



“DIMITRIE CANTEMIR” UNIVERSITY OF BUCHAREST
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SUSTAINABLE DEVELOPMENT OF CHIPROVTSI
MUNICIPALITY WITH ITS CARPET WEAVING TRADITIONS
AS A TOURIST DESTINATION



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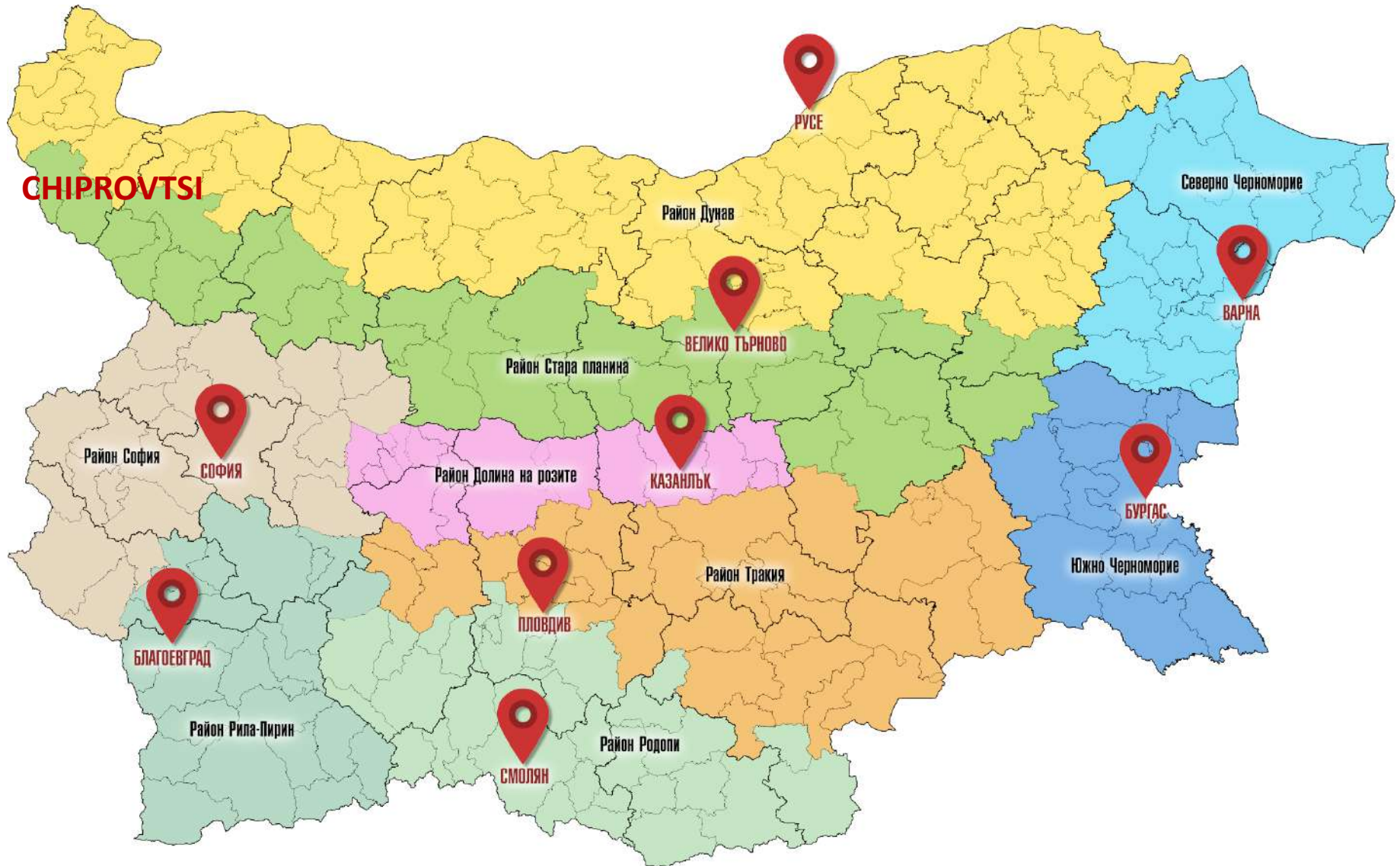
Международно Висше Бизнес Училище
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Chiprovtsi – the Flower of Bulgaria



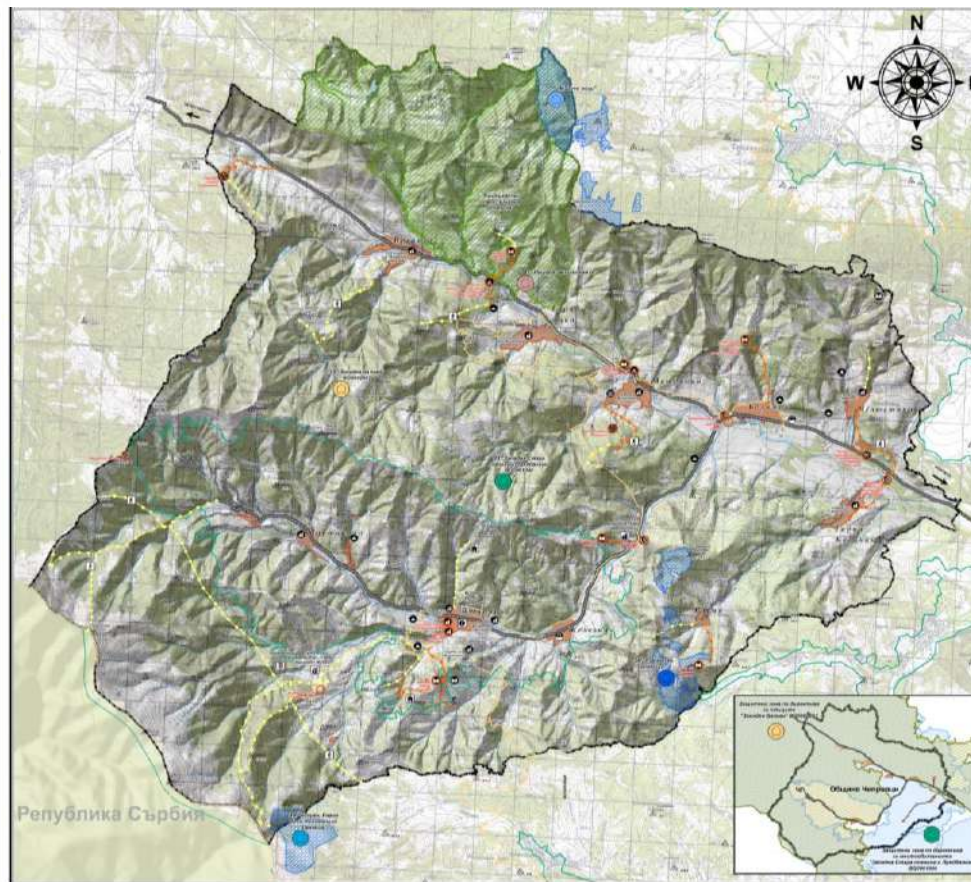
SITUATION OF CHIPROVTSI MUNICIPALITY (1)



SITUATION OF CHIPROVTSI MUNICIPALITY (2)



Chiprovtsi Municipality within Montana Province



Scientific Frame of the Research

- The **research aims** to study the opportunities for the development of sustainable tourism in the area and the possibility of the carpet tradition to be a vital element of the destination's tourism.
- The **object of study** is the tourism resources of the destination, including the territory of Chiprovtsi municipality and its surroundings.
- The main **research methods** used include: **scientific analysis and synthesis**; decomposition and composition; **deduction and induction**; **the empirical comparison method** is used to emphasize the essential and competitive elements and attributes over the less competitive ones; **collection and processing of secondary and primary information** gathered according to a previously developed working form; use of collected immediate information through **field research**, conducting **working groups** with representatives of the municipal administration, local community, students of various specialities, cultural and educational figures, artisans, employees of the History Museum-Chiprovtsi during the so-called international travelling universities processing through **analysis and synthesis of primary information** received from various institutions and organizations; **carrying out comparative analysis and secondary analysis of data**, which allow for a full study of even peripheral connections and meanings; **analysis of data from program and strategic documents**; analysis of literature sources for the destination; **expert evaluation**; application of **an innovative approach for the creation and management of a brand and a brand personality** of a tourism destination and related to this method creation of brand history and its filming. A classic **method of strategic planning** is also applied - **SWOT analysis**, which reveals more clearly the effectiveness of planning. Creating a brand is also planning the development of the destination.

STUDY OF THE TOURIST POTENTIAL OF CHIPROVTSI MUNICIPALITY

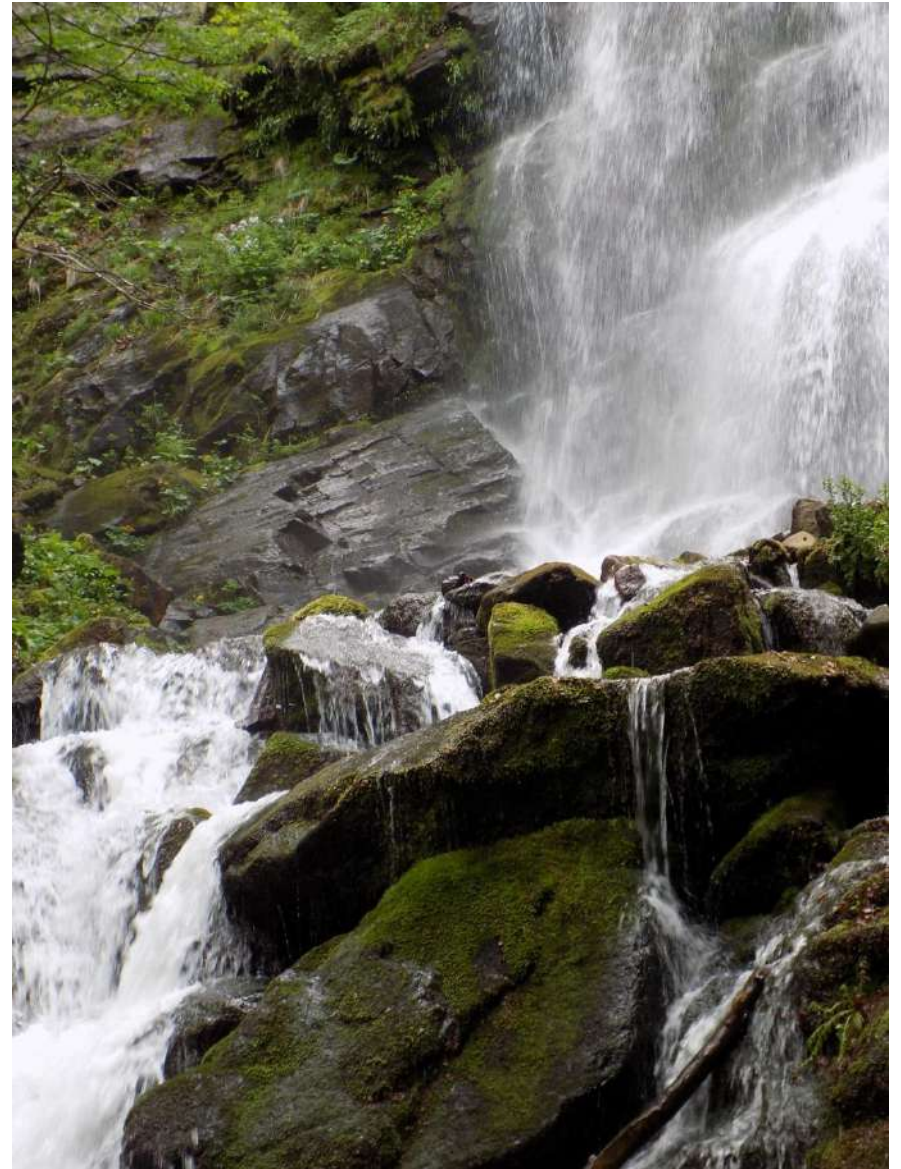


Natural tourist recourses





Chiprovtsi waterfall and eco-trail "Deyanitsa"





Biodiversity







Anthropogenic resources



Chiprovtsi History Museum



Events and thematic days in the museum



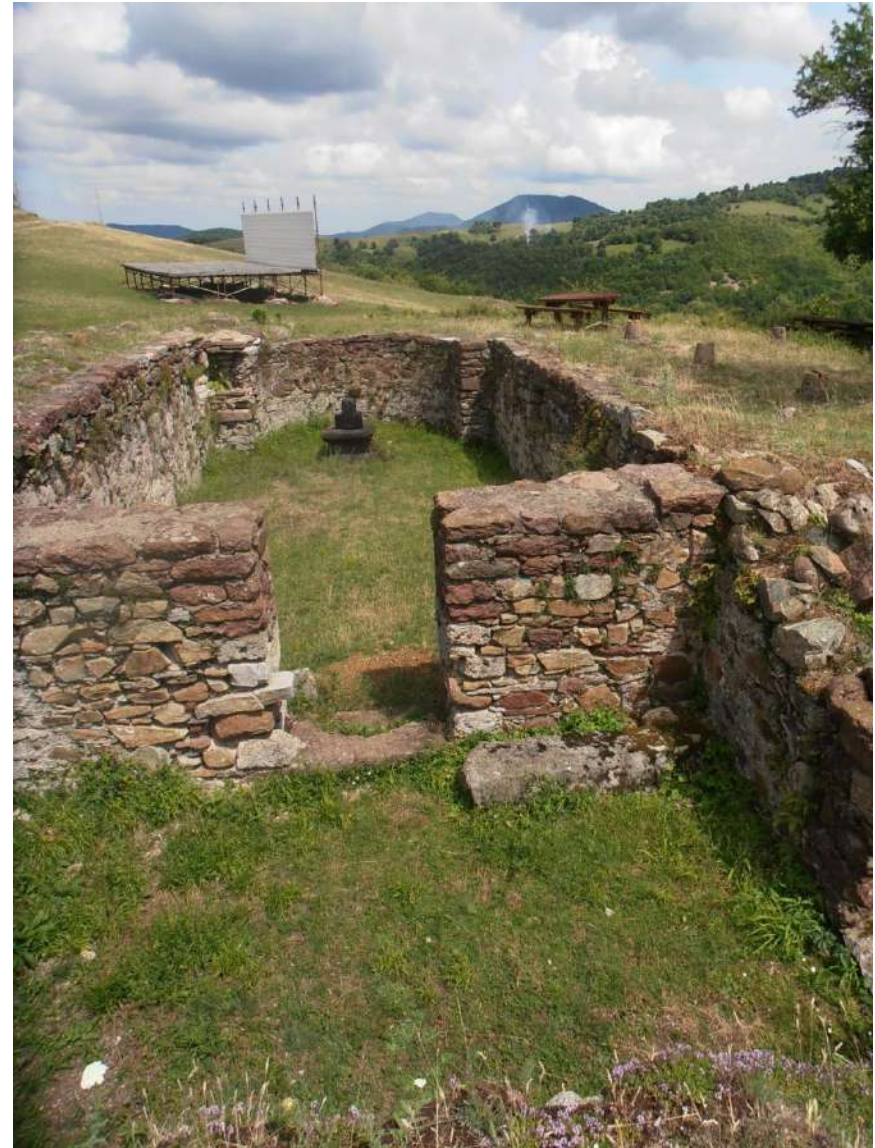
Ethnographic exposition in Katerinina house (1)



Ethnographic exposition in Katerinina house (2)



Gushovski monastery



Village of Beli mel





The centre of the town of Chiprovtsi



Secrets of Chiprovtsi



Chiprovtsi monastery





Dyeing techniques for Chiprovtsi carpets



Dyeing techniques for Chiprovtsi carpets include combinations of about 50 plant species can produce more than 500 shades with a similar degree of saturation.



Carpet festival







STUDY OF THE CARPET WEAVING TRADITIONS IN THE AREA OF CHIPROVTSI

- One of the undoubted phenomena with which Bulgaria amazes the world are the Chiprovtsi carpets, which even today attract the attention of specialists and connoisseurs from all continents.
- The ability to make Chiprovtsi carpets is recognized as part of the world cultural heritage of UNESCO.
- Chiprovtsi carpets are known for their production materials, their colours and motifs. Carpet weaving goes hand in hand with beliefs, traditions and rituals. The symbolic essence of the motifs in Chiprovtsi carpets is complex and multi-layered.



Specifics and symbolism of Chiprovtsi carpet tradition

- Geometric ornaments are typical for Chiprovtsi carpets. The most archaic element in the carpet decoration is the **triangle**. In the oldest versions of Chiprovtsi carpets, the triangles are arranged in horizontal or vertical rows.
- Two **triangles with tangent called *makaz***. The figure symbolizes balance and harmony, transition and transformation, the masculine and feminine, heaven and earth, the light and material worlds.
- The **mirror combination of *makazes* (scissors)** builds a significant and beloved figure in the carpet – *khanatitsa* (rope).
- The **rhombus** in Chiprovtsi carpets is **called *kolo* (*wheel*)**. It is the most common geometric figure in the ornamentation of this type of fabric.
- An ancient figure in Chiprovtsi carpets is *the Tree of Fruit*. It is also one of the most archaic symbols in folk art - *the Cosmic, Sacred or World Tree, the Tree of Life*, the source of life, a sign of fertility.
- The vine is a favourite motif in Chiprovtsi carpets. The most **common zoomorphic images in Chiprovtsi carpets are those of birds** standing in profile on twigs; mirrored on *the Tree of Life* and *the Tree of Fruit*, perched in nests (so-called bird nests).
- The **figure of the dove (wild dove)** is standard.
- *Karakachka* is the most common **anthropomorphic image** in Chiprovtsi carpets. The figure is highly stylized, made up of a combination of triangles and rhombuses.

Proposals for a brand building of the destination and thematic tourist products based on the carpet weaving traditions in Chiprotsi area (1)



Proposals for a brand building of the destination and thematic tourist products based on the carpet weaving traditions in Chiprotsi area (2)

- The tourist brand will present the **destination's advantages as the most vital brand elements**: the ability to weave Chiprovtsi carpets which has preserved **millennial traditions**, has received significant **recognition by UNESCO** as part of the intangible cultural heritage of the world; **carpet-related crafts** as part of the tradition, the present and future of the whole region, as a summary of the **livelihood of the people** here - sheep breeding, weaving, dyeing with herbs and weaving; the **Christian heritage** - the monasteries, temples; the living family traditions and rites on all holidays of the Christian calendar; the **cultural and historical heritage** of the whole region.
- After the creation of a tourist brand, a brand story is written and filmed - this is how the positioning of the destination's brand is implemented through its most vital assets.
- **The priority goal** of the brand story and film is the positioning of the brand, through which competitiveness and development of sustainable tourism in the destination is achieved.
- **A specific goal** of popularizing the destination's most vital assets through the film is to raise the importance of the cultural heritage and its valorization by deriving economic benefits through tourism from development into a product of natural and cultural heritage in Chiprovtsi region.

SWOT ANALYSIS (1)

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none">• Preserved authentic ancient traditions;• A famous carpet centre for centuries and a part of the intangible cultural heritage of UNESCO;• Carpet weaving is easily combined with culinary and cultural tourism, which the region has the potential to develop;• A variety of natural conditions and resources favourable for different types of tourism;• Diversity of anthropogenic factors;• Relatively good transport accessibility and condition of the road network;• Lack of polluting industries in the region;• Availability of the necessary tourist infrastructure but need for renovating part of the accommodation base in the area.	<ul style="list-style-type: none">• Declining interest in carpet weavin among the young generation, as a primary livelihood and as an attraction for tourists;• Lack of a comprehensive strategy for promoting carpet weaving, including through tourism: more themed attractions and products, specialized tourist packages of tour operators;• Negative climate change - drought and lack of water resources; microclimatic changes;• Declining population, low birth rate and negative migration processes.• Big distance from traditional tourist routes and airports;• Insufficient accommodation base outside the town and lack of sufficiently diverse food establishments, attractions and commercial sites;• Lack of branch tourist organizations.

SWOT ANALYSIS (2)

OPPORTUNITIES	THREATS
<ul style="list-style-type: none">• Alleviation of border, visa and other barriers to the movement of tourists from key markets;• Encouraging the development of domestic tourism as part of the national tourism policy;• Institutional and legislative support for the development of public-private partnership in tourism and strengthening the role of NGOs in it, including measures to improve the business climate and the conditions for attracting foreign and local investors to develop new tourism areas and places;• Legal changes to facilitate entrepreneurship in tourism and stimulating the development of small and medium business in tourism;• Stimulating economic growth through the development of tourism as a national priority;• Funding for educational projects by foreign donors through NGOs and local government for the training of personnel for tourism.• Increasing the share of self-organized vacation trips through the use of electronic distribution channels;• Growing interest in traditions, authentic culture and return to the roots;• Relatively good air, climatic conditions and drinking water qualities, ecologically clean territories with lack of industrial pollution;• Implementation of good European practices for energy efficiency and environmental protection, achieving high European standards in sanitary healthcare and quality control;• Digitization of the creation, distribution and communication of the tourism product.	<ul style="list-style-type: none">• Threats to international tourism from pandemics and border closures;• Lack of control over the regulation of tourist activities and implementation of legal norms in new construction and compliance with sanitary and security standards;• Growing financial and economic instability;• National tourism policy aimed at mass tourism and underestimation of border areas;• Lack of targeted national and local tourism policy;• Dynamics in the legislation of tourism;• Poor business environment for small and medium-sized companies in the municipality;• Weak competitiveness of companies in the domestic and international market.• Adverse impact of future economic and financial recessions;• Reduction of the multiplier effect of tourism in the related economic sectors - trade, transport, finance, industry, construction in conditions of the financial crisis;• Danger of mass bankruptcies of tourist companies due to the pandemic situation;• Insufficient budget funds for infrastructure development: for the repair of the water supply network, for the restoration of roads and facilities;<ul style="list-style-type: none">• Deterioration of demographic factors: natural increase, population ageing, flee of young people from the region, an outflow of skilled labour, increased mortality rate and depopulation of settlements;• Poor coordination and integration between the operators of different types of tourist services, activities and attractions in the resort complex, the region and the country as a whole.

PROPOSALS FOR SUSTAINABLE DEVELOPMENT OF TOURIST DESTINATION CHIPROVTSI

- Creation of the **image of a tourist destination** and a **tourist brand**
- Effective **brand management**
- **Institutional development**, partnerships and improvement of the **administrative capacity**
- Improving the **accessibility of the tourist sites and routes**, including infrastructure measures
- **Sustainable development specialized tourism types**, including a regional tourist product and development of **educational and volunteer tourism** with their specifics and their main competitive advantages
- The **legends have a rich potential** for the development of various products - **cultural routes "In the footsteps of ..."**, historical reconstructions, the re-creation of traditional customs, plots of dramatic productions, children's books, etc.
- The **symbolism of carpet weaving** also has the potential to be developed into a separate product "The Carpet Tale" and derivative names.
- **Dyeing** is offered as a product in Chiprovtsi. This colouring technique is a separate competitive element of a future tourist product, as it distinguishes the carpet traditions unique with harmony between colours, with a long tradition of using natural dyes

Thank you for the attention!



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