

# BULGARIA

## Cultural Tourism



# What is Cultural Tourism?



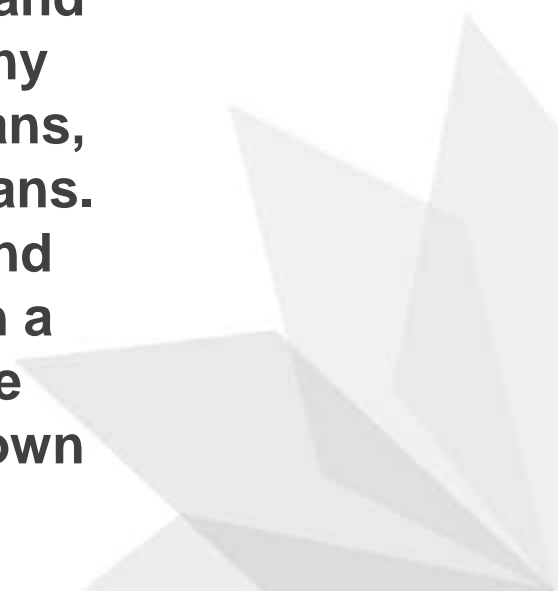
Cultural Tourism (or culture tourism) is the subset of tourism concerned with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people, their art, architecture, religion(s), and other elements that helped shape their way of life.



# Cultural Tourism in Bulgaria

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**Tourism in Bulgaria is a significant contributor to the country's economy. Situated at the crossroads of the East and West, Bulgaria has been home to many civilizations - Thracians, Greeks, Romans, Byzantines, Slavs, Bulgars, and Ottomans. The country is rich in tourist sights and historical artefacts, scattered through a relatively small and easily accessible territory. Bulgaria is internationally known for its seaside and winter resorts.**



# Statistics

- ❖ Bulgaria is ranked as *number 3 in Europe* in terms of number of archaeological sites (over 40 000).
- ❖ In 2015, Bulgaria was visited by 11 million tourists. Tourists from 4 countries - Greece, Romania, Turkey, and Russia - account for nearly 50% of all visitors.
- ❖ The sector contributed to 15% of GDP and supported 150 000 workplaces in 2014.
- ❖ A total of 11% of all foreign visitors in Bulgaria arrive specially for *cultural tourism* purposes.
- ❖ While the share of foreign tourists coming to Bulgaria specially for cultural tourism is not that great yet, about 80% of all foreign visitors also visit cultural, archaeological, and historical sites during their time in the country.
- ❖ Bulgaria's museums are visited by over 6 million people annually, and more than half of those are international travellers.

# Cultural Heritage



***Bulgaria*** is a country with thousands of years of history and a cultural heritage that embraces ancient civilizations. Visitors will find much to interest them in the country's history, culture, ethnography, religion, architecture and arts. Unique archaeological sites abound throughout the country – ancient settlement mounds from the Neolithic age, Thracian sanctuaries and tombs, remains of Roman cities, Byzantine and Medieval fortresses, architectural reserves, ethnographic complexes, churches and monasteries are just among many others.



# Historical Monuments



Despite the fact that it occupies only 2% of Europe's territory, about 40,000 historical monuments have been registered in Bulgaria, 36 cultural reserves, 160 monasteries, and roughly 330 museums and galleries. This includes prehistoric finds, Thracian tombs, sites from the Greek Age, Roman fortresses, historical monuments from the time of the First and the Second Bulgarian Kingdoms and architectural landmarks from the Age of Revival.

Emblematic for Bulgaria are the 7 monuments included in the UNESCO list of World Cultural Heritage Sites.



# The Thracians' Heritage

- ❖ The Thracians were unconquerable warriors, mystical priests and skilled jewellers, they mastered metal, gold, and silver making. They were very good singers and musicians. They honoured nature and its gifts and knew how to utilize the laws that govern it.
- ❖ The wealth of the Thracians can also be assessed based on their treasures. Particularly impressive is the Panagyurishte treasure. It is the world's oldest gold treasure.



The Thracian Tomb in Kazanlak is one of the most famous monuments of Thracian culture. The tomb has become world famous for its unique wall paintings. The pictures are quite realistic, they show battles, daily scenes, funeral processions.

*The Kazanlak Tomb*

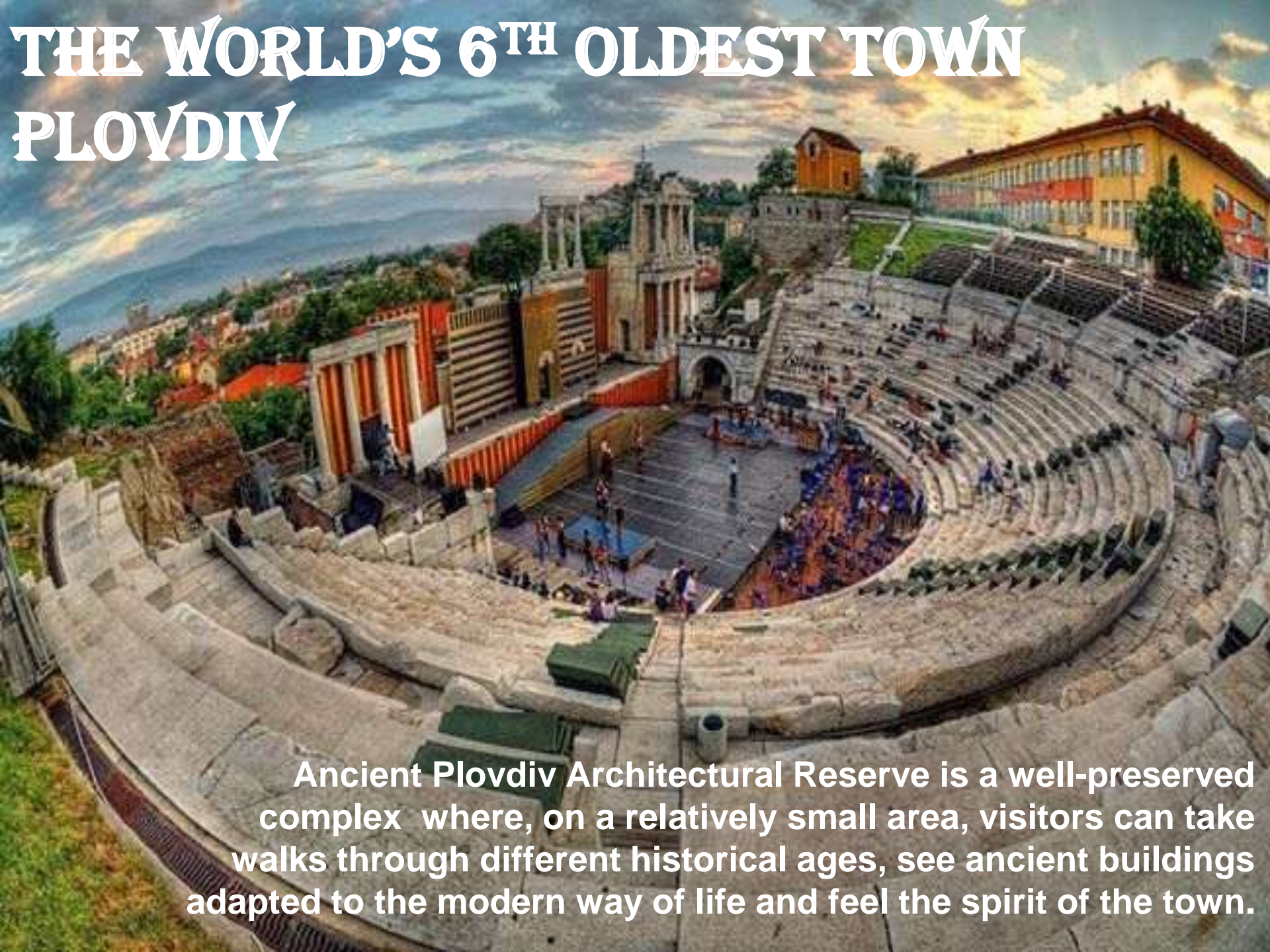






# THE WORLD'S 6<sup>TH</sup> OLDEST TOWN

## PLOVDIV



**Ancient Plovdiv Architectural Reserve is a well-preserved complex where, on a relatively small area, visitors can take walks through different historical ages, see ancient buildings adapted to the modern way of life and feel the spirit of the town.**

# The capitals of Bulgaria

The best way to get to know Bulgaria is to visit the country's capitals, which are part of its national heritage.

- ❖ Pliska,
- ❖ Preslav,
- ❖ Veliko Tarnovo,
- ❖ Sofia

are the face of the Bulgarian state since its creation up until today. These ancient sites, rich in archaeological, historical and cultural monuments, are major tourist destinations.



Tsarevets is a mediaeval stronghold in the old town of Veliko Turnovo in Central Northern Bulgaria and it is one of the most important historical objects in Bulgaria. The 'Sound and Light' audio-visual show is an attraction, carried out in the evenings, that uses lasers, lights, dramatic music and church bells to represent key moments of the history of Bulgaria.



# *The Ancient Sofia*



Sofia is located at the foot of Vitosha Mountain in the western part of the country. The city is not only the capital, but also the heart of Bulgaria. The city is a cultural, educational, administrative and industrial centre. Sofia has a 7000-year long history.



# The Rila Monastery

The **Rila Monastery** is the largest and most famous Eastern Orthodox monastery in Bulgaria.



*THANK YOU  
FOR  
YOUR ATTENTION!*

