

City of Sliven Goes Green

Sliven - Bulgaria

Short description

The LGD is focused on the developing and promoting a smart tourist route in the city of Sliven that will contribute to the sustainable tourism development at local level through cooperation between Municipality of Sliven and Municipal transport company Patnicheski Prevozi EOOD. It will contribute to the decrease of the CO2 by promoting a green way of tourist access to the most appealing tourist sites in the city and the adjacent area Karandila, mountain park Sinite kamani. The envisaged incentives for the tourists – free electric bus covering the most attractive sites will contribute to tourism development and related economic activities in the municipality, guarantee new jobs and improved financial incomes. The target groups of the LGD are all internal stakeholders: representatives of local business - hoteliers, restaurateurs, travel agencies, carriers, and other representatives of local business; local cultural institutes/institutions - Art Gallery "Dimitar Dobrovich", Regional History Museum "Dr. Simeon Tabakov", etc., Tuida Fortress team; educational community - vocational schools and vocational schools with programs in the field of tourism and related activities; NGOs working in the field of cultural development, cultural and historical heritage, tourism, ecological and digital transformation, business organizations, such as the Foundation "Regional Center for Economic Development", as well as the external stakeholders – citizens, domestic and international tourists and visitors of the municipality.



Industry/Sector

- Mobility & transport

Parties of LGD/Participating parties

- Sliven Municipality and transport company Patnicheski Prevozi EOOD

Scope of LGD

Developing and promoting a smart tourist route in the city of Sliven that will contribute to the sustainable tourism development at local level through cooperation between Municipality of Sliven and Municipal transport company Patnicheski Prevozi EOOD.

The implementation of the LGD aims to achieve the following impacts:

- Environmental - reduced CO2 as a result of eco tourists' transport in the city of Sliven.
- Social – raising awareness of tourists and citizens, general public about green practices related to tourism, incl. green transport.
- Economic – boosted local tourist related economy, increased incomes and created jobs by attracting new audiences.

Concrete measures/commitments

The following strategic documents are relevant to the current LGD: Integrated Municipal Development Plan (IMDP) of Sliven Municipality 2021-2027 focusing on greener and decarbonised economy, increased investment activity, updated workforce skillset to the challenges of green and digital transformation. It involves measures to: introduce Industry 4.0 approach - providing specialized information to businesses about specific support opportunities; digitization of work processes of enterprises on the territory of the municipality, incl. in the context of introducing optimal working conditions in a pandemic situation; automation of part of the production processes, introduction of technologies ensuring the "circular economy"; training and retraining (digital skills), if necessary, of personnel; develop sustainable industrial parks, zones with effective integration of reusable energy; development and promotion of integrated tourist products; introduce balanced, sustainable and intelligent development of mobility and ecological infrastructure. Sustainable Mobility Development Plan 2022-2030 with a vision to Develop sustainable mobility in urban and adjacent areas settlements of city of Sliven, which is environmentally friendly and energy efficient, providing diverse and convenient transportation, technological and innovative, safe and secure, in the interest of the local community, ensuring accessibility and integration, stimulating the growth of the local economy, improving the quality of the urban environment and transforming the city of Sliven into an Accessible, Connected and Intelligent City. Integrated Tourist Product Concept 2019 aiming at Development and marketing of a comprehensive, integrated and viable tourist product of the Municipality of Sliven with significant tourist potential, attracting a large number of visitors to ensure financial sustainability, preservation and promotion of cultural heritage. The main local challenges in terms of tourism are related to 1. the reconstruction and socialisation of the existing touristic infrastructure/sites and

investments in modern equipment; 2. Relevant skills; 3. Innovative/digital tools to operate the processes. They are addressed by different measures in the separate strategic documents that are synergetic.



Smart Tourism

Sliven - Bulgaria

Short description

The presented LGD of Sliven city focuses on promoting the tourist potential of the municipality in a way that is digital and attractive for the young audience and simultaneously promoting the concept of “green tourism” specifically among young citizens, visitors and tourists. Municipality of Sliven cooperates with Black Bros Sound EOOD and Vocational Hospitality and Tourism School “Acad. Nedelcho Nedelchev” to develop and implement the LGD. The two municipal partners were among the initial defined direct stakeholders of the initiative in the stage of LGD ideas brainstorming with history and potential to partner the municipality in the ICC. The core of the LGD is to upgrade digital skills of students that are scalable and adaptable for the future labour market in the field of tourism, simultaneously bring the promotion of the tourist product to a new level - attractive for the young audience and up to date the new “digital and green transition” reality and strengthen awareness raising about the elements and aspects of sustainable tourism. In the course of LGD implementation students from the Vocational School will be trained and coached by experts from Black Bros Sound EOOD how to produce attractive digital presentations of some of the main tourist sites in municipality of Sliven and integrate them in the existing municipal tourism platform and kiosk system. The digital skills of the students will be upgraded and a film promoting sustainable tourism and preservation of natural resources will be produced and promoted.



Industry/Sector

- Tourism

Parties of LGD/Participating parties

- Sliven municipality, Tourism School "Acad. Nedelcho Nedelchev" and company "Black Bros Sound" EOOD

Scope of LGD

- Promoting the tourist potential of the municipality in a way that is digital and attractive for the young audience and simultaneously promoting the concept of “green tourism” specifically among young citizens, visitors and tourists.
- The implementation of the LGD aims to achieve the following impacts:
- Environmental - The environmental impact of the proposed activities is related to the introduction of ICT tools both in presentation, management, promotion of the local tourist product; reduced CO2 as a result of replacing the paper promotional materials; creating prerequisites for virtual tourist tours, that have the potential to replace travel to Sliven for some of the specific new audiences, . lincreased awareness on sustainable tourism and preservation of natural resources through the development and promotion of the video on suitable tourism.
- Social – Increasing future business opportunities of students and widening opportunities of the local labour market through providing relevant digital skills to the students.
- Economic – Boosted local tourist related economy, increased incomes through better promotion of the tourist potential of Sliven, developed and enhanced digital skills and potentially created jobs.

Concrete measures/commitments

The following municipal strategic documents are relevant to the current LGD:

- Integrated Municipal Development Plan (IMDP) of Sliven Municipality 2021-2027 focusing on greener and decarbonised economy, increased investment activity, updated workforce skillset to the challenges of green and digital transformation. It involves measures to: introduce Industry 4.0 approach - providing specialised information to businesses about specific support opportunities; digitisation of work processes of enterprises on the territory of the municipality, incl. in the context of introducing optimal working conditions in a pandemic situation; automation of part of the production processes, introduction of technologies ensuring the "circular economy"; training and retraining (digital skills), if necessary, of personnel; develop sustainable industrial parks, zones with effective integration of reusable energy; development and promotion of integrated tourist products; introduce balanced, sustainable and intelligent development of mobility and ecological infrastructure.

- Integrated Tourist Product Concept 2019 aiming at Development and marketing of a comprehensive, integrated and viable tourist product of the Municipality of Sliven with significant tourist potential, attracting a large number of visitors to ensure financial sustainability, preservation and promotion of cultural heritage.