



Central and East European Working Group for the Enhancement of Biodiversity

Workshop on NGO participation in decision making on tourism development: Advocacy and campaigning

Dobarsko and Govedartzi, Rila Mountains, Bulgaria
October 22 – 25, 2007

Agenda

Arrival Day October 21, Sunday

Afternoon Arrival of the participants to Dobarsko
20.00 Welcome Dinner

Day 1 October 22, Monday

9.00 Introductory session

Goals and proceedings of the workshop *Kristina Vilimaite, CEEWEB*

Short presentation of CEEWEB Sustainable Tourism Working Group *Kristina Vilimaite, CEEWEB*

Introductory round of participants

Introduction of Rila NP – status quo and prospects *Stefan Kirilov (tbc), Rila National Park Administration*

Flexible Coffee Break in between

11.45 Introductory presentation: Nature Conservation and Tourism – how to bring them together *Katrin Gebhard, Ecological Tourism in Europe*

13.00 Lunch

14.00 Advocacy and campaigning: theory and examples

Planning and implementing successful campaigns – an introduction *Ognyan Enev (tbc)*

Case study. Sustainable tourism development as alternative to mining – the campaign against mining in Rosia Montana, Romania. *Sorana Olaru Zainescu, Alburnus Maior*

Case study: Preventing Dracula Theme Park development in a nature reserve next to Sighisoara, Romania. *Alexandru Gota, Eco-Breite NGO*

Case study: Street protests and meetings in the ministries: recent successful campaigns in Bulgaria. *Pavel Antonov and Cveta Hristova*

Flexible Coffee Break in between

19.30 Dinner & Intercultural Evening

Day 2 October 23, Tuesday

9.00 Advocacy and campaigning: skills training

Effective mass media outreach; how to write press releases and give interviews that will make a real impact. *Pavel Antonov*

Flexible Coffee Break in between

13.00 Lunch

14.30 Departure to the Field Trip

15.00 Field Trip: Good practice example - Sustainable tourism development in the area of Razlog

On the spot presentation of the GEF project “Biodiversity protection and sustainable local development through ecotourism in the area of Razlog” and visit of the hiking trail as an important output of the project

17.30 Return to Dobarsko

18.00 Preparatory Session for the stakeholder interviews on the following day

19.30 Dinner

Day 3 October 24, Wednesday

Field Trip: Good practice example – Sustainable tourism development at the horsefarm, Bachevo village

8.00 Departure to Bachevo

9.00 Site visit at the horse farm

Visitation of the horse farm as good practice example and alternative to mass tourism developments in the area; discussion about chances and possibilities of sustainable tourism development with the owners.

12.00 Lunch at the horse farm

13.00 Departure to Sapareva Bania

Finding the right people to campaign with - Stakeholder Meetings in Sapareva Bania

Interviews with stakeholders of Sapareva Bania in order to get insight into the different views, intentions and goals of different stakeholders related to tourism development (Super Panishiste in Rila NP).

14.15 Meeting with the major of Sapareva Bania (tbc)

15.45 Meeting with Rila Sport (Investor)

17.15 Meeting with local NGOs and local people in Sapareva Bania

19.00 Departure to Govedartzi

20.00 Dinner

21.00 Discussion on results of the meetings and conclusions (plenary)

Day 4

October 25, Thursday

Learning by doing

Planning a campaign for sustainable tourism in Rila National Park (workgroups and plenary); *Moderation and facilitation Iren Stephanova*

Departure of participants is possible on Thursday evening or on Friday morning