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JOINT INTEGRATED MARKETING STRATEGY OF THE TOURISM PRODUCT “HAMANGIA”

Developed by: Municipal Foundation “Caron Limen”
Shabla, Bulgaria

In implementation of Contract N D-112/13.07.2021 “Development of a joint integrated marketing strategy of the tourism product “Hamangia”” concluded within the project №ROBG-407 "Restoration of the unique common cultural heritage and promotion of the joint tourist product Hamangia - the first civilization of old Europe"

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CONTEXT

1. The Project

This document was developed in implementation of Activity A.T1.5: Development of a joint integrated marketing strategy of the tourism product “Hamangia” of the Project ROBG-407 - "Restoration of the unique common cultural heritage and promotion of the joint tourist product Hamangia - the first civilization of old Europe", funded under the INTERREG V-A Romania - Bulgaria 2014-2020 programme.

The overall objective of the project is to improve the sustainable use of the cultural heritage - the Hamangia Culture in Bulgarian and Romanian Dobrogea Region through joint efforts and actions regarding preservation and valorisation of the Hamangia cultural heritage with a view of development of a joint integrated tourism product "Hamangia" and its joint promotion and management.

The specific objectives can be summarized as:

1. to study the Hamangia culture of the target CB region as an info-base for the further well-grounded joint development of the tourism product "Hamangia";
2. to develop a joint integrated tourism product "Hamangia", incl. joint tourist route and innovative ICT-based touristic services;
3. to valorise resources and to do more attractive the archaeological site "Archaeological Park Durankulak - Hamangia" in Shabla Municipality through small scale investments as improving the accessibility, reconstructions work, installation of viewpoints, placing tourist information boards, signboards, etc.;
4. to valorise historic and cultural resources of Cernavoda by developing the „Hamangia Centre” composed by a new museum approach through small scale investments in rehabilitation and endowments of existing buildings.
5. to provide information about the Hamangia culture and to promote the tourism product "Hamangia" through carry out the promotional campaign among the target groups in compliance with the marketing strategy developed under the project;
6. to ensure the sustainable use and management of the Hamangia cultural heritage through the management plan developed under the project.





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The project takes an innovative approach for valorising and sustainable use of the common cultural heritage for further development of tourism in the CBC area, while creating attractive and sustainable joint integrated tourism product "Hamangia" and the respective relevant ICT-based touristic services. The approach consists of development, promotion, management, and sustainable use of a joint integrated tourism product "Hamangia". In that way, the following four phases are differentiated:

I. Preliminary Phase, which encompasses: (1) preparation of a joint study on "Hamangia" culture and (2) organizing and conducting a thematic conference "Hamangia".

II. Development phase, which encompasses: (1) development of a joint tourist route "Hamangia"; (2) activities and works regarding the development of "Archaeological Park Durankulak - Hamangia" in Shabla Municipality; (3) activities and works regarding the development of Hamangia Centre in Cernavoda Town and (4) development of joint integrated ICT-based tourism services.

III. Promotional phase, which encompasses: (1) **development of a joint integrated marketing strategy of the tourism product "Hamangia"**; (2) carry out the joint promotional campaign and (3) design and development of trilingual website (in Bulgarian, Romanian and English language).

IV. Sustainable use and management phase, which encompasses development of a joint integrated management plan of the tourism product "Hamangia" for further sustainable culture heritage use.

Both project partners have joined efforts to turn the unique common cultural heritage into a joint attractive tourist product "HAMANGIA - FIRST CIVILISATION OF OLD EUROPE", which will significantly increase the tourist flows and contribute to the revival of the local economy. The Bulgarian and Romanian Dobrogea Region will form a single cultural area that has preserved its unique heritage and occupy a respectful place on the cultural map of the cross-border region.

2. Aims and objectives of the contract. Expected results.

The subject of the awarded contract is the development of a joint integrated marketing strategy for the tourist product "Hamangia" (including a promotional strategy - with translation into English and Romanian).

Scope of the contract: The scope of the contract includes the following activities:





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- Development of a joint integrated marketing strategy for the tourist product "Hamangia" - with translation into English and Romanian;
- Development of a promotional strategy - with translation into English and Romanian. The promotional strategy should offer appropriate ways to present, distribute and offer the jointly developed tourist product "Hamangia" to the specific cultural-tourism market in the region. The promotional strategy is part of the joint integrated marketing strategy of the tourist product "Hamangia."

Expected results: the expected results of the implementation of the contract are:

- Developed a joint integrated marketing strategy of the tourist product "Hamangia" - with translation into English and Romanian;
- Developed promotional strategy - with English and Romanian translation. The promotional strategy should offer appropriate ways to present, distribute and offer the jointly developed tourist product "Hamangia" to the specific cultural-tourism market in the region. The promotional strategy is part of the joint integrated marketing strategy of the tourist product "Hamangia."

Requirements for results: All results are developed in full compliance with the applicable legislation, national strategic documents, guidelines and requirements of the INTERREG V-A Romania-Bulgaria 2014-2020 Programme.

THE HAMANGIA CULTURE - DEVELOPMENT AND OVERVIEW¹

Dobrogea is the last Neolithic territory on the Balkan Peninsula. The Hamangia culture bearers appear here only towards the end (probably the last quarter) of the 6th millennium BC. Against the background of its neighbours, their material culture seems too archaic and lagging in almost every area - lack of lamellar technique when handling flint, dug-in or semi dug-in dwellings, significant presence of game and fish in the diet, a small number of ceramic forms used and poor vessel decorations. The Neolithization of this territory seems to differ considerably from the processes that took place in the southern and western parts of the peninsula earlier. The reasons for the specifics are sought in two directions:

¹ "HAMANGIA CULTURE - Joint research and presentation of research services / integration of the archaeological and historical researches of Hamangia culture on the territory of the Republic of Bulgaria with the similar one for the territory of the Republic of Romania", developed within the implementation of the project ROBG-407 "Restoration of the unique common cultural heritage and promotion of the joint tourist product Hamangia - the first civilization of old Europe", funded under the INTERREG V-A Romania - Bulgaria 2014-2020 programme. (2019-2020 Varna, Bulgaria and Constanta, Romania)





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Climate change affecting large areas. During the period 5300-5100 BC the average annual temperatures are rising globally. The wetter climate established in the temperate zone promotes the development of forest communities in the valleys of the Dobrogea rivers and steppe areas more conducive to sedentary inhabitants (Bojilova, Filipova 1986; Bojilova, Tonkov2002; Marinova 2005).

Presence in the area of preneolithic remnants, feeding on hunting, gathering and fishing, which is integrated by the incoming Neolithic colonists (Todorova 2011, 55).

If for the first claim we have a significant amount of pollen and paleoclimatic test results, the second requires DNA analyses that have not yet been performed in the region. Nevertheless, the neolithization of Dobrogea has its characteristics and takes place in an area surrounded by an already neolithic population. Perhaps this is also the reason for the much faster pace of development of the early Hamangia population, forced to be rapidly adaptive in order to catch up with its neighbours.

During the first phase of the culture, a small group appears in the region of present-day Durankulak Lake, which settles down on the bank of a highly curved river in a place rich in springs and adjacent to a wetland with alluvial soil suitable for processing. These earliest inhabitants lived in semi dug-in dwellings, covered with plant materials. They did hunt and fishing, but they also did farming and cattle farming. They cultivated single-grained and two-grained wheat, barley, vetch and lentils. The domestic animals are presented by cattle, sheep, goats, and pigs. A large proportion of the tools are universal, used for various purposes, with a low proportion of specialised tools. Local, not very high-quality raw material was used to make flint products.

The place, although poor in natural resources, is proving to be hospitable enough to feed its inhabitants for many centuries. During the earliest period of their settlement here, the people are gradually learning to make the most of natural assets and to look for opportunities for rapid economic development. Perhaps the speed of these processes is also influenced by the established religion-ideological system and a clear distinction between the social structure well visible in the burial practices of the inhabitants. The dead are buried in a stretched position with heads to the north in graveyards outside the settlement. Men's graves are richer, indicating that the patriarchal customs have prevailed in the community. Men are sent to the afterlife with their personal ornaments - bracelets and necklaces. Sometimes skulls from large herbivores - wild donkey, deer, cattle - are also found in graves. They can be both the remains of a funeral feast and hunting trophies of the buried.

The rapid rise of the Hamangia communities may be due to their spread of shells of Mediterranean molluscs - Spondylus, Glycymeris и Dentalium. They are widely sought





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after for ornamentation and, as it appears, the Hamangia culture bearers are their main distributors in the northern part of the Balkan Peninsula. The high concentration of products from these exotic raw materials in the territory of Dobrogea suggests that already in the late Neolithic period, a slender system for supplying and connecting with the Aegean Sea was established, most likely based on cabotage shipping. This also explains the settlement of the first Hamangia communities close to the coast, as well as the high concentration during all phases of the culture of settlements on the Black Sea coast.

The new progressive way of life and the food production, and not just relying on hunting and gathering, bring demographic growth and prosperity. In the second phase the Hamangia culture bearers began to colonise the territory of Dobrogea on both the seashore and inland. Although the studies at this point in time are still in their initial phase and the reports are fragmented, it seems that by the end of the Neolithic period, the Hamangia communities settled the entire Dobrogea Plateau - from the Danube River to the valley of the Batova River. The improvement of the climate made it possible to reclaim previously untreated land and changes the habitat pattern. Suitable for the Hamangia people are no longer only the seashore wetlands, but also the inland Dobrogea lands. The settlements are not only on flat terraces, but also on steeper slopes of the more heavily cut areas. From dugouts and semi-dugouts, they moved to the construction and living of ground dwellings, built of a stake-wicker structure coated with clay. As the material condition improved, there was also a complication and deepening of the processes in the spiritual sphere. Specific anthropomorphic plastics occur for mass use, the main features of which are the clean lines, the geometry, and the modelling of the head as a prism with a triangular cross section. The figurines feature predominantly upright women with broad hips and arms outstretched or placed on the abdomen (Vaysov 1992; Vaysov 1993). As with other early agricultural cultures, they probably embody the Great Mother Goddess, a symbol of fertility. The rare occurrence of male statuettes (Berciu 1960) also seems to represent the cult of ancestors, the clearest expression of which are the traditions in the funeral practices.

In the second phase of the culture Hamangia the dominated posture at the burial also remains stretched out on the back, head north. It is also rare to find women with the same orientation in a constricted position to the left or right. Signs of a funeral feast are increasingly found around the graves, continuing the practice of the heads of large herbivores serving for these purposes. During these feasts, large ceramic vessels with extensively cut decorations were also broken, and sometimes their pieces were also laid in graves. Symbolically, the dead are included in the feasts, with small vessels of food or drink placed over their mouths. The idea of symbolism is clearly evident from





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the fact that, especially for funerals, smaller copies of real vessels that are poorly baked are prepared (Todorova 2002). The first symbolic graves appear - in them the remains of a dead man are missing. They are designed to soothe the spirit of a member of the community, who died or was deceased away from his relatives.

The leading role of the male is even more pronounced. It is men's funerals that are richer, and they reveal a wide variety of jewellery - bracelets from the shell of marine molluscs, necklaces of diverse materials, tools made of polished rock. The malachite beads are becoming increasingly popular, indicating a growing interest in copper. Grandles (unfolding deer fangs) used as beads for necklaces, bracelets and for stitching on clothing and belts are also more common. Perhaps these ornaments emphasize the hunting skills of their owners or are one of the earliest markers of elevated social status.

The expansion of the territory of the culture also intensifies its contacts with the neighbours. Fragments of imported vessels from the areas of the Boyan (Comşa 1978, 17; Berciu 1966, 26) and Usoe cultures were found in the settlements and necropolis. (Slavchev. 2008, 45-48). The raw materials base is enriching. Imported high-quality flint from the Ludogorie region, as well as serpentinite (probably originating in the Rhodopes), is also beginning to appear.

So far, the third phase of the Hamangia culture has been the least studied in Bulgaria and its development summaries are only preliminary in nature. The area of habitation appears to have shrunk from the west as the settlements of the previous phase are abandoned and do not continue to exist. The likely reason for this is pressure from the Boyan culture bearers, the Vidra phase, whose movement along the Danube Valley is clearly expressed from west to east. They gradually drive out the inhabitants of the Hamangia culture, taking over their habitat. This leads to an internal consolidation of the culture and increasingly pronounced integration processes with their Southern neighbours, the Sava culture bearers living in Longnose. The stormy times have led to changes in the architecture and the urban planning. A search for naturally protected places, allowing a good overview of the surroundings, begins. It was then that the inhabitants of the settlement near today's Durankulak Lake abandoned their old habitat and built their new homes on the rocky hill, protected from three sides by the turn of the river. The buildings are massive, extensive, with a stone plinth over which walls of clay and wood are erected. The streets between them are straight, paved with stones or tamped clay.

The new age - the Chalcolithic Age - leaves its mark not only on the architecture. Economic changes are beginning and progressively deepening. Agriculture and cattle breeding already play a more significant role. Wheat and barley are the main crops





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grown (Vaysov et al. 2018, 40) and their yield and, accordingly, stocks are growing significantly. The share of hunting in the feeding of the population is decreasing at the expense of cattle and pig breeding. The last wild donkeys that inhabited the steppe areas of Dobrogea appear to have been exterminated (Todorova 2011, 67). Fishing, however, still plays an important economic role.

There has also been a strong development in technology. The metallurgy is at the forefront, with the Hamangia cultural bearers playing an essential role in imposing the newly obtained material - copper - in households. Their willingness to use it necessitates their ever-closer association with their southern neighbours, through and around the territory of which they pass during their commercial expeditions to procure metal and Mediterranean shells from molluscs. The economy is experiencing specialisation which is becoming ever narrower and populations engaged in specialised production are gradually being established. This has a positive impact on the quality of the ceramics made. The decorations are processed more precisely and in detail, the tools become more effective. The imports of flint from the Ludogorie increases. The first weapon of close combat appears, the horn battle axe.

The processes noted lead to substantial changes in the society and significant evolution of the public awareness. Although the anthropomorphic plastics do not show any significant changes, the burial practices are undergoing substantial development and illustrate well the construction of a new, chalcolithic socium. The concept of not disrupting the eternal sleep of the deceased seems to be required and graves begin to be marked: with stone slabs - stuck vertically or laid horizontally or with large ceramic fragments. The dominance of posture remains in a straightened position, with heads to the north, but more and more graves of women in constricted position begin to appear. There are also increasing numbers of symbolic graves, as well as triznas. The number of cases of burial with skulls of large grazing animals as gifts is greatly reduced. Although the type of grave inventory does not change, the number of vessels laid at the expense of the tools increases in the complexes. The number of non-inventory graves decreases sharply, which is also an indication of the general prosperity of the population. The jewellery increase quantitatively and become more diverse. The tiara appears as an ornament - from both spondylus and mineral beads. The first richer burials were also discovered, standing out against the background of the more standardized inventory of the more "mass" graves. In society, it seems, warlords, craftsmen, shepherds, farmers are starting to form separate groups. In this "male" world, the role of the woman is left behind, although the discovery of some richer complexes and especially the grave with idols (grave 626 of the necropolis near the village of Durankulak) point to the preservation of the social importance of women in





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public life and even, perhaps, their leading role in the practice of cult and religious norms.

The final, fourth phase of the Hamangia culture is one of the most well-researched territorial and chronological phenomena on the territory of Bulgaria. Although there are still no summary publications on it, the picture of the development of the late Hamangia society, which lived during the Middle Chalcolithic era, can be reconstructed with high reliability and detail.

Significant changes are taking place in the cultural arena. Its bearers were almost entirely driven out of North Dobrogea by the tribes of the culture Boyan, Spantzov phase. The Hamangia groups inhabit a narrow strip (no more than 40-45 km) along the Black Sea coast. The northern border of their territory runs north to Constanta. In the south, however, their domain extends to the valley of Kamchia and reaches the skirts of Stara Planina Mountains. This expansion in a completely different geographical area in terms of characteristics and diversity is due to the completed intensive integration processes between the Hamangia and Sava cultures. The tribes maintain vibrant contacts with each other, facilitating their dynamic growth and moving to the next, higher stage in their development - entering the period of Late Eneolithic. They are an expression of the global consolidation processes taking place throughout the Balkan Peninsula through the transition from Early to Late Chalcolithic. For a very short period - within no more than one hundred and fifty years (4750-4600 BC) the cultural community living in Longnose and Southern Dobrogea has developed extremely intensively and is becoming a leading phenomenon in the north-eastern part of the Balkan Peninsula and the forest-step area of Eastern Europe. If, a period ago, it was heavily influenced by its neighbours living in the territories to the north and north-east, towards the end it began to play a major role in the implementation of the interconnections.

A sign of turbulent times and military conflicts is the emergence of various fortification facilities protecting the settlements built in naturally protected areas. A moat and a shaft have been used to fortify the settlement in the Durankulak area near the village of Draganovo (Dimov 2009, 12), with a stone wall - the settlement in the Koriyata area near the town of Suvorovo (Ivanov, Yanchev 1991). Around the settlement mound of Provadia-Solnitzata is built a complex system of moat and wood-clay palisade in which stone walls with bastions are built (Nikolov et al. 2009, 66-71). The ubiquitous buildings are spacious, massive, with stone plinths and thick walls. Above them, the walls were built using various clay and wood techniques (Boyadziev 2004, 1-6). The more representative buildings were two-storey. Only the Sava settlement mound located on





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the southernmost border of the cultural arena lacks data on the use of stone in residential construction.

The agriculture has noted an expansion of the range of crops grown for food. In addition to the most common single grain and two-grain wheat and barley, the Hamangia culture bearers also cultivated bare-grain wheat, millet, vetching, lentils, peas and vetch. Hazelnuts, cornel-cherries, plums and wild grapes were collected (Marinova 2008a; Marinova 2008b; Marinova 2008c; Marinova 2009, 104; Slavchev et al. 2018, 38). In domestic animals, the almost double prevalence of cattle over sheep and goat and the poor performance of pigs is noted. Stags, wild boar, deer, rabbits, foxes were hunted (Ninov 2008a; Ninov 2008b; Slavchev et al. 2018, 39), and the game meat was less frequently consumed (Ninov 2008b, 275) - because the importance of hunting in the economy have diminished.

It was only during the last, fourth phase of the Hamangia culture that the flint processing began to be dominated by the wafer technique (Sirakov 2002, 239-241; Anastasova 2008 a; Slavchev, etc. 2017, 38), which had prevailed much earlier among other cultures in the territory of the Central and Eastern Balkans. The likely reason for this “delay“ is that it is at this time that the more intensive supply of Ludogorie high-quality flint to the coast begins. However, it seems that the difficulties in obtaining solid volcanic rock have not been overcome, as stone tools continue to be rare. On the other hand, the construction and use of tools made of bone and antlers continues.

Even though expanded to the south, the Hamangia culture area is limited, on the one hand, by the natural features of this part of the Balkan Peninsula and, on the other, by the neighbouring tribes, among which there is also significant demographic growth. This forces the Hamangia population to look for ways to make the most of the available resources and new ways of developing further. The crafts are beginning to take a clearer look of individual proceedings. In the new territory of the culture Hamangia are documented highly specialized industries - a salt extraction centre in Provadia and a ceramic workshop near Suvorovo. They are the precursors to radical changes in the economy and thus in all spheres of existence.

The guiding impulse in this direction is the increasing importance that metallurgy is gaining. During the Middle Chalcolithic period, it developed significantly (Dimitrov 2002, 128, 140-141) and the Hamangia culture bearers emerged as the largest consumers of metal products in the Balkan Peninsula. Their necropolis reveals a large quantity of copper beads, rings and bracelets; as well as the earliest articles of processed gold - beads made from curled strap. It is clear that the Hamangia population is gradually starting to play a leading role in the emerging metal trade. The emergence





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and development of the mining and metallurgy is linked to the emergence of highly specialised groups of miners and metallurgists whose work prevents them from spending time and from producing food for their own needs. They exchange the products of their activities for groceries. It appears that the Hamangia culture representatives who have gained experience in the distribution of products from shell of Mediterranean molluscs also fit into this trade niche. Their opportunities in water transport - by sea and on high water rivers - allow them to become a facilitator and organiser of a large-scale and comprehensive trading network. This systematic exchange further provides an incentive for the development of specialised production and intensive inter-tribal contacts on a large territory (Todorova 1986, 165). A good illustration of the new possibilities is the famous Karbunsko Treasure, discovered on the territory of the Precucuteni-Tripolie A culture and containing, among other objects, 444 copper products and 270 spondylus ornaments (Sergeyev 1963, 135; Dergachev 1998, 29-43, 45-47), whose origin should be sought in the lands west of the Black Sea coast.

The complex relationships that have arisen are radically changing all spheres of the prehistoric communities. The domestic industries that existed until then are turning into crafts. Occupations emerge - the members of the society start individual activities related to different aspects of the economic system. The mass production is starting - the production of uniform or similar products in a series to satisfy the need for similar products by a narrower or wider range of consumers. The beginnings of this system date back to the Neolithic, but it was finally formed during the Copper Age, when the “massification” of production affected not only metallurgy but pottery, weaving, mineral processing, bone production and jewellery from shells of marine molluscs. There is a transition from the individual’s engagement in collective activities to a specialised activity requiring independent work. The overall change is geared towards harnessing the personal skills of each member of the society.

This makes it necessary to coordinate divergent efforts to maximise the community satisfaction. The emergence of specialised production leads to the need to regulate and manage the relationships between the different craftsmen groups. This requires a change in the mechanisms of power previously exercised in the fields of religion, warfare and hunting. Organizing people into groups has previously been associated with temporary - incidental or seasonal - events: like a military crusade, a hunting expedition. The new circumstances also predetermine the emergence of economic control. The concentration of these managerial functions leads to a new significance of the power mechanism. Thus, the high social situation and power in the late Hamangia community are based on the possibility of controlling the circulation of values on the one hand and on the system of rural and interregional connections - that is, on the





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control of all commercial links, on distribution and on exchange. The representatives of this authority shall be clearly identifiable. They are buried in the richest graves of the necropolis dating back to the final phase of the Hamangia culture. Their high position in the social fabric is marked by a number of indicators - numerous and varied richly decorated ceramic vessels, well-worked and lavish diverse jewellery, ornaments of rare and valuable raw materials - gold, copper, malachite. But perhaps the clearest indication of the power functions is the found battle axe-sceptre in the palm of the buried in grave 3 of the Second Varna necropolis.

Thus, in a relatively short period of existence - of the order of about 600 years - an archaeological culture passes its metamorphosis from an archaic and backward phenomenon to a progressive and leading driver of the economic and social processes in the eastern half of the Balkan Peninsula. However, its development does not end there. The Hamangia culture bearers start the most vivid and highly developed prehistoric European phenomenon - the culture of Varna, within which in the second half of the 5th millennium BC all its achievements will become even more glamorous and give the initial impetus to the first European protocivilisation.

OVERVIEW OF THE TOURIST PRODUCT

1. The route

The Hamangia tourist product is a cultural tourism experience that offers visitors the opportunity to explore the ancient Hamangia culture that existed in what is now modern-day Bulgaria and Romania. The product includes visits to archaeological sites and museums, as well as hands-on experiences such as pottery making workshops and traditional culinary classes. The tour is designed to provide an immersive and educational experience for visitors interested in learning about the history and culture of the region.

The joint tourist route starts at the Durankulak-Hamangia Archaeological Park in Shabla Municipality, Bulgaria and ends at the "Hamangia" Centre in the town of Cernavoda, Romania.

The Durankulak-Hamangia Archaeological Park is an open-air museum that showcases the cultural heritage of the historical civilizations who once lived in the area. Visitors





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can explore the remains of ancient tombs, temples, and settlements, as well as view exhibitions of artifacts from the various civilizations that inhabited the region.

After visiting the archaeological park, you can travel to the town of Cernavoda to visit the "Hamangia" Centre. This centre is a cultural hub that features a museum, an art gallery, and a library. The museum houses a collection of artifacts from the Roman and Byzantine periods, as well as works by local artists. The art gallery hosts rotating exhibitions of contemporary art, and the library offers a wide selection of books on local history and culture.

2. Summary of the target audience

The target audience includes individuals of all ages, who are interested in cultural and historical experiences, with a focus on authentic and immersive activities. They are typically educated and have disposable income to spend on travel, and are likely to be interested in sustainable and responsible tourism practices. The target audience may be locals in Bulgaria and Romania, as well as international travellers who are interested in exploring Eastern Europe.

3. Summary of market trends and challenges

Market trends and challenges related to cultural tourism in Bulgaria and Romania include a growing interest in sustainable tourism and ecotourism, an increase in digital and online booking platforms, and the need to promote lesser-known destinations to attract tourists beyond the main cities. Challenges include a lack of infrastructure in some areas, limited funding for tourism development, and competition from neighbouring countries. Additionally, the COVID-19 pandemic has had a significant impact on the tourism industry, resulting in decreased tourist numbers and revenue.

JOINT INTEGRATED MARKETING STRATEGY

1. Goals and objectives

The goals and objectives of this joint marketing strategy include:





1. Increase awareness and understanding of the historical significance of the Hamangia culture in Bulgaria and Romania;
2. Attract more tourists to the region and increase the number of visitors to the Hamangia heritage sites;
3. Enhance the overall tourist experience by offering a unique and authentic cultural experience;
4. Increase revenue generated by tourism in the region, benefiting local communities and businesses;
5. Establish the Hamangia tourist product as a prominent and recognizable cultural tourism offering in the region.

2. Target audience

The target audience for the "Hamangia" tourism product include:

Audience	Description
History enthusiasts	These are individuals who are passionate about history and eager to learn about ancient civilizations like the Hamangia culture. They are likely to be well-educated and interested in visiting historical sites and museums.
Archaeology buffs	These are individuals who are fascinated by the process of uncovering and studying ancient artifacts and ruins. They may have a background in archaeology or a related field, and they are interested in learning about the archaeological excavations and discoveries related to the Hamangia culture.
Cultural tourists	These are individuals who are interested in experiencing different cultures and learning about the history and traditions of different regions. They may be interested in the unique customs and traditions of the Hamangia civilization and in exploring the cultural heritage sites in the target cross-border region.





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Families looking for an educational and fun vacation

Families with children who are interested in history and culture may also be a target audience for the "Hamangia" tourism product. The joint tourist route and innovative tourism services based on ICT could offer an engaging and educational experience for families, while also providing opportunities for recreation and leisure activities.

Table 1 Target audience

3. Specific characteristics of the target audience

There are some specific characteristics of the target groups in Bulgaria and Romania that should be taken into account when implementing the marketing strategy:

- *Local residents:* It is important to consider local residents as a potential target audience for the tourism product. They may be interested in learning more about the cultural heritage of their region, and promoting the product to them can help build support and awareness for the project;
- *Domestic tourists:* Domestic tourists from within Bulgaria and Romania may be attracted to the educational and cultural aspects of the product, as well as the opportunity to explore a new part of their own country;
- *European tourists:* The "Hamangia" route may also be of interest to European tourists, particularly those interested in history and culture. The proximity of Bulgaria and Romania to other European countries makes it a relatively accessible destination for European travellers;
- *Language considerations:* When promoting the tourism product, it is important to consider language differences between Bulgaria and Romania. Marketing materials should be translated into both Bulgarian and Romanian to ensure that they are accessible to a wider audience.
- *Cultural differences:* Although Bulgaria and Romania share some cultural similarities, there may be cultural differences between the two countries that should be considered too. It is necessary to tailor marketing materials to each country to ensure that they are culturally appropriate and effective in reaching the target audience.

Additionally, it is important to consider the age range of the target audience. While the product may appeal to a broad age range, it may be particularly attractive to older





travellers who have more time and resources to invest in an immersive cultural experience.

Another consideration is the travel habits and preferences of the target audience. For example, some travellers may prefer to book their own accommodations and activities, while others may prefer to book a package tour that includes all aspects of the experience. It is important to offer a variety of options to cater to different travel styles and preferences.

Finally, it may be useful to consider the marketing channels that are most effective in reaching the target audience. For example, social media platforms like Facebook and Instagram may be effective in reaching younger travellers, while print advertisements in travel magazines may be more effective in reaching older travellers.

4. Market trends and challenges in Bulgaria and Romania

Some of the most common market trends and challenges are summarized in the following table:

Relevant market trends and challenges in Bulgaria and Romania related to cultural tourism	
Economic challenges	Bulgaria and Romania are still emerging economies and face economic challenges such as high unemployment rates and low GDP per capita.
Aging population	Both countries are experiencing an aging population, which can have implications for the tourism industry, as older travellers may have different preferences and needs.
Sustainability	There is a growing trend towards sustainable tourism, with travellers seeking out eco-friendly and socially responsible options. This may require businesses to adapt their operations and marketing strategies.





Digital transformation	The pandemic has accelerated the digital transformation of the tourism industry, with travellers increasingly using online channels to research and book trips. Businesses need to have a strong online presence and be able to offer a seamless digital experience.
Competition	Bulgaria and Romania face competition from other destinations in the region and beyond, such as Greece, Turkey, and Croatia, which offer similar cultural attractions, particularly for budget-conscious travellers. This means that businesses need to offer unique and compelling products and experiences to stand out in the crowded marketplace.
Changing travel patterns	The pandemic has disrupted travel patterns, with travellers seeking out less crowded and more off-the-beaten-path destinations. This may present an opportunity for destinations and businesses that can offer authentic and immersive experiences.
Increasing interest in cultural heritage	In recent years, there has been a growing interest in cultural tourism in both Bulgaria and Romania, with tourists seeking authentic cultural experiences.
Lack of infrastructure	There is a lack of infrastructure in some areas of Bulgaria and Romania, which can make it difficult to promote and develop cultural tourism.
Seasonal nature of tourism	Cultural tourism in Bulgaria and Romania can be seasonal, with the majority of visitors coming in the summer months.
Need for sustainable tourism practices	There is a growing need for sustainable tourism practices in both countries to ensure that cultural sites and attractions are preserved for future generations.
Language barriers	Visitors to Bulgaria and Romania may face language barriers, as English is not widely spoken in some areas.
Safety concerns	There are some safety concerns related to cultural tourism in certain areas of Bulgaria and Romania, particularly with regards to pickpocketing and petty crime.

Table 2 Relevant market trends and challenges in Bulgaria and Romania related to cultural tourism





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To summarise, the market trends and challenges in Bulgaria and Romania include economic challenges, an aging population, sustainability concerns, digital transformation, competition, changing travel patterns, and issues related to cultural tourism such as seasonal nature, lack of infrastructure, economic instability, language barriers, and safety concerns.

In this context, the “Hamangia route” can address some of these challenges and trends in cultural tourism in Bulgaria and Romania. The product can offer a unique and authentic experience for visitors interested in learning about the rich cultural history of the region. By promoting responsible tourism practices, the Hamangia heritage can also ensure that the cultural sites and attractions are preserved for future generations while promoting economic development in the region.

Additionally, the product can diversify the tourism offerings in Bulgaria and Romania, attract tourists who are looking for unique and authentic experiences beyond the typical tourist destinations, and leverage technological advancements to enhance the visitor experience and promote the heritage. By aligning with these trends and challenges, the Hamangia tourism product can attract a growing segment of culturally and environmentally conscious tourists, contributing to the economic and social development of the local communities.

The Hamangia heritage presents a solution to some of the challenges and trends in cultural tourism in Bulgaria and Romania. Firstly, it can appeal to tourists who are interested in exploring the rich cultural history of both countries due to its unique archaeological artifacts and historical significance. Secondly, promoting the Hamangia heritage can diversify the tourism offerings in the region, providing tourists with unique and authentic experiences beyond the typical tourist destinations. Thirdly, the heritage can serve as a model for sustainable tourism development, ensuring that it is preserved for future generations while promoting economic growth. Finally, technology can enhance the visitor experience and promote the heritage through interactive exhibits, virtual tours, and social media.

By aligning with these trends and challenges, the Hamangia tourism product can attract a growing segment of culturally and environmentally conscious tourists, who are looking for authentic and sustainable travel experiences. This can help to ensure the long-term viability of the tourism product and contribute to the economic and social development of the local communities.





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5. Overview of the market

5.1. Awareness of the Hamangia culture and its historical significance. Interest in visiting cultural and historical sites related to the Hamangia culture.

The overall awareness of the Hamangia culture and its historical significance among the general population of Bulgaria and Romania is still weak². However, it is known that the Hamangia culture is recognized by historians and archaeologists as an important prehistoric culture that flourished in the region. There are also some efforts being made to promote the cultural heritage of the region, including the Hamangia culture, through various tourism initiatives and educational programs.

The level of popularity of the Hamangia culture in Bulgaria and Romania may vary depending on various factors such as geographical location, cultural background, and education. However, it is considered a significant part of the cultural heritage of both countries and has attracted the interest of scholars and tourists alike. While it may not be as well-known as some other historical and cultural sites, there is still a **significant level of interest among those who appreciate history and archaeology.**

Based on general trends in cultural tourism, there is likely to be a significant interest in visiting such sites among a certain segment of the population. Cultural tourism has been on the rise in recent years, with travellers seeking out unique and authentic experiences that allow them to learn about the history, traditions, and culture of a destination. There has been a growing interest in visiting lesser-known or off-the-beaten-path destinations that offer a more authentic and immersive cultural experience. As such, there is likely to be a significant interest in visiting the sites related to the Hamangia culture, particularly among those interested in exploring the rich cultural heritage of Bulgaria and Romania.

The population is not very familiar with the "Hamangia" tourism product and its offerings at this time. There have been various initiatives and projects related to the Hamangia culture and tourism in Bulgaria and Romania over the years. For example, there have been archaeological excavations and restoration projects at various Hamangia sites, as well as cultural events and festivals aimed at promoting and

² Conclusions based on the "Joint study on "Hamangia" culture and its impact in the target CB region", developed by Fribul LTD, (2019-2020) within the project №ROBG-407 "Restoration of the unique common cultural heritage and promotion of the joint tourist product Hamangia - the first civilization of old Europe" implemented with the financial support of the Cross-Border Cooperation Program INTERREG VA Romania-Bulgaria 2014-2020.





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preserving the Hamangia heritage. Additionally, some tour operators offer Hamangia-themed tours and experiences for visitors interested in exploring this ancient culture.

5.2. Preferences for types of activities and attractions among tourists in Bulgaria and Romania

In Bulgaria, popular activities include visiting historical and cultural landmarks, such as the Rilla Monastery, the ancient city of Plovdiv, and the Thracian Tomb of Kazanluk³. Outdoor activities like hiking in the mountains and visiting the Black Sea coast are also popular. In terms of attractions, museums such as the National Museum of History in Sofia, the National Archaeological Museum in Varna, and the Museum of Socialist Art in Sofia are popular among tourists.

In Romania, visiting historical sites⁴ such as the painted monasteries in Bucovina, the medieval city of Sighisoara, and the Corvin Castle are popular activities. Outdoor activities such as hiking in the Carpathian Mountains and visiting the Black Sea coast are also popular. In terms of attractions, museums such as the National Museum of Romanian History in Bucharest, the Museum of the Romanian Peasant in Bucharest, and the ASTRA National Museum Complex in Sibiu are popular among tourists.

The Shabla region in Bulgaria is known for its rich cultural heritage and historical significance. Some of the popular cultural attractions in the region include the Shabla archaeological reserve, the Thracian tomb of Shabla, the Shabla ethnographic museum, and the Shabla lighthouse. Visitors can also enjoy traditional Bulgarian cuisine and participate in various cultural events and festivals in the region. The beautiful natural surroundings, such as the Shabla Lake and the nearby beaches, also attract visitors interested in outdoor activities and eco-tourism.

The Cernavoda region in Romania is known for its traditional crafts, including pottery, weaving, and woodworking. Visitors can explore the local workshops and purchase handmade souvenirs. The region is also home to several historic churches and monasteries, such as the Cernica Monastery and the Cozia Monastery, which are popular cultural tourism attractions. Additionally, the area is known for its natural beauty, including the Cerna River and the Cozia National Park, which offer opportunities for outdoor activities such as hiking and camping.

³ Strategy for sustainable development of tourism in Bulgaria 2014-2030 (2014), Bulgarian Ministry of Economics

⁴ <http://www.cultura.ro/lista-monumentelor-istorice> - National list of historical monuments, Romania





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5.3. Demographic information

The Shabla region is situated in the north-eastern part of Bulgaria, near the Black Sea coast. Based on the latest data from the Bulgarian National Statistical Institute in 2021, the region has a population of 4314 people. The age distribution of the population is as follows: 11.3% are aged 0-14 years, 54.6% are aged 15-64 years, and 34,1% are aged 65 years and above. In terms of gender, 49,3% are male and 50.7% are female. The majority of the population, 95%, is Bulgarian, while 5% is from other nationalities. The average monthly salary is 1,174 BGN, which is around 600 EUR.

The total population of the town of Cernavodă is 17,022 people. The gender distribution is relatively balanced, with a little more women than men, 8468 men and 8554 women. The majority of the population is identified as Romanian (93% in 2011), with a small minority of Roma and others. The level of education is relatively high, 70% of the population has completed secondary education or higher. Most of the population is employed in agriculture, silviculture, fishing and industry. Average net monthly salary in 2022 was approximately 4000 Romanian lei (approximately 800 EUR).

5.4. Travel habits and preferences

Before the pandemic, people in Bulgaria and Romania generally enjoyed traveling both domestically and internationally. Popular domestic destinations in Bulgaria included the Black Sea coast, mountain resorts such as Bansko and Borovets, and cultural cities such as Sofia, Plovdiv, and Veliko Tarnovo. In Romania, popular domestic destinations included mountain resorts such as Poiana Brasov and Sinaia, coastal destinations such as Mamaia, and cultural cities such as Bucharest, Cluj-Napoca, and Sibiu.

In terms of preferred modes of transportation, driving was a popular choice for domestic travel, while air travel was preferred for international travel. Buses and trains were also commonly used for domestic and regional travel.

It is important to note that travel habits and preferences may have changed significantly due to the COVID-19 pandemic and related travel restrictions and guidelines.

The preferences for types of activities and attractions among tourists can vary depending on their interests and the purpose of their trip.

However, here are some general preferences for types of activities and attractions:





Table 3 General preferences for types of activities and attractions

Activities	Description
Guided tours	Many tourists prefer to have a local guide to show them around and provide insights into the history, culture, and traditions of the region.
Outdoor activities	Hiking, cycling, kayaking, and other outdoor activities are popular among tourists who enjoy nature and adventure.
Museums and historical sites	Many tourists are interested in the history and culture of the region and enjoy visiting museums, ancient ruins, and historical landmarks.
Culinary experiences	Food and wine tourism is becoming increasingly popular, and many tourists are interested in trying local cuisine and visiting wineries and vineyards.
Festivals and events	Many tourists plan their trips around cultural and entertainment events such as music festivals, cultural fairs, and sporting events.

It is essential to understand the preferences of the target audience and offer them tailored experiences that align with their interests. Additionally, offering a variety of activities and attractions can help attract a broader range of tourists and increase the appeal of the destination.

5.5. Perceived barriers to visiting the region

Visiting the regions of Shabla and Cernavoda may be challenging due to several perceived barriers. These barriers can make it difficult for visitors to access and fully experience the regions of Shabla and Cernavoda, and may contribute to a lower volume of tourism in the area.

Table 4 Perceived barriers

Barriers	Description
<i>Lack of awareness</i>	Many tourists may not know about the regions of Shabla and Cernavoda, which can discourage them





	<p>from visiting. This can be due to limited marketing efforts or a lack of information about the attractions and activities available in the area. Without adequate information, potential visitors may not know what the regions have to offer and why they should visit;</p>
<i>Distance and transportation</i>	<p>The regions may be located far away from major cities and airports, making them difficult to reach. Visitors may need to take multiple forms of transportation, such as trains or buses, to reach their destination. This can be particularly challenging for international visitors who are unfamiliar with the local transportation systems and may face language barriers.</p>
<i>Cost</i>	<p>The cost of travel and accommodations can be a significant barrier for some potential visitors, particularly those on a budget. The regions may not have a range of affordable accommodations or transportation options, which can limit accessibility for visitors.</p>
<i>Language barriers</i>	<p>Visitors who do not speak Bulgarian or Romanian may have difficulty communicating with locals and accessing information about the region. This can limit their ability to fully experience the culture and attractions of the region, and may make it difficult for them to navigate local transportation or find their way around.</p>
<i>Safety concerns</i>	<p>Some visitors may perceive the regions as unsafe or may be concerned about crime or other risks. This perception may be due to media coverage or lack of information about the safety of the region.</p>
<i>Lack of infrastructure</i>	<p>The regions may not have the necessary infrastructure to support tourism, such as accommodations, restaurants, and tourist facilities. This can limit the overall experience for visitors, and make it difficult for them to find the necessary resources to fully enjoy their trip.</p>





The factors that contribute to these perceived barriers are multifaceted and can vary depending on the individual traveller.

5.6. SWOT analysis

Strengths:	Weaknesses:
<ol style="list-style-type: none"> 1. The Hamangia culture has historical significance and is recognized as an important prehistoric culture by historians and archaeologists. 2. There are efforts being made to promote the cultural heritage of the region, including the Hamangia culture, through various tourism initiatives and educational programs. 3. Cultural tourism has been on the rise in recent years, and there is a growing interest in visiting lesser-known or off-the-beaten-path destinations that offer a more authentic and immersive cultural experience. 4. The Shabla region in Bulgaria is known for its rich cultural heritage and historical significance, and it offers both cultural and outdoor activities that appeal to tourists. 5. The Cernavoda region in Romania is known for its traditional crafts, historic churches and monasteries, and natural beauty, which offer a unique cultural tourism experience. 	<ol style="list-style-type: none"> 1. The overall awareness of the Hamangia culture and its historical significance among the general population of Bulgaria and Romania is still weak. 2. The population is not very familiar with the "Hamangia" tourism product and its offerings at this time. 3. The demographic profile of Cernavoda is limited due to it being a small rural village, which may limit its appeal to some tourists.
Opportunities:	Threats:





<ol style="list-style-type: none"> 1. There is likely to be a significant interest in visiting the sites related to the Hamangia culture, particularly among those interested in exploring the rich cultural heritage of Bulgaria and Romania. 2. The rise of cultural tourism offers an opportunity to attract visitors seeking unique and authentic experiences. 3. The promotion of the cultural heritage of the region, including the Hamangia culture, through various tourism initiatives and educational programs can increase awareness and interest among the general population. 4. There is a growing interest among travellers in visiting lesser-known or off-the-beaten-path destinations that offer a more authentic and immersive cultural experience. 5. There have been various initiatives and projects related to the Hamangia culture and tourism in Bulgaria and Romania over the years, which can be further developed and promoted to attract more visitors. 6. The natural beauty of the Shabla region in Bulgaria and the Cernavoda region in Romania can attract eco-tourists interested in outdoor activities. 	<ol style="list-style-type: none"> 1. Competition from other cultural tourism destinations in Bulgaria and Romania. 2. Lack of infrastructure and amenities, particularly in the Cernavoda region, may limit its appeal to some tourists. 3. External factors such as political instability or economic recession could negatively impact the tourism industry in Bulgaria and Romania. 4. The COVID-19 pandemic and related travel restrictions may affect the tourism industry in the short term.
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Conclusions and suggestions based on the SWOT:

- Increase awareness of the Hamangia culture and its historical significance through educational programs, marketing initiatives, and tourism campaigns targeting both domestic and international tourists.
- **Develop and promote Hamangia-themed tours and experiences, including visits to archaeological sites, museums, and cultural events.**
- Partner with local communities and businesses to offer unique and authentic cultural experiences to visitors.
- Expand the range of activities and attractions available in the Shabla region in Bulgaria and the Cernavoda region in Romania to cater to different tourist preferences.
- Improve infrastructure and services in these regions to enhance the visitor experience.
- Consider developing eco-tourism initiatives that focus on the natural beauty and biodiversity of these regions.

6. Marketing Mix

6.1. The Product

The Hamangia tourist route is a joint integrated tourism product that includes a joint tourist route and innovative tourism services based on ICT. The product aims to showcase the cultural and historical heritage of the Hamangia civilization in the target cross-border region, including the archaeological expositions with artifacts from the excavations in the "Durankulak-Hamangia" Archaeological Park, which are exhibited in the Green Educational centre in the city of Shabla, the "Drujba 1898" People's Community centre in the village of Durankulak, and the Regional History Museum in the city of Dobrich. After visiting the archaeological park, the next destination is the town of Cernavoda to visit the "Hamangia" centre. This centre is a cultural hub that features a museum, an art gallery, and a library. The museum houses a collection of artifacts from the Roman and Byzantine periods, as well as works by local artists. The art gallery hosts rotating exhibitions of contemporary art, and the library offers a wide selection of books on local history and culture.

6.2. Pricing





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The price of the Hamangia tourist product should be competitive and reflect the value it offers to tourists. Pricing should take into consideration the cost of developing and promoting the product, as well as the costs of maintaining and improving the tourist attractions and services included in the joint tourist route. Pricing can be tailored to different target markets and should be flexible enough to adjust to changes in demand and market conditions.

It is also important to keep in mind the economic conditions and demographic profile of both regions when determining the pricing for the Hamangia tourist route.

Taking into account the average monthly salary in the regions, it is important to set a price that is affordable for the local population while also generating revenue for the tourist route. A reasonable price would be around 6 Euro per person. Children, students, and retired individuals should receive a discount of the price.

Here are some examples for price range:

- Adults: 6 Euro;
- Children (ages 7-18): 2 Euro;
- Students (with valid student ID): 4 Euro;
- Retired individuals (with valid ID): 4 Euro.

It is important to keep in mind that prices may need to be adjusted based on the level of interest and demand for the tourist route, as well as any additional costs associated with running the route. Additionally, discounts or special promotions can be offered to local residents or groups to encourage participation and boost revenue.

It is essential to regularly review the pricing to ensure that it remains competitive and profitable. As market conditions change, the pricing strategy may need to be adjusted to stay relevant. The pricing should take into account the different needs and buying behaviours of different customer segments. For example, pricing could be differentiated based on the type of traveller (e.g., solo traveller, family, group), time of year, or other factors.

The pricing strategy should be based on the value that the tourist route provides to customers. This means that pricing should not be solely based on costs but on the value that customers perceive they are receiving. It should also include bundling of services or upselling to customers to increase revenue. For example, offering package deals that include tours, accommodation, and meals can be a more attractive option to customers and can increase revenue.





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Seasonal pricing can be used to incentivize travellers to visit during off-peak periods when prices are lower. This can help to spread out demand, which can be beneficial for the sustainability of the tourist route. Also, offering loyalty programs that reward customers for repeat business can also be an effective pricing strategy. This can help to build brand loyalty and encourage customers to return in the future.

6.3. Promotional strategy

The promotion of the tourist product should be targeted to the identified target audience, using a mix of marketing channels and tactics. This can include social media advertising, search engine advertising, influencer marketing, content marketing, email marketing, and public relations. The messaging should focus on the unique cultural and historical significance of the Hamangia civilisation, the attractions included in the joint tourist route, and the innovative ICT-based tourism services offered. The strategy is further elaborated in this document.

6.4. Distribution

The distribution should be organized to ensure easy access and convenience for tourists. This can include partnering with local tourism providers, such as hotels and transportation companies, to offer packages and deals that include the Hamangia tourist product. It can also include the creation of a dedicated website and mobile app that provide information and booking services for the joint tourist route and related services. Additionally, distribution channels should be evaluated regularly to ensure that they are effective and reaching the target audience.

The distribution of the Hamangia tourist route involves making the route accessible and available to potential visitors through various channels. Distribution strategies for the Hamangia tourist route are:

- ✓ Online distribution: Create a website and social media channels to promote the Hamangia tourist route and make it easy for potential visitors to book their visit online. Use search engine optimization techniques to improve the visibility of the website on search engines like Google. Additionally, partner with popular online travel agencies and booking platforms to ensure maximum exposure.
- ✓ Local distribution: Partner with local hotels, restaurants, and other tourist attractions to promote the Hamangia tourist route. Develop joint marketing campaigns and offer special packages to entice visitors to explore the route.





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- ✓ Information centres: Set up information centres at key locations along the route, such as the Durankulak-Hamangia Archaeological Park and the "Hamangia" Centre. These centres should provide visitors with maps, brochures, and other relevant information to help them navigate the route.
- ✓ Transportation: Partner with local transportation companies to offer shuttle services between the Durankulak-Hamangia Archaeological Park and the "Hamangia" Centre. Additionally, promote the availability of public transportation options like buses and trains to encourage visitors to explore the route without the need for a car.
- ✓ Tour operators: Partner with local tour operators to offer guided tours of the Hamangia tourist route. This will provide visitors with a more immersive and educational experience, and allow them to learn more about the history and culture of the region.

Effective distribution strategies should aim to ensure that the product or service reaches the target customers in the most efficient and cost-effective way possible. The following factors can be used to evaluate the effectiveness of a distribution strategy:

- ✓ Reach: The distribution strategy should aim to reach the maximum number of potential customers possible. This can be achieved through multiple channels such as online platforms, physical stores, resellers, etc.
- ✓ Cost: The distribution strategy should be cost-effective, ensuring that the distribution costs are not higher than the revenue generated by the product/service.
- ✓ Convenience: The distribution strategy should make the product/service easily accessible to the customers, avoiding any barriers to purchase.
- ✓ Time-to-market: The distribution strategy should aim to minimize the time taken for the product/service to reach the customers, ensuring that it is available when the customer needs it.
- ✓ Flexibility: The distribution strategy should be adaptable to changing market conditions and customer preferences.

By evaluating the Hamangia tourist route's distribution strategy against these factors, it can be determined whether the strategy is effective and efficient in reaching the target customers.





7. Brand identity

The "Hamangia" tourism route should have a strong brand identity that reflects its unique cultural heritage and values.

7.1. Logo

The logo must be distinctive and easily recognized and associated with the product. Designers should use authentic imagery, such as photos of the archaeological sites and artifacts, to enhance the credibility and authenticity of the brand.

The logo of the Hamangia tourist product should reflect the cultural and historical significance of the region, as well as the natural beauty of the area. Some possible design elements that could be incorporated into the logo are:

- A stylized representation of the Hamangia culture, such as their pottery or figurines.
- Images of the natural landscape of the region, such as the Black Sea, the Danube Delta, or the Dobrogea plateau.
- Colours that evoke the feeling of the region, such as shades of blue and green for the sea and forest, or warm earth tones for the archaeological sites.
- A unique font that reflects the personality of the brand, such as a bold and modern typeface or a more traditional serif font.

The logo should be simple, memorable, and easily recognizable, while also conveying the essence of the Hamangia tourist product. It should be versatile enough to be used on a variety of marketing materials, including brochures, websites, and promotional items.

7.2. Messaging

Creating a consistent tone of voice is essential for any brand because it helps establish a personality and identity that customers can identify and connect with. A consistent tone of voice means that the brand speaks in the same manner across all its communication channels, such as social media, website, marketing materials, and customer service interactions.

To create a consistent tone of voice, the brand must first define its values and personality traits. For example, a brand that values innovation, quality, and





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authenticity may have a tone of voice that is informative, confident, and trustworthy. Once the brand has defined its values and personality, it should develop a style guide that outlines how to apply the tone of voice across all communication channels. The style guide should include guidelines for word choice, sentence structure, and punctuation, as well as instructions on when to use humour or more formal language.

By developing and maintaining a consistent tone of voice, the brand can build trust and familiarity with its customers, differentiate itself from competitors, and strengthen its overall brand identity.

The tone of voice for the Hamangia tourist route should be informative, friendly, and welcoming. It should convey a sense of excitement and enthusiasm for the unique historical and cultural experiences that the route offers. The tone should also be reflective of the local culture and traditions of the region, emphasizing its authenticity and uniqueness. Additionally, it should be engaging and conversational, using accessible language that is easy to understand for both local and international visitors. It should be consistent across all communication channels, including social media, website content, brochures, and promotional materials.

7.3. A brand style guide

A brand style guide, also known as a brand guidelines or brand standards, is a document that outlines the visual and messaging elements of a brand. It serves as a reference tool for maintaining consistency and coherence across all brand communications and helps to ensure that the brand is accurately represented across different mediums and platforms.

The brand style guide for the Hamangia tourist product should include as minimum:

- **Brand Identity:** The section should cover the overall brand identity, including the logo, tagline, and brand values.
- **Logo Guidelines:** The section should include guidelines for logo usage, including logo size, colour, placement, and minimum clear space.
- **Colour Palette:** The section should outline the colour palette of the brand, including primary and secondary colours, as well as specific colour codes and their use in various applications.





- **Typography:** The section should specify the typefaces used by the brand and provide guidelines for their use in different applications, such as headlines, body text, and captions.
- **Imagery:** The section should include guidelines for the types of imagery that can be used by the brand, including photography, illustrations, and graphics.
- **Tone of Voice:** The section should outline the tone of voice and language used by the brand, including specific words and phrases that should be used or avoided.
- **Brand Applications:** The section should provide guidelines for how the brand should be applied across various mediums, such as print materials, digital media, and advertising.
- **Examples:** The section should include examples of how the brand style guide can be applied in practice, such as mock-ups of business cards, brochures, and social media posts.

The development of the brand identity should involve local stakeholders, such as historians, archaeologists, and cultural experts, to ensure the brand identity is rooted in the cultural heritage of the Hamangia region. The brand identity should be continuously tested and refined based on feedback from the target audience and market research to ensure it remains relevant and effective.

8. Marketing/promotional channels

There are several marketing channels that can be used to promote the Hamangia tourist product:

Channels	Description
Online channels	This can include the development of a website, social media pages, and digital ads to reach potential tourists. It's also important to consider search engine optimization (SEO) and pay-per-click (PPC) advertising to improve online visibility.
Traditional media	This can include print ads, television and radio spots, billboards, and other forms of outdoor advertising.





	Traditional media can be effective in reaching a wide audience, but it may not be as targeted as online channels.
Tourism associations and organizations	Collaborating with local and regional tourism associations and organizations can help to promote the Hamangia product to a wider audience. These associations and organizations can provide valuable insights into the needs and interests of tourists and can help to coordinate marketing efforts.
Influencer marketing	Partnering with travel bloggers, social media influencers, and other influential individuals can be a powerful way to promote the Hamangia product to a wider audience. Influencers can create content that showcases the unique aspects of the product and their followers are more likely to trust recommendations from someone they follow.
Events and sponsorships	Sponsoring relevant events or festivals and participating in trade shows and tourism fairs can be an effective way to reach potential tourists and promote the Hamangia product.

Table 5 Marketing and promotional channels

9. Content strategy

The purpose of the content strategy is to outline a plan for creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined target audience, and ultimately drive profitable customer action. The content strategy should address the specific goals of the marketing campaign, the target audience's needs and interests, and the channels and formats best suited for reaching them. The content should be tailored to each stage of the customer journey and should align with the brand identity and messaging. The content strategy should also include metrics for measuring success and evaluating the effectiveness of the content in achieving the campaign's goals.

Here are some types of content that can be used to promote the "Hamangia" route across different marketing channels:

- ✓ Blog articles - These can be used to share in-depth information about the Hamangia culture and the different historical sites that visitors can explore;





- ✓ Social media posts - Social media platforms like Facebook, Instagram, and Twitter can be used to share visually appealing images and videos of the different attractions on the Hamangia tourist route. Short and engaging captions can accompany these posts, highlighting interesting facts or stories about the sites;
- ✓ Video content - Videos can be used to showcase the Hamangia culture and the various attractions along the Hamangia tourist route. This could include interviews with experts or locals, footage of archaeological sites, or even drone shots of the landscapes;
- ✓ Infographics - Infographics can be used to provide visual representations of information and statistics about the Hamangia culture and the tourist product. These can be shared on social media, as well as included in blog posts and other marketing materials;
- ✓ Interactive content - Interactive content, such as quizzes or virtual tours, can be used to engage potential visitors and provide an interactive and immersive experience of the Hamangia culture;
- ✓ Press releases - Press releases can be sent to local and national media outlets to generate buzz and interest around the Hamangia tourist product. These can highlight the unique features of the tourist route, as well as any upcoming events or activities;
- ✓ Brochures and leaflets - Physical marketing materials, such as brochures and leaflets, can be distributed to local hotels, tourist information centres, and other public spaces to provide visitors with information about the Hamangia tourist product;
- ✓ Influencer partnerships - Partnering with social media influencers or travel bloggers can be a great way to reach new audiences and generate interest in the Hamangia tourist product. These influencers can share their experiences and promote the tourist product to their followers.

Potential metrics for measuring success and evaluating the effectiveness of the content in achieving the campaign's goals:

Metrics	Purpose and description
Website Traffic	Monitor the number of visits to the Hamangia tourism product website and track how visitors navigate the site. Measure the amount of time visitors spend on the site and which pages they visit most frequently.





Social Media Engagement	Track social media followers, likes, shares, and comments across various platforms, such as Facebook, Twitter, Instagram, and YouTube. Monitor the success of social media campaigns and content types (e.g., photos, videos, infographics, blogs, etc.) through social media analytics.
Search Engine Optimization (SEO)	Measure website traffic driven by search engines and track keyword rankings for relevant terms (e.g., "Hamangia culture," "archaeological sites," "cultural tourism," etc.). Evaluate the effectiveness of SEO efforts by monitoring changes in search engine rankings.
Email Marketing	Monitor email open rates, click-through rates, and conversion rates. Measure the effectiveness of email marketing campaigns by tracking the number of new leads or customers generated from email campaigns.
Sales/Revenue	Measure the amount of revenue generated by the Hamangia tourism product through ticket sales, merchandise sales, and other tourism-related activities.
Customer Feedback	Monitor customer feedback and reviews across various platforms (e.g., TripAdvisor, Yelp, Google Reviews, etc.). Use feedback to make improvements to the tourism product and content strategy.
Brand Awareness	Monitor brand awareness by measuring the number of mentions of the Hamangia tourism product across various media channels and evaluating the success of PR campaigns.

Table 6 Potential metrics for measuring success and evaluating the effectiveness of the content in achieving the campaign's goals

By tracking these metrics, the effectiveness of the content strategy can be evaluated and adjustments can be made to improve the overall success of the campaign.





10. Tactics and Activities for promotion

This section outlines the specific tactics and activities that should be used to promote the Hamangia tourist product. This section includes all relevant details, such as timelines, budgets, and metrics for measuring success.

Tactics/Activities	Short description
Social media advertising	Develop and implement a social media advertising campaign on Facebook, Instagram, and Twitter. The campaign should target the identified target audience, using appropriate messaging and visuals.
Influencer marketing	Partner with travel influencers who have a following in Bulgaria and Romania. The influencers should create content that showcases the Hamangia tourist product and share it on their social media channels.
Search engine advertising	Develop and implement a search engine advertising campaign on Google and Bing. The campaign should target relevant keywords related to the Hamangia tourist product and the identified target audience.
Public relations	Develop a public relations campaign that targets local and national media outlets in Bulgaria and Romania. The campaign should focus on promoting the unique cultural heritage of the Hamangia tourist product and the joint efforts of the two municipalities to create an integrated tourism experience.
Events and promotions	Plan and execute events and promotions that promote the Hamangia tourist product. These could include cultural festivals, guided tours, and discounts or packages for visitors.
Distribution	Develop partnerships with local and regional travel agencies, hotels, and tour operators to





distribute information about the Hamangia tourist product. The partnerships should include joint promotions and packages that incorporate the Hamangia tourist product.

Table 7 Specific tactics and activities that can be used to promote the "Hamangia" tourist product

11. Budget

The resources required to implement the marketing strategy for the "Hamangia" tourism product would include:

- ✓ **Budget:** A sufficient budget is necessary to cover the cost of creating and promoting the content across different marketing channels, including social media ads, search engine ads, influencer marketing, and other forms of advertising;
- ✓ **Personnel:** The marketing team responsible for implementing the plan should include experienced professionals in content creation, social media management, SEO, and advertising. They should also have a good understanding of the target audience and the tourism industry;
- ✓ **Technology and software:** Various tools and software will be needed to create and manage the content for different marketing channels, such as graphic design software, video editing software, social media management tools, and email marketing software;
- ✓ **Partnerships:** Collaborations with local businesses, influencers, and tourism boards will be crucial for the success of the marketing plan. They can provide valuable insights into the local market, help promote the product to their audience, and provide opportunities for cross-promotion;
- ✓ **Research:** Regular research and analysis of the marketing metrics and customer feedback will be necessary to evaluate the effectiveness of the marketing plan and make necessary adjustments.

The marketing goals should be clearly set. Define specific, measurable, and achievable goals for your marketing campaigns. These goals should align with the overall business objectives and help guide your budget decisions. Also, budget should be allocated wisely, with set goals in mind, to the marketing channels and tactics that are most likely to achieve those goals. Consider the ROI of each channel and prioritize accordingly. Keeping track of the expenses is very important to make sure they stay





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within the budget. Consider using tools such as budgeting software to help you keep track of your spending.

Use data and analytics to track the performance of your marketing campaigns and adjust your budget accordingly. Continuously monitor your ROI to ensure you're getting the most out of your marketing budget.

The table below presents some general minimum estimates of the price of a 1 year marketing campaign for the Hamangia tourist route. Each partner in the project can do the campaign in its country or the partners can join forces to make joint advertising to reach wider cross-border effect.

General outline of the costs involved in advertising across different marketing channels.

- ✓ Social media ads: The cost of social media advertising depends on the platform, the audience, the duration of the ad, and the type of ad. Facebook, Instagram, and Twitter are the most popular social media platforms for advertising, and the cost can range from a few hundred to several thousand euro per month.
- ✓ Search engine ads: The cost of search engine advertising depends on the keywords being targeted, the competition for those keywords, and the location of the target audience. Google Ads is the most popular platform for search engine advertising, and the cost can range from a few hundred to several thousand euro per month.
- ✓ Influencer marketing: The cost of influencer marketing depends on the size of the influencer's audience and the scope of the campaign. Micro-influencers with smaller audiences may charge a few hundred dollars per post, while macro-influencers with larger audiences may charge several thousand euro per post.
- ✓ Other forms of advertising: Other forms of advertising may include print ads, radio ads, TV ads, billboards, and event sponsorships. The cost of these forms of advertising can vary widely depending on the medium, the location, and the scope of the campaign.

Table 8 Minimum budget estimation for a 1-year campaign





	Unit	Number	Minimum	Total	Description of expenditures
1. Advertising					
1.1. Online advertising					
1.1.1. Social media ads	per day	50	EUR 1.00	EUR 50.00	Minimum budget of \$1 per day for Facebook and Instagram ads, with cost per click (CPC) or cost per impression (CPM) starting at around \$0.50. Twitter ads minimum budget of \$50, with CPC starting at \$0.50.
1.1.2. Google Ads	per day	50	EUR 10.00	EUR 500.00	Minimum daily budget of \$10, with CPC starting at around \$0.50 for low-competition keywords.
1.1.3. Display ads	per day	50	EUR 5.00	EUR 250.00	Minimum daily budget of \$5, with CPM starting at around \$1.
1.2. Offline advertising					
It's important to keep in mind that these are just rough estimates and actual prices can vary widely depending on a number of factors. It's always a good idea to get quotes from multiple media outlets and negotiate to get the best possible price.					
1.2.1. TV ads	per ad	1	EUR 10,000.00	EUR 10,000.00	For a 30-second spot on a local station
1.2.2. Print ads	per ad	3	EUR 500.00	EUR 1,500.00	for a small local publication
1.2.3. Radio ads	per ad	2	EUR 500.00	EUR 1,000.00	for a local spot
2. Public Relations					
2.1. Press releases	number	6	EUR 300.00	EUR 1,800.00	
2.2. Media outreach	month	12	EUR 500.00	EUR 6,000.00	
2.3. Influencer partnerships	per partner	2	EUR 500.00	EUR 1,000.00	
2.4. Events and sponsorships	per event	3	EUR 500.00	EUR 1,500.00	Hosting a local networking event
3. Content Marketing					
3.1. Blog content creation	post	30	EUR 200.00	EUR 6,000.00	It's always best to get quotes from multiple service providers to get a better idea of the market rate for these services.
3.2. Video content creation	video	5	EUR 500.00	EUR 2,500.00	
3.3. Email newsletters	per newsletter	12	EUR 100.00	EUR 1,200.00	
3.4. Ebooks and whitepapers	per piece	2	EUR 500.00	EUR 1,000.00	
4. Search Engine Optimization					
These are just rough estimates, and the actual costs can vary depending on several factors. It's best to get a personalized quote from an SEO service provider to get a more accurate estimate.					
4.1. Keyword research	service	1	EUR 100.00	EUR 100.00	
4.2. On-page optimization	service	1	EUR 500.00	EUR 500.00	
4.3. Off-page optimization	service	1	EUR 500.00	EUR 500.00	
5. Marketing Technology	month	12	EUR 100.00	EUR 1,200.00	For using a basic email marketing platform
6. Creative Services					
6.1. Graphic design	hour	100	EUR 50.00	EUR 5,000.00	The price may vary.
6.2. Video production	per finished minute	10	EUR 200.00	EUR 2,000.00	
6.3. Copywriting	per word	2000	EUR 0.25	EUR 500.00	
7. Team Salaries - 1 person	month	12	EUR 1,000.00	EUR 12,000.00	For a part-time marketing coordinator
8. Miscellaneous	month	12	EUR 500.00	EUR 6,000.00	For basic office supplies and travel expenses
TOTAL				EUR 62,100.00	





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12. Measure the success

It is important to establish metrics for measuring the success of the marketing plan. Regular monitoring and analysis of these metrics can help identify areas for improvement and refine the marketing strategy over time.

Some possible metrics for measuring the success of the marketing plan are:

- ✓ **Website Traffic:** The number of visitors to the website can indicate the level of interest in the product;
- ✓ **Conversion Rate:** The number of website visitors who take a desired action, such as booking a tour or purchasing a product, can measure the effectiveness of the website in converting visitors into customers;
- ✓ **Social Media Engagement:** The level of engagement on social media platforms, such as likes, shares, comments, and followers, can indicate the level of interest in the Hamangia route and the effectiveness of the social media content;
- ✓ **Return on Advertising Spend (ROAS):** The revenue generated from advertising campaigns compared to the cost of the campaigns can indicate the effectiveness of the advertising channels in generating revenue;
- ✓ **Customer Feedback:** Customer feedback, such as reviews, ratings, and surveys, can provide valuable insights into the customer experience and satisfaction with the product.
- ✓ **Increased Tourism:** The number of tourists who visit the Hamangia sites in Shabla Municipality and Cernavoda Municipality can measure the effectiveness of the marketing plan in promoting the Hamangia product and attracting tourists to the region.

Monitoring and analysis of the metrics should be done regularly to identify areas for improvement and refine the marketing strategy over time. The frequency of monitoring and analysis will depend on the goals of the campaign, the marketing channels used, and the resources available.

As a rule, it is recommended to conduct regular check-ins on the metrics at least monthly or quarterly to track progress and make adjustments as needed. Additionally, it is important to conduct a more comprehensive analysis of the metrics at the end of the campaign or a set period to evaluate overall success and identify areas for improvement in future campaigns.

The table below gives some general indicators for measuring the success of the strategy, in 1 year of implementation.





Indicator	Base year	Target year	Description
Increased website traffic	0	10%	Tracking website traffic, including unique visitors, pageviews, and bounce rate, can help determine if marketing efforts are driving traffic to the Hamangia website.
Increased Conversion rate	0	2-3%	This measures the percentage of website visitors who take a desired action, such as making a purchase or filling out a contact form. It can help determine the effectiveness of website design and content, as well as the overall success of marketing campaigns.
Customer acquisition	0	See below for explanation	CAC measures the cost of acquiring a new customer, including marketing and advertising expenses. Tracking this metric can help determine if marketing efforts are cost-effective in acquiring new customers.





Decrease in customer churn rate	0	5%	
Increased Social media engagement	0	20%	Tracking social media metrics such as likes, shares, comments, and followers can help determine the effectiveness of social media marketing efforts.
Return on marketing investment (ROI)	0	5-10%	ROI measures the amount of revenue generated in relation to the amount of money spent on marketing activities. This can help determine which marketing activities are providing the highest return on investment and adjust accordingly.
Increase in sales revenue	0	5-10%	This is the total amount of revenue generated by the Hamangia tourist product over a year. It can be broken down by product, service, or campaign to determine which areas are the most successful.





Table 9 Key performance indicators

Measuring the Customer acquisition cost

Customer acquisition cost (CAC) is the cost incurred by a business to acquire one new customer. It is calculated by dividing the total marketing and advertising spend by the number of new customers acquired during that period.

To measure CAC, you use the following formula:

$$\text{CAC} = \text{Total marketing and advertising spend} / \text{Number of new customers acquired}$$

In general, a lower CAC is better, as it indicates that the business is acquiring new customers at a lower cost. A good benchmark for a healthy CAC is to aim for it to be less than the lifetime value (LTV) of the customer. The LTV is the total amount of revenue a customer is expected to generate over their lifetime with the business. For example, if the LTV of a customer is Euro 1000 and the CAC is Euro 500, then the business can expect to recoup the CAC within the first year of the customer's lifetime value. A CAC that is higher than the LTV is not sustainable in the long run as it means the business is losing money on acquiring new customers.

13. Partnership and responsibilities

This section describes the partnership, including the roles and responsibilities of each partner, any financial arrangements, and any legal considerations. The roles and responsibilities of each partner in a partnership can be further developed between the parties.

- ✓ Contributing resources: Each partner should contribute resources, whether financial, intellectual, or physical, to the partnership;
- ✓ Collaborating: Each partner should work collaboratively with the other partner to achieve the goals of the partnership and the strategy;
- ✓ Defining goals and objectives: partners should work together to define the goals and objectives;
- ✓ Implementing activities: Each partner should implement activities that contribute to achieving the goals and objectives of the partnership;
- ✓ Evaluating outcomes: Each partner should evaluate the outcomes of the partnership activities and adjust as needed to achieve the goals and objectives;





- ✓ **Communicating:** Each partner should maintain open and transparent communication with the other partner to ensure that everyone is informed and aligned with the project's progress and needs;
- ✓ **Legal obligations:** Each partner should comply with any legal obligations, such as obtaining necessary permits and licenses, adhering to labour laws, and meeting tax requirements.

14. Marketing plan for 1 year of implementation

Figure 1 Marketing plan for 1 year of implementation



15. Conclusions and recommendations

The marketing strategy for the Hamangia tourist route is aimed at increasing brand awareness and attracting more tourists to the area. By focusing on the unique history and culture of the Hamangia civilization, the strategy aims to differentiate the product





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from other tourist destinations in the region and appeal to travellers seeking an authentic cultural experience.

The first step in the strategy is to develop a strong brand identity, including a logo and brand style guide. This will ensure that all marketing efforts are consistent and help to establish the Hamangia product as a recognizable and memorable brand. Additionally, a website and social media presence will be created to provide information about the product and engage with potential customers.

To drive traffic to the website and increase awareness of the Hamangia tourist product, a combination of online and offline advertising will be used. This will include targeted social media ads, Google Ads, and display ads, as well as print and radio ads in local and regional media outlets.

In addition to advertising, content marketing efforts will be used to provide valuable information and engage potential customers. This will include creating blog posts, videos, and eBooks or whitepapers that highlight the unique history and culture of the Hamangia civilization.

To further increase visibility and credibility, public relations efforts will be used to generate press coverage and establish relationships with local and regional media outlets. This will include press releases, media outreach, and influencer partnerships to reach a wider audience.

Finally, the success of the marketing strategy will be measured through a variety of metrics, including website traffic, social media engagement, and customer acquisition cost. A sales revenue increase of at least 15% is considered a success, along with a customer acquisition cost of no more than Euro 50 per customer.

This marketing strategy is designed to attract more tourists to the area, increase revenue, and establish the product as a unique and authentic cultural experience. By focusing on a strong brand identity, targeted advertising, engaging content marketing, and effective public relations, the strategy aims to achieve these goals within a one-year timeframe.

Recommendations for effective implement of the marketing and promotional strategies:

- ✓ **Collaboration:** It is essential for both municipalities to work collaboratively towards the common goal of promoting the Hamangia tourist product. Regular meetings and joint decision-making should be carried out to ensure that both parties are aligned with the marketing strategy;





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- ✓ Infrastructure development: To attract more tourists, the municipalities should prioritize the development of necessary infrastructure such as roads, parking lots, and tourist facilities. This would enhance the overall tourist experience and encourage them to spend more time in the area;
- ✓ Information and resources: The municipalities should provide all necessary information and resources about the Hamangia tourist product to potential tourists. This includes information on the tourist routes, attractions, events, and other activities in the area. Providing brochures, maps, and other materials will help tourists plan their trip and make the most of their visit.
- ✓ Local involvement: The involvement of local businesses and residents is critical to the success of the marketing strategy. Local businesses can collaborate with the municipalities to offer discounts, packages, and other incentives to attract more tourists. The residents can also contribute by sharing information about the area and promoting the Hamangia tourist product through social media and word of mouth.
- ✓ Monitoring and evaluation: It is important for both municipalities to monitor and evaluate the marketing strategy's effectiveness regularly. This will help identify areas that need improvement and ensure that the marketing efforts are achieving the desired results.

16. Revision and update

The frequency of revising the marketing strategy depends on various factors such as changes in the market, customer behaviour, competition, and business goals. The marketing strategy should be reviewed **at least once a year** to assess its effectiveness, adjust goals, and make necessary changes. However, if there are significant changes in the market or business environment, the marketing strategy should be reviewed more frequently to ensure that it is still relevant and effective. Additionally, regular monitoring of key performance indicators can help identify any areas that need adjustment or improvement.

Based on the performance indicators and results of the marketing strategy implementation, the following recommendations can be made for a strategy update:

- ✓ Re-evaluate target audience: Conduct market research to determine if the current target audience is still relevant and effective. Consider factors such as demographic changes, evolving consumer preferences, and emerging trends.





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- ✓ Refine messaging: Analyse customer feedback and engagement metrics to refine the brand messaging and ensure that it resonates with the target audience. The messaging should be consistent across all channels and should effectively communicate the unique value proposition of the Hamangia tourist product.
- ✓ Explore new channels: Consider adding new channels to the marketing mix to reach a wider audience. For example, TikTok and Instagram Reels are popular among younger demographics and can be used to showcase the Hamangia tourist product in a visually compelling way.
- ✓ Invest in content marketing: Content marketing can be a highly effective way to attract and engage potential customers. Consider creating more in-depth content such as eBooks, whitepapers, and long-form blog posts that provide value to the target audience and position the Hamangia tourist product as an authority in the industry.
- ✓ Expand influencer partnerships: Influencers can be a powerful marketing tool, particularly in the travel industry. Consider expanding partnerships with influencers who align with the brand values and have a strong following in the target market.
- ✓ Utilize retargeting: Retargeting can be an effective way to convert website visitors into customers. Consider implementing retargeting campaigns on social media and search engines to target users who have previously interacted with the Hamangia tourist product.
- ✓ Measure and analyse performance: Continuously measure and analyse performance metrics to identify areas of improvement and optimize marketing efforts. Use data to inform decision-making and adjust the marketing strategy as needed.

By implementing these recommendations, the Shabla and Cernavoda municipal administrations can continue to effectively promote the Hamangia tourist product and attract more visitors to the region.

