



Europe
for Citizens

- With the support of the Europe for Citizens Programme of the European Union

Project: Towards Excellence in Cultural Tourism

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Municipality of Sandanski is located in south-west Bulgaria and is the biggest municipality in the district of the Blagoevgrad region. She covers area of 1002 sq. m. with population of 46 113 people, 54 settlements, including the smallest town in Bulgaria – town of Melnik. The slogan of our municipality is – “Place of
ty, history and health”.



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- Municipality of Sandanski has tangible and intangible resources and with well-developed tourist infrastructure. The unique climate which is formed by the coolness winds from mountains Pirin, Ograzhden and Slavyanka with the hot air masses coming from the Mediterranean from Greece. The climate with combination of the 80 mineral springs attract settlers from the end of 13 –th centaury.

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- Sandanski Municipality is well developed tourist destination with its numerous deposits of mineral water and its particular clean air, which is of exactly the city in natural healing of diseases of the respiratory and locomotors. At the territory of our municipality we have more then 35 hotels .
- Due to the national policy of the state, Sandanski Municipality works in direction of developing tourist destination together with the municipalities of Petrich and Strumyani with them own logo - 8 tourist products, which offer tourists a different kind of tourism:

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- THRACIANS AND ROMANS – IN THE FOOTSTEPS OF THE LEGENDARY SPARTACUS;
- WATER - SOURCE OF LIFE
- ALONG THE PATHS OF HISTORY
- EXTREME PATHS
- LAND OF PHENOMENA - MYSTICISM AND RELIGION
- INSPIRATION FROM NATURE
- MAGIC OF FOLKLORE
- SUNNY LAND



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- Sandanski Municipality as a cultural center hosts many cultural events included in the annual cultural calendar:
 - ✓ Jordans Day , a religious holiday;
 - ✓ Day of maternal care;
 - ✓ Trifonov day
 - ✓ Wine Festival
 - ✓ Day grower
 - ✓ Evening of poetry - "Wine and Love." Recital of local and national poets.
 - ✓ Day of Baba Marta
 - ✓ 3 March - National Day of the Republic of Bulgaria
 - ✓ International Women's Day
 - ✓ Easter Charity Bazaar

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- ✓ Easter concert
- ✓ Procession with the icon of the Virgin Mary of Sandanski Municipality to the monastery „ Sv.sv. Cosmas and Damian "
- ✓ May Holidays Culture festival
- ✓ Festival "With songs of sisters Bisserov"
- ✓ Summer School of Archaeology
- ✓ International Folklore Festival „ Songs of Spring "
- ✓ Balkan Youth Festival "Youth of the Balkans"
- ✓ Unification Day
- ✓ International festival "Pirin Folk"

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- ✓ European Heritage Days
- ✓ International Day of Older Persons
- ✓ Harvest Festival „ Win Melnik ”
- ✓ Day of National Leaders - gala concert
- ✓ International Day of Persons with Disabilities
- ✓ Christmas and New Year holidays
- ✓ Celebration of young red wine
- ✓ Celebration of the New Year



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The overview of the traditional arts, rites, crafts forming the identity of Municipality of Sandanski are the iconography, there was established a school of icon painting in Melnik, called “School of Painting”.

The other typical tradition arts are decoupage, collage and graphics, wool felting, handmade traditional dolls, jewelry, needlework, oil paintings and iconography, batique and mixed techniques, stained glass, wood carving,



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A ancient tradition is the “slave market” in the village of Sklave. History proves that the market in the village Sklave (“Sklavskiya Fair”) is even from the time of Spartacus. Until nowadays the fair is held there , and is one of the largest fairs in the area.

From this year at the village Slave , the municipality of Sandanski organize restorations gladiator fights and a market for slaves and goods.



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The national dresses:

- National dress is an important part of popular culture with the help of which they can clarify the ethnographic, historical and social processes.
- The main function of clothing is distinctiveness .It is expressed in the use of Bulgarian folk clothing protects the human body from climatic influences and to facilitate employment rights.
- Patterns, especially the composition of matter and clothing depend on geographical conditions. In view of the climatic conditions even people established and seasonal clothing, different patterns, texture and color.



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- The Policy of Sandanski Municipality is to develop more in the field of tourism and culture that's why we have many strategic documents and programs, as well as a strategy for accession to the municipal Cultural tourism march "European fairy tales and legends".
- This strategy is based mainly on the heroic epics of the European peoples - Tales of King Great four sons of Duke Emon, King Arthur, Roland, King Marko - because of their thematic similarity.

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THANK YOU FOR YOUR ATTENTION!

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