



PROGRAMME

Trainings for tourism experts in terms of DESTINATION MARKETING, organized under the project: „One destination, two countries”, № CB005.1.22.134 and contract № PД02-29-40/20.03.2017, financed under the first call for project proposals of Interreg - IPA CBC Bulgaria – Turkey Programme, co-financed by the European Union

Place: The Hall of FANTAZIA complex, Haskovo, Bulgaria

Period: 25-28 October 2017

25.10.2017 (Wednesday)		
Hour	Topic	Lecturer
09:30 – 10:00	Registration of participants & Start of the training – welcome speech of Mr. Yancho Yanev – Chairman of the Haskovo CCI	
10:00 – 11:00	Specifics of marketing and marketing environment in tourism	Mrs. Penka Georgieva – Director of the Professional High School of Tourism - Haskovo
11:00 – 11:30	Coffee break	
11:30 – 12:30	Specifics of marketing and marketing environment in tourism	Mrs. Penka Georgieva
12:30 – 13:30	Lunch at the restaurant of Hotel Fantazia, Haskovo	
13:30 – 14:30	Marketing for tour-operators and tour-agents.	Mrs. Binka Gadzheva – lecturer in Professional High School of Tourism - Haskovo
14:30 – 15:30	Break	
15:30 – 16:30	Marketing for hotel services	Mrs. Binka Gadzheva
16:30 – 17:00	Discussion. Questions and answers.	Mrs. Penka Georgieva & Mrs. Binka Gadzheva
17:00 - 19:00	Sights tour	with translator
19:00 - 21:30	Business dinner at the restaurant of Hotel Fantazia, Haskovo	
26.10.2017 (Thursday)		
09:30 – 10:30	Marketing Philosophy. Marketing Strategies	Mrs. Penka Georgieva
10:30 – 11:00	Coffee break	
11:00 – 12:00	Marketing Philosophy. Marketing Strategies	Mrs. Penka Georgieva
12:00 – 13:00	Lunch at the restaurant of Hotel Fantazia, Haskovo	
13:00 – 14:00	International Marketing of Tourism	Mrs. Binka Gadzheva
14:00 – 14:30	Break	
14:30 - 15:30	International Marketing of Tourism	Mrs. Binka Gadzheva
15:30 – 16:30	Discussion. Questions and answers.	
16:30 - 19:00	Sights tour	with translator
19:00 - 21:30	Business dinner at the restaurant of Hotel Fantazia, Haskovo	
27.10.2017 (Friday)		
09:30 – 10:30	Marketing purposes. Marketing mix. Conceptions in marketing	Mrs. Penka Georgieva
10:30 – 11:00	Coffee break	
11:00 – 12:00	Marketing purposes. Marketing mix. Conceptions in marketing	Mrs. Penka Georgieva
12:00 – 13:00	Lunch at the restaurant of Hotel Fantazia, Haskovo	



13:00 – 14:00	Virtual marketing of tourism. Ideas for mobile tourism marketing.	Mrs. Binka Gadzheva
14:00 – 14:30	Break	
14:30 -15:30	Virtual marketing of tourism. Ideas for mobile tourism marketing.	Mrs. Binka Gadzheva
15:30 – 16:30	Discussion. Questions and answers.	
16:30 - 19:00	Sights tour	with translator
19:00 - 21:30	Business dinner at the restaurant of Hotel Fantazia, Haskovo	
28.10.2017 (Saturday)		
08:30 – 09:30	Marketing of tourist destination. Promoting the national tourist product.	Mrs. Penka Georgieva
09:30 – 10:00	Coffee break	
10:00 – 11:00	Marketing of tourist destination. Promoting the national tourist product.	Mrs. Penka Georgieva
11:00 -12:00	Discussion about preparation of Destination marketing plan in Border Tourism	Mrs. Penka Georgieva and Mrs. Binka Gadzheva
12:00 – 13:00	Lunch at the restaurant of Hotel Fantazia, Haskovo	
13:00 – 14:00	Preparation of Destination marketing plan in Border Tourism	Mrs. Binka Gadzheva
14:00 – 14:30	Break	
14:30 - 16:00	Preparation of Destination marketing plan in Border Tourism	Mrs. Binka Gadzheva
16:00 – 18:00	Sights tour in the center of Haskovo	with translator
18:00 - 20:30	Business dinner at the restaurant of Hotel Fantazia, Haskovo	
20:30	Departure of the participants	