

Burgas-Edirne (Turkey-Bulgaria) Tourism Destinations

Journey for Following up the Birds to Cross-Border

1. Destination No:1
2. Destination Name: **Journey for Following up the Birds to Cross-Border**
3. Destination Theme: Bird observing, Nature , Water ways
4. The most significant feature of the destination: Water , Birds , Edirne , Bulgaria
5. The season or month for which the destination is most optimal / Period options for destination time: From March to November
6. Strengths and weaknesses of the Burgas-Edirne Sustainable Destination :

Strenghts;

- City close to Airports that are in Istanbul and Corlu
- Edirne is located in one of the most important immigration way for the birds.

Weaknesses;

- Inadequacy of advertisement
 - Hunting and other foctors,
 - Density in Boarders
 - Visa Problems
 - Seasonal
 - It is interesting for less amount of people
7. Things to do for Burgas-Edirne (Bulgaria-Turkey) Sustainable Destinations' planning and marketing: Advertisment should be made in social media, web sites should be prepared to inform and effect more people, should contact with communities that are about photography and nature to incerase participation.
 8. Things to do for the branding of Burgas-Edirne Sustainable Destinations, a list of things to be done for the institution and the employees: Enviroment protection communities should be informed, Guides should be trained about bird observing to be professional.
 9. The material and souvenir items that are produced and prepared on the basis of Burgas-Edirne Sustainable Destinations; Magnets, brochures, key chains designed as special birds, post cards.
 10. Daily Planning of Burgas-Edirne (Bulgaria-Turkey) Sustainable Destinations
 - 1st Day: departure from Istanbul to Enez, Visiting Gala Lake, Karagöl, Tasalti Lake, and bird observing arround lakes.
 - 2nd Day: Visiting rivers and bridges in Edirne , accommodation in Edirne
 - 3rd Day: Canoe in Velika River, bird observing , accommadation in Burgas.
 - 4th Day: Visiting Mandira Lake, mud bath in Salt Lake, visiting Anastasia Island, and going back to Istanbul in the evening.

Edirne, Kırklareli, Burgas Gastronomy Route

1. Destination No: 2
2. Destination Name: **Edirne, Kırklareli, Burgas Gastronomy Route**
3. Destination Theme: Gastronomy
4. The most significant feature of the destination:Seasonality, Mastery, Cultural Interaction
5. The season or month for which the destination is most optimal / Period options for destination time:

EDİRNE

*** Keşan Çamlıca Village, Bocuk Night,Bocuk Menu (January)**

- Story Telling and Theater
- Sac Akıtma (krep with chicken and butter)
- Kabak Tatlısı (Honeypumpkin desert)
- Osmanlı Şerbeti (Ottoman Sherbet)
- Çerez (Nuts)

*** Kakava Festival (May 5-6)**

- Colored Eggs, Zerde Tatlısı (desert), Traditional gipsy meals

*** International Band and Tava Ciğer Festival (May)**

- Fired liver, Dried pepper, Pepper with yogurt

*** Kırkpınar Oil Wrestling Festival (July)**

- Fruit Soap, Spit roasted lamb, Red Based Candle

*** Enez Fish and Hunting Festival**

- Snakehead fish, Jumbo Shrimp, Octopus

*** October**

- Cheese, Bread, Wine, Sugar Beet Pekmez, Sesame butter

BURGAS:

Foods and Beverages:

-Fish Soup, Turbot Fish, Bulgarian Traditional Vine- Karnobat, Yogurt, Honey, Fish salad, Shopska salad

Festivals in Burgas:

- St. Konstantin and Elena Fest, – June 3- Balgari Village- Tsarevo

-Zelenika Fest – May 15

-Aziz Nikolai Chudotvorec Fest– December 6

6. Strengths and weaknesses of the Burgas-Edirne (Bulgaria-Turkey) Sustainable Destination:

Strenghts;

- Being Neighbour Country
- Cultural Similarity Based On Migration

Weaknesses;

- Visa problems
- Currency problems

7. Things to do for Burgas-Edirne (Bulgaria-Turkey) Sustainable Destinations' planning and marketing

- Low Price Package Tours
- Advertising Bilboards

8. The material and souvenir items that are produced and prepared on the basis of Burgas-Edirne (Bulgaria-Turkey) Sustainable Destinations

- Red Based Candle
- Magnets
- Historical cultural icons of the regions as key chains

Strandzha Nature Route

1-Destination No : **3**

2-Destination Name: **Strandzha Nature Route**

3-Destination Theme: Investigating Natural Beauties

4-Most Significant Features of Destination: Tracking, Exploring Flora and Fauna

5-The best season for the destination/ Duration options for the destination: May-September / 4 nights 5 days

6-Edirne Bourgas (Bulgaria Turkey) Sustainable Destination strengths and weaknesses:

Strengths

- Both regions have similar natural beauty.
- Both regions have common cultures.
- The natural beauty and cultural activities to be seen
- A desire to learn them.

Weaknesses

- Weather conditions, natural disasters.
- Climates suitability.
- Situations that can not be predicted on the way, accidents.
- Insufficient tourism perception of people.
- Inadequate local services.
- Inadequate staff trained in tourism.
- Some routes can be skipped due to program intensive.
- Missing guiding signs.
- Time control can not be achieved.

7-Edirne Bourgas (Bulgaria Turkey) Sustainable Destination branding on corporate person needs to be done and a list of things to do for those working in the sector :

- Contribution of local government.
- Use bloggers and influencers to promote the regions.
- Inviting travel and gourmet writers to the region and visiting the current route with them.
- Making workshops with local food and beverages, inviting famous chefs for it.
- Shares in social media.

8-Edirne Bourgas (Bulgaria Turkey) Sustainable be produced on destinations branding and envisaged the preparation of materials and souvenirs:

- 400-year-old tree magnet in Istranca (within Longoz Forests).
- Small gift items from Zelenika flower, key chain, desktop decorations

- Souvenirs from Kokina (recycled candle holders, necklaces, ornamented with small baskets containing flowers from both regions).
- Sale of bird nests as both use and decoration.
- Traditional drawings on figures
- The names of the regions and places can be written in the magnets.
- Making cloth bags for the region.

9-Burgas-Edirne (Bulgaria Turkey) Sustainable Destinations Daily Planning:

1st Day

•Bulgarian and Turkish tourists arrive in Burgas, Bulgaria (Turkish tourists arrive from Edirne and Kırklareli by bus). The same program can be realized with tour operators from Istanbul.

•Switch from Burgas to Kondolovo. Tracking in Istranca (bird watching and photo safari can be done when tracking)

- Visit Ahtopol and taste local food there
- Pass to the hotel (free time)

2nd Day

- From Burgas to Veleka River.
- Make a boat trip with the boat, and go to the Black Sea
- Eating in the restaurant next to Veleka River.
- Visiting Primorsko Beglik Tash
- Return to hotel

3rd Day

- Move from Burgas to Kırklareli, crossing from Dereköy border.
- Visit the Dupnisa Cave.
- Transfer to hotel in İğneada (2 hours rest).
- Enjoying coffee at Limanköy and seeing the French Lantern.
- Trip to Begendik Village (Rezova Coast) and photograph.
- Transfer to hotel.

4th Day

- Canoe (from Mert Lake to Longoz Forests)
- Visit Hamdi Bey Village, tour of civil architecture samples and taste of local delicacies.
- Beach fire and having fun on the beach in the evening.
- Back to the hotel.

5th Day

- Trekking in Longoz Forests and heading the road for homes.

Route of the Roman Empire

1. Destination No: 4

2. Name of Destination: **Route of the Roman Empire**

3. Destination Theme: Roman Empire, Historical Route, Roman Historical Route, Living Roman Style, Golden Age of History

4. The Most Significant Features of Inspiration: Good Infrastructure, Architecture

5. The most suitable time for seasonal or month / Destination duration options:

March - April - May / September - October

6. Burgas- Edirne Sustainable Destination strengths and weaknesses: Adults Theme, Rich Heritage, Inadequate Information, Inadequate Excavation Studies, Inadequate Budget

7. Burgas- Edirne Sustainable Destinations needs to be done on the Marketing Planning: Information, Using Media Tools, Advertisement and Survey Studies, Famous Architect's Presentation Works, Documentary and Series Studies

8. Burgas- Edirne Sustainable Destination branding agency needs to be done on the person and the list of things to do for those working in the sector: Strategic Plans, Brainstorms, Workshop Studies, Knowledge Competitions

9. Burgas- Edirne Sustainable be produced on destinations branding and envisaged the preparation of materials and souvenirs: Products and Services Used by New Technologies (3D Animation, Internet Games), Printed Clothing (T-shirt, Bags etc.) and Accessories, Thematic Gift Items

10. Edirne Bourgas (Bulgaria Turkey) Daily Planning Sustainable Destination

Edirne (2 Days)

1st day : Anisos (Enez)

2nd day: Edirne Castle and Walls

Bourgas (2 Days)

1st day: Sozopol

2nd day: Nesebar City, Aqua Calidae (Roman Bath), Debel

Defense History Route

1. Destination No: **5**
2. Destination Name: **Defense History**
3. Destination Theme: Wars, Engineering, Fortress, Fortress (Protection), Battlefield, Base
4. The Most Significant Features of Inspiration: Common Battlefield Through Route
5. The most suitable time for seasonal or month / Destination duration options: March - April - May / September - October
6. Burgas- Edirne Sustainable Destination strengths and weaknesses: Addressing Small Groups for Special Interest, Lack of Knowledge, Visa Problem, War History, Common History
7. Burgas- Edirne Sustainable Destinations needs to be done on the Marketing Planning: Information, Research on New Information, Civil Society Participation
8. Burgas- Edirne Sustainable Destination branding agency needs to be done on the person and the list of things to do for those working in the sector: Photo and Painting Exhibitions and Competitions, Strategic Plans, Brainstorms, Workshop Studies
9. Burgas- Edirne Sustainable be produced on destinations branding and envisaged the preparation of materials and souvenirs: Puzzle, Model, Snow Globes, Products and Services Used by New Technologies (3D Animations, Internet Games), Printed Clothing (T-shirt, Bag setc.) and Accessories, Brochures and TV.
- 10- Edirne Bourgas Daily Planning Sustainable Destination:

Edirne (2 Days)

1th day : Anisos (Enez)

2nd day: Edirne Castle and Walls

Bourgas (2 Days)

1th day: Rusocastro Fortress, Markeli Castle

2nd day: Debelt, Sozopol