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Encouraging eco tourism and organic agriculture, as innovative mechanisms for employment and sustainable local development in rural areas in transborden area Romania-Bulgaria (Veliko Tarnovo Region, Bulgaria and Teleorman Region, Romania)

Strategy

22<sup>nd</sup> August

2018

for creating green workplaces in rural areas of the transborder area of Veliko Tarnovo Region and transborder Region Teleorman

Created by:

COCA „ECO AND BIO INOVATION”



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**STRATEGY**  
**for creating green workplaces**  
**22<sup>nd</sup> August 2018**

**Encouraging eco tourism and organic agriculture, as innovative mechanisms for employment and sustainable local development in rural areas in transborden area Romania-Bulgaria**

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## INTRODUCTION

The current strategy is part of the implementation of service for developing transborder strategy for green jobs for project: „Network of green workplaces: Encouraging eco tourism and organic agriculture, as innovative mechanisms for employment and sustainable local development in rural areas in transborden area Romania-Bulgaria” funded by Programme for territorial cooperation „INTERREG V-A Romania-Bulgaria 2014-2020”

*The Transborder strategy for creating green jobs in rural areas (TSCGJ)* reaches the transborder area of Veliko Tarnovo Region, where *Municipality of Lyaskovets* is located and transborder area *Teleorman*, where the project partner – *Municipality of Videle* is located.

The implementation of the different project activities of developing the strategy is conducted by key and hired experts, as well as university scientists from the Centre of innovations and development to the The Research Institute at the Economic University of Varna, Department of „Economics and Tourism Organization” and Department of „Marketing” at Varna University of Economics. The participation of the experts and scientists in this work is as follows:

- **prof. dr. Stoyan Marinov** – key expert „Head of team”, author of the introduction, chapter four and the conclusion;
- **Dr. Galina Ilieva** – key expert „Strategic planning”;
- **Irena Stancheva** – key expert „financier”;
  - **Group of 20** students – bachelor and master, from „Tourism” major of the University of Economics - Varna, College of Tourism - Varna and Veliko Tarnovo University „St. St. Cyril and Methodius”



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**Objective of TSCGJ** are the „green jobs” in the so called „green” sectors, namely - agriculture and forestry, tourism and the connected economic sectors of services, transportation and processing industry, as well as other relevant economic activities, connected with production and service provision, helping the environmental preservation in the transborder area of Veliko Tarnovo, where Municipality of Lyaskovets is located and transborder area Teleorman, where the partner for the project – Municipality of Videle, is located.

**The subject of TSCGJ is** encouraging creating and employment of „green jobs” in the „green” sectors in the transborder region included in the project.

**The aim of TSCGJ is** to present the creation of strategic foundation for encouraging mobility and employment in the „green” sectors in the transborder region that will bring accomplishments of the main aim of the project – to increase the possibilities for employment and mobility of the work force by developing knowledge and skills in the area of ecotourism and organic agriculture in the transborder regions of Romania and Bulgaria.

**The specific aim of TSCGJ is** to define the possibilities and the restrictions in creating new jobs in the „green” sectors in the transborder region of the project.

The development of the TSCGJ is relevant to the accomplishment of the following tasks:

First, research of the condition of the sectors, that have the ability to provide green jobs in rural areas in the transborder area of Romania-Bulgaria;

Second, research of the condition of the agriculture and tourism sectors, as well as the connected economic sectors – services, transportation and the processing industry, as well as the potential for employment;

Third, identifying the good practices for green jobs in rural areas - description of the practices and the success stories, as well as identifying the success factors;



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Fourth, preparing analysis of the strong and weak sides, opportunities and risks (SWOT-analysis) of the transborder region for generating employment and increasing the mobility of the work force;

Fifth, creating data base with local subjects – local authorities, NGOs, agricultural producers and social entrepreneurs, qualified as subjects, operating in the green economy;

Sixth, research of existing financial mechanisms and policies for support of employment in the green economy and the tourism and agriculture sectors;

Seven, forming conclusions and recommendations for encouraging green economy and the sectors with higher potential for generating of employment, focused on encouraging ecotourism and organic agriculture as innovative mechanisms for employment and sustainable local development in the rural areas of the transborder region Romania-Bulgaria.

**Territorial reach of the research - *The Transborder strategy for creating green jobs in rural areas (TSCGJ)*** reaches the transborder territory of Veliko Tarnovo Province, where the *Municipality of Lyaskovets* is located, and transborder area *Teleorman*, where is located the partner for the project- *Municipality of Videle* .



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## LIST OF USED ABBREVIATIONS

<b>BAAT</b>	Bulgarian association for alternative tourism
<b>BACVET</b>	Bulgarian association for culture, village and ecological tourism
<b>BAVET</b>	Bulgarian association for village and ecological tourism
<b>BFB</b>	Bulgarian foundation for biodiversity
<b>BSPPB</b>	Bulgarian-Swiss programme for protecting the biodiversity
<b>RES</b>	Renewable energy sources
<b>BCP</b>	Border crossing point
<b>FF</b>	Forest found
<b>SB</b>	State budget
<b>SF</b>	State forestry
<b>LTA</b>	Long-term tangible assets
<b>NPD</b>	National park directorate
<b>EC</b>	European commission
<b>EU</b>	European union
<b>PA</b>	Protected areas
<b>LPN</b>	Law for protecting the nature
<b>LPA</b>	Law for the protected areas
<b>PR</b>	Protected region
<b>LRP</b>	Law for the regional development
<b>LOUAL</b>	Law for the owning and using arable lands.
<b>EFA</b>	Executive forest agency
<b>EEA</b>	Executive environment agency
<b>ICT</b>	Information-communication technologies



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<b>HA</b>	Historical area
<b>HCH</b>	Historical cultural heritage
<b>CPE</b>	Committee for protecting the environment
<b>MFPE</b>	Ministry of forests and protecting the environment
<b>MEE</b>	Ministry of economy and energetics
<b>NIKM</b>	National institute for cultural monuments
<b>NSMB</b>	National system for monitoring of the biodiversity
<b>NGO</b>	Non governmental organizations
<b>NSI</b>	National statistics institute
<b>CC</b>	Cultural centre
<b>OPMEST</b>	Operational programme for monitoring and evaluation of the Strategy for tourism
<b>OP</b>	Operational programme
<b>LV</b>	Limit values
<b>NP</b>	National park
<b>PR</b>	Public relations
<b>RFD</b>	Regional forestry directorate
<b>RIEW</b>	Regional inspectorate for environment and waters
<b>WTO</b>	World tourist organization
<b>WCTT</b>	World council for traveling and tourism
<b>CTE</b>	Committee for trade and economics
<b>TO</b>	Tour operators
<b>SDP</b>	Spatial development plan
<b>FM of the</b>	Finance mechanism of the European economic area
<b>EEA</b>	
<b>CMEH</b>	Center for emergency medicinal help



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<b>UNESCO</b>	United Nations Educational, Scientific and Cultural Organisation
<b>EDEN</b>	European Destinations of Excellence
<b>PESTEL</b>	Politic, economic, social, technological, environmental, legislative factors
<b>SEM</b>	Social-economic monitoring
<b>SWOT</b>	Strong and weak sides, opportunities and threats



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## 1. METHODOLOGY FOR ACCOMPLISHING THE ORDER

**For developing of the TSCGJ is used the concept of** strategic planning, according to which a particular economic or territorial-administrative entity determines its development direction according to the changes in the the external environment, the condition and the potential of the internal environment, the changes in the market and competition in order to secure a competitive advantage.

**For developing the TSCGJ** are used two types of methods – empirical and analytical. The empirical methods are the main science methods, used for gathering of information with the means of direct or indirect observation, survey (questionnaire), experience or experiment. In the current case two methods are used – document review or so-called *cabinet study* and survey (interview and questionnaire) in **three types** (personal interview. Online and on the phone) and **two types** questionnaires (on paper and online (CAWI- computer assisted web interview).

The document review is based on a technique for so called inner and outer cabinet study. In the framework of the implementation of this order are covered resources beyond the limits and within the subject of the order. The following methods for collecting secondary date are used: overview of existing online data, documents and information; official data, published by the government agencies; custom data. In the current case are used official documents -- legislations, strategies, programmes and plans, related to the development of the „green sectors” and with the c territorial development of on world, European, national, regional and local level. It is used statistic data, published online and/or by custom order, Eurostat, European Commission, Worlds tourist organization, World council for traveling and tourism, National statistic institute, Institutul national de statistica - Romania and others; webpages of other organizations.

Surveys are the most common quantity method for collecting social data for the attitude of the respondents. They can be comprehensive or sampling depending on the



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reach of the all units of a given set or selected part of them (sample), sorted by specific principle.

In the case of the current task is used an *a sample survey* of the general population of residents of rural area and representatives of small and medium-sized enterprises in the cross-border region. *Comprehensive survey* is used for the NGOs and farmer`s and producers organizations as well as local authorities and local autonomy in the researched transborder region. The survey (questionnaire) with the representatives of the stakeholder groups of the projects is conducted by combining **three types** by:

- **Standardized interview with personal computer – online questionnaire;**
- **Standardized personalized interview “face to face” (direct interviewing);**
- **Standardized interview on the phone (direct interviewing on the phone)**

Chosed technology for conducting the survey (questionnaire) includes the use of two types of questionnaire cards: *questionnaire card on paper and online questionnaire (CAWI)*.

**Online questionnaire (CAWI)** is a method for data collecting that includes online questionnaire, showing in an internet browser as a web page that the respondent can open with every device with internet access. The computer environment gives an opportunity for using complicated logical schemes that minimizes the mistakes and lowers the filling time. The answers are saved at the moment on a server and this makes possible current monitoring and a chance for the respondent to „come back later” for an answer. The contact with the respondent is direct (without mediator-interviewer), so a higher objectivity of the answers is provided and the chance mistakes in saving and entering the answers is reduced.

**In the development of TSCGJ** are used methods for environment analysis -



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PESTEL analysis и SWOT analysis. **PESTEL analysis** is used for the components of the macro sphere – in Political, Economic, Social, Technological, Ecological and Legal factors (adapted from Mihaylov). It's dedicated to researching the aspects of the outside environment that can influence the strategy.

**SWOT analysis is used for disclosure** the state (strong and weak sides) and tendencies (opportunities and threats of the environment) of the development. During the analysis the strong and weak sides of the inner environment are researched to found the condition of the resources, to evaluate the capacity and the potential and to identify the areas and trends for improvement. With the analysis of the development tendencies are researched the possibilities and threats, coming from the surrounding environment. Outside factors that improve or suppress the development are analyzed, that usually are mixture of different and in most cases uncontrollable from the system factors with positive and negative effect on the system. It is important to research and control the key and risk factors.

**For the needs of the development of TSCGJ is also used the „Delphi” method** as a type of quality evaluation method. The evaluation is made with the help of experts – in this case representatives of the stakeholders. In the current case the method is extremely suitable as it is a form of active consultation, used on key stage of the implementation of the order. For implementing the method are used 28 experts that will give their opinion on the problem.

## **2. CHAPTER ONE: GREEN ECONOMY. ORGANIC AGRICULTURE AND GREEN JOBS**

### **2.1.Green economy**

The realization of the responsibility of the humanity in protecting and preserving of the planet Earth leads to the „environmentalism” social movement. The participants are



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trying to affect the personal attitudes and the political processes with the use of education, events and lobbying for protection of the natural resources and ecosystems.

In historical plan the concern about the environment manifest itself in different forms in the different parts of the world. For example, in the period 8-13 c. during the Arab agricultural revolution in the Middle East appears in the Arabic medical treatises – one of the first written documents, in which is mentioned the pollution of the air, the soil and water, and the wrong treatment of the solid waste. During 1272 year the king of England Edward I proclaims a ban for burning sea coal in London after the coal smoke in the city is unbearable. 680 years later, from 5<sup>th</sup> to 9<sup>th</sup> of December 1952, the Englishman enter the history with the catastrophic phenomenon „The Great Smog or „Big Smoke”, mixture of domestic coal smoke, burnt automobile gases and industrial smoke, that occurred in the city for few days and causes unseen before air pollution.

The industrial revolution in Europe marks the beginning of massive pollution of the environment as well as the beginning of organized actions for reducing and preventing the harmful impact on the nature. As first wide scaled modern environmental law is seen the British Alkaline Law from 1863, according to which five inspectors are appointed to control the air pollution with hydrogen chloride as a result of industrial use of the Nikola Loblan chemical process for producing disodium carbonate (washing soda). In social aspect it is the beginning of a society against the industrialization, causing urbanization and polluting the air and water.

The beginning if environmental initiatives in USA is by Benjamin Franklin and his associates in 1739. Based on “public rights” they make a claim to the General council of Pennsylvania to prohibit waste disposal, as well as the leather tanning, in the market are in Philadelphia. In the end of the 18<sup>th</sup> century environmental thinking in USA is growing thanks to naturalists as John Muir and Henry David Thoreau On 28<sup>th</sup> of May 1892 in San Francisco John Muir creates the first in USA environmental organization „Sierra club”. It



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lobbies successfully for expansion of one of the oldest national parks – National park Yosemite. Thoreau writes the philosophical work “Walden or Life in the woods”, in which he promotes the philosophy of environmental friendly life.

In the 20<sup>th</sup> century the ideas for protecting the planet Earth grow in popularity and win new supporters. The consequences of the unreasonable human acts led to the extinction of the American wandering pigeon and the danger of extinction of the American bison, mobilized the environmentalists. Their actions in USA make the president Woodrow Wilson to bring to the Congress in 1916 a law for creating a National park agency – state agency for managing of the nature parks and historical heritage of the country. In 1949 post mortem is published the book „Sand County Almanac” of the American environmentalist and naturalist Aldo Leopold, that plays significant role for expanding the ecological mind of the society. In 1962 the biologist Rachel Carson publishes the work „Silent Spring”, in which shows with arguments the dangerous impact of the uncontrollable use of chemicals, especially of „DDT”, for the nature and human health. The author warns that the spreading of such chemicals in the nature lead to cancer and extinction of animals and birds. Carson’s work leads to the creation of the Agency for environmental protection in USA in 1970.

The expansion of the environmental social movement is institutionalized by large NGOs. Extremely popular is the movement „Chipko”, started in the 70-ties of 20<sup>th</sup> century. Initiators are group of villagers in northern India, standing against the sweeping deforestation of the local area, with commercial purposes. They became popular with their tactic that includes going to the forest and hugging trees to save them (tree hugger). In 1971 in Canada is founded the independent environmental organization „Greenpeace”. The main purpose of the organization is to find resolution for the global environmental problems, including by bringing the attention of the population with the use of mass media platforms. After him leaving Sierra club, David Brower founds in 1969 in USA the



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environmental organization „Friends of the Earth”, which became in 1971 international network with national and regional organizations. Today the Friends of the Earth includes 77 national organizations with 5000 activists all over the world. In the middle of the 70-ties is created and institutionalized the concept for „deep ecology”, whose first members are part of the „Back to the earth” movement. The participants in the movement promotes and bring in practice the life out of the society by authentic natural conditions.

This activation of the environmentalists brings to, in 1973, a Law for endangered species in USA and to signing a Convention for international trade with endangered species from the wild flora and fauna, known as The Washington Convention or CITES. The Convention is signed in 1973 and is in force on 01.07.1975. Till this day 175 countries have signed the Convention. One of them is Bulgaria, which adopts the Convention in 1991.

Great support for the concept of „deep ecology” and for all of the environmental movements is the „Geya” theory by James Lovelock, presented in 1979 year in his first book „Geya: New view on the life on the Earth”. The author is the English scientist and inventor, chemist, physicist and medic. He start working for NASA in 1961 and his research of the earth`s atmosphere and the worlds ocean bring him to developing a strange theory, that in the 80-ties looks as weird to his contemporaries as the theories of Galileo and Einstein. James Lovelock says that „the air, ocean and the land form a complicated self-regulating system, formed after billions of years of interaction between the loving organisms with their environment, that provides the conditions for life – regulates the temperature, chemical composition of the atmosphere and even the salinity of the sea”. Said in popular language – little deviations of these indicators, called by the scientists fluctuations, is absorbed by Geya and the ecosystem of the planet is back to balance.

In his new book „The revenge of Geya” Lovelock paints very pessimistic picture for the fate of the planet Earth in the end of 21th century . According to him the potential



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for self-regulating of the planet ecosystem are exhausted. The climate changes, made by people, are bigger than the fluctuations that Geya can overcome. According to Lovelock „we don't have to forget that we don't have much time for reaction. The flame, started for warmth, is a blazing fire. The increasing of the CO<sub>2</sub> as a result from Geya's reaction, leads to fast increase of the temperature. Increase even with 4 degree C, and the African agriculture will be gone, the plant species will start to die, not being adapted, the Northern Ocean will become black sea, consuming, not reflecting 90% of the sunlight. And it is possible by continuing the insanity of the globalists in the end of the century the rise of the temperature to reach 5.8 degree C. As a result the ocean level will rise with 5 to 7 meters. This means the end of megapolises as London, Kalkuta, New York, and Tokyo. Till the end of our century- continues prof. Lovelock-milliards ill die and the few couples survived to keep the human kind will live in Arctic where the climate would still be suitable for living.”. Can people escape the „Geyas revenge”? It's hard – says in his book prof. Lovelock, because the critical point is crossed and even if we ban every fuel, emitting green gases, there will be 1000 years needed to overcome the consequences from the 20<sup>th</sup> century civilization. The Convention from Kyoto (1997.) is a cosmetic procedure on which we can't hope too much. If the people had 50 more years and a political will, they could use the power of wind, oceans, the sun and the rivers, the so called renewable resources. But there is no time. The true danger of our time is not the international terrorism, but the global warming. The concerns of the humanity for its future provoke the conceptual and law initiatives of the international organizations for protecting the planet Earth. The idea for sustainable development is evolving and affirming.

The green economy is becoming more current theme for world development and the development of European Union (EU). One of the main topics in the Conference „RIO – 20”, „The future we want” (UN, 2012) in 2012 г. was the „Ecological economy in the context of sustainable development and poverty elimination”. In 2011 Organization for



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Economic Co-operation and Development (OECD) and the UN Programme for environment prepare detailed reports about green economy. The idea for environmentally friendly, competitive green economy as a addition to the sustainable development and effective use of the resources are part of the measures that EU uses to reach strategic competitiveness of the Union. The European Union is trying to integrate the targets o its strategy for sustainable developing in its every policy. In 2006 EU remodel its strategy for sustainable developing and in 2009 is introduced a package of measures in the field of energetics and climate, in accordance with the Strategy Europe 2020.

According to the definition of the European environmental agency „A green economy is one where policies and innovation allow society to use resources effectively, improve human well-being through an inclusive approach, while preserving the natural systems that support life on Earth” (<http://www.eea.europa.eu/themes/economy/about-green-economy> and EEA, 2012). In its most simple type, the green economy can be seen as economy, low on carbon, uses effectively the resource and social inclusion. In practice the green economy is one which rise in income and employment is motivated by public and private funding, that lowers the carbon emissions and pollution, improve the energy and resource efficiency, as well as reduce the lost of biodiversity and eco system services. ([www.unep.org / greeneconomy](http://www.unep.org/greeneconomy)).

## 2.2. Ecotourism

The emerging of the term „ecological tourism” or „ecotourism” and the rise in its popularity is consequence of the new tendencies in the current tourism. The term reflects the concerns of the people in preserving the nature. The concept of ecotourism starts in the early 80-ties of 20<sup>th</sup> century in USA when are conducted travels to remote areas with preserved nature. In the last 10 years the ecotourism is reoccurring theme for the tourist industry. In the beginning it is seen as an alternative for



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the mass tourism, seen as connected to the negative impact on the nature and the cultural heritage of the destinations. It is created and formed as a alternative tourism with minimal impact on the ecosystems. For some authors the ecotourism is „package travels for rich people to exotic destinations”, in most cases „wild (unpopulated) lands”, but the others defined it as a backpacking of young people with limited resources.<sup>1</sup>

For marking the ecological tourism a lot of terms are used such as: „nature tourism”, „environmentally friendly tourism”, „wild tourism”, „low impact tourism”, „sustainable tourism”, „nature oriented tourism”, „soft tourism”, „protective tourism”. Number of interpretations of the term „ecological tourism” exist. Hector Ceballos Laskurain<sup>2</sup> is the first one that uses the term „ecotourism”. In 1981 he uses the Hispanic term „turismo ecologico”, meaning forms of ecological tourism. Later, in 1983, the same author starts to use the short term „ecoturismo”. Laskurain sees the ecotourism as a „travel to relatably untouched (peaceful and unpolluted) nature places with the specific aim of research and enjoyment of the landscape, the local flora and fauna, as well as the existing local cultural occurrences (inherited or contemporary). Ecotourism have scientific, aesthetic and philosophical aspects, although it is not necessary the „ecotourist” to be scientist, artist or philosopher. The main aspect is that the person-ecotourist has the possibility to dive in the nature in a way, impossible for the people in their natural urban surrounding. The ecotourist in great possibility forms a mindset and knowledge for the natural surrounding with its cultural aspects and this mindset will transform him into e environmentalist”<sup>3</sup>. With the developing of ecotourism the number of its definitions increases.

One of the first definitions of ecotourism is made by The International Ecotourism

<sup>1</sup> Aleksieva, Y, Stamov, St. “Specialized types of tourism”- part I, Kota publishing, Stara zagora, chapter 6, p. 297

<sup>2</sup> Mader, Ron. Ecotourism Champion: A Conversation with Hector Ceballos-Lascurain//

<http://www.planeta.com/ecotravel/weaving/hectorceballos.html>, june 2010

<sup>3</sup> See above.



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Society (TIES)) in 1990 г. and says: „*ecotourism is a responsible trip to nature, which protects the environment and contributes to the well-being of local people*”.<sup>4</sup> In the Australian national strategy for ecotourism is stated that ecotourism is: „*nature-based tourism, including education and interpretation of the natural environment, and managed to be environmentally sustainable*”.<sup>5</sup> Larman and Durst define ecotourism as type of tourism in which „*the attraction of the tourist to the destination is based on his interest in one or several characteristics of her natural history. The visit combines education, recreation and adventure*”<sup>6</sup>. According to Goodwin ecotourism is „*tourism with a low impact on nature that contributes to the maintenance of species and habitats either directly through conservation or indirectly by providing sufficient income to the local community to evaluate and protect its natural heritage*”<sup>7</sup>. On other hand the experts in the World tourism organization (WTO) use the term „ecotourism” for every form of tourism that have some of the following characteristics:<sup>8</sup>

- Provides priority observation and percievance of the nature and the culture heritage of the destination;
- Accent on educational and interpretative activities;
- Conducted by specialized tour operator and tourist agencies on small and middle business level;
- Provides minimal ecological, social and cultural effect on the visited area;
- Oriented to supporting the nature areas, used for tourism and cooperate for protecting the biodiversity;

<sup>4</sup> TIES //http://www.ecotourism.org. june, 2010

<sup>5</sup> Fennell, D. Ecotourism: An introduction. London: Routledge, 1999

<sup>6</sup> see above.

<sup>7</sup> See above.

<sup>8</sup> UNWTO. World Ecotourism Summit – Final Report. Madrid, 2002. // pub.unwto.org/WebRoot/Store/Shops/Infoshop/Products/.../1269-1.pdf



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- Increase the well-being of the locals with coordinated effort from the local population, private, municipal and state structures.

On the ground of the definitions above and the specific traits of the ecotourism, a summary definition can be provided: *ecotourism is every type and form of specialized and sustainable tourism, by which is experienced and preserved the authentic natural and cultural area and the well-being of the welcoming population in the tourist area is increased.*

### 2.2.1. Specific types and forms of ecotourism

Different types and forms of ecotourism exist and they can be differentiating by motivational or organizational signs.

According to the motives of the tourists the types of ecotourism are: educational tourism; ornithological tourism-bird watching; photo-tourism; adventure tourism; cave tourism; walking tourism; cycling; practicing rock climbing; air sports; sport orientation; rafting; collection of herbs and mushrooms, etc...

Relation with ecotourism have the hunting tourism; village tourism and wine tourism. As a type of tourism is seen the „pro-poor tourism”, practiced in the developing countries as a main resource for developing the local economy.

Educational tourism is a specialized type of tourism that combines motives and outer signs that define the specific of the travel.<sup>9</sup> The tourists start the educational travel with more general or with a more specific educational purpose. It can be submitted to exploration of interesting and unique nature and anthropogenic phenomenon. On other hand educational tourism can correspond with specific types of educational interests and motives of the tourist – nature curiosity, culture curiosity and others.

Ornithological tourism is dedicated to observation and research of birds. Bird watching, as well as observation of other forms of the flora and fauna, is useful activity

<sup>9</sup> Neshkova, M., Rakadziyska, S., Dabeva, T., Marinov, St., Veleva, M., Kazandzieva, V., „Introduction to tourism”, “Science and economy” publisher, Economic university – Varna, 2007, p. 54



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and doesn't have strong negative impact. By ornithological tourism the visitors touch the nature, get to know its treasures and start to appreciate it and protect it. Photo tourism has common specifics and impact on the tourists. It is known also as a photo safari. It is practiced mainly from enthusiasts and professionals in the field of photography.

Other type of ecotourism could be the adventure tourism. Adventure is uncommon experience, including with some level of risk and insecurity, that usually takes place in uncommon nature surrounding.

Cave, known also as spaleotourism, is dedicated to cave visits. Most of the visitors make this travels with knowledge aim. Other tourists organize walks in the caves that could be categorized as extreme sports.

Hiking is preferred form of active relaxation and recreation in the nature.<sup>10</sup> In its foundations is the most accessible sport – walking. The human body needs movement for keeping the systems and organs in a good state. With energetic walking the bones, the blood circulation and the breathing system are stimulated. The hiking is popular thanks to the fact that no special conditions are needed, the “season” factor is eliminated, because it can be practiced in every season. It is suitable for every age group and for every gender. The effect of the hiking is amplified by the beautiful nature and the clean mountain air.

Practicing biking tourism could be seen as a type of ecotourism. Biking is a common practice in low mountain regions in the nature and clean air. This type of tourism doesn't have negative consequences on the surrounding nature.

The ecotourism provides premises for practicing aerial sports. Such as Para planning and delta planning. Ecotourism corresponds with the climbing and orienteering. The climbing and orienteering in the nature builds valuable skills: orienteering in unknown area; knowledge how to read a map and compass; overcoming natural

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<sup>10</sup> Apostolov, N., Stamatov, S., Tomova, S., Stoyanov, S., ‘Specialized types of tourism’, New Bulgarian university publisher, 1995. P. 59



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obstacles; independent designmaking and others. A characteristic of these sorts is that the preparation and the conduction of the tournaments is connected with the need every tournament to be held in unknown for the participants region. The ecotourists can go rafting too. Rafting is an extreme sport in which people go paddling with boats /rafts/ on wild (higher from the snow for example) rivers.

The typical forms of conducting the different types of ecotourism are as follows:

- According to the used transportation – on foot, with automobile, with bus, by train or ship;
- According to the used accommodation – in a hut, camping, ecohouses, family hotel, ecohotel, ecovillage;
- According to the type of accommodation – ecotourism only with spending the night or “bed and breakfast”;
- According to the number of participant – individual or in groups;
- According to the organization – organized (photo safari) or unorganized (hiking);
- According to the season – year-round (spaleotourism) or seasonal (birdwatching).

### **2.2.2. Organizational specifics of ecotourism**

The ecotourism is a sector of the tourist industry, which is under not only the laws of the market but also under the management tries from different governmental and nongovernmental organizations. Some states, destinations and firms have a special strategy and programmes for ecotourism development.

The tourists involved in ecotourism are the so called „responsible” and „green” users. An example of such a segment is Lifestyles of Health and Sustainability (LOHAS). The segment is composed of users with strong orientation towards healthy lifestyle, fitness, environment, personal development, sustainable living and social justice. The



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differentiation of LOHAS is made for the first time in e 2000 as a result in a marketing research by The Natural Marketing Institute. With the researches of the Institute in the following years the volume and the structure of the segment are précised. In USA alone in 2006 the volume of LOHAS is evaluated with consumer demand of 209 billion US dollars. The surveys show that approximately 19 % of the adult Americans or 41 million, form 215 million people total, can be placed in this consumer group.<sup>11</sup>

In the group of the „responsible” or „green“ consumers is formed and developed the market segment of „green tourists”. The green tourists are with the mindset that the tourism is a predicament for many different types of pollution. Realizing the negative impact of tourism, the „green tourists” evaluate the chances and possibilities to help the environment as they take part in a tourist trip. From this standpoint the “green tourists” are defined as tourist with environmentally friendly attitude during their vacation in broad tourist context. The „green tourists” are identified with the ecotourists, although some authors think that the second are subsegment of the first type. In narrow sense ecotourists are the one with environmentally friendly attitude during a vacation that takes place in a nature.<sup>12</sup> Although the segment „green tourists” is growing, their attitude profile is still not well researched and described.

Ecotourism is more individual or group tourism, practiced in small groups (approximately 25 people), that is provided by small or middle firms (specialized tour operators and family hotels) in nature areas. In it are organized tours for small groups in places with preserved nature with educational aim, accomplished by local interpretators or specialized tour guides. Ecotourism relays on visiting and experiencing the nature treasures of given tourist destination. As a foundation of the visit stands the location, landscape, climate, waters, soils, flora and fauna of the tour destination. Thanks to the fact

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<sup>11</sup>Citate from Marinov, S and others. Guidelines in implementing the concept “green hotels” in Municipality of Varna, Varna 2009

<sup>12</sup> See above



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that different protected areas (reservations, parks and others) have unique and diverse nature, they often times are used as an area for creating, offering and usage of specific ecological tourist products.

The development of ecotourism products need a specialized infrastructure and tourist superstructure such as tourist trails, signalized hiking trails, panorame facilities, ecohouses, huts, ecohotels and others. In ecotourism the prices have significant role for managing the tourist demand. In price aspect the leading is not the profit, but the impact on the destination.

On the ground of the specifics of the ecological tourism can be summarized the following **requirements for organizing and practicing ecotourism**.<sup>13</sup>

First, no intervention should occur over the inhabitants of the wild nature. The tourist should not isolate animals from their natural habitat; to remove young animals from their mother; to isolate the animals emerging from water or land; to remove birds from their nests, animals from their holes and other habitats; to provoke and touch animals. Bird watching should be from afar – by special binoculars; the noise that could worry the birds, should be controlled; the human conversation should be quite.

Second, the waste must not have negative impact on the environment – nor ecological, or aesthetic. Tour operators should: to inform the tourist about the impact of the waste over the nature; to insure gathering and removing every waste during the stay of the tourist in the visited area; to encourage keeping the area clean. The water vessel (boats, ships and others), bringing tourists in clean areas and reservations should have waste gathering or processing systems.

Third, it is necessary to be consolidated the sustainable development of the ecotourism in the nature area by creating local guides, organizations of land owners and representatives of agencies and public organizations for preserving the nature that will

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<sup>13</sup> Aleksieva, Y, Stamov, St. "Specialized types of tourism"- part I, Kota publishing, Stara zagora, 2003, chapter 6, p. 312



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create rules and measures for natural resource protection for every region. The experience that the tourist will acquire by visiting nature area has to improve his knowledge and appreciation of the natural environment and for its sustainable development and preservation. This occurs by qualification of guides (nature lovers) that will accompany the tourists in their visit in the nature areas. It is necessary for the tour guides to be well informed for diversity of animals and vegetation in the said region; to have information that will share with the tourists and with their attitude to encourage friendly approach to the nature and to provoke a will for its preservation. The maximum capacity of the group that visits the area should not be more than 25 people, but with regard to the sensibility of the region it can be reduced to 5-10 people.

Four, the tour visits should encourage keeping the wholesomeness of the visited sites or regions. The destinations for ecotourism are rich in attractive flora, fauna, unique culture and beautiful nature landscape, that should be preserved. In the destination locally sourced services should be encouraged. The ecotourism activities should create economic advantage for the local population and to motivate sustainable development of the environment, keeping and growing the biodiversity; by conservation, maintaining or enrich the natural and cultural systems.

### **2.2.3. Market segment „green tourists”**

The concern of the modern people for their health and material wellbeing, as well as for the preservation of the environment, make them conscious consumer. Market segments of „responsible” or „green” users are created and developed. Such an example is the Lifestyles of Health and Sustainability (LOHAS) segment.

The segment is composed of users with strong orientation towards healthy lifestyle, fitness, environment, personal development, sustainable living and social justice. <sup>14</sup>The differentiation of LOHAS is made for the first time in e 2000 as a result in

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14 LOHAS: What is it? // <http://www.lohas.com/> , July 2009



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a marketing research by The Natural Marketing Institute.<sup>15</sup> With the researches of the Institute in the following years the volume and the structure of the segment are précised. In USA alone in 2006 the volume of LOHAS is evaluated with consumer demand of 209 billion US dollars. The surveys show that approximately 19 % of the adult Americans or 41 million, form 215 million people total, can be placed in this consumer group The structure of LOHAS include six subsegments, shown in Table2-1

**Table 1.**

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<sup>15</sup> The Natural Marketing Institute // <http://www.nmisolutions.com/about.html>, July 2009



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### Subsegments of the market segment „LOHAS”

<p style="text-align: center;"><b>Personal health</b></p> <ul style="list-style-type: none"> <li>• Natural, organic products</li> <li>• Food products</li> <li>• Complex health services</li> <li>• Diet supplements</li> <li>• Wellness products</li> </ul> <p style="text-align: center;"><i><b>In USA: 118,03 billion \$</b></i></p>	<p style="text-align: center;"><b>Environmental friendly lifestyle</b></p> <ul style="list-style-type: none"> <li>• Interior and exterior furniture</li> <li>• Organic cleaning supplies</li> <li>• Compact fluorescent lighting</li> <li>• Charity for social changes</li> </ul> <p style="text-align: center;"><i><b>In USA: 10,6 billion \$</b></i></p>
<p style="text-align: center;"><b>Green building</b></p> <ul style="list-style-type: none"> <li>• Housing certification</li> <li>• Electronics “Energy star”<sup>16</sup></li> <li>• Sustainable flooring</li> <li>• Renewable energy systems</li> <li>• Alternative to wood materials</li> </ul> <p style="text-align: center;"><i><b>In USA : 50 billion \$</b></i></p>	<p style="text-align: center;"><b>Alternative transportation</b></p> <ul style="list-style-type: none"> <li>• Hybrid transportation vehicles</li> <li>• Biodiesel fuel</li> <li>• Programmes “sharing a car”</li> </ul> <p style="text-align: center;"><i><b>In USA: 6,12 billion \$</b></i></p>
<p style="text-align: center;"><b>Eco tourism</b></p> <ul style="list-style-type: none"> <li>• Eco-tourism travels</li> <li>• Eco-adventurous travels</li> </ul> <p style="text-align: center;"><i><b>In USA: 24,27 billion \$</b></i></p>	<p style="text-align: center;"><b>Alternative energy</b></p> <ul style="list-style-type: none"> <li>• Renewable energy credits</li> <li>• “Green pricing” for used energy</li> </ul> <p style="text-align: center;"><i><b>In USA: 380 billion \$</b></i></p>

Source : LOHAS Background<sup>17</sup>

Within the group of „responsible” or „green” users is formed and developed the market segment of the „green tourists”. The research determine the following facts: <sup>18</sup>

<sup>16</sup> „Energy Star” is a programme of the Agency of environmental protection and the Ministry of energetics of USA

<sup>17</sup> LOHAS Background// <http://www.lohas.com/>, July 2009

<sup>18</sup> Rainer, Ernst. G&L, Energon. EU Ecolabel for tourist accommodation & camp site services.



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- 51% of the German tourists believe that the ecological accommodation is extremely important;
- 50% of the German, Austrian and French tourists see the preservation of the environment as an important priority;
- 12% of the Germans welcome the designation and differentiation of the ecological services from other types of services;
- 90% of the British believe that it is the responsibility of the hotels to protect the environment;
- 87% of the British will prefer to stay in an ecological hotel;
- 50% of the British could pay 30 British pounds more for two-week stay in an ecological hotel;
- 59 % of the Austrians choose their travel destination by the criteria of „good nature” and „healthy environment”;
- 66 % of the Austrian tourists are prone to pay more expensive stay in an ecological hotel;

The green tourists are with the mindset that the tourism is a predicament for a lot and different types of pollution such as:<sup>19</sup>

- Pollution of the air and noise – the tourism suppose the use of different types of transportation and energetics that will accelerate the harmful gas emissions. Noise pollution from different types of transportation, including the ones for fun as jets, yachts, snow jets and others, distort and confuse the local animal and plant kingdom.;
- The accumulation of large quantities of waste and trash – in addition to the great amounts of pollution from the transportation, the tourists have a habit to leave behind and the trash, as a „trace”, devastating the nature and endangering the local flora and fauna;

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<sup>19</sup> Holidays. [www.go-green.com](http://www.go-green.com)



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- Accumulating great quantities of waste waters – the waste waters from hotels and other tourist objects pollute the natural water sources and violate the local ecosystems.

#### 2.2.4. The „green hotel” concept

The popularization of the social movements dedicated to protecting environment and the growing of the market segment of „green consumers”, from one side, and the institutionalization of the ecological programmes and practices from the NGOs and governmental agencies on national and international level, from other side, leads to „green orientation” of production and the products and services. The green supporters initiative provokes the search of new market approaches for winning „green” market share. Recently this tendency reaches the hotel business – more and more hotels promote themselves as green and offer eco-options for service and accommodation.<sup>20</sup>

The hotels consume large quantities of resources and have serious negative impact on the environment. A research shows that a hotel with 150 rooms consumes for a week water and energy as much as 100 four-person households for a year. The reason for such a large consumption, are:<sup>21</sup>

- The households don't consume in the night and large part of the day, but the hotels use lighting, airconditioning and others 24/7 ( 24 hours a day/7 days a week);
- The people in the households are concerned with saving water and energy and practice selfrestraint, but a lot of the guests in the hotels shows carelessness in regard to resource consumption in the facility;
- The soaps, shampoos and groceries are used multiple times in a household until they are spent, but in a hotel these products are used one time;

<sup>20</sup> Hefler, Lawrence. To be eco for the guests, nature and brand // <http://www.horemag.bg/print.php?storyid=484625>, 13/04/2008

<sup>21</sup> Cassingham, Kit. ECONomically Sound. [http://www.economicallysound.com/about\\_us/](http://www.economicallysound.com/about_us/)



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- The houses are built according to the number of occupants, but the hotels are built for a higher capacity according to the regular number of occupants, which leads to construction and airconditioning of unused spaces.

Taking into account the said conditions, the green programmes present economical and market chance for the hotel entrepreneurs. They help the hotels not only to reduce the resource spendings but to stand out to the customers. The „Green” Hotels Association defines the „green” hotel as a „Green Hotels are environmentally-friendly properties whose managers are eager to institute programs that save water, save energy and reduce solid waste—while saving money—to help protect our one and only Earth”<sup>22</sup>.

In an economic aspect the implementation of the „green” hotel concept is reflected directly on the profit from the activities and increases the value of the hotel in long term. With the concept the employees stay longer, because the management put efforts for their health and well-being. In market aspect the implementation of the „green” hotel concept allows and favour the creation and maintenance of loyal clients. The concept of “green” hotel is shown in Table 2-1.

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<sup>22</sup> „Green” Hotels Association // <http://greenhotels.com/index.php>



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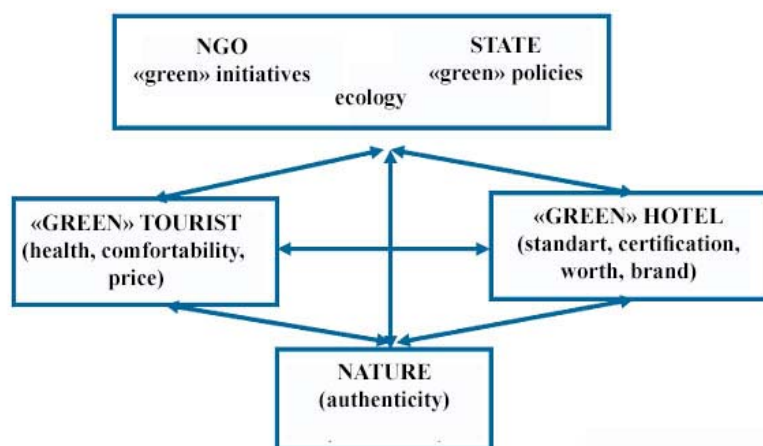


Table 2-1. The „green” hotel concept

Summarizing the existing practices, criteria and indicators for specifying the concept of „green hotel” could be systemized as shown in Table 2-2.<sup>23</sup>

Table 2-2

**Example of criteria and indicators for „green” hotel**

Stage of activity	Criteria	Example indicator
Pre-production stage	Consumation of energy is low	Minimum of 22% of the used energy should be from

<sup>23</sup> EU. The European Eco-label for Tourist Accommodations.. Commission Decision 2003/287/EC of 14 April 2003.; The Travel Foundation. “Green” is good for the winter sports. // <http://www.makesnowsportsgreener.com/uploads/documents/bulgarian.pdf>



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		renewable sources
Pre-production stage	Consumation of water is low	Quantity of water from facet or a shower < 12 l/min.
Production stage	Ecofriendly management	Training of the employees to implement ecological measures and environmentally friendly attitude.
Production stage	Lowering the quantity of produced waste	Gathering, separation and transportation of the waste to the places, designated for that purpose
Production stage	Favors the usage of renewable resources and less dangerous for the environment materials	Limited usage of harmful for the environment disinfectant
Production stage	Encouraging environmental education and communication	Information provided in the hotel for the local public transportation

### 2.2.5. Certification practices for „green hotel”

The beginning of the institutionalized standardization, certification and marking practices for the ecology of human activity was established in 1973 on the basis of the European Community Principles and the Environmental Protection Action Plan adopted in relation to them. The High rank meeting on the problems of the Earth and the United Nations Conference on Environment and Development in 1992 in Rio de Janeiro accelerated the creation and development of environmental certification initiatives in two







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main directions:

- **Systems for managing the environment (SME)**, including standardization, implementation and certification of different organizations.

- **Eco designation of products;**

The Systems for managing the environment (SME) are dedicated to reducing the negative impact of the organization on the environment. Implementation of SME leads to compliance to the consumer requirements and environmental legislation, cost reduction through efficient use of energy and resources, a better image of the organization and increasing its attractiveness to investors and lowering the insurance burden.

A good illustration of the essence of SME is the ISO 14001: 2004 regulation. At the core of ISO 14001: 2004 stands the concern for the sustainable development of the planet. The standard has the same structure and brings the idea of continuous improvement, typical of ISO 9001: 2015. The standard defines the environmental management system requirements, that can be integrated with other management requirements to help organizations achieve both their economic and environmental goals. Through its ISO 14001: 2004 certification, organizations of all kinds are concerned about the implementation of environmental protection system by controlling the impact of their actions, products or services on the environment. The benefits of applying ISO 14001: 2004 are as follows:<sup>24</sup>

First of all, certified Systems for managing the environment minimize the risk of environmental incidents. This creates conditions for lower insurance payments, provides greater investor confidence, and a strong presence on the European and global markets. Secondly, the organization's top management pays great attention to the processes, activities, materials and products that are being used. In this way, it is assured that the organization knows and complies with the environmental legal requirements and that it is

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<sup>24</sup> "ADS KONSULT OOD"// <http://www.ads-consult.com/pagebg.php?P=1&SP=2>



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committed on all levels of the organization by setting goals and expected results and delegating responsibilities.

Thirdly, through ISO 14001: 2004 certification, the organization proves and demonstrates its responsibility to preserve the environment for the future generations. Observing and measuring key features helps top managements to work more efficiently.

Fourthly, waste reduction and improved control of resources and energy lead to lower spendings and consequently increases profits. Operational activity is improved by analyzing the operational processes.

ISO 14001: 2004 certification is recommended by regulators as a tool for preventing environmental pollution. By raising personal consciousness and requiring communication with authorities, if a problem occurs, the risk of liability is reduced. The stages of implementation of management systems (SMs) until the acquisition of a certificate for the different standards are as follows:<sup>25</sup>

***STAGE 1: Audit of the condition:***

- Conducting initial training;
- Initial audit for evaluation of the existing system in comparison to the requirements of the specific standard;
- Analysis of the condition and defying the structure of the managing system (MS) ;
- Creating a timesheets for finishing the development, preparing all needed documents for developing the MS – orders, programmes and others.

***STAGE 2: Development of documents from MS***

- Developing the documents from MS – procedures, operational documents, manuals and others.;
- Implementation of the documents in the coworking teams.;

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<sup>25</sup> "ADS KONSULT OOD"// <http://www.ads-consult.com/pagebg.php?P=1&SP=2>



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### ***STAGE 3: Implementation:***

- Conducting implementation training;
- Audits according to the elements of the standards in the process of implementing the system;
- Making changes in the documents if needed.

### ***STAGE 4: Functioning:***

- Training of internal auditors;
- Conducting internal audits.

### ***STAGE 5: Certification and owning a certificate (conducted by certification organization):***

- Participation in choosing the certification organization and during the period of certification;
- Eliminating potential remarks from the audit.

„Eco-label” is a voluntary method of certification and labeling of environmental performance. „Eco-label” is a sign of identifying the overall environmental preference of a product or service within a specific group of products or services in the context of the whole product life cycle. In order for a product or service to obtain the right to an eco-label, they must meet the leading environmental criteria.

There are many different voluntary and obligatory labels and declarations of environmental compliance and characteristics worldwide. The International Organization for Standardization distinguishes between three types of voluntary eco-labeling practices:

*1<sup>st</sup> type:* A voluntary third-party multi-criteria programme giving the right to use an eco-label for a product that has certain environmental characteristics throughout its life-cycle within a group of similar products.

*2<sup>nd</sup> type:* informative self-assessment of environmental achievements and matches

*3<sup>rd</sup> type:* voluntary programs under which quantitative environmental information



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is provided for a product by a set of predefined indicators, the data being collected through evaluations over the product life cycle and verified by a different third party.

The World Organization for Standardization finds that all eco-labels have the same goal of „by communicating reliable, undistorted and accurate information about the environmental characteristics of products and services to encourage demand and supply of such products and services that have less negative impact on the environment, thereby increasing the potential for market-driven continuous improvement of the environment”.<sup>26</sup>

The emergence and development of eco-labels is due to the growing concern of governments, businesses and society to protect the environment. Environmental attitudes integrate into the marketing offers of certain products and services as essential advantages. Various declarations, guarantees and labels for eco-products and eco-services such as „natural”, „recyclable”, „low-energy” and others appear on the market. On the one hand, such markings attract buyers willing to reduce harmful environmental impacts with their consumer choices, but on the other hand they generate confusion and skepticism among a large number of consumers. Without clear standards and research findings from an independent third party, consumers can not be sure of the firms' assurances about the ecology of any labeled product or service. The issue of credibility and objectivity leads to the emergence of private and public organizations providing labeling from a third independent party. Such marking method takes the form of „awarding” eco-labels for products and services verified on the basis of an eco-labeling program or scheme managed at national or international level.

An example of an international eco-labeling scheme is the one of the European Union.<sup>27</sup> The EU Ecolabel (the EU Flower) was established in 1992 under EU Regulation

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<sup>26</sup> Global Ecolabelling Network Discussion Paper On Enhanced Co-operation. April 1999 ; Introduction to Ecolabelling (July 2004)// <http://www.globalecolabelling.net/whatis.html>

<sup>27</sup> TIME Foundation // <http://www.time->



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880/92. Its purpose is, on one hand, to encourage organizations to develop „green products” and, on other hand, to help consumers identify these products. In 2000, the Community eco-label award scheme was updated in accordance with Regulation (EC) No 1980/2000 of the European Parliament and of the Council from 17 July 2000 on a revised Community eco-label award scheme. The Ecolabel scheme applies to a wide range of products (goods and services) - excluding food, beverages, medicines or medical products. In order to be awarded an eco-label, the products must belong to a specific product group for which specific environmental criteria have been developed.

To date, specific environmental criteria have been introduced into the European Union for 26 product groups, grouped into 7 product categories as follows:

1. Cleaning products.
2. Electrical Appliances.
3. Paper products.
4. Home and garden.
5. Clothes and footwear.
6. Tourist services.
7. Machine lubricants.

In every Member State of the European Union, the Ecolabel scheme is introduced by a body authorized to do so. In Bulgaria this authority is the Ministry of Environment and Waters (MOEW). In Bulgaria, the European Ecolabel scheme was introduced by the Environmental Protection Act, Chapter Seven, Section Three, in 2002. As Bulgaria was not yet a member of the European Union, the Regulation was not applied directly. For this reason, MOEW introduces the requirements of the Regulation into the Bulgarian legislation through Ordinance № 3 of the Minister of Environment and Waters in the National Ecolabel scheme (State Gazette No. 49, 2003).

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foundation.org/index.php?option=com\_content&view=article&id=19&Itemid=27&lang=bg



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For convenience of the business and to administer the process, a set of documents and a unified contract for giving the eco-label were prepared in 2004. In connection with the membership of the Republic of Bulgaria in the European Union and for the direct application of the Regulation on the Ecolabel scheme in 2007, the Law on amendment and supplement to the Environmental Protection Act (LAS to the EPA) was drafted and adopted. The changes update and refine the already existing legislative basis as the requirements of the Regulation provide some flexibility of the framework for its implementation in each member State. By the LAS to the EPA, Regulation No 1980/2000 on the Ecolabel scheme is introduced instead of the existing National Ecolabel Scheme (NELS). With the promulgation of the LAS to the EPA in State Gazette no. 52 from 06.06.2008 is allowed effective implementation of the European Community Ecolabelling Regulation in Bulgaria.

### 2.3. Organic agriculture and organic farming

Organic agriculture in Bulgaria is characterized by upward development and good prospects in recent years. The increasing number of areas, crops, animals and people engaged in organic farming is seen 2016 too. (Table 2-3)

**Table 2-3**

#### **Development of organic agriculture in Bulgaria, 2003-2014 year**

<b>Development of organic agriculture</b>												
	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Control organizations, accredited by the Ministry of agriculture and foods, item	2	2	2	2	6	10	10	10	10	10	10	13
Certified operators (roducers, processing industry, importers, exporters etc)	29	51	111	181	339	285	467	820	1054	3750	3995	4092
Certified lands - total ha	650	1113	2432	3061	11089	16662	12320	25648	26622	40378	56287	74351
-including permanently grassed lands	-	-	-	-	861	2486	2317	3611	4491	7957	15476	12089
Areas of collecting wild plants, ha	-	-	-	110143	397835	397835	401426	546195	543655	472700	678025	69425
Certified animals	-	-	-	1514	3101	4565	8939	9952	n/a	n/a	n/a	n/a
Certified bees – beehive	-	-	-	708	35747	44861	41089	46429	58855	85346	117360	106679



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Source: [https://www.capital.bg/specialni\\_izdaniia/zemedelie/2017/09/17/3043941\\_vuzhodut\\_na\\_biozemedeliето\\_produjljava/](https://www.capital.bg/specialni_izdaniia/zemedelie/2017/09/17/3043941_vuzhodut_na_biozemedeliето_produjljava/)

According to the producers in the industry<sup>28</sup>, the trends in organic farming are extremely positive, as the areas in transition for some crops are 2-3 times more than the certified ones. This means that if there are no unpleasant surprises, after 1-2 years there will be plenty of organic products in Bulgaria - grains, oil, fruits, walnuts and hazelnuts, meat, milk.

From the organically grown grains popular are mainly wheat, corn, barley and oats. In 2016, the areas with them grew by more than 28% compared to the previous year, according to data from the Ministry of Agriculture, Food and Forests.<sup>29</sup> Technical crops in a control system in 2016 (rose oil, aromatic plants, medicinal plants, spices) increase by about 9639 ha compared to 2015. The largest share of this group takes lavender, followed by coriander and fennel. With almost 50% compared to 2015, areas with fresh organic vegetables such as artichokes, onions, carrots, lettuce, cauliflower and broccoli, watermelons, melons, strawberries and cultivated mushrooms increased. The most significant are the areas with artichokes (741 ha) and pumpkins (1418 ha). Organically grown non-traditional crops such as artichokes and kiwi (6.68 hectares), although on small areas, are indicative of the efforts of organic farmers to meet market demand and to diversify supplies. Nearly 50% increase is also occurring in permanent meadows and pastures. Growth is also registered in the forage areas of arable land, which is a result of the increased interest of the operators in organic livestock farming. Organically grown perennials also register growth. In 2016, they are 8928 hectares more than in 2015.

**Table 2-4**

### **Main indicators for the state of the organic cultures in Bulgaria in 2016**

<sup>28</sup>

[https://www.capital.bg/specialni\\_izdaniia/zemedelie/2017/09/17/3043941\\_vuzhodut\\_na\\_biozemedeliето\\_produjljava/](https://www.capital.bg/specialni_izdaniia/zemedelie/2017/09/17/3043941_vuzhodut_na_biozemedeliето_produjljava/)

<sup>29</sup> <http://www.mzh.government.bg/bg/statistika-i-analizi/ikonomicheski-pazarni-analizi/>



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<b>Groups organic cultures 2016</b>	
	<i>Area size(ha)</i>
<i>Grains, incl. rice</i>	30 940
<i>Beans, protein cultures for grain production</i>	523
<i>Root cultures</i>	91
<i>Technical cultures – total</i>	30512
<i>Cultures for green/forage from arable lands</i>	14911
<i>Fresh vegetables, melons, strawberries, cultivated mushrooms (greenhouses and field production)</i>	3678
<i>Perennial crops</i>	34873
<i>Permanents meadows and pastures</i>	38735
<i>Unsown lands</i>	8074
<i>Other cultures from arable lands</i>	10
<i>Total lands in control system</i>	162352
<i>Wild cultures*</i>	307994
<i>“Wild cultures” – mushrooms, medicinal plants, forest fruits, are harvested in certified clean regions, but the lands are not cultivated and are not part of the “Total lands in control system”</i>	

There is increase in the farming of perennial fruit trees, nuts and vines. The interest in the group of nuts (walnuts, hazelnuts, almonds and chestnuts) continues to grow in 2016, with areas reaching 18 484 ha compared to 15 366 ha in 2015. Organically grown vines in 2016 extend to 5390 ha (2015 - 4199 ha). Decreases are observed in bean organic-cultures and in protein for grain production. In 2016, their area is less with almost twice and a half times compared to the previous year. The root crops group (potatoes and beets) also dropped slightly.

**Table 2-5**

**Main indicators for the state of the organic agriculture and organic livestock farming in Bulgaria in 2016**



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Organic agriculture in 2016 .		Organic livestock farming in 2016		
			Number of animals raised organic	Number of organically farmed animals (after transition)
Number of operators in organic agriculture	7262	Bovine	9718	2195
Total cultivated lands/arable lands	88710 ha	Sheeps	26809	7897
Permanent meadows and pastures	38735 ha	Goats	3926	3669
Total lands in the control sytem ( in and after transition)	162320 ha	Beehives	236462	140905
Wild cultures	307 019			

Source: Ministry of agriculture, food and forests,

[https://www.capital.bg/specialni\\_izdaniia/zemedelie/2017/09/17/3043941\\_vuzhodut\\_na\\_biozemedeliето\\_produjjava/](https://www.capital.bg/specialni_izdaniia/zemedelie/2017/09/17/3043941_vuzhodut_na_biozemedeliето_produjjava/)

According to Dr. Stoilko Apostolov, two large groups are formed in bio-production according to data for 2016. The first group includes crops and animals certified thanks to the good market in the country and for export - aromatic and medicinal plants, fruits, vegetables, sunflower, grains, wine grapes, sheep and goat's milk, bees. The second group are crops which are certified mainly for the subsidy - meadows and pastures, lucerne and forage crops without animals; walnuts, hazelnuts; grains and oil-bearing, bees. As the budget for measure 11 „Organic farming” has already been exhausted, the producers of the second group of crops should be oriented towards the development of markets (in Bulgaria and international) in order to reduce the risk of stopping the financing.

According to producers, the growth of organic production can lead to certain problems. At the moment, 407 dairy cows are raised in Bulgaria, from which 967 141 liters of raw organic milk are harvested annually, processed in different dairy products.



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There are another 2499 dairy cows in the transition to organic production, which give 5,803,109 liters of raw milk. When the transition period of these cows expires, a new 6 million liters of organic milk will be offered for processing of Bulgarian organic creameries. It is not certain whether the Bulgarian market has the potential to absorb these quantities.<sup>30</sup> With an increase in supply, the price of raw organic milk, which is currently about 25% higher than the traditional product, may lower.

Another major problem in Bulgaria is the approval and licensing procedures of companies that control and certify organic production, processing and trade. Under the current procedure, virtually any company that has accreditation from the Bulgarian Accreditation Service can also obtain a license from the Agriculture Ministry to operate in Bulgaria. In this way, too many companies are licensed (16 at the moment and a few more are waiting for a license), which serve 7000 operators. For comparison, in France there are licensed 9 control companies for 65 000 operators.

## 2.4. Green jobs

Historically, „green jobs” are jobs, related to the conservation of biodiversity and the natural environment. Other areas are currently covered, such as low-carbon technologies, energy efficiency and carbon finance. The EU defines green jobs as jobs that cover all environmentally-based activities or the one created in the process of transition to a green economy, as this definition is seen as complementary to the definition of the United Nations Environment Program (UNEP). For the International Labor Organization (ILO), green jobs are those that reduce the environmental footprint. This means that they reduce the consumption of energy, waste materials and water, reduce carbon emissions in the economy and dematerialise it. This reduces

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[https://www.capital.bg/specialni\\_izdaniia/zemedelie/2017/09/17/3043941\\_vuzhodut\\_na\\_biozemedeliето\\_produktiva/](https://www.capital.bg/specialni_izdaniia/zemedelie/2017/09/17/3043941_vuzhodut_na_biozemedeliето_produktiva/)



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greenhouse gas emissions, develops policies to adapt to climate change and to protect and restore the ecosystem. Pursuant to the Employment Promotion Act in the Republic of Bulgaria (Article 1, item 35 of the LAS of the EPA), „green jobs” are the economic activities related to the production of goods and the provision of services that support the protection of the environment according to a list of economic activities, approved by the Minister of Environment and Water and the Minister of Labor and Social Policy. Under „green jobs”, the European Commission understands jobs that somehow contribute to protecting or restoring the environment. These may include jobs that protect ecosystems and biodiversity or reduce energy and resource consumption, or reduce waste and pollution.

Green job is any professional activity that helps protect the environment and combat climate change by saving energy and resources, promoting renewable energy, reducing waste and pollution, or preserving biodiversity and ecosystems. Developing sustainable patterns of consumption and production, generates the potential for creating new jobs and transforming existing ones into high-quality green jobs not only in virtually all sectors but also across the chain - from scientific research to production, and service; in new high-tech sectors such as renewable energy sources; in traditional industry and construction; in agriculture and fisheries; as well as in the service sector, including, for example, catering, tourism, transport and education. Green jobs provide decent labour which, in turn, ensures adequate social protection, sufficient incomes, healthy working conditions, respect for workers' rights and participation of individuals in decision-making that affects their lives.

According to specialized literature, investing in a sustainable economy allows for the creation and maintenance of a large number of jobs, both in emerging and traditional industries. A variety of studies have shown that the transition to a green economy will ultimately have a positive impact on employment, reflecting the fact that sustainable



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economic activities, such as energy saving or organic farming, are more labor-intensive than those that replace.<sup>31</sup>

It is difficult to estimate the exact number of people in green jobs because the definitions of „green jobs” vary. Moreover, there is a shortage of standardized data, especially outside the environmental sectors, where green jobs are scattered across Europe in companies that are determined to improve their environmental footprint.

Green jobs currently are valued to 4.6 million at EU level (Harizanova, 2015: 11), and they should reach 8.67 million, equivalent to 6% of those employed in the EU-27.

In Bulgaria, the National Action Plan for Employment provides possibilities for the implementation of the measure and for this purpose in 2014 it is planned financing by the State Budget of BGN 504 129 for employment of 276 unemployed, including 100 new employed. In 2014, for each unemployed person employed, during the period of his employment, but for not more than 6 months (not more than 8 months for the employees of jobs requiring a third degree of professional qualification or degree), state financing for wage is provided (Miteva et al., 2014).

In order to eliminate the dangerous production factors and occupational hazards associated with „green jobs”, it is imperative to take measures to eliminate negative impacts in accordance with the underlying principles of safety and health at work. The technological and manufacturing processes of „green jobs” have to have risk assessment as the other jobs.

Employers of „green jobs” are responsible and legally obliged to ensure health and safety at work, as for the other jobs. The transform to a 'green economy' implies the establishment of higher standards for the protection of the environment, combined with labor safety strategies. Only in this way can the aim of ensuring safe, sound and decent work for green jobs be achieved.

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<sup>31</sup> Cambridge Econometrics, GHK, IER, 2011 r. „Studies on Sustainability Issues – Green Jobs; Trade and Labour“ – final report of the European commission, General Agency “Employment”.



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The EU Member States, including Bulgaria, develop green skills classifications. It has been found that the transition to a greener economy will have a significant impact on the skills needed, leading to increased demand for skilled labor in the growing sectors of the eco-industry. Also, to increase the requisite qualification of workers in all sectors and to retrain workers in vulnerable sectors<sup>32</sup>.

Organic farming is a promising niche for the Bulgarian economy. With only conventional grain production, a small country like Bulgaria, producing about 4 million tons of grain per year, can not compete on the global market and remains dependent on external factors. Following the example of Switzerland, organic farming could become a boutique winning business for Bulgaria. However, there is a need for a clear political vision on this issue and a long-term strategy for the development of this sector, supported by relevant policies and financial instruments.

In this context, one of the key macro-environment factors that can influence the development of ecotourism and organic agriculture is the political-legal force. Their impact is made through certain policies, decisions and their corresponding documents. (table 3-1)

**Table 3-1**

**Accents from the general policies, decisions and documents in the field of green economy and green jobs**

Year		Main accents
2012	Employment package of EC	It offers a framework for job recovery and job creation. Emphasis is placed on the need to identify knowledge and skills needs in order to facilitate the transition to a green economy and to make progress on employment of the workforce set out in the Europe 2020 strategy.
2014	European platform	Underlines the need to develop a comprehensive

<sup>32</sup> OECD (2012); MOT (2012); Cambridge Econometrics, and al. (2011), *Studies on sustainability issues — Green jobs; trade and labour*.



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	for Effective resource usage (EREP)	strategy for environmental protection in employment, education and knowledge and skills policies.
2014	Strategy „Europe 2020”	The transition to a green, resource-efficient, low-carbon economy is essential to achieving smart, sustainable, economic growth.
2014	COM(2014)0446	Commission Communication „Green Jobs Initiative: Realizing the Green Economy Potential for Jobs”
2014	COM(2014)0440	Commission Communication „A Green Action Plan for SMEs”
2014	COM(2014)0398	Commission Communication „Towards a Circular Economy: A Program for Europe with Zero Waste”
2012	SWD(2012)0092	Commission staff working document „Making use of the potential for green jobs”
2010	Employment policies for a competitive and green economy with low carbon and resource efficiency	Conclusion of the Council from 6 <sup>th</sup> December 2010
2010	Decision 2010/707/EC of the Council	Recommendations for employment policies for the member states
2011	Green action plan of the Ministry of agriculture and Initiative for green employment	Statement of the Region Committee
2013	Promoting the creation of green jobs during the crisis: a collection of best practices in Europe	Report of the European employment observatory
2011	Green Jobs Skills: A Comprehensive View - Summary Report Based on	Report of the International Labor Organization (ILO) / European Center for the Development of Vocational Training



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	Studies in 21 Countries	
2010	Skills for green jobs - European summary report	Report of the European Center for the Development of Vocational Training

Detailed information on the concept of sustainable development, policies and accompanying documents are presented in Annex 7-2 of this strategy.

The report of the European Environment Agency for 2015 states that the current measures are not sufficient to achieve biodiversity conservation, reduce fossil fuel use, combat climate change and prevent the impact of this amendment to human health and the environment.

According to the Green Paper on the green jobs initiative: Realizing the green economy potential for job creation (2014/2238 (INI)):

- there is a danger that, given to the lack of a coherent political response to overcome these common challenges, a significant part of the sustainable employment potential of a green and socially inclusive transition will not be used;
- the lack of flexibility in the labor market hinders job creation while at the same time a competitive EU labor market can contribute to the employment objectives of the Europe 2020 strategy;
- an ambitious and coherent EU policy and investments in renewable energy, forest management, sustainable agriculture and soil protection (to prevent and counteract hydrological instability) have the potential to give a significant boost to job creation;
- In response to macroeconomic threats and incoherent political actions, new sectors are developing, changes within many others, and declining sectors,



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such as those that are heavily polluting the environment;

- there is a need to focus on innovation and to ways of reducing pollution;
- In respect of some declining sectors, special attention should be paid to the workforce in terms of retraining and alternative employment;
- Investments in the areas identified as priorities in the Commission's green jobs programme, including recycling, biodiversity, energy efficiency, air quality and all renewable energy technologies, such as renewable energy from offshore installations, have potential to significantly stimulate job creation, including in sparsely populated areas.

Some of these findings are confirmed by studies conducted in Bulgaria (Miteva, 2017), according to which the respondents (owners and managers of companies) are generally dissatisfied with the state of the legislation related to environmental protection. Its main disadvantage is the existence of contradictory texts in the different legal acts. The respondents' opinion on the measure, encouraging the creation of green jobs under Art. 55d of the EPA, differentiate , with half the employers fully agreeing with the good assessment of the measure, and the others disagree with this assessment, but only to a certain extent. But the assessment of the two groups, that the implementation of the measure is highly bureaucratic, is clear. Opinions have been expressed that the scope of green jobs in this measure is too limited. Regarding the assistance that respondents receive from local government authorities and labor offices, the assessments are highly positive.

### **3. CHAPTER TWO: ANALYSIS OF THE MACROENVIRONMENT OF ECOTOURISM AND ORGANIC AGRICULTURE IN THE TRANSBORDER AREA OF VELIKO TARNOVO REGION AND TRANSBORDER REGION TELEORMAN AS RESOURCE FOR GREEN JOBS**



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### 3.1. Methodology of the research

For the purposes of this strategy, a study has been developed and carried out with **the aim of exploring** – „green jobs” in the so-called *green sectors*, namely agriculture and forestry, tourism and related economic sectors of services, transport and the processing industry, as well as other relevant economic activities related to the production of goods and the provision of services supporting the protection of the environment in the transborder territory of Veliko Tarnovo Region, where a Municipality of Lyaskovets is located territorially and Teleorman Region, where the project partner - Videle Municipality is located.

**The subject of the study** are the attitudes and opportunities for the opening and occupation of „green jobs” in the „green” sectors in the transborder region of the project.

**The aim of the study** is to study the state of the sectors that can generate green jobs in the rural areas of the Romania - Bulgaria transborder area.

### 3.2. Developing tools for the research

In order to meet the objectives of the survey, were developed three questionnaires for the study of representatives from the projects target groups. The questionnaire for conducting a direct consultation of Delphi experts is presented in Appendix 5 to this strategy.

The SME questionnaire from the transborder region, including a section for non-governmental organizations and farmers and producers' organizations, as well as a questionnaire for the general public, individual rural residents are presented in Annex 5 of this strategy.

The questionnaires were translated into English so they could be used to conduct the survey in Teleorman Region.

The questionnaires were introduced to LimeSurvey. For each one, a link was generated, which was sent to the target group representatives. The links to the



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questionnaires are presented below. Currently, they are not active because surveys are stopped at the end of the period to download and process the results.

### **In Bulgarian:**

EXPERTS

Ecotourism experts

<http://survey.ue-varna.bg/index.php/636557?lang=bg>

Experts organic agriculture

<http://survey.ue-varna.bg/index.php/547674?lang=bg>

GENERAL POPULATION

<http://survey.ue-varna.bg/index.php/791446?lang=bg>

FIRMS/ORGANIZATIONS

<http://survey.ue-varna.bg/index.php/672189?lang=bg>

### **In English:**

EXPERTS

Ecotourism experts

<http://survey.ue-varna.bg/index.php/272193?lang=en>

Experts organic agriculture

<http://survey.ue-varna.bg/index.php/626497?lang=en>

FIRMS/ORGANIZATIONS

<http://survey.ue-varna.bg/index.php/117987?lang=en>

GENERAL POPULATION

<http://survey.ue-varna.bg/index.php/528671?lang=bg>

### **3.3. Field work**

The collecting of information by the respondents lasted two weeks: from 30 July to



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13 August incl. The links were sent to the respondents' emails from the developed database (Report No. 5). In the absence of an email address, the information was collected through a telephone interview. Respondents who did not complete the questionnaires during the first week of the fieldwork were interviewed by phone.

### 3.4. Results from the conducted research using the „Delphi” method

For the purpose of the Delphi survey, was developed a questionnaire for experts in the field of ecotourism and organic farming (Annex 5). The questionnaire was sent to a sample of 42 experts. Answers were received from 28 experts - 16 experts in the field of ecotourism and 12 experts in the field of organic farming.

With the greatest potential for development, the following ecotourism activities have been assessed by experts: providing thematic complementary tourism services in the cultural-, spa-, wellness-, rural-, wine-, eco-, congress-, children- and youth-, adventure, sports, hunting, golf and other tourism; and providing guided tours in mountain and nature, and providing sports services (Table 3-1)

**Table 3-1**

#### **Condition and potential for development of green jobs in the field of ecotourism and organic agriculture in Veliko Tarnovo region by type of activity, average**

<b>Type of activities</b>	<b>Current state</b>	<b>Potential for development</b>
<b>ECOTOURISM</b>		
1. Tour operator- and tour agents activities	3.2	4.8
2. Hotel business	3.4	5.1
3. Restaurant business	2.8	4.2
4. Providing thematic tourist services in the field of culture, spa-m wellness, rural-, wine-, eco-, congress-, children- and youth-, adventure, sports, hunting, golf and other tourism.	4.1	5.8



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5. Providing tour guide services for leading tourists in the mountains and nature and other sports services.	4.2	6.1
<b>ORGANIC AGRICULTURE</b>		
1. For organic agriculture – unsown land OA 0	2.1	3.3
2. For organic agriculture in transition – field cultures, including forage OAT 1	2.4	3.4
3. For organic agriculture in transition - permanently grassed areas (meadows and pastures) OAT 2	2.5	3.7
4. For organic agriculture in transition - perennials, vines and oil rose OAT 3	3.1	4.8
5. For organic agriculture in transition – aromatic and medicinal plants OAT 4	2.9	4.6
6. For organic agriculture in transition - vegetables, including cultivated mushrooms and potatoes OAT 5	2.4	3.8
7. For organic beekeeping OBT 6	3.5	6.1
8. For organic livestock farming in transition - for large livestock (bovine animals and buffalo) grown for milk OFT 7	2.1	3.3
9. For organic livestock farming in transition for large livestock (bovine animals and buffalo) grown for meat OFT 8	2.5	3.7
10. For organic livestock farming in transition – small livestock (sheep and goats) grown for cogeneration (meat and milk) OFT 9	3.1	4.8
11. For organic agriculture – field cultures, including forage OA 10	n.a.	n.a.
12. For organic agriculture – permanently grassed areas (meadows and pastures) OA 11	n.a.	n.a.
13. For organic agriculture – perennials, vines and oil rose OA 12	n.a.	n.a.
14. For organic agriculture – aromatic and medicinal plant OA 13	2.9	4.6
15. For organic agriculture – vegetables, including cultivated mushrooms and potatoes OA 14	n.a.	n.a.
16. For organic beekeeping OB 15	n.a.	n.a.
17. For organic livestock farming after transition - for large livestock (bovine animals and buffalo) grown for milk OF 16	n.a.	n.a.



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18. For organic livestock farming after transition - for large livestock (bovine animals and buffalo) grown for meat – OF 17	n.a.	n.a.
19. For organic livestock farming after transition – small livestock (sheep and goats) grown for cogeneration (meat and milk) OF18	n.a.	n.a.

*Note: For evaluation of the current state is used the following scale: 5 – Extremely well developed; 4 – Very well developed; 3 – Well developed; 2 – Not enough developed; 1 – Not developed at all. For evaluation of the potential for opening green jobs is used the following scale: 1 – Extremely low; 2 – Very low; 3 – Low; 4 – Neither low or high; 5 –High; 6 – Very high; 7 – Extremely high*

In the field of organic farming with the greatest potential for development, the following activities were evaluated by the experts: organic beekeeping and organic plant growing in transition - aromatic and medicinal plants.

### **3.5. Results of the conducted research amongst SME, NGOs and farmers and producers organizations**

The concepts studied are well-known among the target group. Over 95% of respondents have heard the concept of ecotourism and are familiar with it. However, associations with the notion of ecotourism for respondents are different and relate to the following<sup>33</sup>:

- Hoax for acquire money from European funds
- Guest houses located in the beautiful nature
- Visiting ecological clean region
- A walk in the mountain
- Nature

<sup>33</sup> This question is open (When you hear the term “ecotourism” what is the first tham comes to mind?) and the respondents write their associations .



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- Green school
- Eco-clean
- Health
- Tourism without pollution
- Nature and tourism amongst preserved natural habitats
- Tourism in rural and mountain region
- Clean nature
- Clean production, yield, realization
- Good walk
- Corruption
- Organic farming and organic agriculture
- Tourism amongst nature that doesn't have a negative impact on the environment.

Unfortunately, the concept of „organic farming” is associated with positive activities, but also there is a strong negative association for part of the respondents:

- Healthy products;
- Growing crops without pesticides and harmful manuring;
- Foods with no chemicals;
- Agriculture with no chemicals;
- Agriculture with no pesticides;
- Gene modifications;
- It is not manured and treated with chemicals;
- Healthy products;
- Agriculture without chemicals;
- Agriculture that facilitates good practices in regard to environment and products preservation;



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- Production of fruits, vegetables, grains without chemicals and GMO;
- Agriculture using organic ways for fighting pests and weeds;
- Production from the agricultural sector with no chemicals and others;
- Clean food;
- Fraud with PDRA and fraud with organic certification that are not legitimate;
- Plants grown in organic way;
- Production of ecological clean foods.

Concerning green jobs, the majority of respondents believe that these are jobs that contribute to protecting or restoring the environment; jobs supporting environmental activities; work to maintain a clean environment; jobs to protect the environment or restore it; employment in ecotourism or organic farming. There are also some negative associations for green jobs, mostly in concern to their fictitiousness or goodwill.

Overall, respondents are aware of the three concepts studied - ecotourism, organic farming and green jobs. Approximately half of the respondents can't think of a successful project or business initiative in the field of ecotourism or organic farming in Veliko Tarnovo region. Similar is the proportion of respondents (56%) in Teleorman Region who do not remember about such initiatives. Some of the respondents from the Veliko Tarnovo region mention guest houses, bee-keeping near town of Elena, strawberry growing, Ksilifor Tourist Center, eco-trails and hiking trails near / in protected areas.

Respondents' opinion on the state of green jobs in ecotourism and organic farming in Veliko Tarnovo by type of activity (Table 3-3) does not differ significantly from that of the experts in the two branches (Table 3-1).

**Table 3-1**

**Condition of green jobs in the field of ecotourism and organic agriculture in Veliko Tarnovo Region by type, average**



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Type of activity	Current state
<b>ECOTOURISM</b>	
1. Tour operator- and tour agents activities	3.6
2. Hotel business	3.1
3. Restaurant business	2.5
4. Providing thematic tourist services in the field of culture, spa-m wellness, rural-, wine-, eco-, congress-, children- and youth-, adventure, sports, hunting, golf and other tourism.	3.9
5. Providing tour guide services for leading tourists in the mountains and nature and other sports services.	4.3
<b>ORGANIC AGRICULTURE</b>	
1. For organic agriculture – unsown land OA 0	2.8
2. For organic agriculture in transition – field cultures, including forage OAT 1	2.1
3. For organic agriculture in transition - permanently grassed areas (meadows and pastures) OAT 2	2.7
4. For organic agriculture in transition - perennials, vines and oil rose OAT 3	2.8
5. For organic agriculture in transition – aromatic and medicinal plants OAT 4	3.2
6. For organic agriculture in transition - vegetables, including cultivated mushrooms and potatoes OAT 5	2.4
7. For organic beekeeping OBT 6	3.5
8. For organic livestock farming in transition - for large livestock (bovine animals and buffalo) grown for milk OFT 7	n.a.
9. For organic livestock farming in transition for large livestock (bovine animals and buffalo) grown for meat OFT 8	n.a.
10. For organic livestock farming in transition – small livestock (sheep and goats) grown for cogeneration (meat and milk) OFT 9	n.a.
11. For organic agriculture – field cultures, including forage OA 10	2.2
12. For organic agriculture – permanently grassed areas (meadows and pastures) OA 11	n.a.
13. For organic agriculture – perennials, vines and oil rose OA 12	n.a.
14. For organic agriculture – aromatic and medicinal plant OA 13	3.3
15. For organic agriculture – vegetables, including cultivated mushrooms and potatoes OA 14	3.1
16. For organic beekeeping OB 15	n.a.



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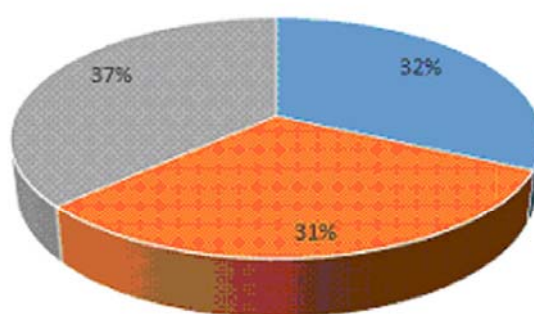


17. For organic livestock farming after transition - for large livestock (bovine animals and buffalo) grown for milk OF 16	n.a.
18. For organic livestock farming after transition - for large livestock (bovine animals and buffalo) grown for meat – OF 17	n.a.
19. For organic livestock farming after transition – small livestock (sheep and goats) grown for cogeneration (meat and milk) OF18	n.a.

**Note:** The following scale is used: 5 – Extremely well developed; 4 – Very well developed; 3 – Well developed; 2 – Not enough developed; 1 – Not developed at all.

The results for Teleorman Region do not differ significantly except for a higher assessment of the state and the possibilities for organic livestock farming.

Respondents are willing to participate in training for the development and implementation of green projects, followed by business initiatives in the field of ecotourism and organic farming.



- Business initiatives in the field of ecotourism
- Business initiatives in the field of organic agriculture
- Green project



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Figure 3-1. Intention of participation in training in the stated field

Similar are the percents showing the intention of the respondents to find a job and to realize an initiative in the studied fields (Figure 3-2).

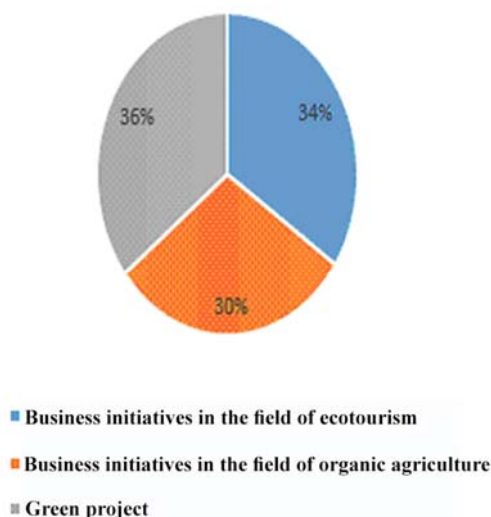


Figure 3-2. Intentions of developing and realizing an initiative in the studied field

### 3.6. Results from the conducted research amongs the population

In the planning of the research and the development of the research tools, a similar structure of the questionnaires and uniform scales of measurement were used in order to directly compare the attitudes of the main target groups.

The general population survey has added questions about common attitudes to ecotourism, organic farming and the green economy, while more specific issues related to the subject of the survey are included in the questionnaires for experts and SME representatives and NGOs.



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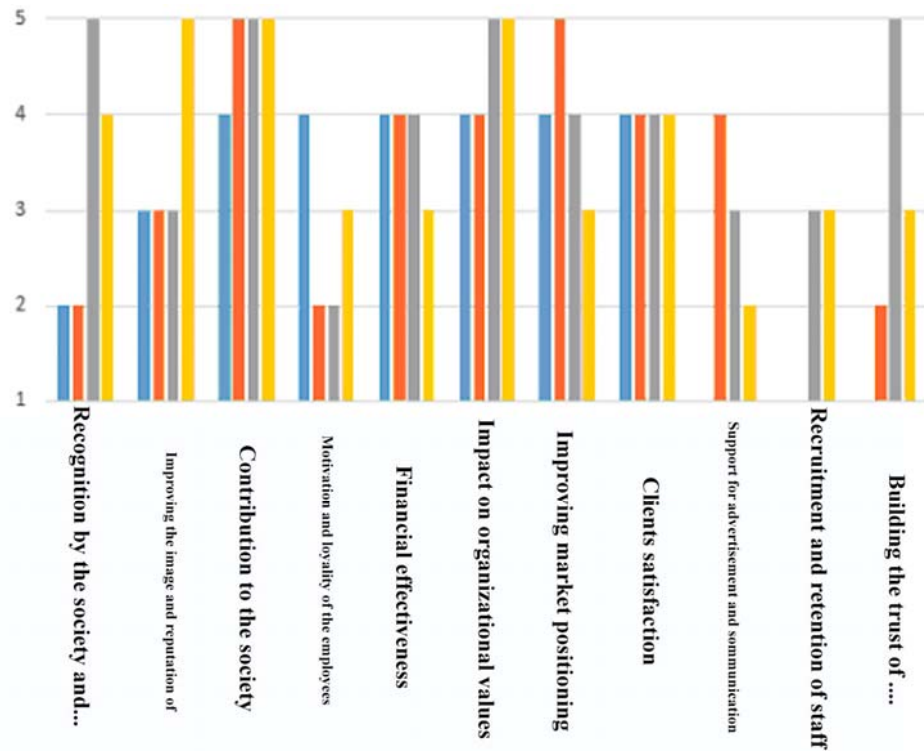


Figure 4-1. Main advantages from ecotourism and organic agriculture

*Note: Scale from 1=no advantages, 3=some advantages, 5=great advantages*

As the top three main advantages of ecotourism the respondents recognize the following:

1. Contribution to the society
2. Impact if the organizations` values, culture and aims.
3. Satisfaction of the clients



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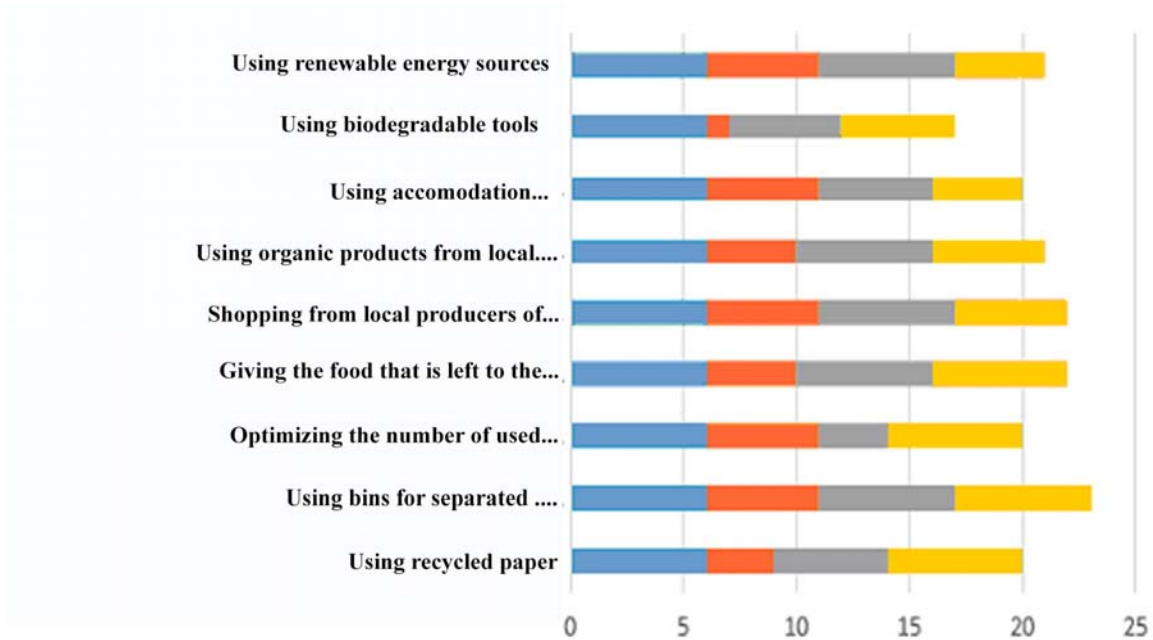


Figure 4-2. Activities that the population is inclined to do in every-day life

*Note: Scale form 1 =will not do , 5=will do for sure*

For the top three activities that respondents are willing to implement in their every day life are state the following:

1. Using the separated recycle bins.
2. Buying groceries from local producers
3. Giving the food that has not been used to the ones needing it.

Regarding the general attitudes towards the green economy and green jobs, respondents fully agree with the following statements:

- Global warming and pollution are a reality that increasingly threatens tourism in many destinations around the world.
- Tourists should be informed about environmental issues to take greater



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responsibility for the choices they make.

- Tourism activities can be carried out according to the principles of ecology.

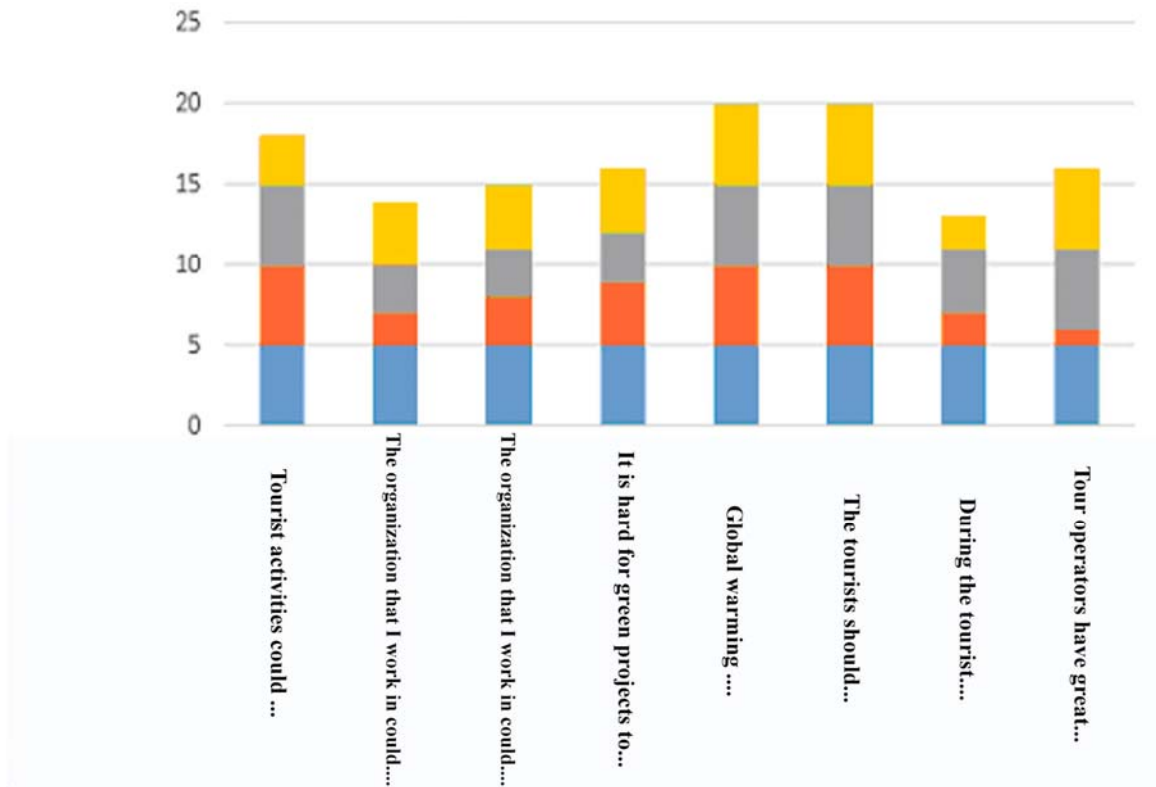


Figure 4-3. General attitudes towards green economy and green jobs

Note: Scale from 1 =completely disagree, 3=not agree, nor disagree, , 5=completely agree

Respondents are most interested in training as well as in the development and implementation of green projects (Table 4-1).

Table 4-1

**Intentions for participation of the general population with initiatives in the field of green economy, average**



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Activity	Training	Realization
Business initiative in the field of ecotourism	8.25	7.75
Business initiative in the field of organic agriculture	8.0	6.75
Green project	9.5	8.0

Respondents' views on their expectations for business in Veliko Tarnovo Region to become more responsible in the near future are heterogeneous and cover the whole range of „certainly” to „no”. Regarding their willingness to work on a green job in ecotourism or organic farming, respondents tend to do so in the next 5 years.

#### **4. CHAPTER THREE: SWOT ANALYSIS OF ECOTOURISM AND ORGANIC AGRICULTURE IN THE TRANSBORDER AREA OF VELIKO TARNOVO REGION AND TRANSBORDER AREA TELEORMAN AS RESOURCE FOR GREEN JOBS**

For the purposes of the situation analysis and in particular the SWOT analysis of ecotourism and organic agriculture in the transborder area of Veliko Tarnovo region and the transborder Region Teleorman are used sources from secondary data and summarized results from conducted studies.

The full text of the SWOT analysis is presented in self sustain document in two parts – for the transborder region of Veliko Tarnovo and for the transborder region of Teleorman.

#### **5. CHAPTER FOUR: STRATEGIC FRAME FOR CREATING GREEN JOBS IN ECOTOURISM AND ORGANIC AGRICULTURE IN TRANSBORDER AREA VELIKO TARNOVO-TELEORMAN**

##### **5.1. Strategic principle and key audiences**



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The development of the strategic framework for creating green jobs in ecotourism and organic agriculture could be initiated by the local authorities and administration, but in the process should be included in different forms and stages all stakeholders that in the studied situation are as follows:

#### **Stakeholders Type A :**

Functional groups, including business partners, partnering professional and other associations and organizations, supporting NGOs, specialized tour agencies and tour operators.

#### **Stakeholders Type B:**

Diffusion groups, including journalists, members of the society (territory) and groups with specific interests and status.

#### **Stakeholders Type C :**

Clients groups, including different market segments

#### **Stakeholders Type D:**

Normative groups, including government, ministries, regulatory agencies, inspections, organizations with environmental orientation on international level and European regulatory mechanisms.

In the process of developing the strategic framework is appropriate to be included the **MAIN PRINCIPLES**, accepted as a benchmark in implementation of similar strategies.

- The models of development of the transborder territory are sustainable from the point of view of the environment, the culture, social and economic characteristics.
- The transborder territory has enough capacity for providing services to the consumer, including to the population.



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- In the area of the transborder region are endured and strictly implemented the principles of sustainable development.
- The transborder territory is an ecosystem that stimulates the development of the rural areas and local communities and impacts on the forming of added value from the implementation.

**These principles could be included as long term strategic aims for 2020 year.**

## **5. 2. Product mix and target segments**

The market possibilities for developing the product mix of the transborder region in the „Ecotourism” sector, that will secure additional green jobs, could be the following:

### **1. Finding specific for the villages and the region crafts.**

Specific crafts could be revived in the form of workshops. For every workshop is recommended to be made a Facebook page. On this page could be presented the production and the possibilities for buying the products. When the tourists go to the place they can try and make something while have the craftsman as a mentor.

### **2. The food as a component of the offered tourist products.**

It is recommended every village to specialize in preparing one or two dishes that could get the „unique” status. For the quality to be kept high it is mandatory the recipe to be unified and in every guest house or eating place to be prepared a dish with identical taste and with similar presentation.

### **3. Detailed description of the flora and fauna of the region and research of the birds.**

Birds can be used as a key to developing the region. For this you need to know as much as possible about them. In this way, ornithological tourism will develop, and for this must be developed a possibility to welcome foreign tourists-ornithologists, which are an extremely promising segment. The development of this tourist product requires the



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construction of good watching places and shelters as well as the development of specialized advertising materials. For this purpose a more detailed description of biodiversity is needed, which is not part of the current study.

#### **4. Guest houses as a component of the offered tourist products.**

They must be well-equipped. The sanitary facilities must be in-house and well-maintained. In order to maintain a high quality of the offered tourist product, it is imperative to unify the quality of the services provided in the guest houses by granting the right to use of trademark if meeting the relevant working standards for tourist services.

#### **5. Proclaiming some of the areas in the region for protected area, for example park or area with environmental and preservation importance.**

Parts of the studied area fall into Natura 2000, which, for eco-tourists, is a certificate for preserved natural environment. It is good for the region to develop in this direction. Establishing a sustainable use of the region in terms of unique nature would have a good results.

#### **6. Medicinal plants as a component of the offered tourist products**

There must be well-trained guides familiar with the plant world to prevent the collection of protected plants (which happens very often).

Examples of ecotourism routes are given in Annex 7-3.

To ensure traceability of the results and to be able to assess the effectiveness of the products and services offered, it is recommended that they all be developed in a standardized format.

### **Format for describing a tourist route**

1. Title:

Red route, Route №... etc.



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## 2. Trace marking:

It could be with colour (most popular), sign or other, but it is mandatory to be explained in the description

## 3. Duration :

Duration in hours in standard walking speed

## 4. Length: /in km./

## 5. Displacement: /in m./

## 6. Description:

A detailed description of the areas through which it goes, specific objects, fountains, places for recreation, places of view, etc. is made, depending on the route specificity.

A product mix structure for ecotourism products is presented in Appendix 7-4.

Participants in relevant projects related to the development of ecotourism or bioproducts are interdependent on the competitiveness of their single micro-products and need to obey a common product strategy. It is also necessary to design criteria and systems for quality management of the individual product components in order to ensure consistently high quality of the integrated tourist product of the destination - the trans-border region of Veliko Tarnovo - Teleorman.

It is recommended the product mix to be developed and modified according to the priority target market segments. Our proposal is Stakeholders Type C: „Customer groups that include different market segments” to be categorized as follows:

- **Segment C1: „Professionals”** - the so-called „Connoisseurs” of the specifics of the destination; includes people and groups with specific knowledge, needs and demand, nature lovers, „Professional” tourists (<http://orientering.bg/> and <http://orientering.org/>);



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- **Segment C2: „Adventurers”** - people and groups, „seekers of different sensations” wishing to visit new, different places (for example, <http://www.rafting.bg/>);
- **Segment C3: „Beginners”** - people who have not been actively visiting natural landmarks, recreation places and eco-routes, do not have habits and skills for using a tourist product;
- **Segment C4: „Exclusive”** - highly educated and solvent consumers looking for high quality products with high added value, uniqueness and exclusivity;
- **Segment C5: „Seekers”** - looking for a suitable place for a environmentally friendly lifestyle and spiritual growth, privacy in nature and the earth.

With this approach, individual products can be targeted by segment.

A summary of target audiences and market segments is presented below:

#### **Stakeholders Type A: Functional Groups**

Target audiences:

- business partners;
- partnering professional and other associations and organizations;
- supporting NGOs;
- local government;
- specialized tour operator agencies.

#### **Stakeholders Type C: Diffusion groups**

Target audiences:

- journalists;
- members of the community (the area) - residents of the villages;
- groups with special interests and status.



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### Stakeholders Type C: Client Groups

- **Segment C1: „Professionals”** - the so-called „Connoisseurs” of the specifics of the destination; includes people and groups with specific knowledge, needs and demand, nature lovers, „Professional” tourists (<http://orienteering.bg/> and <http://orienteering.org/>);
- **Segment C2: „Adventurers”** - people and groups, „seekers of different sensations” wishing to visit new, different places (for example, <http://www.rafting.bg/>);
- **Segment C3: „Beginners”** - people who have not been actively visiting natural landmarks, recreation places and eco-routes, do not have habits and skills for using a tourist product;
- **Segment C4: „Exclusive”** - highly educated and solvent consumers looking for high quality products with high added value, uniqueness and exclusivity;
- **Segment C5: „Seekers”** - looking for a suitable place for a environmentally friendly lifestyle and spiritual growth, privacy in nature and the earth.

### Stakeholders Type D: Regulatory Groups

Target audiences:

- Government;
- Ministries;
- Regulatory agencies;
- Inspectorates;
- Environmental organizations at international level;



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- European regulatory mechanisms

Each product in the offered product lines needs to be developed in detail and if it is possible to be offered in different modifications for different segments, this requires developing the appropriate options.

Routes do not complete the tourist product. They are its core, but in order to ensure consumer satisfaction, the routes must be added with appropriate additional features - guides (tourguides), food, rest areas, toilets, medical care (if necessary). This is part of the planning of management and partnership between all actors involved in creating the product components of the destination. Adding these essential for the customers involves Stakeholder Type B: Diffusion groups, including journalists, community members, and groups with special interest and status, and especially residents of the surrounding villages, and is an opportunity to overcome weaknesses (from the SWOT analysis), related to the lack of employment, the retention of young people and the educational level of the inhabitants. In this connection, professional courses can be offered for various activities relative to the branding of the territory (under the programs of the Labor Offices, etc.), incl.:

- Guided tours, differentiated by routes;
- Demonstrations of culinary skills and crafts;
- Animations (for example former teachers and young people);
- Language training by profile;
- Drivers;
- Investing in medical knowledge and skills;
- Forest „ranger”;
- Care for the client.

In the long run, it can be invested in developing micro-companies or a company to serve as the core of a future regional cluster.



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## 6. CONCLUSION

The developed strategy requires the 360 ° approach for its implementation with the participation of all key stakeholders, as well as its „integration” into the development process of the transborder area. In this report, the strategy is presented in the context of the understanding of the development of a given territory as a management process of research, planning, coordination and implementation of targeted activities.

## 7. APPENDIXES

### 7.1. APPENDIX 1. Creation and development of the standardized SEM

In the early 1990s, the British Standards Institute (BSI) initiated the development of an environmental management system specification. In 1992, the specification was published as the BS7750, a British standard for implementing a system for environmental management. National standards for SEM are published in Spain and Ireland.

In 1993, the International Organization for Standardization established a Technical Committee (ISO / TC 207) to develop a set of environmental management standards. A year later, the Technical Committee submitted a technical specification of an environmental management system standard - ISO / TS 9719: 1994. Two years later, the technical specification has been formally endorsed as a voluntary standard by the International Organization for Standardization - ISO 14001: 1996. The standard was updated in 2004 and is now known as ISO 14001: 2004 „Systems for Environmental Management. Requirements with instructions for use”.

At the beginning of the 1990s, the European Commission has developed the SEMS scheme, which is similar to the BS7750, but includes some additional requirements. SEMS requirements have been published as Council Regulation 1836/93 in 1993 and the system has been introduced as a voluntary EU environmental management tool to help



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rational use of resources and minimize pollution. Initially, SEMS registration is limited to a small number of industrial sectors, but in 2001 the scheme was updated with Regulation 761/2001 and registration was opened so that any organization in any Member State could apply for registration. At the same time, ISO14001 requirements are fully embedded in **SEMS**, which makes ISO14001 certification a good basis, albeit not mandatory for SEMS registration. During Bill Clinton's mandate, the US Environmental Protection Agency has developed an SEM framework based on ISO 14000.

## 7.2. Appendix 2. Development of the Concept for sustainable development

The concept of sustainable development includes three interdependent dimensions - environmental sustainability, economic sustainability and social sustainability (Figure 7-1).

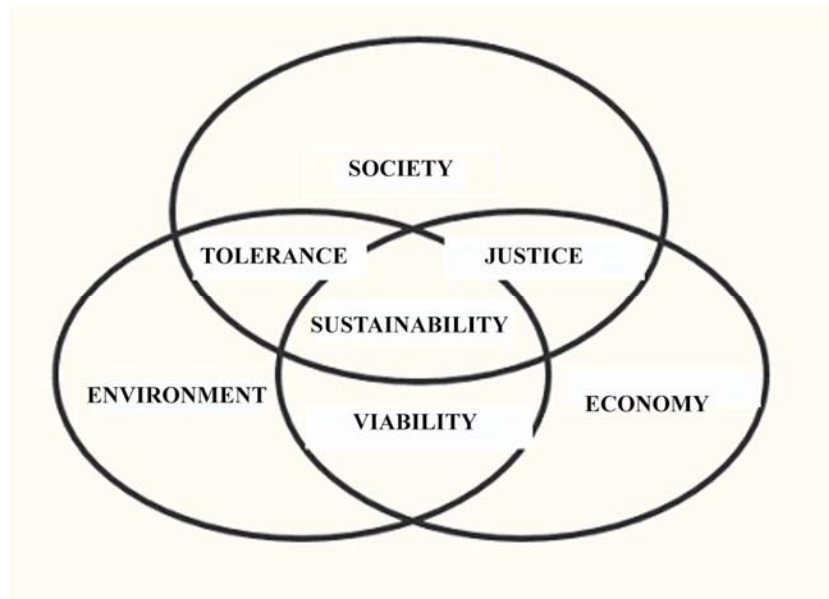


Figure 7-1. Elements of the concept for sustainable development

Starting with the Brundtland Commission, the UN is actively engaging in conceptualizing and implementing the vision of sustainable development. Historically,



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the main initiatives, events and documents in this direction are:

**1. 1992 - The Earth Summit and the First World Conference on Environment and Development in Rio de Janeiro.** Main documents on sustainable development are adopted as follows:

- **Declaration on Environment and Development** - contains 27 founding principles which states should adopt in their work to ensure the development and well-being of people;

- **Agenda 21st Century / Agenda 21 / - World Program for Sustainable Development from a Social, Economic and Environmental Point of View;**

- **An Application for the principles concerning the management, protection and sustainable development of all types of forests;**

- **UN Framework Convention on Climate Change;**

- **Convention on Biological Diversity.**

**2. 1994 - World Conference on Sustainable Development of Developing Small Island States in Bridgetown, Barbados.**

**3. 1997 - Special Session of the United Nations General Assembly in New York.** Adopts Agenda 21 Implementation agenda, including a Work Program of the United Nations Commission on Sustainable Development for the period 1998-2002

**4. 2002 - Second World Conference on Environment and Development in Johannesburg.** The following main documents on sustainable development are adopted:

- **Declaration on Sustainable Development;**

- **Plan for implementing Agenda 21;**

- **Partnership for Sustainable Development**

**5. 2000 - Adoption of the UN Millennium Declaration.** The Declaration sets out eight specific targets for halving poverty by 2015.

Following the UN sustainable development policy, the World Tourism



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Organization (WTO) is working hard to systematize the theoretical aspects of sustainability in tourism and to stimulate the development of sustainable tourism. According to the WTO, „guidelines and management practices for sustainable tourism development are applicable to all types of tourism and tourist destinations.” The principles of sustainability relate to the natural, economic and socio-cultural aspects of tourism development and it is necessary to establish and maintain an appropriate balance between these three dimensions in order to ensure long-term sustainability. The essential characteristics of sustainable tourism are as follows:

- optimal use of environmental resources, maintaining the ecological process, supporting the conservation of natural heritage and biodiversity;
- respect for the socio-cultural authenticity of the host communities, preservation of their material and spiritual heritage;
- ensuring long-term viable economic activity, ensuring all stakeholders with socio-economic benefits that are fairly distributed and including opportunities for stable employment, income and social services for the local population leading to poverty eradication.

Sustainable tourism development requires the competent participation of all stakeholders in the tourism sector, as well as strong political leadership to achieve a high level of commitment and consensus among these stakeholders. The development of sustainable tourism is a continuous process that requires continuous monitoring of the impacts and promptly taken corrective actions. Sustainable tourism should maintain a high level of tourist satisfaction and provide significant tourism experiences, while at the same time raising positive attitudes towards sustainable practices in the tourists.

The actions of the WTO for the definition and practical realization of sustainable tourist development are specified in documents as follows:<sup>34</sup>

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<sup>34</sup> UNWTO. Sustainable Development of Tourism. //: [http://www.unwto.org/frameset/frame\\_sustainable.html](http://www.unwto.org/frameset/frame_sustainable.html),



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1. **Declaration on World Tourism**, adopted by the WTO at the Manila Conference about socio-economic importance of tourism in 1980. ([Manila Declaration on World Tourism](#)). The Declaration contains guidelines for a harmonious, balanced and fair development of tourism at international and national level.

2. **A paper with recommendations for facilitating people to practice tourism**, adopted at a meeting under aegis of WTO in Acapulco in 1982 ([Acapulco Documents on the Rights to Holidays](#)).

3. **List of Tourism Rights and the Tourism Code** adopted by the General Assembly of the WTO in Sofia in 1985 (Tourism Bill of Rights (9 Articles) and Tourist Code (5 Articles)) The main tourism rights include:

- the right to tourism for all;
- States' obligations to ensure conditions for tourism;
- Recommendations to the local population on hospitality;
- Recommendations to the tourism industry for tourism assistance:<sup>35</sup>

4. **Tourism Declaration** adopted at the Hague Conference in 1989 (The Hague Declaration on Tourism - Joint Conference of the WTO and Inter-Parliamentary Union). The Declaration contains 10 principles for the development of tourism, among which the main ones are: development of infrastructure and personnel; saving resources; encouragement for tourists and industry; security and safety for tourists; quality of service and more.

5. **Sustainable Tourism Charter and Sustainable Tourism Action Plan** adopted at the Lanzarote Joint Conference of WTO, UNESCO and EU in 1995 ([Lanzarote Charter for Sustainable Tourism and Sustainable Tourism Plan for Action](#)). The Charter contains 18 positions (recommendations) for the development of sustainable tourism.

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2008

<sup>35</sup> UNWTO. Sustainable Development of Tourism. //: [http://www.unwto.org/frameset/frame\\_sustainable.html](http://www.unwto.org/frameset/frame_sustainable.html), 2008



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6. **Declaration on the prevention of organized sex tourism**, adopted by the WTO at a conference in Cairo in 1995 (XI WTO General Assembly in Cairo - Statement on the Prevention of Organized Sex Tourism, Cairo)

7. „**Agenda 21**” for tourism and tourism industry, published by the WTO with the World Tourism Council and the Earth Council in 1996 ([Agenda 21 for Tourism & Travel Industry](#)). The development includes practical steps for governments and businesses to implement the Agenda 21 Action Program on Environment and Development, adopted at the World Summit in Rio de Janeiro in 1992.

8. **The Global Code of Ethics for Tourism**, adopted by the WTO and UN in Istanbul in 1999. The Code is a system of principles aimed at guiding stakeholders in the process of tourism development - local authorities, tourist industry, tourists.

9. **The Declaration for Sustainable Tourism of the Islands of the Pacific Ocean** adopted by the WTO at the Hainan Conference in 2002. ([Hainan Declaration - Sustainable Tourism in the Islands of the Asia-Pacific Regions \(2002\)](#)).

10. **Declaration on Ecotourism** adopted by the WTO in Quebec in 2002. It declares the year 2002 as an International Year of Ecotourism.

11. **Programme „Sustainable Tourism - Eliminating Poverty”**, presented by the WTO at the Sustainable Tourism World Summit in Johannesburg in 2002 (ST-EP).

12. **Declaration on Tourism and Climate Change** adopted by the WTO at the 2003 Djerba Conference on Tourism and Climate Change. ([Djerba Declaration on Tourism and Climate Change](#)).

In line with UN and WTO policies to impose the concept of sustainable development in all areas of human activity, the European Union (EU) is also working



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actively to implement sustainable practices, including in the field of tourism.<sup>36</sup> In June 2001, in Gothenburg, the European Council endorsed the sustainable development strategy proposed by the European Commission, thus completing the Lisbon Strategy, which was adopted in the past, which is in turn a reform program for turning the European Union into the most dynamic and competitive economy in the world by 2010. Simultaneously with the update of the Lisbon Strategy in 2005, a revision of the Sustainable Development Strategy is underway. At its meeting in June 2006, the European Council adopted a new Sustainable development strategy for the enlarged EU. The new sustainable development strategy reflects the guiding principles of sustainable development endorsed by the European Council in June 2005.

By implementing its sustainable development policy and recognizing the crucial role of tourism in the EU economy, the European Commission adopted the document 'A renewed tourism policy: Towards a stronger partnership for European tourism' in March 2006. The primary objective of the new tourism policy is to contribute to „improving the competitiveness of the European tourism industry and creating more and better jobs through sustainable tourism development, both in Europe and globally.” In the context of the new tourism policy The Commission is preparing the adoption of the European Agenda 21 on tourism, which is based on the results of the report „Actions for a more sustainable European tourism” published in February 2007 by the established in 2004 Group for Sustainability of Tourism (TSG).

The Agenda for Sustainable and Competitive European Tourism (Agenda) was adopted by the Commission in October 2007 and represents a follow-up to the implementation of the updated Lisbon Strategy for Growth and Jobs and the renewed Sustainable Development Strategy. According to the Agenda, finding the right balance between ensuring the well-being of tourists, the needs of the natural and cultural

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<sup>36</sup> General report for the activities of European Union 2006 – Chapter II – Aim “Wellbeing” – Article 1 – Economic and social area – Strategy for sustainable development B: <http://europa.eu/generalreport/bg/2006/rg24.htm>, 2008



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environment, and the development and competitiveness of destinations and businesses require an integrated and general policy approach where all stakeholders share the same goals.

According to the document, in pursuing the specific objectives, it is necessary to overcome certain challenges specific to the tourism sector. They consist of the following:

- the need for sustainable conservation and management of natural and cultural resources;
- reduction of resource use and pollution in the tourist destinations, including waste;
- managing change in the interests for the well-being of the community;
- reducing the seasonal nature of the demand for visiting the destination;
- tackling the negative effect of tourism-related transport;
- creating opportunities for accessible tourism;
- Improving the quality of jobs offered in the field of tourism;
- addressing the problem of recruiting illegal third-country nationals within the framework of EU migration policy;
- ensuring the safety and security of tourists as well as local communities involved in the provision of tourist services.

The „Agenda” systematizes the principles for achieving competitive and sustainable tourism and they are:<sup>37</sup>

- Applying a general and integrated approach - all the different impacts of tourism should be taken into account in its planning and development. In addition, tourism should be well balanced and integrated into a whole range of activities that have an impact on society and the environment.

- Long-term planning - Sustainable development is about taking care of the needs

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<sup>37</sup> See above.



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of future generations as well as the needs of our generation. Long-term planning requires the ability to continuously maintain certain activities over time.

- Achieving the right pace and rhythm of development - the level, pace and form of development should reflect and take into account the nature, resources and needs of host communities and destinations.

- Involvement of all stakeholders - a sustainable approach requires extensive and committed participation in decision-making and the practical application by all related parties to the end result.

- Implementation of best available knowledge - policies and actions should be tailored to the latest and best available knowledge. Information on tourism directions and impacts, as well as on skills and experience, should be shared across Europe.

- Risk reduction and management (precautionary principle) - Where there is uncertainty about the outcome, an overall assessment should be carried out and preventive measures should be taken to avoid damage to the environment or society.

- Reflection of the impact in the price (consumer and polluter pay) - prices should reflect what the consumption and production activities actually cost to society. This applies not only to pollution but also to the cost of using facilities for which there are significant management costs.

- When it is necessary to establish and respect the growth limits - the capacity available to the individual places or larger tourist reception areas must be defined, and it is readily and positively when and where it is necessary to the development of tourism and the volume of tourist flow will be limited.

- Undertaking ongoing monitoring - Sustainability is above all an understanding of impacts and constantly focused attention;

The Agenda states that „sustainable destination management is crucial for tourism development, notably through effective spatial planning and land use planning, building



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control, and investment decisions on infrastructure and services.” Sustainable management could increase economic results and the competitive position of a destination in the long run if it can ensure that the scale and type of new tourist sites are in line with the needs of the local community and the surrounding area environment. This requires an effective support structure with the involvement of all regional and local stakeholders, as well as good partnership and effective leadership among them.

### **7.3. Appendix 3. Examples for eco tour routes**

#### **Educational Route: Historic Heritage**

Local experts will present the historical artifacts and will introduce you to other valuable and interesting finds from the region of Veliko Tarnovo; you will learn how artifacts, local legends, and mysterious stories are found around them.

Suitable for groups of students and all curious about history.

#### **Educational Route: Rediscover the history**

For those looking for new knowledge and encounters with strange and unpopular historical facts, the transborder area is a true hidden treasure.

In the area are hidden remnants of ancient settlements, Roman forts, fortresses from the period of the Second Bulgarian Kingdom. Many places have names related to historical events or settlements. This can be used to organize „quest” routes.

With local guides, remnants of ancient settlements can be visited, interesting landscaped sites with picnic time, and opportunities for wonderful views and pictures from convenient views.

Suitable for student groups and friend companies.

#### **Green weekends**

Its Friday night ... escape from the noise of the city, come to the village - here you are welcomed by cozy and hospitable guest houses.

The people in the villages in the transborder region of Veliko Tarnovo -



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Teleorman are waiting for you, offering you a warm and friendly company. The country's guest-houses accepts tourists all year round.

There are options for self-cooking or to order delicious local meals prepared by your hosts (chicken, rabbit or lamb in a clay oven, „banitsa”, „baklava”, home-made bread, pickles and salads, homemade wine, etc.).

The houses accommodate from 6 to 10 people. The landlords offer additional attractions and hikes in the area.

### **Culinary adventures**

At build attraction spaces, demonstrations and tastings of local traditional foods can be organized. With the help of the local community you can get recipes, participate in practical training and try:

- Lamb roasted on a spit or in an clay oven;
- Making of homemade breads;
- Making of „banitsa” and „baklava”;
- Making of jam, „lyutenitsa”, pickles and other types of pickled vegetables.

Attractions are organized on demand and depending on season and weather conditions.

Available for groups of 5 to 50 people.

### **Folklore Tour - Training in Bulgarian Folklore Songs and Dances from the Northern Folklore Region**

Attractions are organized on demand and depending on season and weather conditions.

Training venue: Musical pedagogue is hired, a folklore dances coach, and an accompanist.

Duration: from 2 hours to 3 days x 5 hours.

Available for groups of 5 to 25 people.



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### **Eco-tea for the winter**

The Transborder region of Veliko Tarnovo - Teleorman is rich in herbs and medicinal plants. Collected in the right season and properly dried, these herbs and berries can make countless delicious tea blends and useful potions to save you from colds during the winter.

Take advantage of landlords suggestions - they know where the herbs are and they will be happy to guide you.

Eco-hikes for gathering herbs and berries depending on the season.

Duration: 3 to 5 hours

You will need comfortable shoes, a hat, a sunscreen, a bottle of water, fruit and herb picking containers.

Suitable for groups of 5 to 25 people - students, seniors, friends.

### **Through forests and meadows on two wheels**

Mountain bike rides can be organized with mountain bikes to geographic and historical sites.

If desired, can be organized a campsite (camping in tents).

Upon prior request, there must be a possibility to rent a bicycle, tent, blanket and sleeping bag, a guide and, if necessary, an off-road vehicle for carrying luggage and food.

Meals for the stay are provided by the participants themselves.

Duration of 2 to 8 hours, with the possibility of camping in tents.

Suitable for older students, young people, friend groups of 5 to 15 people.

### **7.4. Appendix 4. Format for product mix**

*See the accompanying file in Excel*



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## 7.5. Appendix 5. Questionnaire

### Questionnaire for direct survey of experts by the Delphi method



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