



Sustainable and Energy Efficient Mobility Options
in Tourist Regions in Europe

seemore

SEEMORE in DOBRICH

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Implementation Status

Measures	Action	B	E	Status
3.1.1. Integrated regional mobility information for visitors	Translation of mobility information	10	C	

Description of activities

We have a contract with an interpreter (Ms. Zdravka Yakimova – Cambridge Certificate 2), who translates all the texts for the advertising materials, newsletters, trainings, mobility information from special sites, reports, etc.

Translation materials are checked by the PM for adequacy of the special mobility terminology.

For the mobility packages on 4 languages we used native Russian and Romanian colleagues.

Problems and deviations

n/a

Measures	Action	B	E	Status
3.1.1. Integrated regional mobility information for visitors	Translation of mobility information	10	C	

Lessons learnt and solutions to problems

Visitors were very satisfied with the received mobility information on their own languages (information from the hotels' receptions).



Measures	Action	B	E	Status
3.1.2. Integrated regional mobility information for visitors	Promotion of mutual links	11	36	

Description of activities

Common trainings for tourism and transport stakeholders from the region: 3 local seminars conducted with 60 participants in total:

- 1 – Introduction to sustainable mobility and European examples (March 2013)
- 2 – Energy saving in tourism and transport (June 2013 – EUSEW event)
- 3 – Sustainable development of tourism and transport (Sept.2013)

Problems and deviations

n/a

Measures	Action	B	E	Status
3.1.2. Integrated regional mobility information for visitors	Promotion of mutual links	11	36	

Lessons learnt and solutions to problems

After the discussion with participants during the first seminar we understood the sustainable mobility was new for them and decided to ask what topics are of biggest interest for their work. Having in mind these were very busy people, we supposed they would come to the seminars only if the information is important and applicable for them.

So, we announced the next training themes according to their wishes. We also gave them certificates – important for their career development.



Measures	Action	B	E	Status
3.1.2. Integrated regional mobility information for visitors	Integration of mobility information in hotels	13	26	

Description of activities

Before the start of the high season the mobility packages were disseminated to 50 hotels in Albena, Balchik, Kavarna and Dobrich, as well as at the all existing PT-tickets selling points and to the municipal halls and information centres.

The Dobrich District and the three municipalities put downloadable versions of the mobility package on their official sites. These sites use to be visited by more than 500 people daily.

CSDCS also put the electronic version of the SEEMORE package on its site, visited by more than 100 people daily.

Problems and deviations

n/a

Measures	Action	B	E	Status
3.1.2. Integrated regional mobility information for visitors	Integration of mobility information in hotels	13	26	

Lessons learnt and solutions to problems

Mobility packages were extremely timely and necessary. There was a great satisfaction among all kind of stakeholders - locals and tourists.

Many front-officers in hotels shared the mobility packages facilitate their work. They don't need any more to phone to the auto-stations asking for information, they just give tourists the package for information.

We disseminated 2500 packages, which number is not sufficient for more than 500 000 visitors per year.



Measures	Action	B	E	Status
3.1.2. Integrated regional mobility information for visitors	Sustainable mobility information provision in long distance collective transport services	14	15	

Description of activities

Mobility packages were disseminated to long distance transport companies (Union-Ivkoni, Group and Albena Tour) at their ticket offices in Dobrich, Kavarna and Albena.

A meeting was held in the Etapp-Group headquarters in Sofia. They launched for 2013 a new bus line Sofia-Albena-Balchik-Kavarna, which was the second one departing from Sofia at 21:30 h. There was only one till 2013 at 11:30 h. An agreement with the manager was concluded and their buses appear on our advertising materials.

Problems and deviations

n/a

Measures	Action	B	E	Status
3.1.2. Integrated regional mobility information for visitors	Sustainable mobility information provision in long distance collective transport services	14	15	

Lessons learnt and solutions to problems

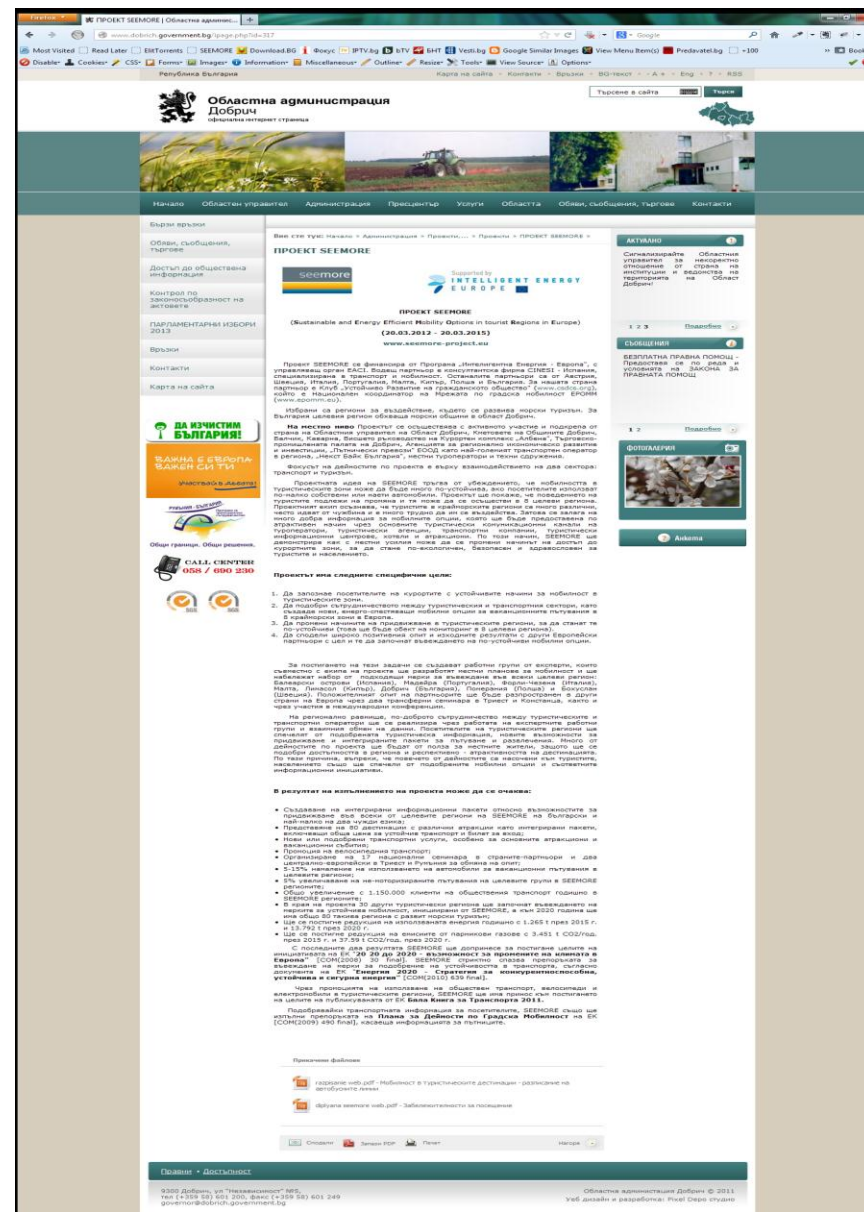
Cooperation with long distance PT-providers seems to be useful. We gave them a package of SEEMORE teaser post-cards in order to be disseminated among passengers in the buses.



Measures	Action	B	E	Status
3.1.4. Promotional and awareness campaign	Local distribution of SEEMORE dissemination materials	9	15	

Description of activities

Mobility packages were disseminated to 50 hotels, all existing PT-selling points and municipal halls. The same happened with the posters and teaser post-cards.



Problems and deviations

n/a

Measures	Action	B	E	Status
3.1.4. Promotional and awareness campaign	Local distribution of SEEMORE dissemination materials	9	15	

Lessons learnt and solutions to problems

In tourism people still like printed materials – nice, coloured and not heavy.



Measures	Action	B	E	Status
3.1.4. Promotional and awareness campaign	Production of SEEMORE video	15	36	

Description of activities

Scenario elaborated by the project team;
 Two hours videomaterial registered by the cameraman, travelling together with Mrs. Ilieva and Mr. Grozdanov in the target region.
 10 min. of the film selected, afterwards reduced to 4.6 min.
 Sound selected with the assistance of the project team;
 Translation of the text by the interpreter Ms. Yakimova.

Video shown at many international events: TRANSDANUBE Conference in Bratislava, Gdansk Conference on Active Mobility, ETC in Frankfurt, DCSF Annual meeting in Ruse, national events, etc.

Problems and deviations

n/a

Lessons learnt and solutions to problems

The project team should work closely with the video-producers.

Measures	Action	B	E	Status
3.1.4. Promotional and awareness campaign	Local campaigns and additional materials	9	36	

Description of activities

After the dissemination of the mobility packages, CSDCS organized series of events in June dedicated to EUSEW 2013: 2nd press-conference; 2nd training for professionals; opening of new cycling and pedestrian paths; cycling tour; children drawing competition, etc. All participants received SEEMORE T-shirts and caps. The campaign was largely promoted in all local and many national media and more than 200 people took part directly in the events.

In August post-cards and posters were disseminated to all stakeholders, in the hotels and public places.

In September the third training for professionals was held dedicated to sustainability in tourism and transport.

Problems and deviations – n/a

Lessons learnt - Media play an important role and should be regularly informed about the project actions and achievements

Measures	Action	B	E	Status
3.1.4. Promotional and awareness campaign	Local campaigns and additional materials	9	36	



Measures	Action	B	E	Status
3.2.4. Market Incentives Sustainable Mobility	Parking policies	12	16	

Description of activities

Following SEEMORE recommendations and discussions held during the 2nd LWG in March, the Management of Albena resort decided to improve its parking policy. The resort has introduced new, increased parking fee for visitors. Since the 1st of May 2013 the parking ticket costs 3 EUR.

Discussions with Balchik Municipality for the parking policy were conducted during the 3rd LWG meeting in June and the ENCLOSE meeting in August. For the summer 2013 three new parking places were opened for 140 cars in total. The municipality is intended to built a huge buffer parking near the entrance in the city from the highway to Varna, but waits for state funding.

Problems and deviations:

Albena managers were afraid to loose tourists if they construct a buffer parking for visitors near the entrance of the resort. Balchik Municipality has no financial resources for the construction of such parking, but eventually will apply for SF during the new period 2014-20.

Measures	Action	B	E	Status
3.2.4. Market Incentives Sustainable Mobility	Parking policies	12	16	

Lessons learnt and solutions to problems

The implementation of the mobility measures related to infrastructure depends on the political situation, financial resources and managers' good will.



Measures	Action	B	E	Status
3.3.1. Collective transport services for visitors	PT services in leisure/tourist destinations	10	36	

Description of activities

New bus line was launched in Kavarna from the city centre to the beach and its timetable was included in the Mobility package. Another new bus line making a round of the city neighborhoods was established in 2013 to serve the local population.

Minibus services were organized in summer 2013 for visitors from Dobrich to the seaside (Balchik - Tuzlata). The tickets cost was 3 EUR and the line was functioning 3 times per day.

A meeting was held with the management of the biggest long distance transport provider Etapp-Group in Sofia. A new bus line Sofia-Albena-Balchik-Kavarna was launched in 2013, which is the second one departing from Sofia at 21:00 h. every day. There was only one till 2013 at 11:30 h.

Problems and deviations

PT services in leisure/tourist destinations are related to big investments and it is not easy to launch them only with municipal efforts. PPP could be a good solution.

Measures	Action	B	E	Status
3.3.1. Collective transport services for visitors	PT services in leisure/tourist destinations	10	36	

Lessons learnt and solutions to problems

Private PT-providers are more opened to new sustainable initiatives, but always the municipality should allow the new PT-service.



Measures	Action	B	E	Status
3.3.1. Collective transport services for visitors	Guided tours by coach or boat	14	36	

Description of activities:

Guided tours with coaches and boat were created together with the Albena resort team for 2013. They were included in the Mobility packages disseminated by CSDCS: four coach tours and one boat tour. Tourists appreciated them very much.

Minibus services were organized in 2013 for visitors from Dobrich to the seaside (Balchik). The tickets cost was 3 EUR and the line was functioning 3 times per day.

Problems and deviations:

For the boat tours there is a lack of new modern boats. They are very expensive and the service providers can not afford to purchase them.

Lessons learnt and solutions to problems

The increased number of tourists and the intensive promotion of sustainable mobility and information about possible tours leads to new users of the guided tours.

Measures	Action	B	E	Status
3.3.1. Collective transport services for visitors	Guided tours by coach or boat	14	36	



Measures	Action	B	E	Status
3.3.3.Bycilce services	Low cost bicycle rental in hotels	15	36	

Description of activities

6 hotels in Albena opened low-cost rental schemes for bicycles in summer 2013 (2.50 EUR/day)

Problems and deviations

n/a

Lessons learnt and solutions to problems

The increased number of tourists and the intensive promotion of sustainable mobility and information about possible bike rental leads to increase the cyclists in tourism area.

Measures	Action	B	E	Status
3.3.3.Bycille services	Low cost bicycle rental in hotels	15	36	



Measures	Action	B	E	Status
3.3.3.Bycilce services	Bicycle sharing/rental schemes	17	36	

Description of activities

In 2013 Albena resort rents: 64 velo-rikshas (for 4-6 persons); 10 electrical velo-rikshas; 60 bicycles and 10 electrical bicycles.

Dobrich municipality rents: 50 bicycles;

Dobrich Centre for Nature Protection offers: 5 bicycles free of charge.

Problems and deviations

Lack of sufficient cycling tracks (especially in Kavarna and Balchik).

Lessons learnt and solutions to problems

Municipalities have to insert in their development plans construction of cycling paths.

Measures	Action	B	E	Status
3.3.3.Bycilce services	Bicycle sharing/rental schemes	17	36	



Measures	Action	B	E	Status
3.3.3.Bycille services	Complementary infrastructure and services	17	36	

Description of activities

An innovated and SEEMORE signed cycling path of 2 km. was officially opened by CSDCS and the Dobrich municipality on 24th of June 2013. The path links Dobrich centre with the Natural park. Two signs were put advertising SEEMORE project and an opening cycling tour took place there with children wearing project T-shirts and caps. There were also children drawing competition on the topic of sustainable mobility.

Two pedestrian/cycling alleys were officially opened by CSDCS and Kavarna Municipality on 23rd of June 2013. The alleys are situated in the protected areas Yailata and Bolata, promoted in the Mobility packages (with maps showing the paths). Four SEEMORE signs were put on both ends of the new alleys with total length of 6 km.

Problems and deviations

n/a

Lessons learnt and solutions to problems

Municipalities have to insert in their development plans construction of cycling paths.

Measures	Action	B	E	Status
3.3.3.Bycille services	Complementary infrastructure and services	17	36	



Measures	Action	B	E	Status
3.3.5.Alternative propulsion	Alternative propulsion use in rental mobiles	17	36	

Description of activities

In 2013 Albena rents 36 electrical chars and 5 golf-cars.

6 electric trains for tourists are transporting them around the resort every 20 minutes. The ticket price is 1.50 EUR.

A free-of charge shuttle bus driving with eco-fuel transporting tourists from the high zone of Albena to the beach was introduced in 2013. The total number of eco-shuttles is 4 at present.

Problems and deviations

n/a

Lessons learnt and solutions to problems

Tourists like ecological means of transport because they are good for their health.

Measures	Action	B	E	Status
3.3.5.Alternative propulsion	Alternative propulsion use in rental mobiles	17	36	



To be concluded in: Video ready, short version under preparation, contract for dissemination foreseen in April 2014.

Main topic of the video: Promotion of sustainable mobility in tourism.

Stakeholders/partners involved: Local tourism and transport providers, resorts management, municipalities, Chamber of commerce, natural parks managers.

Procurement process: n/a (amount of 5000 EUR)

Video is already disseminated via internet – on the official site of the national campaign “Do the right mix”, on the district and municipal sites in the target region and on the CSDCS site.

If concluded which are the dissemination channels: To be selected in 2014

Begin: August 2013

End: July 2014

Award: photocamera

Dissemination channels:

Internet; posters; post-cards; media publications; video; direct advertising; national campaign “Do the right mix”.

Stakeholders/partners involved:

Tourism and transport providers, resorts management, municipalities, Chambers of commerce, natural parks managers, MOEW

How many participants: n/a

Main lessons learned during the first 18 months of SEEMORE

- **MOST OF THE PROJECT MEASURES WERE ALREADY INTRODUCED, WHICH WAS NECESSARY TO PROVE THEY CONTRIBUTE TO THE POSITIVE TOURISM DEVELOPMENT;**
- **MOBILITY SITUATION IN THE TARGET REGION IS IMPROVING VISIBLY;**
- **COOPERATION WITH LOCAL GOVERNMENT IS CRUCIAL;**
- **TOURISM AND TRANSPORT MANAGERS MEET FOR THE FIRST TIME AND TRY TO SOLVE TOGETHER THE PROBLEMS;**
- **TOURISM STAKEHOLDERS SEEM VERY SATISFIED WITH THE PROJECT – IT ALLOWS THEM TO LAUNCH MEASURES THEY WOULD LIKE TO INTRODUCE BUT DIDN'T DARE BEFORE SEEMORE;**
- **TRANSFER SEMINARS SHOULD BE CONDUCTED AFTER ACHIEVEING VISIBLE RESULTS IN ORDER TO COMMUNICATE THEM TO THE FUTURE BENEFICIARIES**

Summary about SEEMORE in Dobrich after the first 18 months

- **75% of the actions were already performed and most of the measures were introduced successfully;**
- **During the second half of the project we have to conduct:**
 - **Two more training seminars for professionals**
 - **Two national transfer seminars**
 - **Photo-competition and organization of a photo-exhibition in August 2014 in Albena**
 - **Increasing the PT-tickets' selling points**
 - **Launching combined PT-tickets with leisure events**

THANK YOU FOR YOUR ATTENTION!

WWW.CSDCS.ORG