

Annex 1.3 Analysis and assessment of the recognizability of cultural and natural heritage sites among the population of the target region (Haskovo district)

I. The place of cultural and natural sites in the vision of the local population for the development of the target region

The extent to which the sites are recognized by the respondents is considered in the context of the overall vision of the local population for the development of the target region (Haskovo district).

Cultural and historical heritage sites have a clearly defined place in the vision of the population as **the second most important resource for the development of the target region** with their potential for attracting visitors:

- the cultural and historical sites are the second most frequently mentioned resource (30.6%), connected with the main development potential of the Haskovo district - after the land and the opportunities for development of agriculture (33.2%).
- next to agriculture (58.8%), considered by the respondents as the most promising sector for the Haskovo region, tourism is regarded as the second (45%) and wine growing (22.8%) as the third most important sector for development.

Regarding cultural heritage **a major role is played by archaeological sites** – finds from antiquity, excavations and archaeological remains (at the expense of, for example, architectural monuments): given average assessment scores of 1 to 7, where 7 is the highest score, archaeological monuments are very highly valued for their potential to attract tourists to the area - 6,02, which is the highest score among all other aspects - for architectural landmarks it is 5.81 and for local customs and traditions - 5.65.

Natural sites remain slightly outside the main focus:

- When respondents spontaneously identified the main resources for development, the region's natural resources have a tangible presence, but are mentioned by a relatively smaller share of respondents compared to the cultural ones - 20.8%.
- The average score of the potential of natural landmarks for attracting visitors is 5.54 (on a scale of 1 to 7, where 1 is the lowest and 7 is the highest score) - a high score, but lower than the assessment of all types of cultural heritage - archaeological and architectural sites and intangible cultural heritage - customs and traditions.

II. Recognisability and assessment of the sites

As a result of the survey carried out on the territory of Haskovo district, it has been found that the local population has a relatively high level of familiarity with the sites of natural and cultural heritage in Haskovo district - more than 80% of the respondents are able to spontaneously identify at least one cultural site and over 70% - one natural site. In general, however, natural heritage sites are much less familiar than those of the cultural heritage. In addition, respondents regard as natural heritage sites both protected areas (Dupkata, Likana) and various types of outdoor locations (peaks, rivers) as well as hydro-engineering facilities such as dams, including even urban parks. Some of the sites they identify are not even located in the territory of Haskovo district (Vishegrad Fortress, Kamenna svatba (The Petrified Wedding) rock formation, the source of the Arda River, the Stone Mushrooms). The common element in the respondents' associations is obviously the fact that all mentioned sites are places for outdoor recreation amidst verdure, water and other natural elements.

The identified sites of cultural heritage show quite good objective degree of recognition as far as the list of spontaneous responses includes sites with a real status of a monument, most of them of national importance, as well as others of a rather symbolic significance for the local people (for example the Monument to the Holy Mother of God built in recent years).

The sites of cultural heritage are significantly more prominent in the minds of the local people as being emblematic for the area compared to natural sites.

- Regarding cultural sites, the share of respondents who spontaneously think of ancient archaeological monuments is 83.8% and with architectural sites it is 73.1%. Regarding natural sites, this share is relatively smaller - 69.4%.
- Similarly, most numerous are the identified archaeological monuments (25), followed by architectural monuments (15 sites) as part of the cultural heritage of the area and more limited is the number of identified natural landmarks (14), even when sites such as local dams and Kenana Park are included.

Chart 1.

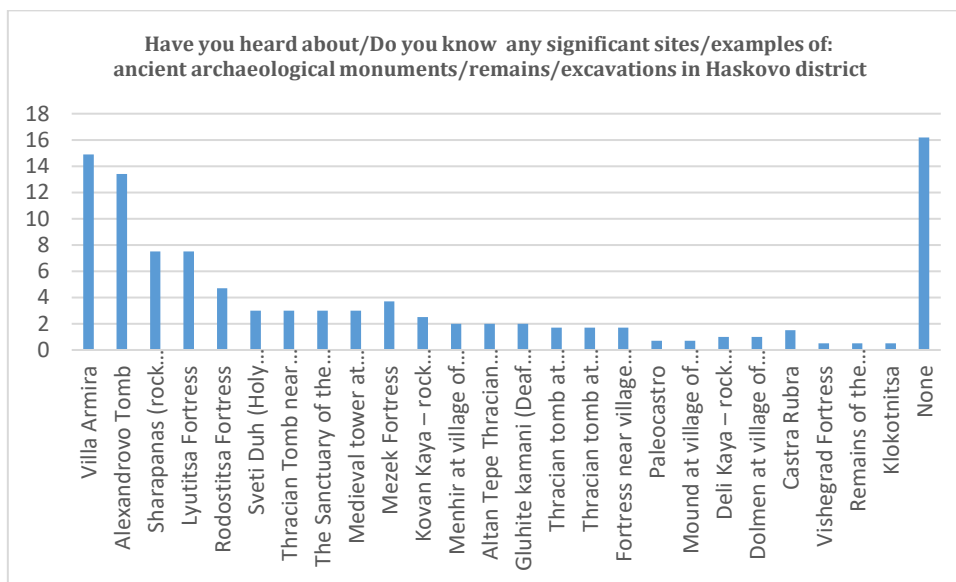
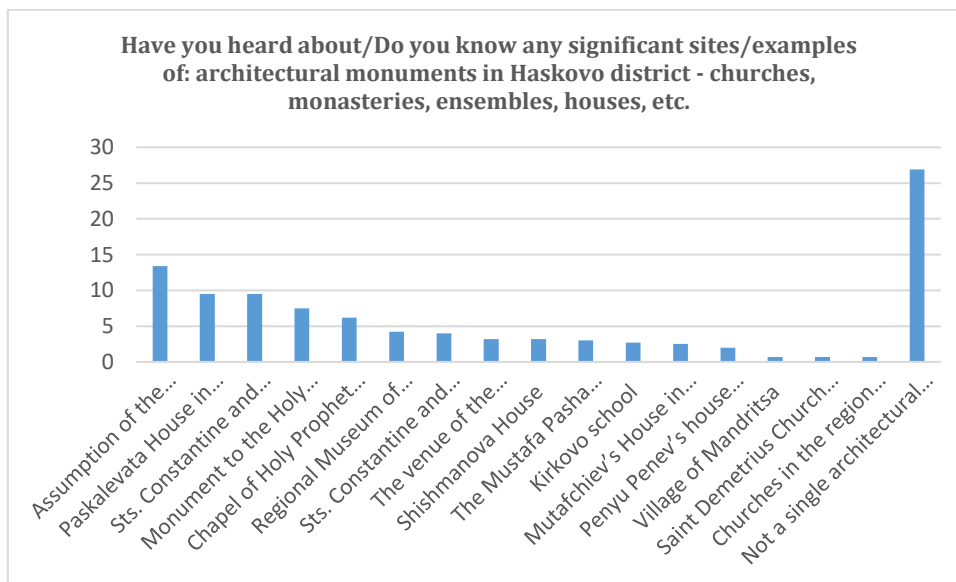


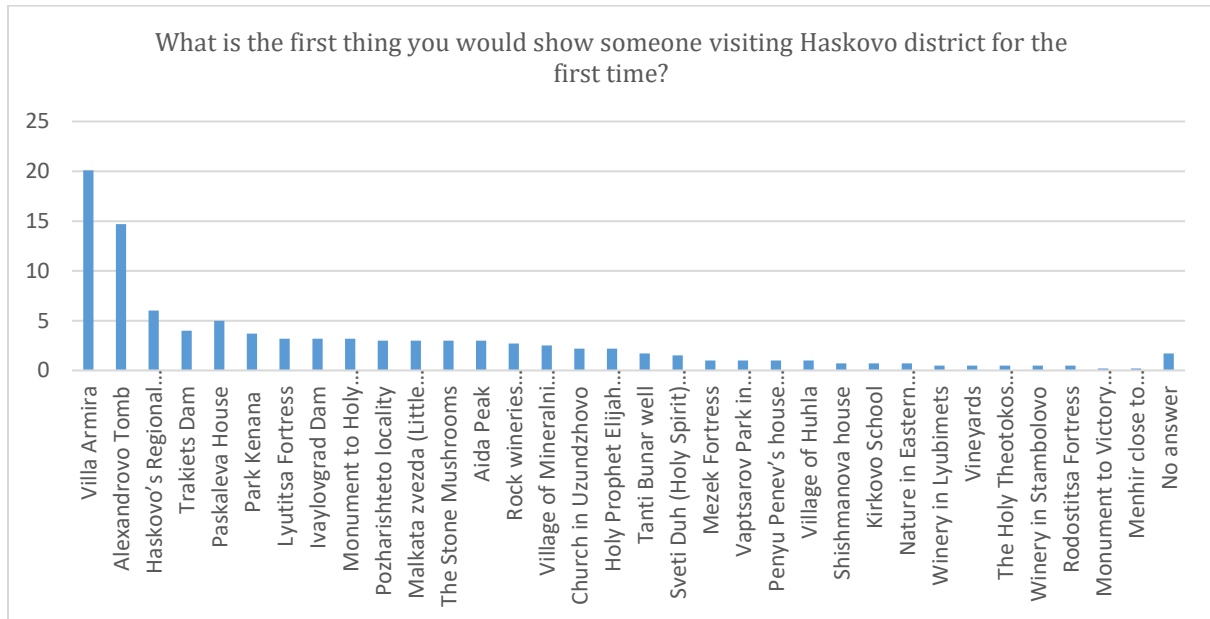
Chart 2.



When asked about what would be the first thing they would show someone visiting the area for the first time, the majority of respondents again pointed to cultural heritage sites, the list being headed by two sites, both of which are actual cultural monuments of national importance: Villa Armira (20,1%) and the Alexandrovo Thracian Tomb

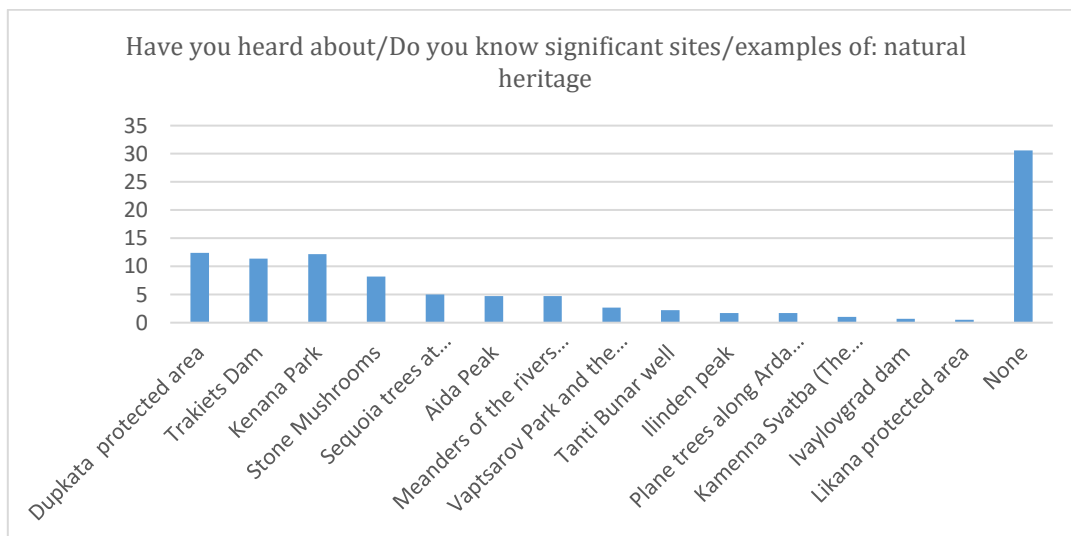
(14.7%). The sites following next in the list - both cultural and natural - are mentioned by less than 10% of respondents.

Chart 3.



The identified natural sites serving as a source of pride are much less numerous, as most often people point to Kenana Park (5, 0%), Trakiets Dam (4%), Ivaylovgrad Dam (3.2%) and Aida Peak (3%).

Chart 4.



Almost half of the respondents (47%) have visited at least one of the sites identified as natural heritage and 63% - at least one cultural site. Nearly all respondents have rated the sites they visited, but for some sites the total number of visitors is very small, so their estimates can only be viewed as a reference point and might vary considerably in case a more detailed survey is conducted. On a scale from one to seven (*with 1 being the lowest score, 2, 3, 4 - neutral, 5, 6, 7 - highest*) the average scores on the two criteria referring to natural sites that respondents have visited over the past year show that:

- the overall condition and degree of maintenance is higher for almost all sites compared to the availability of information and guidance for finding the sites, except for dams, which is quite logical as far as they are part of an infrastructure which cannot be left poorly signposted.
- the protected areas near Madzharovo and partially Dupkata protected area are noted for their good overall condition.

In respect to cultural sites, there is good level of recognizability, as well as the "sense of bringing to life" of cultural landmarks through habits of spending leisure time in their vicinity - more than half of the respondents (63%) have visited at least one of the mentioned cultural sites.

The assessment of cultural sites on both criteria is higher than that of natural sites, with their overall condition being assessed again higher than the availability of information

The recognizable cultural and natural sites among the population are the following:

Villa Armira
Alexandrovo tomb
Sharapanas (rock wineries) near the village of Kralevo, Avramov stone, Pozharishteto locality
Lyutitsa Fortress
Rodostitsa Fortress
Sveti Duh (Holy Spirit) Fortress
Thracian tomb at Pchelari
The Sanctuary of the Nymphs
Medieval tower at village of Matochina
Mezek Fortress
Kovan kaya - rock niches
Menhir at Ovcharovo village
Thracian tomb at Altan tepe
Gluhite Kamani (Deaf Stones) rock formation

Thracian tomb in the village of Dolno Lukovo
Thracian tomb at Sheinovets peak
Fortress near the village of Gugutka
Paleocastro
Mound close to village of Svirachi
Deli kaya - a rock church
Dolmen at village of Plevun
Castra Rubra
Vishegrad Fortress
Remains of the ancient Roman road Via Diagonalis
Klokotnitsa Fortress
Assumption of the Theotokos Church in Uzundzhovo
Paskaleva House in Haskovo
Sts. Constantine and Helen Church in Dolno Lukovo (partially buried underground)
Monument to the Holy Mother of God
Chapel to the Holy Prophet Elijah above the village of Huhla
Regional Museum of History
Monastery to Saints Constantine and Helen in Ladzha
Venue of the Uzundzhovo Fair
Shishmanova house
The Mustafa Pasha Bridge - Svilengrad
Kirkovo School
Mutafchieva House - Ivaylovgrad
Penyo Penev's house museum - Dimitrovgrad
Saint Demetrius Church at village of Mandritsa
Saint Demetrius Church in Haskovo
Churches in the area as a whole
Dupkata protected area
Trakiets Dam
Kenana Park
Stone Mushrooms rock formation
Sequoia trees in Kolibar cheshma locality
Aida Peak
Meanders of the rivers Arda, Luda Reka, Byala Reka
Vaptsarov Park and the lake in it
Tanti bunar well
Ilinden peak
Plane trees along the Arda River
Kamenna Svatba (The Petrified Wedding) rock formation
Ivaylovgrad Dam

Likana protected area

Average visitor ratings regarding natural and cultural sites - total for all sites

lowest score 1 2 3 4 5 6 7 highest score

	Overall condition and maintenance	Availability of information and signboards
Average rating of natural sites : on the basis of all answers	4.89	4.40
Average rating of cultural sites : on the basis of all answers	5.16	4.89

Average visitor ratings regarding natural heritage - by sites

lowest degree 1 2 3 4 5 6 7 highest degree

	Site of natural heritage	% of visits	Overall condition and maintenance	Availability of information and signboards
	Kenana Park	26.3%	4.72	4.38
	Trakiets Dam	23.7%	4.36	4.64
	Dupkata protected area	18.4%	5.10	4.45
	Stone mushrooms	13.2%	4.86	4.50
	Meanders of Byala Reka River	7.4%	4.56	3.56
	Meanders of Arda River	6.8%	5.00	4.50
	Ivaylovgrad Dam	6.3%	4.33	4.67
	Protected areas near Madzharovo	5.8%	6.27	6.27
	Likana protected area	4.2%	3.50	3.0
	Aida Peak	2.1%	4.00	4.0
	Ilinden Peak	2.1%	7.00	4.0
	Forests near Huhla village	1.6%	Not specified	Not specified
	Forests along Arda River	1.6%	1.0	1.0
	Aleksandrovo camping site	1.1%	6.0	6.0
	Average score on this criterion		4.89	4.40

Average visitor ratings regarding cultural heritage - by sites

lowest degree 1 2 3 4 5 6 7 highest degree

	Site of cultural heritage	% of visits	Overall condition and maintenance	Availability of information and signboards
	Villa Armira	23.6%	6.63	6.52
	Lyutitsa Fortress	20.5%	3.79	4.35
	Alexandrovo Tomb	14.6%	4.44	4.32
	Church in Uzundzhovo	13.4%	5.06	4.69
	Monument to the Holy Mother of God	11.8%	4.69	4.54
	Gluhite kamani (Deaf Stones)	9.4%	5.38	4.83
	Mezek Fortress	7.9%	6.00	5.39
	Paskaleva House	4.7%	5.25	3.88
	Rodostitsa Fortress	4.7%	4.00	2.00
	Mound near Svirachi	3.9%	2.30	2,70
	Penyo Penev house museum in Dimitrovgrad	3.1%	6.50	6.50
	The Roman Bridge	3.1%	3.75	3.75
	Pozharishteto locality	2.8%	6.50	6.50
	Sharapana	2.8%	5.86	5.29
	Chapel of Prophet Elijah	2.4%	7.00	5.87
	Sveti Duh Fortress	2.0%	5.80	6.80
	Regional History Museum - Haskovo	2.0%	6.13	4.25
	Kirkovo School	1.6%	4.50	4.50
	Sts. Constantine and Helen Monastery	1.6%	4.00	4.00
	Kovan Kaya rock niches	1.6%	6.00	5.00
	Fortress near village of Gugutka	1.6%	6.00	6.00
	Average score on the criterion		5.16	4.89