



Program of International Tourism Fair "Cultural Tourism" 20.04-23.04.2023

"Rafael Mihaylov" Exhibition Halls, Veliko Tarnovo

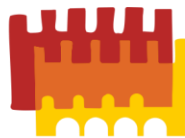
April 20/ Thursday

ЧАС	EVENT	LOCATION
11:00	Official opening of the International Tourism Fair "Cultural Tourism" featuring Junior Band	"Rafael Mihaylov" Exhibition Halls
13:00	Culinary presentation of "Bianco" restaurant chain	The entrance at "Rafael Mihaylov" Exhibition Halls
14:00 – 15:30	Association of Bulgarian Tour operators and Travel Agents "Ensuring the quality of the cultural-tourist product along the chain of services in the context of the personnel deficit - challenges and solutions" <i>Discussion</i>	Conference Hall at "Rafael Mihaylov" Exhibition Halls
16:00 – 17:30	Ministry of Tourism and Municipality of Veliko Tarnovo "Cultural heritage, traditions and contemporary arts - the attraction of destinations" <i>International conference</i>	Conference Hall at Hotel "Premier"
16:00- 17:30	Presentation of the Bulgarian-Romanian Chamber of Commerce	Conference Hall at "Rafael Mihaylov" Exhibition Halls
17:30	Introducing the upcoming VIII Summer opera season "Stage of the Ages" with the special participation of Stara Zagora State Opera Welcome drink for all participants of the International Tourism Fair "Cultural Tourism"	Conference Hall at "Rafael Mihaylov" Exhibition Halls
21:00	Audio visual show – "Tsarevgrad Tarnov- sound and light"	"Tsar Asen I" Square

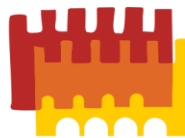
April 21 / Friday

10:30	The Bulgarian Festivals Association presents interactive approaches for the promotion of cultural and tourist products through the platforms fest-bg.com and tourfilm-bg.com	Conference Hall at "Rafael Mihaylov" Exhibition Halls
-------	--	---





11:30	"Sliven - experience the history, feel the nature" Presenter - Maya Ivanova - head of Tuida Fortress	Conference Hall at "Rafael Mihaylov" Exhibition Halls
13:00	<i>Culinary presentation of "Shtastliveca" restaurant chain</i>	The entrance at "Rafael Mihaylov" Exhibition Halls
14:00	The mandatory technological solutions that the market requires - Andrey Lilov presents Urbo –a modern platform for managing events, activities, services and municipal tourist portals	Conference Hall at "Rafael Mihaylov" Exhibition Halls
15:00	Ministry of Tourism of Bulgaria The problems and quality of the tourist offer. Possibilities for interaction between business, municipalities and the state. <i>National meeting of the Organizations for the management of tourist areas (OUTR) and representatives of the tourism business from Stara Planina Tourist Region</i>	Conference Hall at "Rafael Mihaylov" Exhibition Halls
17:00	Presentation of the nominations in the National contest "Read&Travel" 2023 Presentation of the prizes to the winners in the National student competition for the best development of tourism topic at International Tourist Fair "Cultural Tourism"	Conference Hall at "Rafael Mihaylov" Exhibition Halls
18:00	<i>Wine Tasting – Wine Tasting Center at Samovodska charshiya presents wine tourism in the region</i>	Tasting area New building of Exhibition Halls "Rafael Mihaylov"



April 22 / Saturday		
11:00	Ministry of Tourism of Bulgaria Cultural tourism - problems in the preservation, exposure and modern interpretation of cultural heritage. The state in support of cultural projects - programs of the National Fund "Culture" Conference with the participation of the Deputy Minister of Tourism Mariela Modeva	Conference Hall at "Rafael Mihaylov" Exhibition Halls
13:00	Culinary presentation of "EGO" restaurant chain	The entrance at "Rafael Mihaylov" Exhibition Halls
14:00	The photographer Gencho Petkov presents the virtual tours: "Samovodska charshiya - centuries-old traditions" and Art Gallery "Boris Denev"	Conference Hall at "Rafael Mihaylov" Exhibition Halls
17:00	Official awards ceremony for participants of International Tourist Fair "Cultural tourism"	"Rafael Mihaylov" Exhibition Halls

April 23 / Sunday		
12:00	Official closing of the exhibition	"Rafael Mihaylov" Exhibition Halls

Opening hours of the "Rafael Mihailov" Exhibition Halls during the ITF "Cultural Tourism" - 09:00 - 18:00.