

## POSSIBILITY FOR SPATIAL ORGANISATION OF THE RURAL TOURISM IN BULGARIA ON THE BASIS OF BULGARIAN FOLKLORE REGIONS

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**Abstract:** *The article examines the possibility for zoning rural tourism in Bulgaria. It counts the difficulties in this initiative in point of view ambiguity of used indicators. It analyzes and spatial illustrates using the spatial approach some features of country's regions. It refers to differences in living, culture, architecture, natural and cultural landscape. On this base is done assumption the regions of rural tourism in Bulgaria spatially to "cover" folklore ones. This counts the objectiveness in spatial differences also in different natural and ethno- cultural genesis in these territories.*

**Key words:** *folklore, regions, rural tourism*

The question about the zoning is very complicit in principle. Why? What is follows from it? Is it necessary? Drawing borders in the case with the zoning is disputed process in social - economic researches. This hypothetic border very often does not satisfy the objective economic processes ongoing in these territories or it gives unexpected results. It leads to new thoughts. What are the features of zoning? Penerliev (2010) summarize them in three groups: principles, criteria and regularities. The principles are the main rules, which lead us in process of reaching the final aim. In our case, this is differentiation of new touristic regions. The criteria are aggregate of principles that allow the assessment of the main idea, logical model or classification or classification of some elements in future region. The regulatory are examined as group of necessary, stable, causal effectual relations determine the development and functioning of the future region.

These have to be in mind in process spatial organization of rural tourism. In the separation of each region have to ask defined homogeneity in researched indicators in this territory. Some more – in the formed areal have to be counted some internal – economic relations. In addition, there are represented processes of specialization. We have to determine territories, which

are homogeneity in main resources, components (Diagram 1) or indicators of the rural tourism in the country.

### **Rural tourism. Definitions and features**

There are different definitions for rural tourism. According Donchev (2009): *“full immersion in an authentic rural environment, staying in a typical rustic guest house, eating eco pure food, friendly and informal contact with local people, familiarize with their living and customs and doing some typical works”*. From other side Fadjioli (2009) shows the most important factors in formation of agro-cultural landscape in development of the rural tourism. They are: folklore festivals, culinary traditions, typical agricultural products, customs, hand crafts and costumes. They influence regional geomorphology, climate, historical and family factors.

In this article, we don't want to show serial of possible definitions of the rural tourism. In respect of its purpose we consider it definite clear the feature of the rural tourism in point of view its unequal spatial presence and development. In result of different natural-, geographical and social - economic conditions within the country have formed different territories for each of the parameters. For example, mountain territories determine development of a multistage typical highland structure but the plane territories of Dobrudzha - different specialization in agricultural production and further in culinary features.

In this way, geographically the rural territories create their own unique, which is subject on of some typology and spatial structure (zoning). Even more according most of authors the main motivation for rural tourism are:

- Research of the rural municipalities, culture and living;
- Good opportunity to be with friends and the family;
- Change of the urban lifestyle;
- Participation in different rural activities;
- Study historical identity and cultural heritage.

### **What are the indicators for zoning rural tourism?**

Accepted indicators for zoning in touristic branch are (Penerliev, 2014): hired accommodation base, occupant days, number of spending nights, number and type of accommodation base. In another publication, the same author justified the thesis for inapplicability of these indicators in zoning each of type's alternative tourism. This is because of these indicators are mostly for the whole zoning of economic activities of the tourism. That is why as in cultural tourism (with a spatial analysis of its resources) also in rural tourism have to ask for other alternative indicators for zoning.

The author considers in this case the choice of indicators have to count the main stimulus for touristic visits in rural environment. In fact, this must be the resource which the territories have to bid. Other else these are the composite parts which determine the touristic product of this type alternative tourism (some mentioned above). Each of these elements of the rural tourism is shown on Diagram 1.

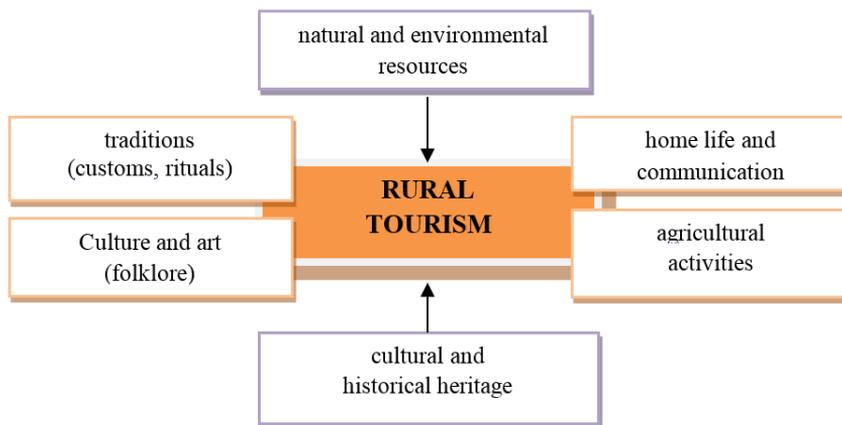


Diagram 1. Components of the rural tourism (according Aleksieva, Stamov, 2003)

In respect of therefore represented components we consider the indicators for zoning in rural tourism have to be searched exactly there. The differences in horizontal scale in traditions, folklore, and living would be this benchmark, which could mark the borders between the regions in the rural tourism. Even more: even in the different as character and essence economic activities also represent their territorial disproportions. Predetermined are from its different living and culture and soil-climate features in the territories. They also could be indicators in the process of zoning. *What do we mean in fact?*

Folklore in the country regions is very distinctive for each of them. For example, Shopluk and Dobrudzha dances have different genesis and appearance. The Shopluk dance is fast and light with spirited temperament with interrupted pleasantry and vitality. The Dobrudzha dance often imitates agricultural activities.

The Rodopi and Strandja mountains songs also have their differences. In Dobrudzha song, we can hear descriptions of many agricultural activities within geographical area of Dobrudzhaas Bulgarian granary. In fact, these folklore- ethnographic differences in all country regions can be indicators in zoning rural tourism. This is because the fact the rural populations have saved that spirit and culture of the old people. Today this is saved in many ethnographic museums and folk groups. Unlike the town where the modernity prevails over the living and the folklore heritage is reduced to some cultural events or public activities.

Natural is to ask for regional differences in the population rites in villages. For example in Yambol region are very popular Kuker masks in dances recreating the living in fieldwork. Often these dances are mixed with elements of fertility (agricultural products), children growth (symbolic kid beds in masks) etc. Pernik kukers are frightful they have run off the evil and save the good.

Traditional rustic house undergoes variations in each of country regions. The plan of Strandja rustic house is rectangle with (or without) penthouse in its narrow facade. It enters directly in fireplace room behind it has another one storeroom. The fireplace always is on the front wall and its front side have canopy wide closed sides chimney. Dobrudzha house is low, with transitional rooms with slight lifting from the surface. Because the climate there – strong winter, snowfalls etc.

Rodopes house is often two floors. The basement is stone masonry and is barn for the livestock. The second living floor is ramshackle except North wall where is built the fireplace. The structure of Rodopes house reach till three floor in bigger villages where the third floor is designed for more representative functions. These three floors depend of the slope where the house is built.

These regional features of Renaissance architecture are benchmark for different touristic attractiveness of rural regions. This way it could be important indicator in zoning rural tourism.

### **Attempt for spatial structure of the rural tourism in Bulgaria. Positive and negative features**

Described above possible indicators of zoning rural tourism actually exist. They bare result of historical - geographical development of the regions and are predetermined from different natural resources. Naturally “bear“ with different ethno-religious, demographic and culinary futures. Long ago in the history and ethnography, these territories have their description and classification. The folklore regions in Bulgaria are these historical and geographical territories. Within their range all above mentioned indicators and characteristics of the regions they could be the basis for spatial zoning for the rural tourism in the country. *What do we mean in fact? Which are the folklore regions in Bulgaria?*

#### ***Northern folklore region***

*Northern folklore region covers North-West Bulgaria and Middle Bulgaria. Geographically it includes two sub- regions Danube hill plane (without Dobrudzha) and North part of Stara planina mountains. The borders of the region are drawn Northward Danube, Southward Stara planina mountains, Westward Serbia border and Eastward Dobrudzha.*

**Thracian folklore region**

Thrace cover geographical region of Thrace cattle. Because of the some features in dance folklore, it is divided on two sub – regions West Thrace (Plovdiv and Pazardjik) and East Thrace.

**Shopluk folklore region**

Shopluk folklore region includes Western part of Middle forest, Sofia, Pernik and Brezник areas.

**Dobrudza folklore region**

Dobrudja cover North – East part of Bulgaria – Northward to Danube, Eastward to Black Sea and Westward Northern folklore region.

**Pirin folklore region**

Macedonian folklore region covers Pirin mountains, Vardar and White Sea Macedonia.

**Strandja folklore region**

Strandja folklore region is Eastward Thrace region until Black Sea, Northward till Dobrudzja and Southward tille Turkey border. The music style of this region is distinguished from the East Thrace one that’s why it is separated as folklore region.

**Rodopes folklore region**

Rodopes folklore region covers Rodopes geographical area .The area of Rodopes Mountains gives its trace on the culture and living of local people.



Fig. 2. Ethnographic folklore regions

These described folklore regions give bigger part of the differences in Bulgarian village. Exactly “the different” of the bid in touristic branch is the motive for traveling. Identifying with a folklore region the tourist will have some expectations. Its features are related to all its presences (living, architecture, customs, costumes, kitchen etc.) will form the vision of each touristic center in a region.

The advantages for the tourist could be related to:

1. Recognition of the territory.
2. Stimulus for new knowledge and study new environment.
3. Participation in different rural activities different from his living.
4. Relax in unknown but attractive environment.

The advantages for the territory could be related to:

1. Stimulus for preservation its past and renaissance of its customs in respect to give quality touristic product.
2. Increase the attendance and thence the incomes.
3. Control on the preservation of old or building new architectural ensembles typical for the territory (for example Brushlyan village).
4. Easy for branding and advertising territory.
5. Comfortable basis for combing with other alternative types tourism (i.e. festival, eco-tourism).
6. Advantages in point of view regional development the rural regions

**The negative aspects** in such zoning as and in all others is connected to larger territorial range of the regions. It is risky because of the decreasing control and managing possibilities. In the same time in the range of a region could find serial inter- regional differences related to some elements (for example in architectural differences between Strandzja, Greek, and Sozopol houses). Disregard these features could lead to lose of region identity. In this reason is possible definition in sub – region with count on these features.

## Conclusion

In result of this analysis and proposals for zoning rural tourism in Bulgaria we can conclude:

1. The zoning is necessary process in respect doing “image“ and identity of a rural region.
2. On this base and on the present in the country division on folklore regions we consider more proper for rural tourism is its areas to cover the folklore ones.

3. The indicators for this are not typical for the touristic branch but are related with presented in the regions cultural – ethnographic and architectural resources.
4. The positive sides are more the negative ones and the zoning has its advantages for preservation cultural- historical heritage of Bulgarian village.

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