

# CULTURAL TOURISM

08-10.10.2024 – XIX INTERNATIONAL TOURISM FAIR – VELIKO TARNOVO



# КУЛТУРЕН ТУРИЗЪМ

XIX МЕЖДУНАРОДНО ТУРИСТИЧЕСКО ИЗЛОЖЕНИЕ – ВЕЛИКО ТЪРНОВО

*The innovative multifunctional building of Business Center Veliko Tarnovo (BCVT) integrates modern offices, a congress center, sports and relaxation areas and meets the latest trends. Business Center Veliko Tarnovo is the winner of the prestigious award “Building of the Year”.*

*A pedestrian walkway connects Mall Veliko Tarnovo and Business Center Veliko Tarnovo. The project is financed by the owner of the building and ensures the convenience and safety of the pedestrians.*

*For the convenience of the participants and guests of the International Fair “Cultural Tourism” 2024, the organizers have provided special transport to Business Center Veliko Tarnovo during the event.*

## ПРОГРАМА

**8 October 2024 / Tuesday**

<b>12:00 – 17:30</b>	<b>Place: Business Center Veliko Tarnovo</b>	<i>Accommodating the participants and setting up the stands.</i>
<b>18:00 ч.</b>	<b>Place: Business Center Veliko Tarnovo, Central lobby</b>	<b>The Embassy of the Republic of Azerbaijan presents a photo exhibition entitled “Shusha – the cultural capital of Azerbaijan”.</b> <i>The exhibition will be opened by His Excellency Mr. Huseyn Huseynov – Ambassador Extraordinary and Plenipotentiary of Azerbaijan.</i> <i>The event is part of the activities for the implementation of the memorandum of cooperation between Veliko Tarnovo and Shusha – cultural capitals of Bulgaria and Azerbaijan, signed in 2022 within the framework of the official visit of the President of Azerbaijan Ilham Aliyev to Bulgaria.</i>
<b>19:00 ч.</b>	<b>Conference hall, 2nd floor</b>	<b>Official opening of the 19th International Tourist Fair “Cultural Tourism” 2024</b>
<b>20:00 ч.</b>	<b>Place: Business Center Veliko Tarnovo</b>	<b>“Welcome to Veliko Tarnovo” – pre-party for the participants and guests of the Exhibition.</b>

**9 October 2024 / Wednesday / 09:30 – 19:00 – working hours of the exhibition**

<b>9:30 – 19:00</b>	<b>Place: Exhibition hall, 1st floor</b>	<b>International Tourist Fair “Cultural Tourism”</b>
<b>9:30 – 19:00</b>	<b>Place: Business Center Veliko Tarnovo, Central lobby</b>	<i>Photo exhibition entitled “Shusha – the cultural capital of Azerbaijan”, presented by the Embassy of the Republic of Azerbaijan</i>

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9:30 – 19:00	Place: Exhibition hall, 1st floor, stand of the Municipality of Velingrad	<p><i>Municipality of Velingrad presents:</i></p> <p><b>Demonstration "Secrets of wood carving"</b> - Alyosha Kadyov, teacher at "Ivan Vazov" Vocational School of Woodworking – Velingrad</p> <p><b>Demonstration of writing eggs with wax using techniques</b> from the Chepin region - Elena Beleva - master, Historical Museum - Velingrad</p>
10:00 – 11:00	Conference hall, 2nd floor	<p><b>Presentation of the jury's nominations from the "READ &amp; TRAVEL" National Contest for 2023.</b></p> <p><i>Honors are awarded in the following categories:</i></p> <ul style="list-style-type: none"><li>- most professional travel sites, mobile applications and virtual reality;</li><li>- most interesting tourist publications (books, guidebooks, textbooks, maps, etc.);</li><li>- most effective sections and publications on the subject of the exhibition (reports, video coverage, etc.);</li><li>- the most original posters for events in the field of cultural tourism, organized by museums, municipalities, branch organizations and associations, the state and non-governmental sector, universities, etc.;</li><li>- for the Grand Jury Prize – the most original event in the field of cultural tourism for 2023.</li></ul>
11:30 – 12:30	Conference hall, 2nd floor	<p><b>Presentation of the prizes to the winners of the National Student Competition for the best tourism-themed development 2024.</b></p>
13:00 – 14:00	Conference hall, 2nd floor	<p><b>Presentation: "Culinary holidays in Gorna Oryahovitsa Municipality"</b></p> <p><i>Plamen Mademov, Director of the Gorna Oryahovitsa Historical Museum</i></p>
14:00 – 16:00	Conference hall, 2nd floor	<p><b>Conference: Museums of the Future. The future of museums</b></p> <p><i>Modern technology, design and exhibition practice are only some of the approaches to improve the attractiveness of museums and increase the interest of visitors. The debate about the readiness and attitude of museum specialists to carry out this transformation, as well as the readiness of municipalities, educational structures and cultural operators to approach museum objects in a new way remains serious.</i></p> <p><i>In addition to representatives of the Ministry of Culture, the Association of Bulgarian Museums, directors of regional and municipal museums from the country, prominent specialists in the field of museum design and marketing have been invited to participate in the discussion.</i></p> <p><b>Special Guests:</b></p> <ul style="list-style-type: none"><li>• <i>Kristina Ferwerda - experienced designer, expert in content creation, writer and project manager, with the assistance of the "America for Bulgaria" Foundation</i></li></ul>

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		<ul style="list-style-type: none"> <li>prof. Nikolay Nenov - Director of RHM Ruse and lecturer at NBU, chairman of the 47th session of the UNESCO Cultural Heritage Committee in 2025 in Bulgaria.</li> </ul>
16:30 ч.	Place: Business Center Veliko Tarnovo, Central lobby	Tastings of elite wines and consultations by a professional sommelier at the stand of the Wine Tasting Center - Veliko Tarnovo
17:30 – 19:00	Place: Business Center Veliko Tarnovo restaurant	<p><b>Culinary presentation “The taste of a destination”</b>  <b>Special guest and host of the presentation Executive Chef Stylianos Digas (Greece). The culinary presentation is organized by “A BALKAN” Ltd. and CHEFS CLUB OF HELLENIC GASTRONOMY.</b></p> <p>The President of the Guild of Professional Chefs of Greek Gastronomy Executive Chef Stylianos Digas and his team will prepare and present recipes from the Greek Mediterranean cuisine, with an emphasis on the selection and use of traditional local products, as well as the way to turn a dish into an advertising face of a given tourist destination.</p> <p>In the kitchen of the restaurant of Business Center Veliko Tarnovo, Executive Chef Stylianos Digas and his team of professional chefs from Greece, together with students from the Vocational High School of Tourism "Dr. Vasil Beron" - Veliko Tarnovo, will jointly prepare the presented dishes, and the Greek guests will demonstrate and share with the students some of their professional culinary secrets.</p> <p><b>From 17:30 the menu will be presented to the public by Executive Chef Stylianos Digas. The event will end with a tasting of the prepared dishes.</b></p>
20:00	Place: Panoramic viewing terrace	<p><b>Audiovisual performance "Tsarevgrad Tarnov - Sound and Light" and a cocktail for the participants</b></p> <p><i>/transportation is provided for the participants of the exhibition, from Business Center Veliko Tarnovo to the Panoramic viewing terrace/</i></p>

## 10 October / Thursday / 09:30 – 19:00 – working hours of the exhibition

9:30 – 19:00	Place: Exhibition hall, 1st floor	<b>International Tourist Fair “Cultural Tourism”</b>
9:30 – 19:00	Place: Business Center Veliko Tarnovo, Central lobby	<i>Photo exhibition entitled “Shusha – the cultural capital of Azerbaijan”, presented by the Embassy of the Republic of Azerbaijan</i>
9:30 – 19:00	Place: Exhibition hall, 1st floor, stand of the Municipality of Velingrad	<p><b>Municipality of Velingrad presents:</b></p> <p><b>Demonstration “Secrets of wood carving”</b> - Alyosha Kadyov, teacher at “Ivan Vazov” Vocational School of Woodworking – Velingrad</p> <p><b>Demonstration of writing eggs with wax using techniques</b> from the Chepin region - Elena Beleva - master, Historical Museum - Velingrad</p>
10:00 – 10:30	Conference hall, 2nd floor	<b>ASSOCIATION FESTIVALS IN BULGARIA presents:</b>

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		<i>New opportunities for cooperation through the European Cultural Tourism Network (ECTN) and the European Festival Association (EFA)</i> <b>Dr. Daniela Koleva, culturologist</b>
<b>11:00 – 13:00</b>	<b>Conference hall, 2nd floor</b>	<b>Conference: The tourism of the wave of cinema destinations</b> <i>In recent years, travel to destinations that have been the setting of cinema and television films is not only a current tourist trend, but is also increasingly recognized by local authorities as an opportunity to develop the local economy. The experience of Sofia as a UNESCO City of Cinema and the opportunities provided by the participation in the UNESCO Creative Cities network could give an incentive to more Bulgarian municipalities to activate their potential for closer cooperation with the film industry.</i> <i>Bulgarian producers and representatives of municipalities, on whose territory Bulgarian film productions have been filmed in recent years, are invited to participate in the discussion.</i>
<b>14:00 – 16:00</b>	<b>Conference hall, 2nd floor</b>	<b>Conference: Tourism - hospitality industry</b> <i>Modern urban, organizational and aesthetic solutions that make cities attractive to tourists and guests and improve the quality of life will be discussed by representatives of the national organizations of tour operators and tour guides, municipalities, the Ministry of Tourism, specialists in the field of the urban environment and contemporary arts. A special thematic panel is dedicated to the eternally relevant topic "brand Bulgaria", as well as to the approach to the selection and creation of advertising souvenirs of the destinations.</i>
<b>16:30 ч.</b>	<b>Place: Business Center Veliko Tarnovo, Central lobby</b>	<b>Tastings of elite wines and consultations by a professional sommelier at the stand of the Wine Tasting Center - Veliko Tarnovo</b>
<b>18:30 ч.</b>	<b>Place: Interhotel Veliko Tarnovo</b>	<b>Acquaintance with the possibilities of the renovated Interhotel Veliko Tarnovo and a meeting-discussion with the management team</b>
<b>19:30 ч.</b>	<b>Place: Interhotel Veliko Tarnovo</b>	<b>Presentation of awards of the 19th edition of the International Fair "Cultural Tourism" 2024</b> <b>Cocktail for the participants of the International Fair, prepared and presented by graduates of the Vocational High School of Tourism "Dr. Vesil Beron"</b>

