

Interreg Greece-Bulgaria INNOBUS

European Regional Development Fund



Action D4.3.1: Implementation of platform for thermal routes in Bulgaria.

Beneficiary: ASSOCIATION OF ENTREPRENEURS GOTSE DELCHEV REGION

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Link to the platform:

<http://innobus-routes.bg/>

Description of the platform:

The platform is in Bulgarian and English and is a map of thermal routes with quick links to each specified object, with the territorial scope being the administrative territory of the Blagoevgrad region. The map shows all thermal springs of tourist importance, which are conditionally connected in 5 short routes with 10 separate sites each.

Each route is divided into separate objects that represent the settlement where the corresponding thermal spring is located. For them, information about the relevant settlement and about the qualities, properties and other characteristics of the water is indicated.

Cultural-historical and natural routes with sites that can be visited as accompanying tourist attractions are indicated as quick links to each thermal route. Other alternative routes for architectural, museum and religious tourism are indicated.

What is its purpose/aim?

The purpose of the electronic platform is to promote economic development and contribute significantly to the increase of entrepreneurial activity in the field of tourism and the provision of accompanying services.

Why did you develop it?

The platform has an informative purpose. In one place, it collects all available information about thermal springs in Blagoevgrad region and offers options for routes. Not only thermal springs are indicated, but also alternative tourist sites and routes that would diversify any tourist experience.

Who will use it, for what reason and how?

The target groups of the platform are tourists from both Bulgaria and neighbouring countries - Greece and North Macedonia, who develop their own vacation programs, do not use travel agencies and do preliminary research of the sights in the area where they want to stay. The platform emphasizes thermal tourism as a specific type of tourism with useful information, photos and various objects presented. Its aim is to attract tourists other than the standard, who stay in one hotel from the beginning to the end of their stay. The target group are tourists who interact with the local economy, visit various sites, places to eat, guesthouses and use a variety of local services accompanying tourism.

What is the impact of the platform to the end users (results-evaluation)?

The platform is freely accessible via Internet. This is an exceptional advantage of the modern digitalized society, which we use to reach the maximum number of users. No registration or other steps are required to access the information therein. Users can visit the platform and view routes at any time and on any device.

Thus, the platform serves as a tool for local prosperity: to maximize the contribution of tourism to the economic well-being of the host destination and the share of profit that remains in the local community.