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GOVERNMENT OF ROMANIA GOVERNMENT OF BULGARIA

MANAGEMENT PLAN

for

sustainable use of cultural heritage

in the region of Silistra, Bulgaria and Calarasi, Romania

The document is elaborated within project

"EasyGuide – interactive mobile application for promoting the historical and cultural heritage in the region of Calarasi and Silistra",

e-MS code: ROBG-29,

financed by the EU through the Interreg V-A Romania-Bulgaria Programe

Municipality of Silistra, Bulgaria

Lead partner

Lower Danube Museum Calarasi, Romania

Project partner

Silistra, Bulgaria

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I. Analysis of the project implementation

The management plan will present an analysis of the project implementation and results.

It will discuss best practices and weaknesses, achievements and obstacles.

The plan will provide suggestions for future joint activities and policy measures between the beneficiaries to ensure long-term cooperation.

1. General information for the project

The present Management plan for sustainable use of cultural heritage in the region of Silistra, Bulgaria and Calarasi, Romania (called for short "the plan") is elaborated within **project "EasyGuide - interactive mobile application for promoting the historical and cultural heritage in the region of Calarasi and Silistra", e-MS code: ROBG-29**, financed by the EU through the Interreg V-A Romania-Bulgaria Programe (called for short "the project" or "EasyGuide").

The project started on **27.06.2017** with an implementation period of 2 years, until **26.03.2019**.

The project is implemented by **two partners** from both sides of the cross-border region between Romania and Bulgaria, as follows:

a) Lead partner: Municipality of Silistra, Bulgaria
b) Project partner 2: Lower Danube Museum Calarasi, Romania

The main objective of the current project is the sustainable use of natural and cultural heritage in the cross-border region. EasyGuide fits into the general goal of Interreg V-A Romania-Bulgaria Program by answering the need for improved cooperation between the two nations to enhance the exploitation of joint opportunities. The project addresses the common territorial challenge of unstable tourist flow in the Silistra-Calarasi region and fits into Specific Objective 2.1. of the Programme: To improve the sustainable use of natural heritage and resources and cultural heritage of the Programme.

Promoting the Calarasi – Silistra region as a tourist destination has been a strategic priority for both municipalities. Many joint activities were carried out in the past to this purpose including projects under different financing programmes. Still, the unstable tourist flow remains a common challenge.

To achieve sustainable results, taking the next steps for improved use of our natural and cultural heritage (the Danube River and common past) by introducing world best practices should be ensured. Following the example of the London City Guide, the project builds an **interactive touristic environment on both sides of the Danube River**. Among other benefits, the joint development of the project will ensure a more attractive tourist offer and a solid basis for solving the challenges described.

In addition, the project meets the EC policy goals for protecting cultural heritage and diversity. It also promotes the latter as means for social inclusion in the cross-border region, thus following the 2015-2018 Work Plan for Culture. EasyGuide ensures wider accessibility of common historical and cultural heritage based on technology and innovative tools and services. As such, it will become a knowledge repository and a valuable source for economic growth.

The project encompasses the following **activities**:

1) Project management;
2) Project procurement;
3) Analysis and description of the objects to be included in an integrated virtual tourist guide environment (IVTGE);
4) Development of a web portal and mobile application;
5) Installation of digital displays;
6) Information and publicity.

The present management plan presents an analysis of the project implementation and results. The Plan proposes future joint activities and policy measures between the beneficiaries to ensure long-term cooperation. It analyzes the effects of project activities on target groups and outcomes and recommends a policy for the sustainable use of cultural heritage. The document will also serve as a tool for the wider dissemination of results to different stakeholders. It will be promoted in other neighboring regions in order to achieve a synergistic effect in the medium term. It will propose key practices and measures to be followed to ensure the development of tourism based on a sustainable heritage policy.

2. Project results

The following results were achieved during project implementation:

№	Activity	Result
1	**Project management**	• Formed project management team for implementation and management of the project with representatives of both partners. • Held 5 meetings of the project management team in Silistra, Bulgaria. • Submitted and approved by the Programme technical and financial reports for project implementation. • Supplied office equipment in both partners' premises. • Successfully implemented project proposal.
2	**Project procurement**	• Successfully implemented tender procedures, respectively signed and executed contracts with external contractors for provision of services and delivery of supplies by both partners.
3	**Analysis and description of the objects to be included in an integrated virtual tourist guide environment (IVTGE)**	• Elaborated and approved by the stakeholders lists of touristic objects to be included in the IVTGE. • Implemented service for data collection and processing on Bulgarian and Romanian territory for the objects to be included in the IVTGE. • Executed legal framework review, incl. analysis of the rights and obligations of the project partners to use and display / publish information on the proposed tourist objectives. • Overall result: prepared lists of objects with data and detailed description in Bulgarian, English and Romanian language to be included in the integrated virtual tourist guide environment.

№	Activity	Result
4	**Development of a web portal and mobile application**	• Elaborated **web portal for the integrated virtual tourist guide environment** on the following link: www.easyguide-portal.com • Elaborated **mobile application** under the name: ***EasyGuide – Silitra – Calarasi***
5	**Installation of digital displays**	• Elaborated software for the kiosks in Bulgarian, English and Romanian language. • Delivered a total of 20 kiosks in Silistra. • Delivered a total of 15 kiosks in Calarasi.
6	**Information and publicity**	• Elaborated, supplied and distributed among the project stakeholders the following promotional materials: - brochures; - magnets; - cups; - caps; - t-shirt; - bags • Organized four school visits – two in Silistra and two in Calarasi. • Organized two public debated – one in Silistra and one in Calarasi. • Organized one expert conference in Silistra. • Organized four concerts – two in Silistra and two in Calarasi. • Organized three press conferences - one opening in Silistra and two closing – one in Silistra and one in Calarasi. • Implemented PR services: - elaborated project website on the following link: www.easyguide.bg - elaborated advertising columns in printed

№	Activity	Result
		media; - elaborated and broadcasted press-releases; - elaborated fan profiles in social media with the following names: Facebook – EasyGuide - Silistra – Calarasi; Instagram - easyguidesilistracalarasi; Twitter - EasyGuide_Silistra_Calarasi; - elaborated Internet banners posted on the following websites - http://observatorcl.info, http://kvorum-silistra.info, http://radiovocescampi.ro and http://www.portal-silistra.eu/; - elaborated Internet tabs posted on the following websites - http://serviceins.eu, http://fccvarna.bg, http://3dbox7.com and http://genomed.bg; - organized interviews with stakeholders; - elaborated info permanent billboards.

The project started with a study of the historical and cultural heritage in the two regions, to identify sites and events of interest to be included in the integrated environment. Based on the collected data, virtual applications have been developed that represent an integrated web portal environment, mobile application and digital information displays at selected locations.

This contributes to the performance indicators and results of the program by:

• Increased number of visits to supported sites;

• Introduced a new high-tech integrated tourism service that would trigger the creation of other cross-border tourism services;

With the interactive tourist environment built on both sides of the Danube, the Calarasi - Silistra region will be promoted as a tourist destination, which is a priority for both municipalities.

Each site included in the integrated environment was examined online and in local archives and filmed. The data collected was summarized in a predefined template.

In parallel with the collection and processing of data, the development of software for information displays began (kiosk devices). As soon as the application code is completed, the third party provider providing the data collection and processing service will upload the data to the application.

Web portal and mobile application - This activity was fundamental to the project as it provided the most distinctive result of the project - designing, developing and implementing an innovative integrated web portal and mobile application providing a unique user experience. A modern and convenient tool has been created to attract public attention and promote the region as a tourist destination.

As part of the project was developed a mobile application, modern mobile travel guide, where the based data on GPS device and predefined hiking trails, dynamic trails are generated depending on the user's predefined criteria. Local data storage functionality is available so that the application can work even if there are problems with the connection or restrict the use of roaming data. Local data (site-specific, landmark, memorable, etc.) are optimized for smart devices for easy outdoor viewing or in bright light (higher contrast). Developed - Notices of proximity to the site, with the possibility of interaction from the notification itself (without having to open the application); In the list of objects a visual indication of whether a visit has been visited and an opportunity to mark it from the list without opening the object. The app offers real-time multimedia synchronization based on GPS coordinates with a sequence of actual visits. The basic idea is to perform a simulation as close to human guidance as possible in the sense that the user receives most of the information through speech, allowing the user to hear the explanations while directing their attention to the real thing. The application supports both predefined and user-specific themed routes, making the experience individual. As a purely virtual product, the app supports the EU's green policy by reducing the use of paper guides, maps, etc.

Installation of digital displays (kiosks) - Interactive digital displays (kiosks) are installed at key locations, 15 pcs. in the area of Calarasi and 20 pcs. in the Silistra area, with multiple options for navigating through EasyGuide and using all its features. The digital displays allow access to local information and a digital database in three languages (English, Romanian and Bulgarian). They provide a physical dimension to the intangible virtual nature of digitalised heritage. The kiosks play an important social role. They offer free access to the database, which in turn provides equal opportunities for all social groups to benefit from the project without discrimination on the basis of gender, ethnic origin, social status or physical disability. By placing kiosks close to landmarks and central public places,

the integrated product is advertised for citizens and tourists. They attract the attention of the public, thus becoming acquainted with the history of the region.

Software product - With the installation of the software product, all the kiosks are connected to a network so that users in different places can share experiences and impressions. Each kiosk provides specific location information and access to any other information through the database. Kiosks are accessible even if there is a connection problem due to their storage of local data. Location-specific data is optimized for digital interactive displays, which means:

- All visual information is processed for easy viewing outdoors or in bright light;

- All text data is processed for easy viewing of kiosks - larger, non-serif fonts, contrasting backgrounds, and more.

Navigation panels and other functionality are optimized for external touchscreen devices (larger buttons and text boxes, higher contrast menus, specific hyperlink markup, etc.).

The implementation of the project provides a green solution for the promotion of cultural and historical heritage, without brochures, maps. Contributed to the creation of a modern and unique integrated tourism product.

Information and publicity - All planned measures for information and publicity was complied with the requirements and the Visual Identity Manual for the Interreg V-A Romania-Bulgaria Program. The activities was ensured high awareness of the goals, measures, scope and impact of the cross-border financial mechanism for cooperation. They also promoted to cross-border communities the importance of common cultural heritage as a basis for economic growth. The activities to information and publicity was developed consist of marketing and PR activities with a targeted scope and results. The main marketing activities included the development of a visual identity of the project as per the Program's requirements. The created identity was implemented in all marketing and PR materials and events. It was also part of the dedicated project website. A press and internet advertising campaign (incl. interviews and press releases) based on media planning and publications was ensured adequate public coverage on both sides of the river. In order to attract a younger and more active generation, events were held in different schools on both sides of the river. The external advertising campaign (information and billboards) was add to higher public awareness of the project opportunities. With the implementation of the project was developed of a number of promotional materials (hats, T-shirts, eco-bags, folders, eco- souvenirs) and a set of informational materials (brochure, leaflets, etc.) to attract the general public. The PR campaign hosted 3 press conferences, 1 expert conference and 2

public debates with stakeholders. There were also 4 concerts (2 in Silistra and 2 in Calarasi) to mark the start of the public campaign and the launch of ITGE. There were 4 school visits (2 in Silistra and Calarasi), to which the mobile application was promoted, and 2 school competitions (1 on each side of the river) in order to get to know the cultural and historical heritage of the region.

3. Effects of the project activities on the targeted groups

The project atctivities have 3 main types positve effects on the target groups. The region has unique cultural, historical and natural resources, with great tourism potential. The implementation of project activities contributed to the economic development and transformation of tourism into a priority sector.

1. Economic:

- tourists: competitive tourism initiatives with quality tourism products (price / quality ratio);
- local population: creating a diverse economy.

2. Ecological:

- tourists: promoting ecotourism, resulting in the protection of the environment and nature;
- local population: management and preservation of cultural and historical resources.

3. Social:

- tourists: relaxation, training, socialization of persons and cultural exchange;
- local population: job creation.

3. Suggestions for future joint activities and policy measures

EasyGuide is intended to bring benefits for the communities in Calarasi and Silistra long after its completion. It is planned to operate and continue attracting tourists exponentially due to its modern, cutting-edge characteristics. The latter would be updated on a regular basis to ensure content relevance in the long run. The user-friendly concept and its uniqueness will keep the public interest. Once properly

advertised through various marketing channels, its popularity would grow with an avalanche effect, triggered also by "word-of-mouth".

The main objective of the current project is the sustainable use of natural and cultural heritage in the cross-border region. Its positive effects will be multiplied also due to the opportunities created for supplementary services and products, other integrated tourist attractions. Offering a common service on both sides of the Danube River, **it will encourage boat tours, combined overnight stays, integrated guided tours, etc.**

The joint initiatives will generate cultural, historic, social and economic exchanges, contributing to a wider dissemination of results. Thus the project will also lead to improved economic relations, transport communication channels, growth of supplementary tourist services (accommodation, travel, translation, etc.). This would ensure value added and synergy affects not only for the participating parties and regions, but on a larger scale.

A crucial success key factor is the continuous support of key stakeholders, including local public authorities and non-government organizations. Their role would be to promote the innovative EasyGuide and facilitate supplementary infrastructural and integrated product developments. The present management plan will serve as a basis for building larger-scale strategies and policies involving authorities from both sides of the river.

Both project beneficiaries have stated their willingness to support the project after its completion. SM, being the project's Lead beneficiary and initiator, is determined to take all necessary steps to ensure the project sustainability. Silistra Municipality will maintain the digital displays and develop the virtual museum and mobile app, ensuring their update and expansion. This process will be fully supported by the Romanian partner.

Having proved its efficiency, EasyGuide provides many opportunities for future upgrade. The scope of objects and the regions covered by the digital environment may be increased. **Targeted mobile apps and additional services could be elaborated (audio guided tours, routes of interest, etc.)**. A **free Wi-Fi network on selected sites** may be developed to expand the use of the initial interactive environment package.

The project is intended to **become a best practice in the region** and be adopted by other areas in the countries. It will also provide opportunities for integrating the virtual museum as part of the digitalized European cultural heritage. Thus the project will ensure integrated and sustainable development of the common cultural

and natural heritage not only in the cross-border area, but nations- and Europe-wide.

II. Touristic objects in EasyGuide

The plan will analyze the effects of the project activities on the targeted groups and results and recommend a policy for sustainable use of cultural heritage.

The plan will also serve as a tool for wider results dissemination among various stakeholders.

It will be promoted in other neighboring regions aiming at synergy effect in the mid-term.

It will suggest key practices and measures to be followed to ensure tourism development based on a sustainable policy of heritage use.

The virtual tourist platform EasyGuide, elaborated within the project, combines data for a total of 64 objects - 31 in Silistra and 33 in Calarasi.

1. EasyGuide – touristic objects in Silistra

EasyGuide – touristic objects in Silistra



1.1 Southern fortress wall and gate of Durostorum Drustar - The southern fortress wall is one of the most impressive military defense facilities in Bulgaria since Antiquity and the Middle Ages and it has no analogue among the ancient and medieval fortifications.



1.2 Drustar Fortress (Durostorum) - The fortress was the center of the ancient town of Durostorum, the medieval Druster. After the conversion of the Bulgarians became the seat of the Bulgarian Orthodox Church, and during the Second Bulgarian Kingdom was a metropolitan center. The fortress was the citadel - a kind of military-strategic center of the ancient town of Durostorum, the Medieval Drastar and late medieval Silistra between the 4th and the beginning of the 19th century.



1.3 Episcopal Palace from the end of the IV-VI c. - The Episcopal Palace from the end of IV-VI was the residence of the first Bulgarian bishops. Approximately in the center of the residential quarters a large urban villa with underfloor heating was erected in the 2nd-3rd century which was probably the residence of the governors / prefects of the province of Moesia, whose capital is Durostorum.



1.4 Roman tomb in Silistra - The Roman tomb in Silistra dates back to the middle of the 4th century. It is known for its rich frescoes (geometric, animal and human figures, hunting scenes, the married masters couple and their servants), probably made by an Egyptian or Syrian artist. The tomb is a one-chamber vaulted stone building with an entrance from the east and measures 3.3 m x 2.60 m x 2.30 m. It was discovered in 1942 and nowadays it is placed in a special protected building.

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1.5 National Archaeological Reserve "Antique and Medieval City Durostorum-Drustur"



1.6 Patriarchal Cathedral and Palace of the 10th-century - Patriarch's Basilica of Patriarch Damyan Dorostolski (Drustar) in Drustar (Silistra) was the first Patriarchal church in Bulgaria and the second largest in the country. According to Prof. Atanasov, this is the "mother temple" of the Bulgarian Patriarchate. It is believed to be the cathedral church of the first bishop of Drustar after baptism of Bulgarians.



1.7 The Khan Omurtag Palace House of the Danube - The palace of Khan Omurtag was a khan and royal residence until the end of the 10th century.



1.8 Roman Town Villa - The Roman town Villa dates back to the II century. It is believed to have belonged to a wealthy aristocratic family. In the III-IV century it was expanded and rebuilt. During the Gothic invasions at the end of the III or the middle of the IV century, the villa, as well as Durostorum, were demolished and burned.



1.9 Mezhidi Tabia fortress - Medjidi Tabia is a stone fortress. It is the only fully preserved Turkish fortress as interior and exterior on Bulgarian territory, part of the Ottoman fortification system used during the Crimean War (1853 - 1856) and the Russo-Turkish War of 1877-1878. It has the shape of a hexagon and reaches to 8 meters high. The ditch adjacent to it has served as an obstacle and disguise.



1.10 St. Apostles Peter and Paul Cathedral - The St. Apostles Peter and Paul Temple was built after the Crimean War by masters, from the leading architectural school in Dryanovo. The murals are made by the famous Bulgarian artist Prof. Kozhuharov.

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1.11 Armenian Apostolic Church Surp Astidzadzin (Saint Mary) - The church dates from 1069 on Armenian Chronology, which is 1620 in the Gregorian calendar.



1.12 Russian Orthodox Church Pokrov Bogorodichen - The church has a rectangular shape. An old Russian cross is placed on the roof. The church has a bell tower with seven bells. The temple has three parts: an altar, a middle part and a narthex. It was declared a monument of culture in 1929. Valuable icons from the period of decline of the Tryavna art school and iconography are preserved in the temple.



1.13 Archaeological Museum of Silistra - The expositions in the Archaeological Museum include prehistoric, antique and medieval times.



1.14 Ethnographic Museum - The main fund of the museum contains about 50 000 cultural and historical values. Its main activities are the preservation, exhibition and promotion of movable cultural assets, the material and intangible cultural heritage, the study of the history of the city and of Dobrudja.



1.15 Srebarna Biosphere Park - The Srebarna Biosphere Park is located exactly on the way of the migratory birds from Europe to Africa - Via Pontica. Srebarna is listed in the Register of Protected Areas by Council of Ministers Decree. Lake Srebarna is included in the list of UNESCO World Heritage Sites and in the list of important ornithological sites in Europe (protected areas of the national ecological network within the meaning of the Biodiversity Act).



1.16 Natural History Museum at the Srebarna Biosphere Park - The Srebarna Biosphere Park covers Lake Srebarna and its surroundings - about 660 hectares of guarded area and a buffer zone of about 540 hectares. There is a museum of natural history in the Park where you can see stuffed animal lake dwellers.



1.17 Silistra Danube Park - The Silistra Danube Park is the first public park in the country. It is a wonderful place for relaxation with a wonderful view of the Danube and numerous playgrounds for young children. Some unique and protected trees can also be seen there.



1.18 Silistra Art Gallery - The Silistra Art Gallery is housed in the former Pedagogical School built in 1892. Over 1500 works of art (paintings, graphics, sculpture, etc.) are exhibited by the great Bulgarian artists - Vladimir Dimitrov - the Master, Dechko Uzunov, Zlatyu Boyadzhiev and others.



1.19 Dramatic-Puppet Theater Silistra - The puppet theater in Silistra has been transformed into a Drama-Puppet Theater in 2014. Performances are held there.



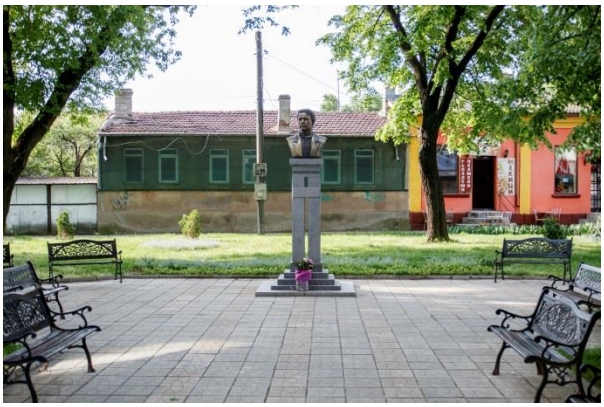
1.20 International Children's Dance Festival Tomorrow's Peace begins with today's friendship - The International Children's Dance Festival Tomorrow's Peace starts with Today's Friendship is a cultural event that takes place once a year in Silistra during the summer season. It is carried out with the support of the Ministry of Culture and is organized by the Municipality of Silistra, under the mayor's patronage. The festival includes children from all continents.



1.21 Kurshumlu mosque - The Kurshumlu Mosque is the third most important Muslim temple in northern Bulgaria. It is one of the architectural models of the famous Ottoman architect, Mimar Sinan. It was proclaimed a monument of culture of local importance. It is believed that it best reflects the mastery of the Ottoman architects. Its name is derived from the lead sheets that cover her dome.



1.22 Monument to Tsar Boris III - Tsar Boris III is called the "savior of the Jews" and "the favorite of the Bulgarians". The monument is a symbol of gratitude to the Bulgarian Tsar, who ruled in some of the most difficult times for Bulgaria.



1.23 Vasil Levski Monument - Vasil Levski is the most revered Bulgarian revolutionary. He is called the “Apostle of Freedom” and the “Liberator of Bulgarians”. Each of his memorials are expression of national pride and gratitude.



1.24 Century oak (a unique natural landmark in Silistra) - The Oak acquired the status of a protected site within the meaning of the Biological Diversity Act. It is listed in the records of centuries-old trees. The circumference of the trunk at 1.2m from the ground is 4.6m, the height is 14m and the diameter of the crown is 24m. The tree is in good condition, has healthy branches and a fully covered root system. Locals believe it has healing properties.

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1.25 Stefan Karadzha monument - Stefan Karadzha is a Bulgarian revolutionary and national hero who fought for the Liberation of Bulgaria from Ottoman domination. The monument is a symbol of pride of the citizens of Silistra.



1.26 1800 years Silistra Monument - The monument is a symbol of pride of the citizens of Silistra and marks the 1800th anniversary of the announcement of Silistra as a self-governing town in 169 by the Roman Emperor Mark Aurelius.



1.27 31st Silistra Infantry Regiment Monument - The 31st „Iron“ Silistra Regiment monument is dedicated to the heroism of the members of the 31st Infantry Regiment during the Second World War.



1.28 Military Cemetery Memorial Monument - Military Cemetery Memorial Monument in Silistra is the third preserved military cemetery in Bulgaria since the First World War. It is a sign of gratitude to the Bulgarian warriors who died in the Dobrudja epopee.



1.29 Fishing settlement in the village of Vetren - The fishing settlement in the village of Vetren is a favorite place of the guests of the village, offering fresh Danube fish. The peaceful and pleasant atmosphere is a prerequisite for complete relaxation.



1.30 Culinary Festival Meals of Dobrudzha, Srebarna village - The festival is a good occasion for the demonstration and tasting of traditional cuisine for Dobrudzha region and a celebration occasion in Silistra Municipality.



1.31 Watermelon honey festival - Smilets village - The expositions in the Archaeological Museum include prehistoric, antique and medieval times. The feast of the Watermellon madzhun is the only one of its kind in the country.

2. EasyGuide – touristic objects in Calarasi

2. EasyGuide – touristic objects in Calarasi



2.1 Museum of the Lower Danube Calarasi - The Lower Danube Museum is a public cultural institution, of county and regional importance.



2.2 Administrative Palace - Built in 1898 by the Italian architect Giussepe Ciconi and meant to be the Prefect's Institution, the Barbu Ştirbei Administrative Palace has become, over time, an emblematic building of Calarasi county.



2.3 Calarasi Municipal Museum - The Calarasi Municipal Museum is situated in the old Town Hall. The Municipality of Calarasi set up the Municipal Museum in 2014, in the old Municipality building which functioned between 1888 and 2013. The museum was created following local donations and based on the available collections which could be exhibited.



2.4 HOUSE ANA AND MARINACHE POPESCU - House Ana and Marinache Popescu, is one of the first villa type buildings of Călăraşi.



2.5 Municipal Park, Călăraşi - The municipal park located near the Danube presents a rich collection of sculptures of rulers whose fate was related to the ancient or modern history of Romania.



2.6 Flower park Calarasi - The Flower Park, is one of the local attractions. The park serves as a recreational center for cycling and cultural events.



2.7 Museum of Civilization Gumelniţa Oltenița - The Museum of Civilization Gumelniţa Oltenița is a representative museum of the Gumelnita Neolithic culture.



2.8 Calarasi Zoo - One of the largest zoos in Romania, both as size as a number of species, some of which are unique in the country.



2.9 Museum of Modern Art Oltenita - The Oltenita Museum of Modern Art is unique in the country, because it is arranged in an unconventional space, in a construction designed specifically for the redistribution of drinking water to the inhabitants of the city which is a point of attraction for tourists.



2.10 Negoieşti Monastery - The Negoiesti Monastery was founded by Prince Matei Basarab and his wife Elena. It is an old building from 1649.. The architectural ensemble of the Negoieşti monastery was declared a historical monument, being included in the list of historical monuments in Calarasi County in 2004 and 2010 as an architectural monument of national importance.



2.11 Sfântul Mercurie Monastery, Plătărești - The Monastery of Plataresti has an important historical and heritage value, through the paintings of the narthex and the four royal and church icons, preserved in their original form during the time of Matei Basarab.



2.12 St. Nicholas Cathedral - The St. Nicholas Cathedral is built of brick, on a durable foundation, with a 29 m long, 10.5 m wide and 21 m high semi-circular shaped altar apse. The front porch has a rectangular shape, open and delimited with four round pillars. In the nave and the narthex, the ceiling is straight and rests on two rows of pillars of five, in round shape, with beautiful capitals, reminiscent of the church of the Nativity of God in Bethlehem. There are two towers, one open

and one closed, the closed one serving as a bell tower where the two bells are installed. The roof and the tower are covered with galvanized sheet.



2.13 The Carol I gymnasium - The Carol I gymnasium is located in the building of the first high school in Calarasi, one that used to be a boys high school. In 2004, the first high school in Călăraşi was recognized by the National Commission for Historical Monuments and included in the list of historical monuments.



2.14 Alexandru Sahia Memorial House - The Memorial House contains period interiors representative of the life of rural intelligentsia from the early decades of the twentieth century.



2.15 St. Dumitru and St. Nestor Church - The church has a 26.7-meter-long, 9.3-m-wide, 25-meter-wide ship shape and is made of thin brick with hydraulic lime and 1.45 m thick walls. It has a single massive tower above the antechamber. The total building area is 230 m2.



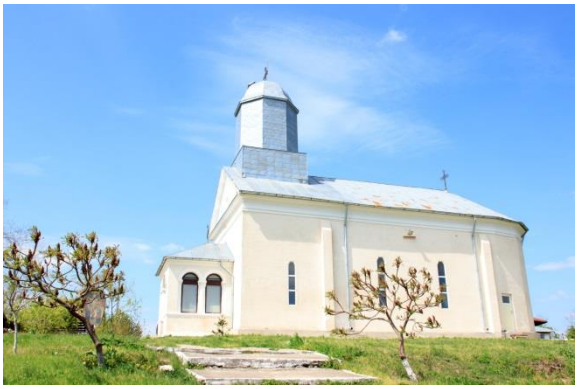
2.16 The archaeological site of Sultana - Malu Rosu - The archaeological site of Sultana - Malu Rosu is the first archaeological site where a scientific research on the Gumelnita culture has been carried out.



2.17 Sf Imparati Constantin si Elena Church, Calarasi - From the inventory drawn up by the City Hall of Călăraşi we find out that the church is built on a land located at Bucharest str 103A from a donation (it is not known whether Filip Lens who bought the land for the church, granted it it by donation, and if yes, when this happened). The covered area is 454.10 sq m and the uncovered area is 2746 sq m . The brick-built and whitewashed church was built in 1860 and has three rooms. In a 1940 report it is stated that the parish was established by a law in 1894, and the church had two temples from the beginning: the Holy Patrons and St. Archangels Michael and Gavriil.



2.18 Măriuța archaeological site - The archaeological site of Măriuța is an Eneolithic settlement and necropolis of the Gumelnița culture, mil. IV. It is of great importance for exploring the culture of the early inhabitants of these areas. It is also important for further research into the tribes of Gumelnița and the overall history of Calarasi County.



2.19 Tăriceni Monastery - The Tariceni Monastery was founded in 2001. The 1834 church was founded by the Greek merchant Hristofor Guva. The church was transformed into a monastery by Greeks and Romanians from the Odaia Vladichii Parish (present day Sultana). After the church was finished, it was dedicated to the Holy Mountain. The monastery was abolished with the secularization by Alexandru Ioan Cuza, and the church remained in the care of the village residents until 1970-1971, when they were moved by the communist regime.



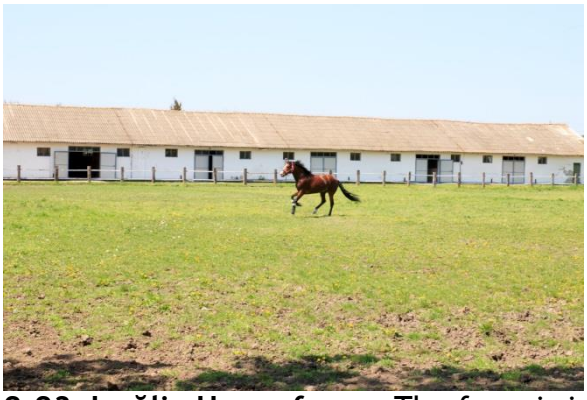
2.20 Păcuiul lui Soare – Vicina - The Byzantine fortress Vicina was built between 969 and 976 during the reign of Byzantine Emperor Ioan Tzimiskes, a solid construction, the only fortress of the Byzantine Empire in Europe that resisted the passage of time.Vicina, built just after 971, initially occupied an area of 5-6 hectares and probably had a trapezoidal shape.



2.21 Haralambie Island - The Haralambie Island is a small island on the Danube river. It is declared to be a protected nature reserve and occupies an area of 44.9 ha.



2.22 Șoimul Island - The Soimul Island is a protected area of natural flora and fauna and serves as a reservation located in the Calarasi County, in the administrative territory of Dichiseni commune. The Nature Reserve is a protected area.



2.23 Jegălia Horse farm - The farm is intended for the growth and improvement of the genetic material for the Romanian sport horse.



2.24 Ciornuleasa Forest - The Ciornuleasa forest Nature Reserve has an area of 73.2 ha and is 120 years old. The Ciornuleasa forest is located in Bărăganul Mostiştei, and was founded in 1954.



2.25 Hermitage Cross Coslogeni - The Cross in Koseljeni is a religious object for the inhabitants of the city. They say it has magical and healing abilities. It has an age-old history and is mentioned by all the great historians. The cross remains a mystery, but significant for their history, culture, and belief in the cross abilities connects them as a community.



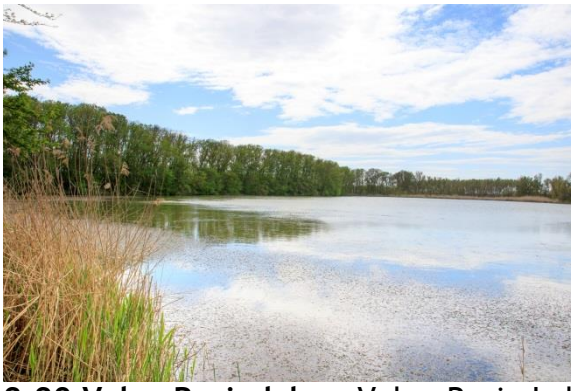
2.26 Hotel Victoria – Casa Vornicu – Oltenita - One can notice the influence of several architecture styles, manifest in the decorations of the building Hotel Victoria. The ground floor of the building, where a brewery and a club used to function, has overhead frames made from straight and broken lines, which show the influence of the French Renaissance.



2.27 The Parascheva Church – Călăraşi - The Calarasi newspaper contains a description of the church: The walls, of monumental proportions, show a rectangular plan, with an unresolved polygonal altar apse with five sides. The consoles have been creased for different reasons in the same pair. The bell tower, over the narthex, has a Baroque volumetric roof, the replacement of which, through the blackboard (in 1929), has captured its charm.



2.28 The archaeological site Gumelniţa, Oltenița - Măgura Gumelniţa is a naturally eroded piece of land, broken from the high terrace of the Danube, located 3.5 km east of Oltenita, Calarasi County. The surface of the archaeological site is 3 ha.



2.29 Valea Rosie lake - Valea Roşie Lake is situated in the village of Valea Roşie. It is an important tourist destination located on the territory of the Calarasi County.



2.29 The equestrian statue Carol I Calarasi - King Carol I's equestrian statue is made of bronze, weighs about 5 tons and was valued at 1,250,000 euros. The statue was made by Florin Codre and donated to Calarasi by the Ministry of Culture and Religious Affairs. The City Hall of Călăraşi took care of the construction of the marble socket and the arrangement of the space where the monument was placed.



2.30 The Firefighters Barracks - One of the buildings with which Calarasi is proud is the former Firefighers Barracks which nowadays has hosted the County Branch of the National Archives. Few know that this beautiful and imposing building was built only in three months. And this happened under the technical conditions of 1897.



2.31 The Calarasi tarn - Călărași tarn is a special avifaunistic protection area located in Călăraşi County, on the administrative territory of Cuza Voda and Călăraşi, Romania.



2.32 Libertatea Monastery - The Holy Trinity Monastery, also known as the Freedom Monastery, is an Orthodox monastery with nuns from the Calarasi county Romania. Located at a distance of only 4 kilometers north of Coslogeni village, Dichiseni commune, a village on DN 3B, which connects Calarasi (14 kilometers) to Fetesti (30 kilometers), not far from the shore of Borcea.



2.33 The Heroes monument - This work was raised by the perseverance of a committee having as president Gh. Cristodorescu and conceived and executed by the sculptor Th. Burca.

III. Management plan for sustainable use of cultural heritage in Silistra and Calarasi

The Plan for the Conservation and Preservation of Cultural and Historical Heritage was prepared on the basis of the summarized results of the two public debates with the interested parties, held during the project implementation. During the debate, representatives of all stakeholders were covered, ensuring equal access and respect for the principles of EU horizontal policies.

The plan provides guidelines for the preservation and preservation of the cultural and historical heritage of Silistra Municipality and the county of Calarasi and aims to achieve optimal long-term effectiveness and impact.

The preservation and conservation of cultural and historical heritage, as well as the overall development of culture, it generates creativity, mentality change and forms a positive attitude towards the world, revitalizing cities and the region by attracting people and investment, it stimulates employment and the quality of the workforce, supports the identity of residents and enhances competitiveness.

Silistra and Calarasi have an extremely rich and diverse cultural and historical heritage, which encompasses not only the immovable and moving archeological, historical, architectural values of different eras, but also the existing intangible living heritage - folklore, customs and customs, traditions.

Silistra and Calarasi are one of the oldest cities in Bulgaria and Romania, respectively, with a very rich and ancient history. Their cultural and historical heritage is of particular importance in relation to the Bulgarian, Romanian, European and world cultural heritage.

In connection with the above, the current Plan for the Conservation and Preservation of Cultural and Historical Heritage in Silistra Municipality and Calarasi County supports the efforts of local authorities and stakeholders, aimed at overcoming the challenges posed by the economic development of cities and the region, as well as under-investment in cultural infrastructure. There is a coherence with policies at European level, stemming from the priorities of the EU Strategy for the Danube Region, providing significant potential for the development of Silistra and Calarasi in different areas

The geographical location of the town of Silistra and the town of Calarasi generates additional potential for sustainable economic and cultural development, directly related to the Danube River, linking areas and industries such as: river, transport, tourism, knowledge-sharing innovations and networking to boost growth, ecology,

modern communication infrastructure with a focus on opening up to the outside world.

The cultural heritage sites presented above are intended to illustrate in this Plan the rich history of Silistra Municipality and the County of Calarasi, as well as the various possibilities for creating a unique image of the region

The historical characteristics of Silistra and Calarasi and the analysis of the cultural heritage in the context and the concept of the cultural corridors of Southeast Europe indicate the availability of new opportunities for communication, dialogue, exchange of cultural product.

The plan sets out to transform contemporary Silistra and Calarasi into creative cities, modern cultural fortresses on the Danube, preserved and loved, sources of inspiration and knowledge, where every citizen has access to a variety of cultural products and services, as well as the opportunity to develop their potential through active participation in creative activities.

The management plan for conservation and storage of cultural and historical heritage in Silistra Municipality and Calarasi County presents the framework for the development of diverse cultural infrastructure in the region, with an emphasis on the uniqueness of the proven, regional and national relevant institutions and sites sites of ancient archaeological and cultural-historical value, outlining the prospects for achieving the objectives in partnership with stakeholders.

The town of Silistra and the town of Calarasi have great potential for cultural development.

Culture as an activity of creation, exploration, the dissemination and preservation of cultural property, as well as their results through various forms of cultural expression, includes the expression of individual, group or social creativity with cultural content. The remarkable combination of wealth and diversity of historical and cultural resources, revival spirit and creativity, traditions and unique natural assets, predetermined by geographical location and the Danube River, provide the potential that needs to be rethought in the context of today's challenges and the need for a new quality of social life, innovative interpretations and applications of cultural and historical sites.

The plan is designed to support tourism development as a priority in the Calarasi-Silistra cross-border area, to provide a consistent framework for this development, merging public administration efforts with those of other local socio-economic partners from Calarasi and Silistra.

The role of local authorities is through activities with a well-defined purpose and initiatives to create at local level the necessary general conditions for the development of tourism, bearing in mind the following:

- Promoting cooperation in the Calarasi-Silistra cross-border area through tourism;
- Economic development of the two regions through the development of the tourism sector;
- Improving the quality of life of residents through the development of local tourism;
- Job creation;
- Improving the quality of life through a preserved environment, offering new leisure opportunities for residents and tourists.

Cooperation between institutions. As tourism cannot be placed in the prerogatives of an institution alone, its objectives can only be achieved through cooperation between relevant stakeholders. The line ministries regulate tourism policy, contributing to its development at the macroeconomic level.

At the local level, the administrative authorities cooperate and liaise with the Regional Administrations, with all other neighboring settlements, possessing important resources for the formation of the most diverse and competitive tourist product. Their role is important for the implementation of joint projects in the field of tourism.

Cooperation with the private sector and NGOs. Private entrepreneurs offer on the tourist market a package of quality services, formed by the following parts: accommodation, meals, additional services, transportation and more.

Through its participation in the tourism market, the private sector has the opportunity to closely monitor business development and trends in tourism demand and supply, identify and prevent emerging issues and factors, to evaluate the effectiveness of the measures taken by local authorities in the field and to contribute with its proposals for improving the economic environment in the tourism sector. On this aspect, dialogue with the private sector is an important tool in local planning for the tourism sector as well as in the implementation of common projects.

The role of the non-governmental sector in the development of tourism is not neglected. Through their access to various forms of financing and through their specialization in various activities, supporting the development of tourism, they

implement projects in areas where the private sector is not able to invest. On the other hand, cooperation with them ensures the protection of the interests of different social and professional communities, contributing to the stable economic development of the Calarasi - Silistra region. The plan will be implemented on the basis of coordinated management, with a view to achieving strategic goals for tourism development in the region.

The following specific objectives have been identified to achieve the primary objective:

- Expanding and improving the quality of tourism infrastructure in a way that will make it competitive on a European scale;

- Increasing the competitiveness of tourist services and offers;

- Continuous improvement of the qualification of the human resources employed in tourism;

- Improving Romania-Bulgaria cross-border tourism cooperation.

The implementation of this plan is expected to create better conditions for tourism development in the cross-border region.

1. Key practices and measures

Cross-border area Calarasi – Silistra draw up:

- a regional tourist center that offers specific tourism products that are competitive both on the national and international markets;

- a preferred destination on the Lower Danube, based on its rich history, lively traditions, authentic folklore and unique natural features.

The aim is to make the tourists in the Calarasi - Silistra cross-border area feel good and the locals to increase their interest in promoting and developing tourism.

The current Management plan includes the following measures and key practices:

№	Key practices/measures	Implementation period	Responsible organization(s)
1.	Transforming tourism from an alternative into a source for economic growth and social development	**4 years**	• Chamber of Commerce and Industry (Silistra); • Industrial Association of Silistra; • Municipality of Silistra; • Chamber of Commerce, Industry and Agriculture (Calarasi); • Municipality of Calarasi; • Industrial Associations in Calarasi; • Non-government organizations from the tourism sector in cross-border area.
2.	The Involvement of the population in the efforts to preserve the tourist potential (biodiversity and cultural and historical heritage)	**3 years**	• Municipality of Silistra; • All schools and education institutions settled in the territory of Municipality of Silistra and Calarasi; • Municipality of Calarasi; • Other educational institutions from the cross-border area.
3.	Transforming tourism into an important tool for planning and developing local independence	**5 years**	• Regional Council for Development (Silistra); • Municipality of Silistra; • Municipality of Calarasi;

№	Key practices/measures	Implementation period	Responsible organization(s)
			• Non-government organizations from the tourism sector in cross-border area.
4.	The creation of an alternative source of income, new jobs for the local population, and a new opportunity to promote the economic initiative	**5 years**	• Chamber of Commerce and Industry (Silistra); • Industrial Association (Silistra); • Municipality of Silistra; • Local business in the cross-border area (companies). • Chamber of Commerce, Industry and Agriculture (Calarasi); • Industrial Associations in Calarasi; • Non-government organizations from the tourism sector in cross-border area.
5.	Attracting tourists from the region and foreigners with financial opportunities for longer periods throughout the year	**3 years**	• Ministry of Tourism of the Republic Bulgaria; • Municipality of Silistra; • The Ministry of Small and Medium Enterprises, Commerce and Business Environment of Romania; • Municipality of Calarasi; • Other public institutions in the field of tourism.
6.	Ensuring a competitive environment with	**2 years**	• Community Centre “Dorostol – 1970” – Silistra;

№	Key practices/measures	Implementation period	Responsible organization(s)
	regard to the development of rural, folk, hunting, cultural and educational tourism and ecotourism		• All schools and other education institutions settled in the territory of Municipality of Silistra and Municipality of Calarasi; • Community centres settled in Calarasi; • Other community centres in the cross-border area; • NGOs in the field of cultural development, education, agriculture, hunting, etc.
7.	Diversity of packages of tourism products and services through regional cooperation	**3 years**	• Companies (tourism agencies and others) in the cross- border area. • Chamber of Commerce and Industry (Silistra); • Industrial Association Silistra; • Chamber of Commerce, Industry and Agriculture (Calarasi); • Municipality of Calarasi; • Industrial Associations in Calarasi; • Other non-government organizations in the tourism sector settled in cross-border area.
8.	Development of infrastructure to improve the quality of the tourist offer	**4 years**	• Municipality of Silistra; • Municipality of Calarasi.

№	Key practices/measures	Implementation period	Responsible organization(s)
9.	Protecting the environment by promoting ecotourism	**5 years**	• Regional Council for Development Silistra; • Municipality of Silistra; • Municipality of Calarasi; • Environmental/ tourism NGOs; • Educational institutions.
10.	Ensuring sustainability in the overall economic development of the region	**5 years**	• Regional Council for Development (Silistra); • Municipality of Silistra; • Municipality of Calarasi; • Other public institutions in the field of tourism settled in cross-border area.

The implementation of the tourism development plan in the Calarasi-Silistra cross-border area will guarantee the stability of this area through the profits attracted by tourists and locals in three main directions

These measures ensured high public interest and awareness.

EasyGuide integrated tourism product guarantees several services for tourist attraction.

The realization of this project provided interactive, intriguing and valuable information on popular or lesser-known sightseeing opportunities in the region.

The modern and user-friendly way of providing this information, combined with its value and open access, guarantees an increased flow of tourists from all generations.

This trend ensures the sustainability of project results in the long term.