

# WP3 Activity 3.2A / UP Transnational Market Research

preliminary results for Bulgaria



## Object of research

Transnational Market Research within the Interreg Project EcoVeloTour in order to gather an overview about regional specifics and the touristic structure in the participating countries along the EuroVelo network, focusing on cycle- and ecotourism.

## Sample

Participation of Project Partners and their respective stakeholders (e.g. tourism boards, administrative districts) from countries involved in the EcoVeloTour project (Austria, Bulgaria, Germany, Hungary, Romania, Serbia, Slovakia). 113 participants in total (9 Project Partners, 104 regional stakeholders).

## Survey Methodology

Preparation: development of questionnaire with several feedback-loops within the EcoVeloTour project consortium.

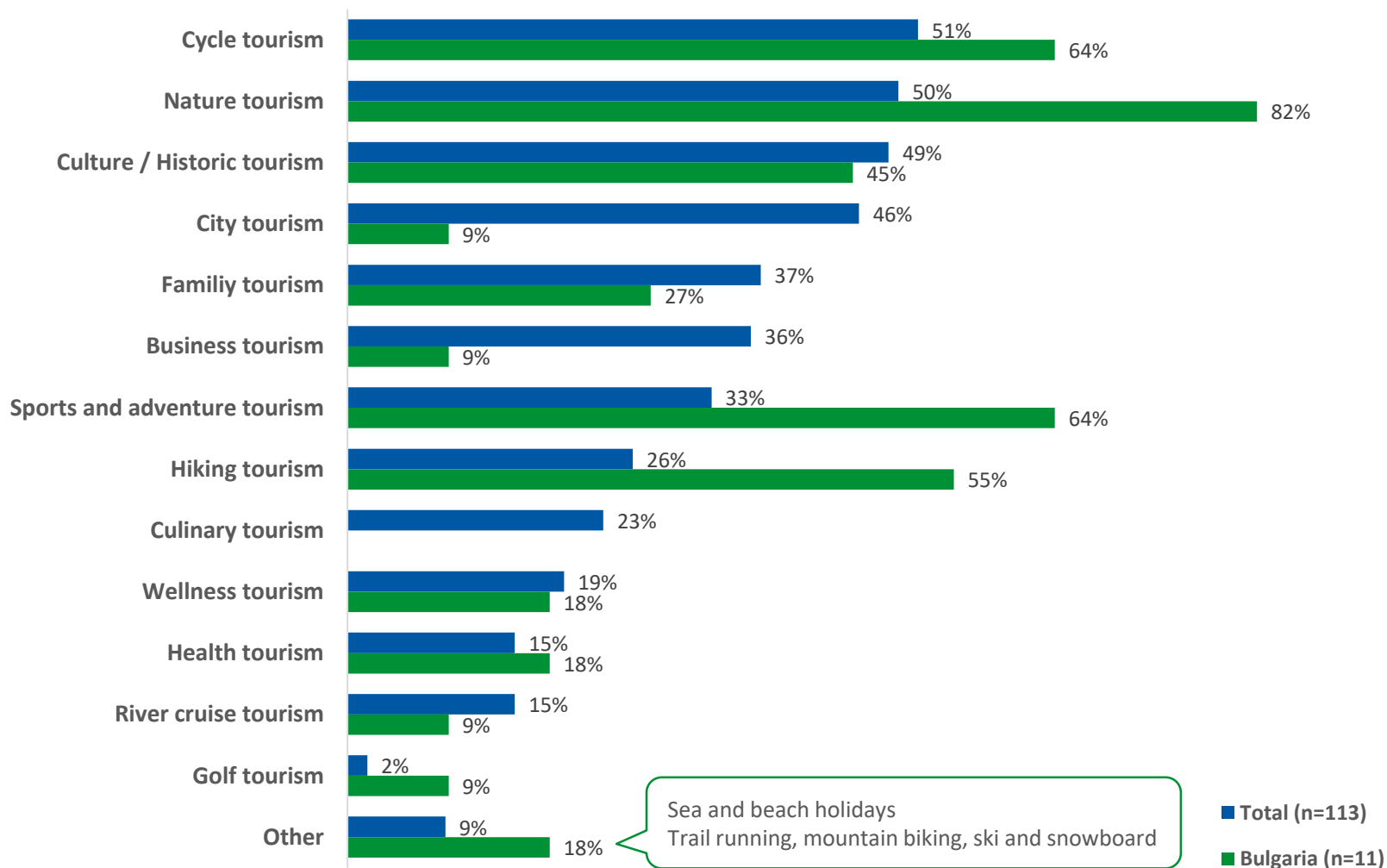
Conduct: Online Survey with possibility to attach and upload further information.

## Survey Period

February 2019 to April 2019. *Results are preliminary (May 2019)*

# Strategic positioning in tourism

What are the main points of your region's strategic positioning in tourism?  
all respondents (Multiple answers possible.)



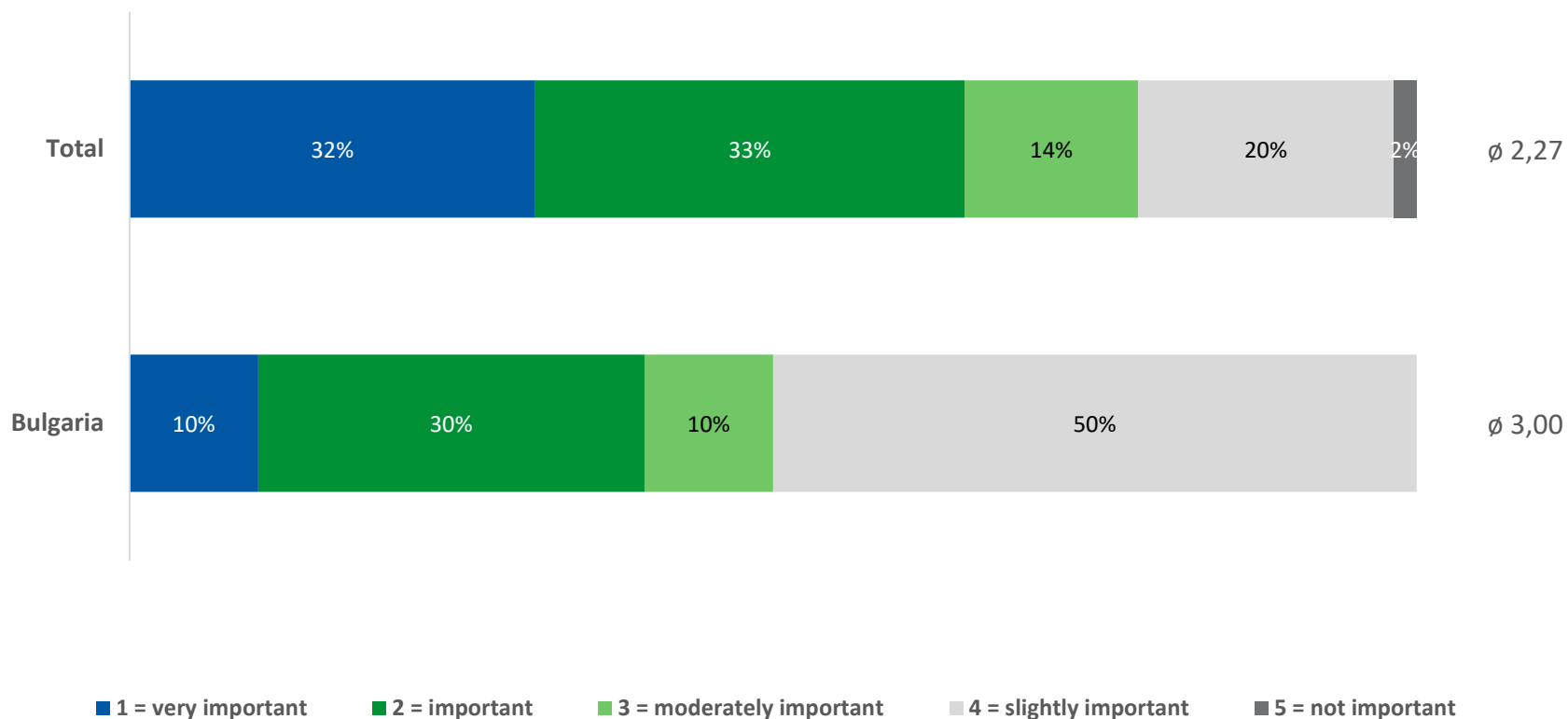
What is or are the unique selling proposition(s) of your region?  
all respondents (Multiple answers possible.)

## Unique selling propositions\*

- All season destination
- Alternative Tourism
- Bicycle and green tourism
- Black Sea coast
- Cultural heritage from ancient Roman times
- Hot thermal springs
- Karst forms (caves, gorges, passages)
- Rural environment
- Traditional food
- UNESCO World Heritage Sites

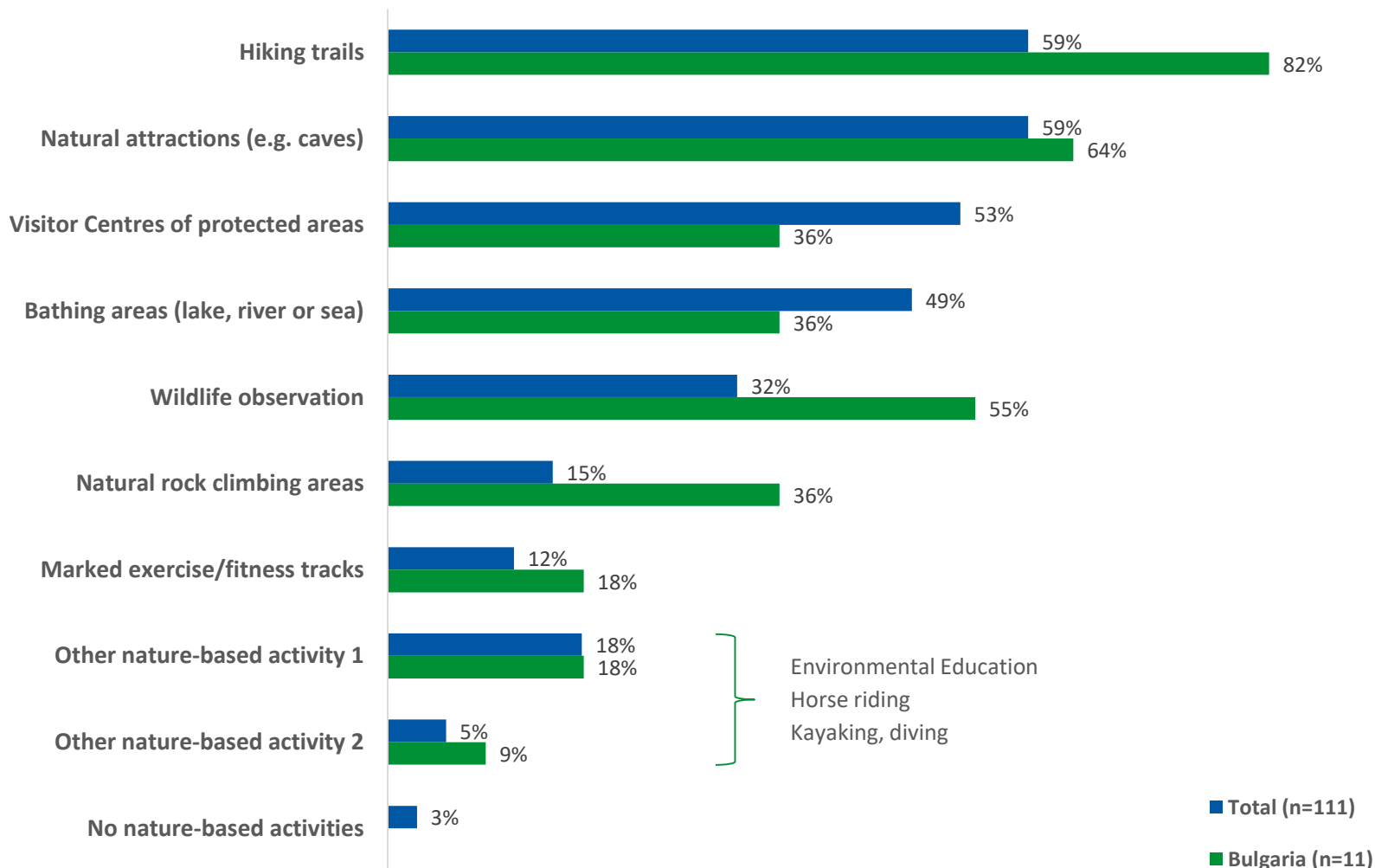
# Importance of cycle tourism

How important is cycle tourism in your region?  
all respondents



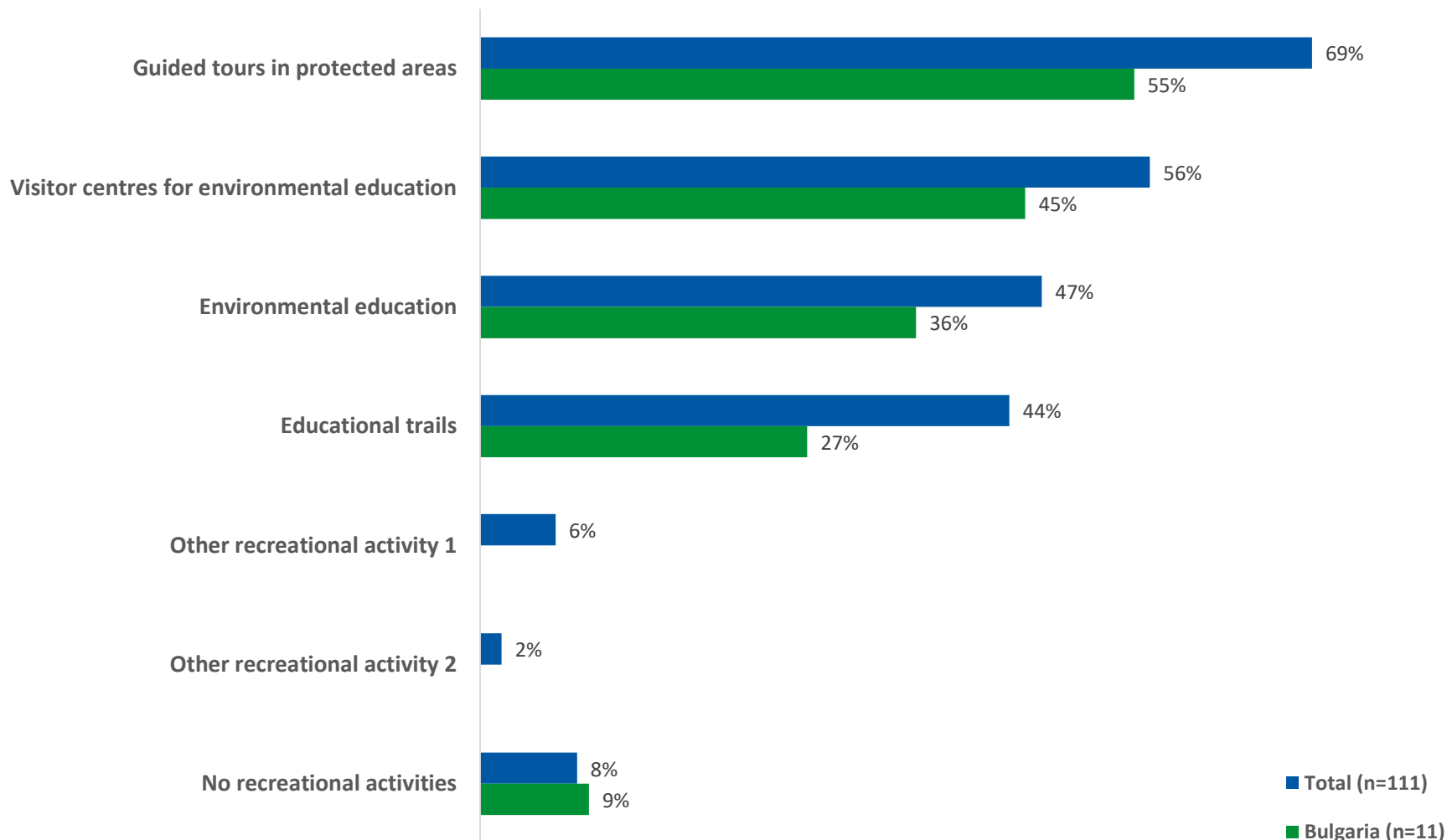
# Nature-based activities

Which nature-based activities are offered and marketed in the region besides cycling?  
all respondents (Multiple answers possible.)



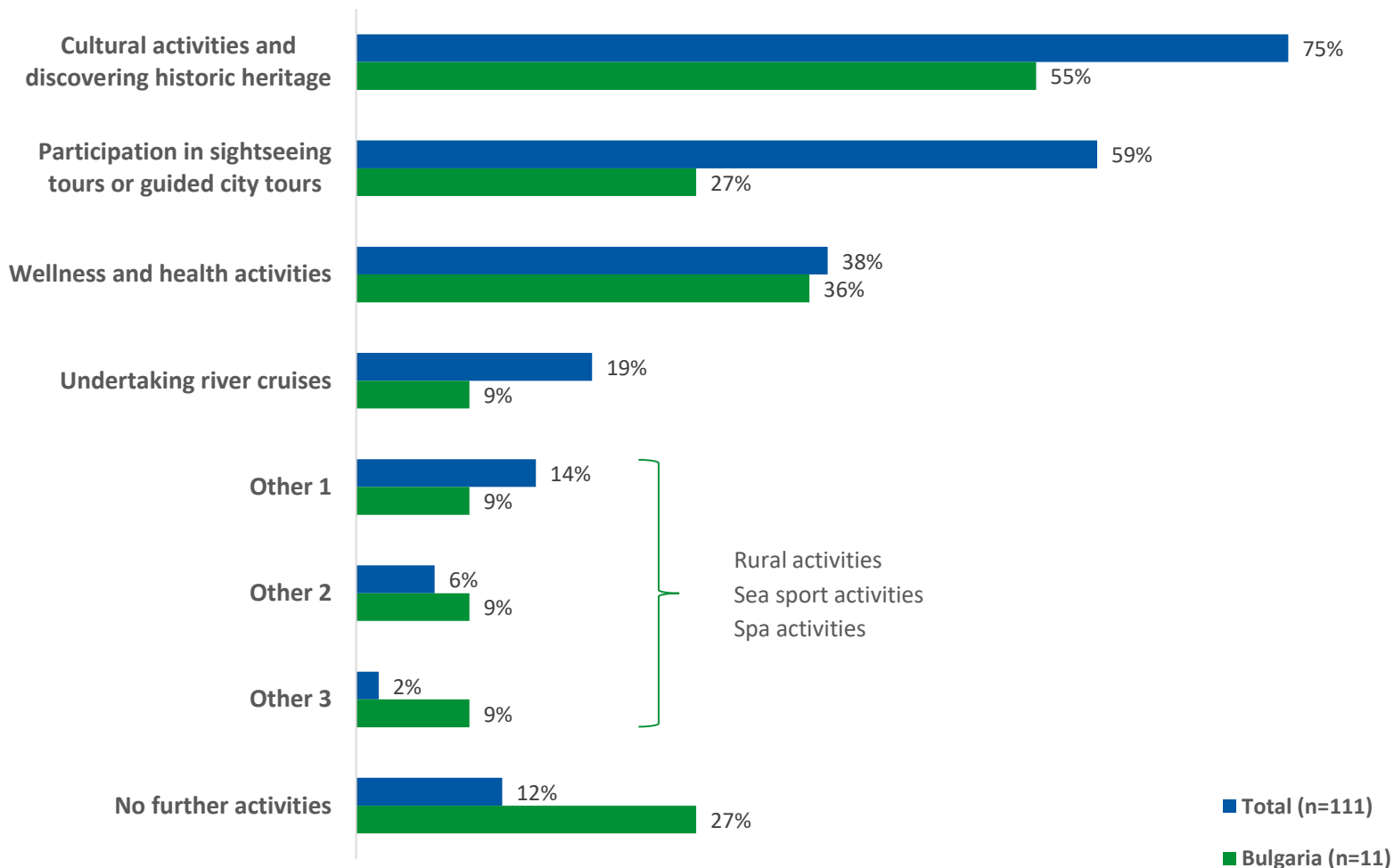
# Recreational activities

Which recreational activities with environmental education as a key component does the region offer and market?  
all respondents (Multiple answers possible.)



# Offered activities for cycle tourists

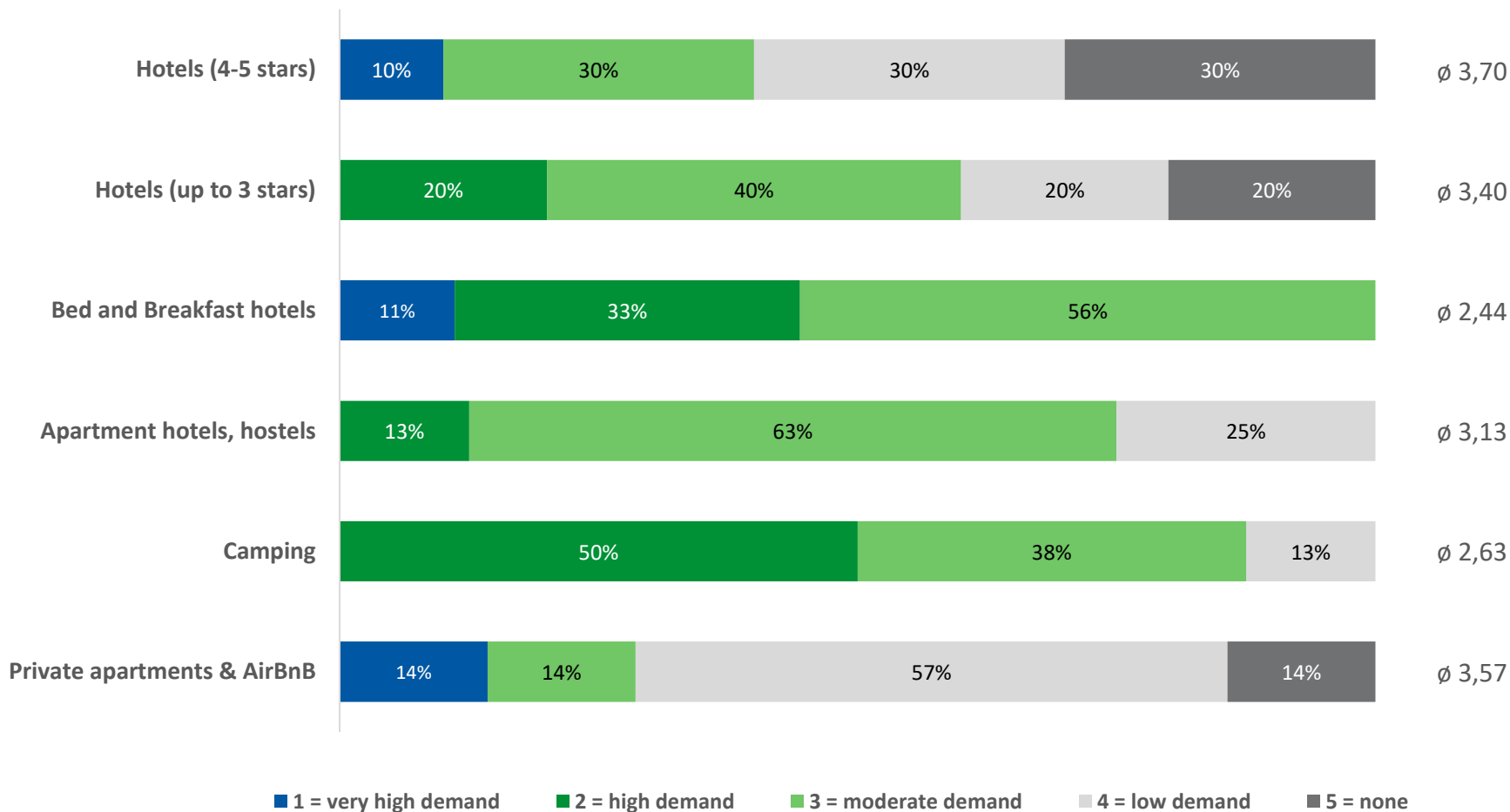
Which activities does your region offer for cycle tourists?  
all respondents (Multiple answers possible.)





# Accommodation type of cycling tourists

Please indicate in which accommodation type cycling tourists stay in your region.  
all respondents



Considering the situation of your region as an ecotourism destination along the EuroVelo cycle route:

How do you assess the strengths and weaknesses and the opportunities and threats (SWOT) according to this focus?  
all respondents (examples)

Strengths

- Attractive destinations - Danube, Black Sea, UNESCO sites
- Wide secondary road network with little traffic
- Beautiful nature and natural resources
- Green tourism
- Nature

Weaknesses

- Lack of political awareness and continuous strategy
- Underdeveloped attractions and sites of interest in the vast inner areas
- Insufficient accommodation options in the region
- Not enough services and infrastructure for cycling tourists

- There are new border crossings with Romania suitable for bicycle routes
- Innovative
- The railroad Sofia-Skopje (passing through the region) is to be developed soon (there is an agreement between the two countries, financing is approved)
- Financing of initiatives and infrastructure supporting cycling from European projects

Opportunities

Threats

- Poor economic sustainability of the local eco and tourism businesses needed to set bike routes
- Concentration of the all-inclusive sea tourism
- Many restrictions and requirements
- Intensifying of motorized traffic on roads from the routes. Lack of strategy

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