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PROMOTING HERITAGE- AND CULTURE-BASED EXPERIENTIAL TOURISM IN THE BLACK SEA BASIN (PRO EXTOUTR)

Subsidy Contract BSB-1145

INTERNATIONAL FAIR ON HERITAGE AND CULTURE-BASED EXPERIENTIAL TOURISM

Varna, 13a Oborishte Street, Varna University of Management, Conference Hall
(Stalls arranged in the VUM's Lobby on the First Floor and in the Conference Hall)

8 November 2022

Speech and presentations in EN, simultaneous translation into BG

9:30-10:00	Registration of the participants
10:00-10:10	Opening and welcome <i>Todor Radev, PhD, Prof., President Rector Varna University of Management</i>
10:10-10:20	PRO EXTOUTR Project - Concept and Achievements <i>Tzvetalina Genova, Senior Projects and Applied research manager Varna University of Management</i>
10:20-11:30	<i>Business Models and Sites from Greece</i> Olicatessen <i>Dimitra Chondromatidou, Store Manager and Online Manager</i> Playing on Traditional Paths <i>Varvara Pikoula, Owner</i>
11:30-12:40	<i>Business Models and Sites from Armenia</i> Mosh studio as Experiential Tourism Product <i>Armine Aghajanyan</i> Tavush region as an Experiential Tourism Destination: Business Models and State of the Art <i>Syuzanna Petrosyan</i>
12:40-12:55	<i>Business Models and Sites from Georgia</i> Art Palace of Georgia - Museum of Cultural History Video presentation of the research project "Textile from Georgia" <i>Leila Chichinadze, a Foundation Guard of the Repository of Fine Arts, Member of the Science Foundation,</i> Art Palace of Georgia - Museum of Cultural History
Reception	

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14:00-15:40	<p><i>Business Models and Sites from Georgia</i></p> <p>Batik Paintings on Silk Demonstration <i>Nino Kvavilashvili, Gallery 27</i></p> <p>Georgian Cuisine Demonstration (Restaurant 2nd Floor) <i>Ekaterine Vashakmadze, Active Chef and Owner of Restaurant Maisi, Senior Property Manager of Kazbegi Hut and Kazbegi Cabins Complexes</i></p>
15:40-16:30	<p>“Meet PROFY” - human-robot interaction (Lobby of the Varna University of Management 1st Floor) <i>Stanislav Ivanov, PhD, Prof., Vice Rector for Research Varna University of Management</i></p>
16:30	<p>Round-tour around the stalls. Networking, bilateral meetings and discussions</p>

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10:00-10:10	<p>Opening and welcomes <i>Todor Radev, PhD, Prof., President Rector Varna University of Management</i> <i>Tzvetalina Genova, Senior Projects and Applied research manager Varna University of Management</i></p>
10:10-10:50	<p>Tours of the Future <i>Zornitsa Rasheva, E-Tours, Culinary Arts and Hospitality Association</i></p>
10:50-11:30	<p>Business Approach to Creating Experiences <i>Pavlin Kosev, Chairman Varna Association of Restaurant and Hotel Owners (VARH)</i></p>
11:30-12:30	<p>Museums as Experience-creators <i>Dobri Dobrev, Director, Ivelina Romanova, Marketing Expert, Dobrich Regional Historic Museum</i></p>
Reception	
13:30-14:00	<p><i>Business Models and Sites from Bulgaria</i> Creating Modern Experiences: Truffle Hunting <i>Dimitar Dimitrov, Chairman Bulgarian Truffle Association</i></p>

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14:00-14:45	<i>Business Models and Sites from Bulgaria</i> Grozdober @Lozeto Estate (Vine Harvest @Vineyard Estate) <i>Ivalina Ivanova</i> , @Lozeto Estate
15:00-16:00	<i>Food as Experience: Culinary Demonstration (Restaurant, 2nd Floor)</i> <i>Culinary Arts Institute</i> at the Varna University of Management
16:00	Farewell and closure

Project „*Promoting Heritage- And Culture-Based Experiential Tourism in The Black Sea Basin (PRO EXTOUR)*”, Ref.No BSB-1145, is funded within the funded by the Joint Operational Program for Cross-Border Cooperation "Black Sea Basin 2014-2020" through the European Neighbourhood Instrument under Priority 1.1 to "jointly promote business and entrepreneurship in the tourism and cultural sectors ".

Joint Operational Programme Black Sea Basin 2014-2020 is co-financed by the European Union through the European Neighbourhood Instrument and by the participating countries: Armenia, Bulgaria, Georgia, Greece, Republic of Moldova, Romania, Turkey and Ukraine.

This publication was produced with the financial assistance of the European Union.
Its contents are the sole responsibility of The Culinary Arts and Hospitality Association and do not necessarily reflect the views of the European Union

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