

Project proposal:

**Getting to know our Nature – getting to know our Nature Parks.  
A Guide to Bulgarian Nature Parks.**

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## The project in short

- The project aims developing and publishing of a Visitor Guide to Bulgarian Nature Parks.
- The Guide will be issued in the form of a map on which all parks in Bulgaria will be shown.
- The focus shall be placed on Nature parks as special symbols point places of interest on their territories.
- The space on the back side of the map will provide information regarding those places of interest, and contact information of the park administration bodies



## **Reason for project implementation – lack of information**

- The public is not well informed of the main tasks of nature protection sites, of their value, their location and the services they provide or could provide
- At present, the visitors are poorly informed of the system of protected areas as a whole, at one hand, and at the other there is lack of information of activities, which are allowed or prohibited at particular locations and zones
- There are not enough tourist trails, natural monuments, cultural and historical sites well-market to the visitor.

# Objectives of the project

## **Main Target:**

Promotion of Bulgarian Nature Parks and sustainable visitor management through improvement of the information base.

## **Sub-targets:**

1. Promotion and preservation of the biological, landscape, cultural and historical heritage in the Parks.
2. Capacity building of the Nature Parks Administrations regarding effective visitor management.
3. Support in generating financial benefits in the Parks and surrounding territories.
4. Increasing public awareness regarding the system of protected areas in Bulgaria.

# The partners

Nature Parks Administrations

Association of the Parks in Bulgaria

Regional Inspectorates of Environment and Waters

Municipalities

Tourist operators

Owners of guest houses and hotels in the vicinity of the Nature Parks

# The contribution

1. Promotion and preservation of the biological, landscape, cultural and historical heritage in the Parks.
2. Development of ecological tourism in the Nature Parks and surrounding areas.
3. Increasing the capacity of Nature Parks Administrations regarding visitor management.
4. Collection, development and distribution of information leading to responsible visitor attitude towards nature protected areas.
5. Decrease the threats for the biological diversity caused by uncontrolled tourism in areas considered to be important on world scale.
6. Building effective partnership among different stakeholders in the field of nature protection. Improvement of the coordination and collaboration among the Nature Park Administrations.
7. Generating of funds due to the Guide sells.





Example:  
The region of Russenski Lom Nature Park

## Work Plan, Timetable and Costs

Activities	Time schedule	Responsible authority	Cost, €
Collecting information	<b>01.01. – 30.01.2006</b>	Vitosha Nature Park, Nature Parks, Association of the parks	
Preparing text and visualization material	<b>20.01 – 15.02.2006</b>	Vitosha Nature Park, Nature Parks, Association of the parks, Designer	<b>500</b>
Consulting with the Park Administration over the first draft	<b>15.02 – 28.02.2006</b>	Association of the parks, Vitosha Nature Park	
Preparing of the on-line version		Association of the parks	<b>200</b>
Preparation for the printer's	<b>01.03 – 15.03.2006</b>	Vitosha Nature Park, Association of the parks	
Printing	<b>15.03 – 30.03.2006</b>	Publishing company, 2000 pcs – good paper quality. Dimentions 80x100cm	<b>2200</b>
Promoting the final product	<b>31.03 – 30.04.2006</b>	Vitosha Nature Park, Nature Parks, Association of the parks	<b>150</b>
Others			<b>100</b>
Total			<b>3 150</b>

# Evaluation

<b>Evaluation</b>			
<b>Indicator</b>	<b>Standard</b>	<b>Time of measurement</b>	<b>Responsible for measurement</b>
<b>Number of copies sold</b>	<b>More than 40% /for 1 year/</b>	<b>03.2008</b>	<b>Park Administrations</b>

# Perspectives for project development if further financing is approved

Guide-book for Bulgarian Nature Parks



format A5 , 100 pages, number of copies 2000

# Advantages

- Introducing much more information to the public
- Practical information of available accommodations will be included
- Tour operators tourist will be contacted and offered to market their activities in the Guide-book.
- Further information on particular natural cultural and historical sites will be published.
- Information of limitations and regimes in the different parks could be presented.
- Publishing a calendar of the events in each region will be possible too.
- More pictures will be used to make the book easy and amusing to read and to introduce the Parks better to the public.

# Common pattern of information presentation

Short description

How to get there

Places of interest

How to visit

## Example Activities and Cost table

<b>Activities</b>	<b>Time schedule</b>	<b>Cost, €</b>
Collecting information	01.01. – 25.02.2007	
Preparing text and visualization material	01.02. – 15.03.2007	2 300
Consulting with the Park Administration over the first draft	01.03 – 20.03.2007	
Preparing of the on-line version		1 750
Preparation for the printer's	02.03 – 15.04.2007	
Printing	15.04 – 30.04.2007	9 200
Promoting the final product	01.05 – 15.05.2007	400
Others		150
Total		13 800

**Thank you**  
for the attention

