middle. Some of the dolphins' stunts are high jumps, playing with balls, dancing, etc.



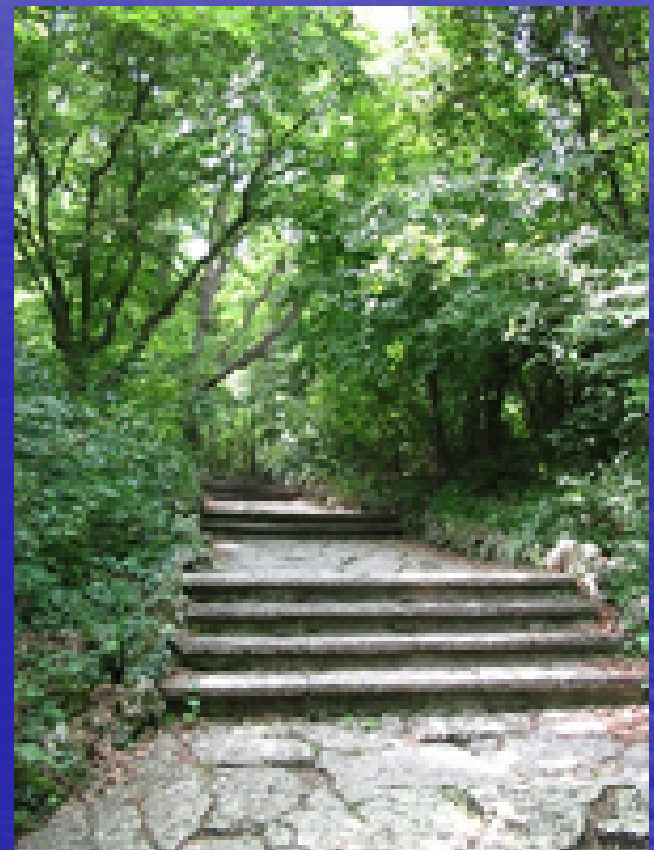
The Navy Museum

It is established in an elegant building not far from the sea. The only one of its kind in Bulgaria, The Navy Museum presents an introduction to the country's seagoing history from the Russo-Turkish War (1877-1878) to nowadays.

The history of the Bulgarian navy and commercial fleet since 1878 is illustrated on an area of 416 sq.m. The park occupying 3000 sq.m. displays diverse military equipment and machinery, the ship-museum "Drazki", coast artillery equipment, the Kor Karoli yacht on which the first Bulgarian sail around the world was made in 1977.

Other routes for walking in the near-by surroundings of Varna

The forests in the Zlatni Piasatsi Nature Park follow the coastal line, surround the famous resort Golden Sands and link with the garland of defence and resort forests around the city of Varna. Forests cover 90% of the area of Zlatni Piasatsi Nature Park. The highest spot in the park is called Chiplak tepe (269.3 m).



Other routes for walking in the near-by surroundings of Varna

Lovers of extreme tourism are given the chance to reach the sea climbing up steep hills followed by deep dry ravines. The park covers an area of 1,320.7 hectares, with average length of 9.2 km and average width of 1.2 km.

The historical and cultural heritage of the territory of the park dates back to late Medieval times, which defines its significance and attracts the interest of many Bulgarian and foreign tourists. Not far away from the sea shore in the southwest part of the park is situated the medieval lime stone monastery – Aladzha Monastery.

Other routes for walking in the near-by surroundings of Varna



Aladzha Monastery



Aladzha Monastery

It was built in 13th and 14th centuries and was named by the local population “aladja” – meaning colourful. This name comes from the rock it is dug into. Even nowadays the visitors at the foot of the monastery’s remnants can enjoy the wonderful sight as a result of the sunlight playing over the lime rock.

Aladzha Monastery (Bulgarian: *Аладжа манастир*) is a medieval Orthodox Christian cave monastery complex in northeastern Bulgaria, 17 km north of central Varna and 3 km west of Golden Sands beach resort, in a protected forest area.

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From us begins the sea of your dreams ...

<http://www.vfu.bg>

On the Way back to Varna...

Saints Constantine and Helena – The Monastery of Varna

There is no precise dating of the monastery's founding.

According to one of the intelligence it happened at the beginning of 18th century. This conclusion is testified to by the inscription on the oldest preserved church icon from the old iconostasis. The words between the two figures – in letters that are quite damaged – are still visible: ... “because of the strong fear of the Christians ... in Tsarigrad (Constantinople) the year 1713 ...”



On the Way back to Varna...



Varna Cathedral

On the Way back to Varna...

Varna Cathedral

The 19th century Cathedral of the Assumption of the Virgin is an imposing landmark at the city center.

It is one of Varna's symbols. It was Prince Alexander Battenberg who placed the first stone in the foundations of the construction starting on the 22nd of August, 1880. The design was made by Maas, an architect from Odessa. The building was completed in 1886 but its consecration was delayed until 1910.



On the Way back to Varna...

The Archaeological Museum

It is in the magnificent building designed by the famous Bulgarian architect Petko Momchilov.



Today it keeps over 55 000 exhibits from the Paleolithic era (the Old Stone Age) to the late Middle ages. The first exhibits included Art and Archeology were entered in the depository of the museum in 1888 when a group of teachers lead by Karel Shkorpil laid the beginning of the museum collection.

On the Way back to Varna...

The Museum's arguably most celebrated exhibit is the Gold of Varna, the oldest gold treasure in the world, excavated in 1972 and dating to 4600-4200 BC, which occupies three separate exhibition halls.



On the Way back to Varna...

The Roman Thermae

They date back to the time when the region was a part of the Roman Empire. This is the most preserved edifice from Antiquity on the territory of Bulgaria nowadays. It occupies an area of 7200 sq.m. Ruins of high walls survived the destructive force of time.



Cultural Calendar of Varna Municipality 2012



Cultural Calendar of Varna Municipality 2012

- European Music Festival (25 March – 15 April 2012)
- National Competition for Performance of Works by Czech and Slovak Composers
- Sea and Memories International Music Festival (4 - 6 May 2012)
- XII Modern Ballet National Festival- Competition (5 - 6 May 2012)
- XXXIV International May Choir Competition Prof. Georgi Dimitrov (10 - 13 May 2012)

Cultural Calendar of Varna Municipality 2012

- International Pop Music Festival – Discovery (18 – 20 May 2012)
- Slavic Embrace International Festival of Poetry (20 – 27 May 2012)
- International Photo Salon (9 - 24 June 2012)
- 20th Varna Summer International Theater Festival (1 - 11 June 2012)
- Varna Summer International Music Festival (15 June - 15 July 2012)

Cultural Calendar of Varna Municipality 2012

- Sofia film fest (29 June - 7 July 2012)
- XXV International Ballet Competition – Varna (15 - 30 July 2012)
- Varna Summer International Jazz Festival (27 - 29 July 2012)
- International Folk Festival – Varna (5 - 9 August 2012)
- August in Art Biennial of Visual Arts (7 August - 17 September 2012)

Cultural Calendar of Varna Municipality 2012

- Festival of Ethnics (18 - 19 August 2012)
- National Children's and Youth Theater Festival Fairy Tale for You (23 - 26 August 2012)
- Love is Folly International Film Fest (31 August – 6 September 2012)
- VII International Animated Film Festival (10 - 16 September 2012)
- International Vocal Competition Morski Zvezdichki (Sea Stars) (5 - 7 October 2012)

Cultural Calendar of Varna Municipality 2012

- Golden Rose Bulgarian Feature Film Festival
(5 - 11 October 2012)
- Fall of Memories National Festival (18 - 21
October 2012)
- Golden Dolphin International Puppet
Festival

http://www.varnaculture.bg/festivals_en_1.php

THANK YOU FOR THE ATTENTION!