

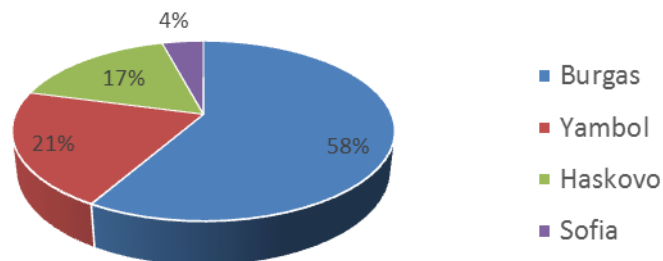


# **SURVEY EVALUATION OF LOCAL STAKEHOLDERS**



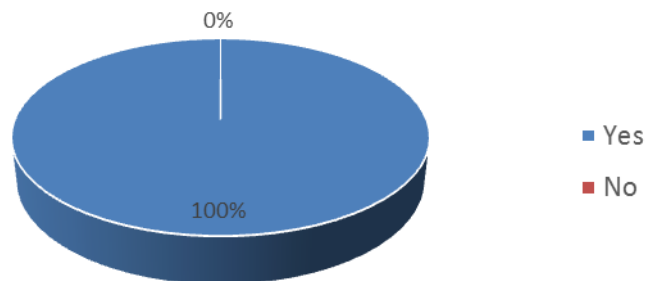
**SURVEY EVALUATION OF LOCAL STAKEHOLDERS (BURGAS, YAMLOL AND HASKOVO REGION)**  
*“Attitudes towards tourism”*

**Regional structure of repondents (24 respondents)**

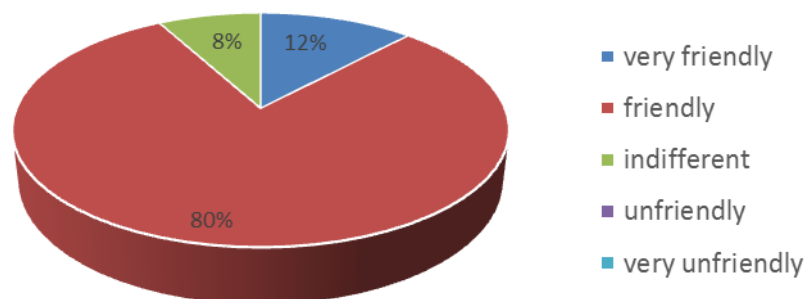


**The survey results are as follows:**

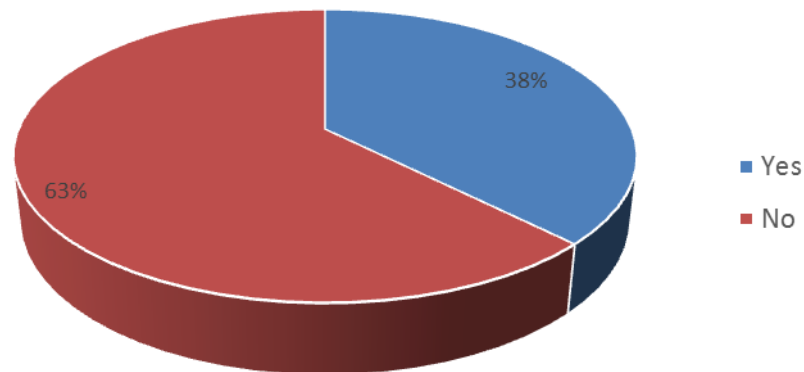
**1.QUESTION TITLE: Do you like having tourists visit your community? (24 responses)**



**2.QUESTION TITLE: Would you say that tourists are friendly or unfriendly towards the local people? (24responses)**



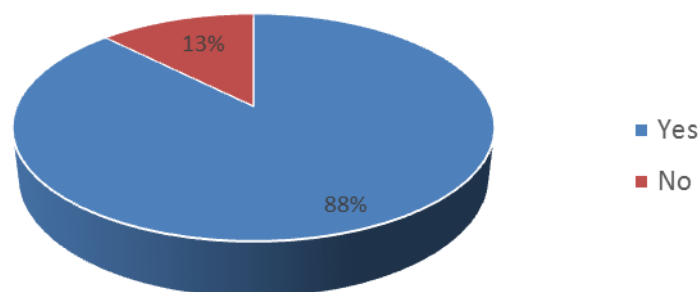
**3.QUESTION TITLE: Are there places in this community which should be off limits to tourists? (24 responses)**



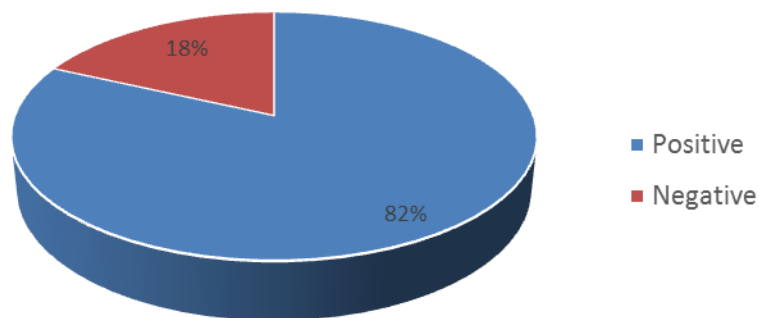
**4.QUESTION TITLE: If “Yes,” please mention these places: (9 responses)**

- Madara Horseman, Basilica of Preslav
- Centuries old trees in Strandzha; Local Ritual Places
- Deultum - Debelt National archaeological reserve; Ethnographic House in Sredets; Bozhura tourist center – Visitor center with crafts workshops
- Beaches - North and South Beach of Primorsko; the Thracian sanctuary Beglik tash; The Lion Head
- Archaeological monuments; cultural monuments; visit to St. Anastasia Island
- All immovable cultural objects of National significance:
  - Thracian tomb at the village of Mezek;
  - Medieval fortress Bukelon near Matochina village; Medieval Byzantine fortress near the village of Mezek;
  - Rock churches near Mihalich and Matochina villages;
  - The bridge of Mustafa Pasha in Svilengrad (1529);
  - All churches and monuments of culture
- The beach (landed by the owners)
- The Virgin Mary Monument and the Bell Tower; Uzundzhovo church; Zoo park "Kenana"
- Beaches; coastal areas; parks

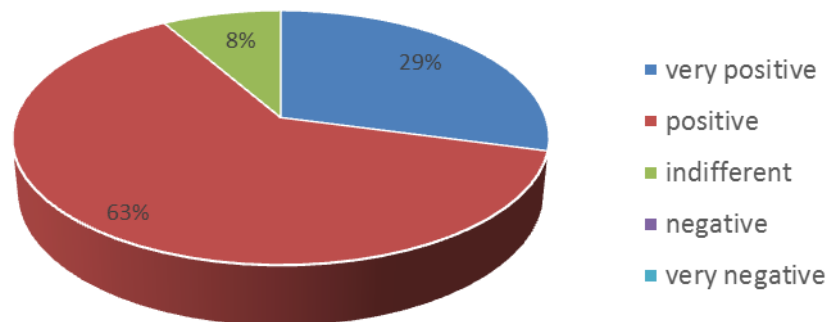
**5.QUESTION TITLE: Have you noticed any changes in your community as a result of tourist visits here? (24 responses)**



**6.QUESTION TITLE: If “Yes,” how do you regard those changes? (22 responses)**



**7.QUESTION TITLE: What is the general reaction of this community towards tourists visiting this area? (24 responses)**



**8.QUESTION TITLE: List the 3 most important places to be visited by tourists in Bulgaria (23 responses, 76 options, 36 sites)**

The most popular tourist destinations in Bulgaria:

1. National Archeological Reserve "Kabile" (13)
2. Saint Anastasia Island (7)
3. Ancient Nessebar (5)
4. Aleksandrovska tomb, Haskovo district (4)
5. Aquae Calidae – Burgas (3)
6. Protected Area "Poda" – Burgas (3)
7. Monument of the Virgin Mary in Haskovo (3)
8. Bezistena – Yambol (2)
9. Festival of Sand Sculptures – Burgas (2)
10. National Archaeological Reserve "Deultum - Debel" (2)
11. The Sea Garden – Burgas (2)
12. The town of Bourgas (2)
13. Burgas lakes, Atanasovsko lake (2)
14. The Thracian domed tomb in the village of Mezek (2)
15. The old town of Sozopol (2)
16. Nature park "Strandzha" (2)
17. The Medieval monastery near the village of Voden, Bolyarovo municipality
18. Rock complex "The Deaf Stones"
19. The Thracian Sanctuary of Begliktash
20. Cape Emine

21. The mouth of Veleka River, Sinemorets
22. Church of Sts. Cyril and Methodius ", Burgas
23. Monastery "Nativity of Holy Mother of God" near the village of Kabile
24. Art Gallery "George Papazov" - Yambol
25. Church of Sts. Cyril and Methodius - village of Kosti
26. Church of the Assumption of Virgin Mary - Tsarevo
27. Church of St. Pantaleimon - Brodilovo village
28. Church of Sts. Constantine and Helena – Bulgari village
29. The Museum of Fire-dancing in the village of Bulgari
30. The town of Ivailovgrad
31. Eastern Rhodopes Nature Protection Center - Madzharovo
32. Megalithic monuments in Strandzha and Sakar Mountains
33. Ethnographic complex "Stara Akbunarska kashta" - General Inzovo village, Tundzha Municipality
34. Bakadzhik - Yambol
35. The town of Yambol
36. Perperikon

**9.QUESTION TITLE: List the 3 most important places to be visited by tourists in Turkey -especially Kırklareli - Edirne? (18 responses, 61 options, 21 sites)**

The most popular tourist destinations in Kırklareli- Edirne:

1. The Selimiye Mosque, Edirne (13)
2. Churches "St. Constantine and Elena "and" St. George "in Edirne (11)
3. "The Museum of Health" – Edirne (6)
4. Archaeological Museum – Edirne (4)
5. The rock monastery of St. Nicholas in the village of Kayakoy (4)
6. The Edirne Palace, the Edirne fortress (3)
7. Dupnitsa Cave, Kırklareli (3)
8. Kırklareli - Archaeological Museum (2)
9. The old Turkish bath in Kırklareli (2)
10. Wetlands İgneada liman (2)
11. The mosque in Lyuleburgaz
12. Local sweet products - baklava, kadeif, lukum;
13. Macedonian Tower, Edirne
14. Erasta Shopping Center
15. Local restaurants - grill



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16. The town of Edirne
17. The high school of Dr. Peter Beron
18. Old architectural buildings - houses
19. Megalithic monuments around Kirklareli
20. The Maritsa Delta (Meric)
21. Cape İgneada

**10.QUESTION TITLE: Describe the route which you'd like to visit in Bulgaria-Turkey Cross border destination: (18 responses).**

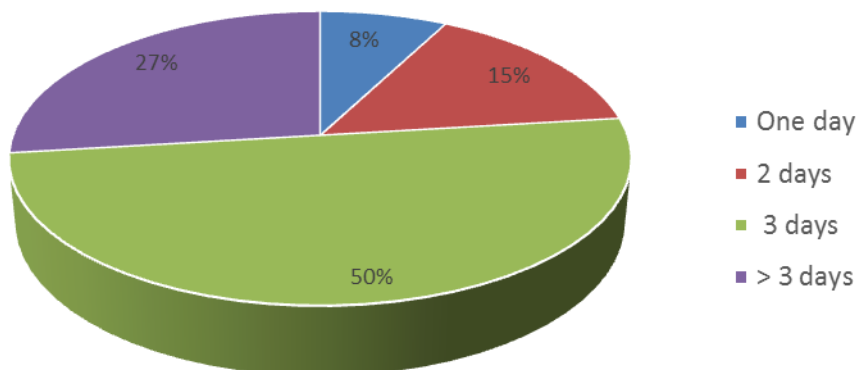
**Cross border destination routes recommendation:**

- Yambol - Kirklareli - Edirne
- The Old Town of Nessebar - The Old Town of Sozopol - The Medieval Monastery near the village of Voden, Bolyarovo Municipality - Edirne Archeological Museum - Churches of Sts. Konstantin and Helena and St. George - Eski Mosque, Edirne - Macedonian Tower, Edirne - Selimiye Mosque, Edirne
- Sightseeing ecotour route: St. Anastasia Island - Burgas Lakes - Strandzha Nature Park - sites in Strandzha Mountain (Turkish part)  
Cultural sightseeing route: Aquae Calidaee – Deultum - Kabile - Selimiye Mosque - Eski Mosque - Churches “St. George” and “Sts. Konstantin and Helena”
- Archaeological Museum, Burgas - Thracian Dome Tomb Mezek - Archaeological Reserve "Kabile" - Selimiye Mosque in Edirne
- Bulgaria - Istanbul - Ankara
- Nessebar - National Archaeological Reserve “Deultum” - Brashlyan – Kirklareli Museum, Kayköy - Edirne
- Nessebar - Burgas - Sozopol - Tsarevo - Kirklareli - Edirne
- Mezek - Elhovo - Sredets / Debelt - Burgas - Malko Tarnovo - Kirklareli - Kaiköy - Vise - Edirne
- Burgas - Strandzha (through Malko Tarnovo) - Igneada
- Haskovo - Museum Center of Thracian Art in the Eastern Rhodopes - Thracian burial complex "Deaf Stones" in the municipality of Lyubimets - Mezek village: Thracian domed tomb and Medieval Byzantine fortress - Villa Armira in Ivaylovgrad - "Silk Museum" in Soflou (Greece) - Edirne.
- Cape Emine - Antique City of Kabile - Alexandrovo Tomb - Megalithic Monuments around Kirklareli - Selimiye Mosque and "Palace of the Empire" in Edirne
- Day 1: Monument of Virgin Mary and Bell Tower in Haskovo - Aleksandrovo Tomb- Uzundzhovo Church - Haskovo; Day 2: Svilengrad - village Mezek -

Fortress Neutzikon - Ivaylovgrad "Villa Armira" - Edirne - Fatih Bridge - The Tower of Justice; Day 3: Edirne Market - Church "St. George", Edirne Mosque "Selimiye"

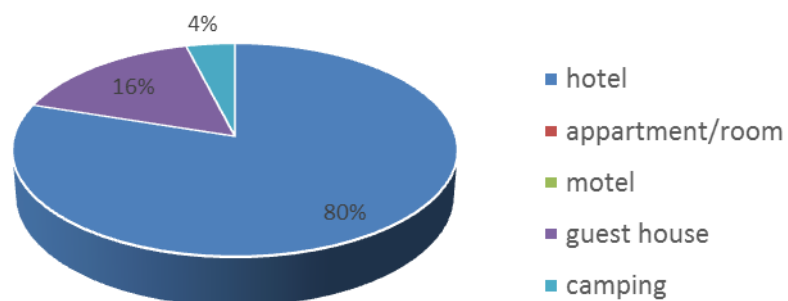
- Tundzha Municipality - Edirne - Kirklareli - Luleburgas
- Yambol - Malko Tarnovo - Istanbul - Edirne - Yambol
- Vise - Igneada - Kayakoy - Edirne - Kirklareli
- Bourgas – Yambol – Ivaylovgrad – Edirne – Kirklareli - Malko Tarnovo
- Burgas - Kabile - Haskovo - Edirne - Lozengrad - Dereköy - Malko Tarnovo
- Madjarovo - Ivaylovgrad - Edirne - Cape Igneada - Kirklareli - Brashlyan - Burgas

**11.QUESTION TITLE: How many days will you spend to travel in Bulgaria-Turkey Cross border destination? (24 responses, 26 options)**

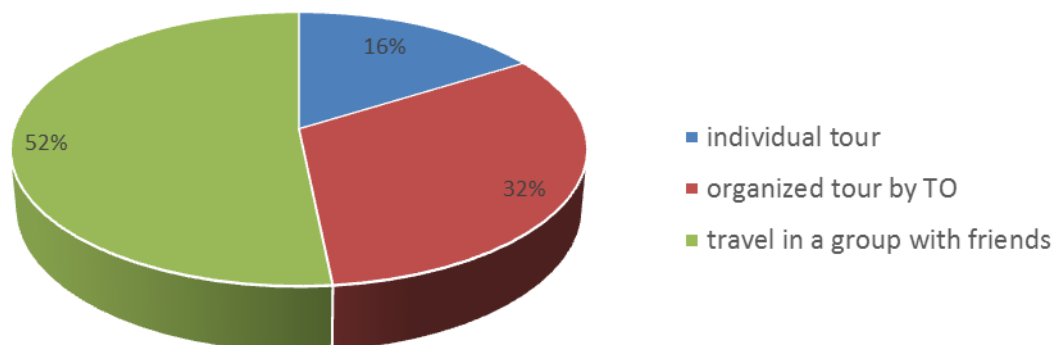


**12.QUESTION TITLE: Where do you prefer to stay? (24 responses, 25 options)**

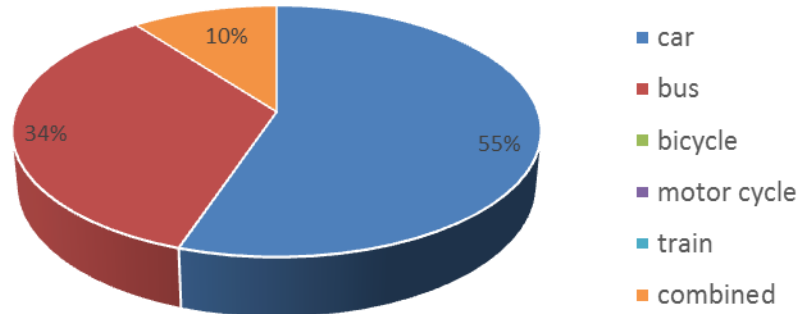




**13.QUESTION TITLE: What type of organization do you prefer? (24 responses, 31 options)**



**14.QUESTION TITLE: Which type of transport do you prefer? (25 responses)**



**15.QUESTION TITLE: List difficulties/obstacle in order to visit Bulgaria-Turkey Cross border destination: (14 responses, 11 options)**

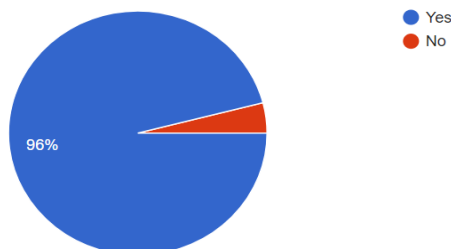
**Common answers:**

- Delays (queues) at the border (3)
- There are no difficulties and obstacles (3)
- Poor infrastructure at some places, especially roads (2)
- Political situation (2)
- Uncertainty in the internal political situation
- Insufficient information about accommodation facilities
- lack of instructions in English
- Political tensions in Turkey
- Financial and administrative difficulties
- Threats of terrorist attacks in the Republic of Turkey
- Possible presence of refugees

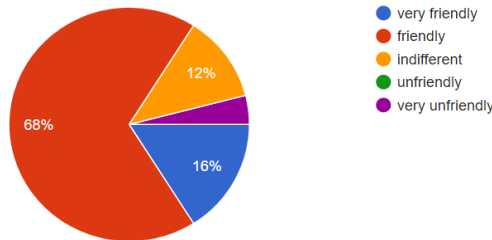
**SURVEY EVALUATION OF LOCAL TOURIST (EDİRNE)**  
*“Attitudes towards tourism”*

the survey results are as follows:

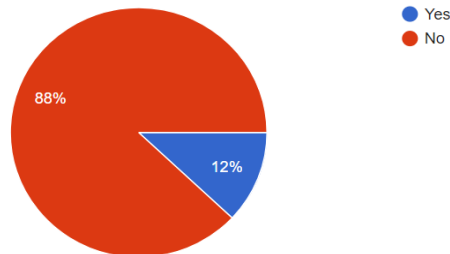
**1.QUESTION TITLE: Do you like having tourists visit your community? (25 responses)**



**2.QUESTION TITLE: Would you say that tourists are friendly or unfriendly towards the local people? (25 responses)**



**3.QUESTION TITLE: Are there places in this community which should be off limits to tourists? (25 responses)**

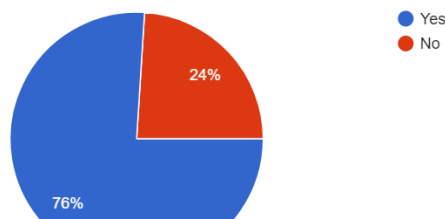


**4.QUESTION TITLE: If “Yes,” please mention these places: (3 responses)**

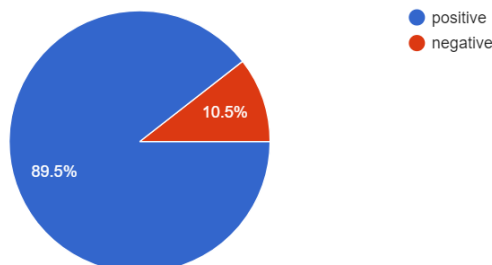
- Selimiye Mosque
- Grand Sinagog
- Kaleici district
- Malls

**TITLE: Are there places in this community which should be off limits to tourists? (25 responses)**

**5.QUESTION TITLE: Have you noticed any changes in your community as a result of tourist visits here? (25 responses)**

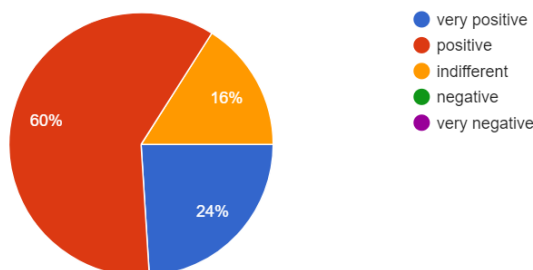


**6.QUESTION TITLE: If “Yes,” how do you regard those changes? (19 responses)**



**TITLE: If “Yes,” please mention these responses)**

**7.QUESTION TITLE: What is the general reaction of this community towards tourists visiting this area? (25 responses)**



**8.QUESTION TITLE: List to be visited by tourists in**

**the 3 most important places Bulgaria (11 responses)**

**1. Surveyor**

- Burgas: nesebar
- Haskovo: mineralni bani and panaromic city tour
- Yambol: panaromic city tour

**2. Surveyor:**

- Bansko ski tours

**3. surveyor:**

- Clock tower
- Sea garden

**4.surveyor:**

- Svilengrad

**5.surveyor:**

- Burgas Restaurants

**6. surveyor:**

- Perperikon
- Rila lakes

**7.surveyor:**

- Casinos
- Markets

**8. surveyor:**

- Sofia Alexander Nevsky Cathedral
- Vitosha Street

**9. surveyor:**

- Casino



- Markets
- Restaurants

**10. surveyor:**

- Haskovo bazaar
- Casino
- Sunny beach

**11. surveyor:**

- Varna - The Aquarium and the Black Sea Museum
- Aleksandr Nevski Katedrali

**9.QUESTION TITLE: List the 3 most important places to be visited by tourists in Turkey -especially Edirne? (22 responses)**

**Common answers:**

- Malls (15)
- Bazaars (4)
- “Selimiye mosque” (12)
- Complex of Sultan Bayezid II Health Museum (6)
- Saraclar Street (8)
- Karaağaç district (2)
- Kirkpinar -Sarayici (1)
- Sükrü pasha- Balkan War Museum (1)
- Dupnisa cave (2)

**10.QUESTION TITLE: Describe the route which you'd like to visit in Bulgaria-Turkey Cross border destination: (16 responses).**

**Cross border destination routes:**

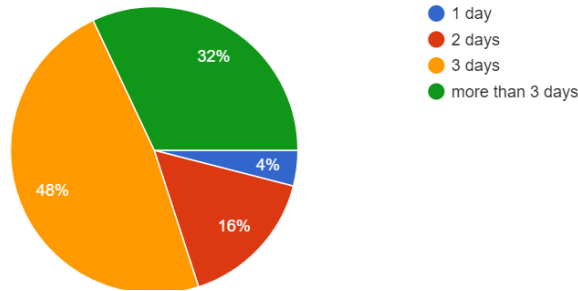
- Edirne -Burgas -Varna
- Edirne- Kırklareli- Yambol-Varna
- Edirne- Kırklareli- Yambol- Haskovo- Burgas
- Pamporovo- Sofia
- Haskovo, Plovdiv, Sofia
- İstanbul-Kırklareli- Burgas-Varna- Sofya-İstanbul
- Edirne- Burgas-Aytos-Varna
- Turkey - Burgas
- İstanbul- Edirne- Plovdiv- Burgaz- Varna-Sofia
- Kırklareli -Sofia





- Edirne-Varna
- Plovdiv-Yambol-Haskovo-Kırklareli-Edirne
- Kırklareli- Edirne-Yambol-Burgas-Haskovo
- Yambol-Burgas- Turkey
- Burgas-Turkey
- Turkey-Haskovo

**11.QUESTION TITLE: How many days will you spend to travel in Bulgaria-Turkey Cross border destination? (25 responses)**



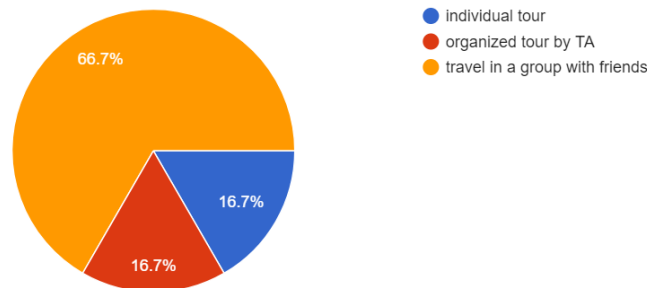
**12.QUESTION TITLE: (25 responses)**

**Where do you prefer to stay?**

**13.QUESTION TITLE:**

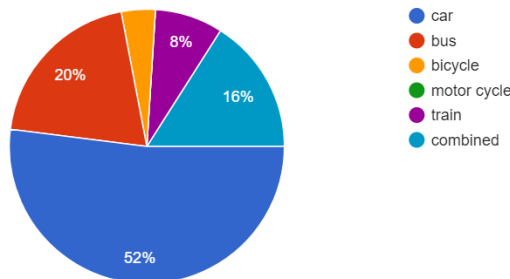
**What type of organization do**

**you prefer? (24**



**responses)**

**14.QUESTION TITLE: Which type of transport do you prefer? (25 responses)**



**15.QUESTION TITLE: List visit Bulgaria-Turkey Cross responses) Common**

**difficulties/obstacle in order to border destination: (14**

**answers:**





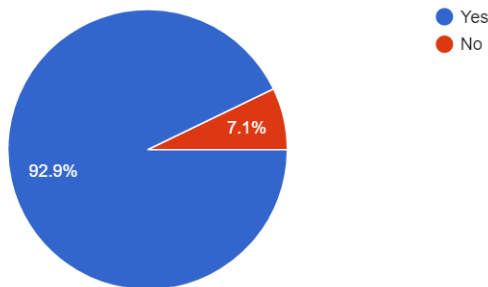
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- officers and police officers at the border
- border crossing density
- slowdown strike
- custom gate
- prices
- languages- interlingual error
- exchange rate differentials
- expensive touristic product
- intolerant behavior

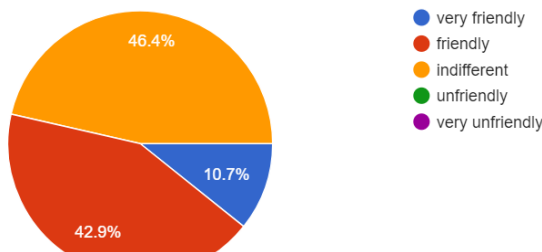
**SURVEY EVALUATION OF LOCAL TOURIST (KIRKLARELI)**  
*“Attitudes towards tourism”*

the survey results are as follows:

**1.QUESTION TITLE: Do you like having tourists visit your community? (28 responses)**

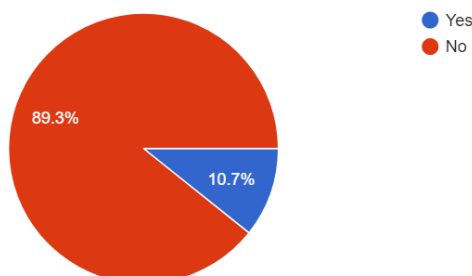


**2.QUESTION TITLE: Would you say that tourists are friendly or unfriendly towards the local people? (28 responses)**



**3.QUESTION TITLE: Are there places in this community which should be off limits to tourists? (25 responses)**

**there places in this be off limits to tourists? (25 responses)**



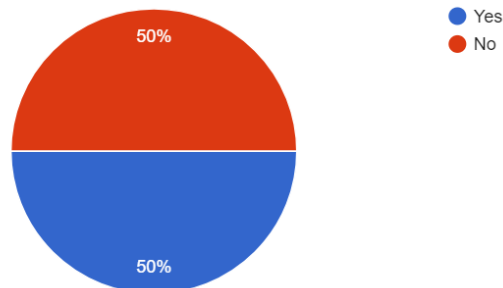
**4.QUESTION TITLE: If “Yes,” please mention these places: (3 responses)**

- Dupnisa cave
- Aşağı Pınar Tumulus
- Kanligeçit Tumulus

**5.QUESTION TITLE: Have you noticed any changes in your community as a result of tourist visits here? (28 responses)**

**6.QUESTION TITLE: If those changes? (19 responses)**

**7.QUESTION TITLE: What is the general reaction of this**



**“Yes,” how do you regard**



- very positive
- positive
- indifferent
- negative
- very negative

**community towards tourists visiting this area? (25 responses)**

**8.QUESTION TITLE: List the 3 most important places to be visited by tourists in Bulgaria (13 responses)**

The most popular tourist destinations in Bulgaria:

1. Tundza
2. Burgas City Center
3. Sea Garden
4. Nessebar
5. Ethnography Museum
6. Museum of Battle Glory
7. Sunny Beach
8. Salt Lake





9. Haskovo Spa Centers
10. Lake Burgas

**9.QUESTION TITLE: List the 3 most important places to be visited by tourists in Turkey -especially Kırklareli - Edirne? (24 responses)**

The most popular tourist destinations in Kırklareli- Edirne:

1. Selimiye Mosque
2. Dupnisa Cave
3. Bazaars
4. Complex of Sultan Bayezid İi Health Museum
5. Karaagac
6. Kiyikoy – Longos
7. İgneada
8. Kırklareli City Centre – Yayla and İstasyon Street
9. Sveti Konstantin-Elena church
10. Meric River

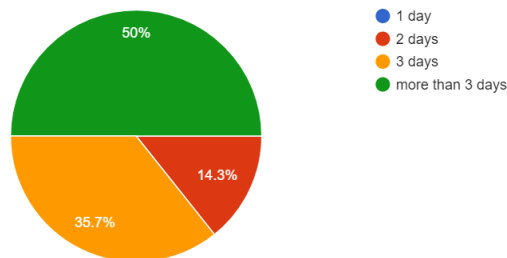
**10.QUESTION TITLE: Describe the route which you'd like to visit in Bulgaria-Turkey Cross border destination: (18 responses).**

**Cross border destination routes recommendation:**

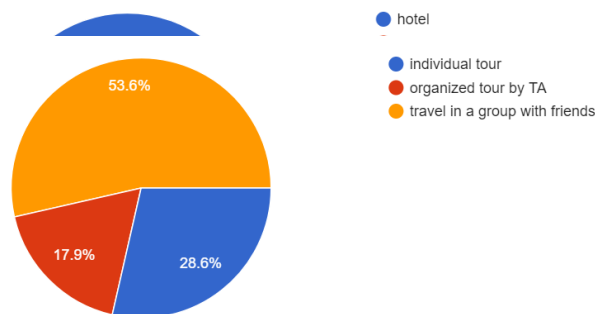
- Kırklareli-Burgas (2)
- Kırklareli- Burgas-Varna- Sofia
- Kırklareli- Haskovo
- Kırklareli-Edirne-Kapıkule-Sivelengrad-Sofya-Burgas
- Burgas-Varna-Sofia
- Kırklareli-Haskovo
- Edirne- Bulgaristan - Kırklareli
- Kırklareli-Edirne-Yambol-Burgas-Haskovo
- Yambol-Plovdiv
- Kırklareli-Plovdiv-Burgas
- All Cities
- Kırklareli- Burgas-Yambol
- Burgas Sunny Beach
- Kırklareli -Yambol - Burgas- Edirne
- Harmanli - Stara Zagora-Yambol - Burgas
- Kırklareli -Burgas
- Kırklareli- Burgas-Yambol- Haskovo- Edirne



**11.QUESTION TITLE: How many days will you spend to travel in Bulgaria-Turkey Cross border destination? (28 responses)**

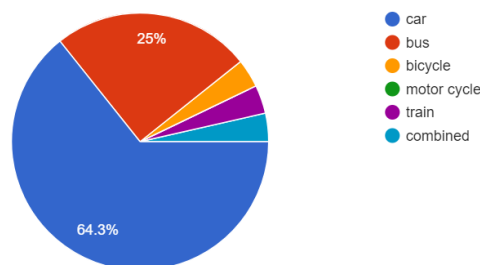


**12.QUESTION TITLE: Where do you prefer to stay? (28 responses)**



**13.QUESTION TITLE: What type of organization do you prefer? (28 responses)**

**14.QUESTION TITLE: Which type of transport do you prefer? (25 responses)**



**15.QUESTION TITLE: List difficulties/obstacle in order to visit Bulgaria-Turkey Cross border destination: (14 responses)**

Age	Percentile	Number of people
Less than 24	%44	11
Between 24-39	%32	8
Between 40-55	%20	5
Over 55	%4	1

**Common answers:**

- inadequate highways - lack of road sign boards
- visa problems
- english language knowledge
- border gate density
- lack of directional signs for tourists
- alphabet difference
- can not find turkish brochure - lack of tourism information office
- exchange rate differences
- lack of guidance
- it can be more tolerant of tourists.

**SURVEY EVALUATION OF *TOURISM STAKEHOLDERS*  
(EDİRNE)**

**the survey results are as follows:**

**QUESTION TITLE: Age**

In this survey, age information of the tourism stakeholders is as shown in the table.

**QUESTION TITLE: Gender**

Gender	Percentile	Number of people
Female	%60	15
Male	%40	10

In this survey, gender information of the tourism stakeholders is as shown in the table.

**QUESTION TITLE: Nationality**

Nationality	Percentile	Number of people
T.C (Edirne)	%88	22
BG	%0	0
Other	%12	3

In this survey, nationality information of the tourism stakeholders is as shown in the table.

**QUESTION TITLE: Status**

Status	Percentile	Number of people
Student	%48	15
Worker	%32	8
Retired personel	%8	2
Other	%12	3

In this survey, status information of the tourism stakeholders is as shown in the table.

**QUESTION TITLE: Purpose of Travel (Do you use to travel for?)**

Purpose of Travel	Percentile	Number of people
Leisure activity	%56	14
Business	%20	5
Meeting friends and relatives	0	0
Other	%24	6

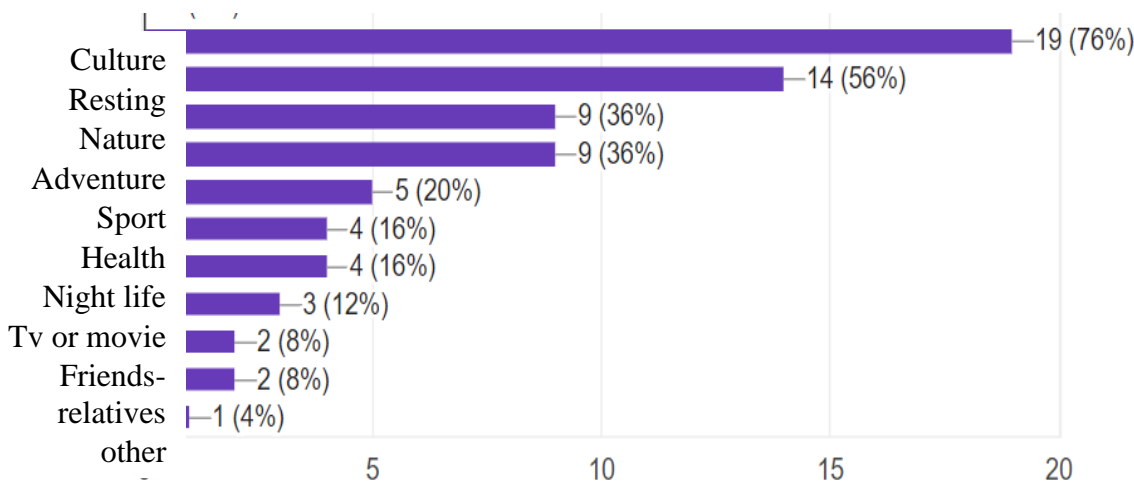
**QUESTION TITLE: Have you ever visited Bulgaria?**

Visit information	Percentile	Number of people
Yes	%48	12
No	%52	13

**QUESTION TITLE: Do you think that a tour combining well-knnown and less- known European cities could be interesting?**

Tour combination	Percentile	Number of people
Yes	%92	23
No	%8	2

**QUESTION TITLE: What are: your main interests in selecting a destination?**



**QUESTION TITLE: What are the most challenging problems that you face when choosing a destination?**

Problems	Percentile	Number of people
Quality of services	% 16	4
Reliability	% 32	8
Language difficulties	% 12	3
Price	% 32	8
Other	% 8	2

**QUESTION TITLE: Which mode of transportation do you prefer?**

Prefer	Percentile	Number of people
Bicycle	0	0
Bus	% 20	5
Car	% 20	5
Caravan	0	0
Motorbike	0	0
Plane	% 24	6
Train	0	0
Combination	% 36	9
Other	0	0

**QUESTION TITLE: Do you prefer to use tourist guide service or tour independently?**

Visit information	Percentile	Number of people
Tourist guide	%50	12
Independent	%50	12

**What do you think are the strengths Bulgaria and Turkey could exploit to attract more tourist? (there are 17 responses)**

1. common geography common culture
2. to have an Ottoman cultural
3. natural and cultural beauties for Turkey.
4. History, cultures, religious buildings, architects etc.
5. If there is a fast train between the two countries, daily tours will increase.  
Incentives, promotions.  
Entrance and exit of university students should be facilitated. In particular, tourism students should be kept on the frontline at these incentives and included in tour organizations. A bicycle route can be made between the two regions and the transportation of the students between the two countries can be facilitated by bicycle.
6. The introduction of countries should be on their general culture. It is important to restore the damaged works. Country identification is important. Promotions can be done by way of guidance, by advertising, television promotions.
7. Our cultural and historical heritage.
8. Nature is a great advantage for both countries. Unemployment rates are high in both countries. The service quality can be increased by increasing the number of staff.
9. Nature, local cuisine, various tourism activities and climate.
10. Beach, sea, night life
11. strong historical ties. Sea Sand Sun potentials.
12. Turkey has a dense population to be able to work the service sector. Bulgaria's tourism development is just beginning, This means that you have the chance to act more plannedly.
13. have the same common history (ottoman empire).
14. the two countries are still not fully explored by European tourists.  
tourist attractions  
service qualities  
suitable tourist products / services  
historical places  
ecotourism areas  
common bicycle rovers
15. Bulgaria is an EU member and there is no visa problem for european tourists  
Turkey: abundance of natural and historical beauties
16. they can provide their promotion together because of the common side (kitchens, places left from the ottoman).
17. holiday villages  
historical places



old trak culture  
the remains of the ottoman empire

## **RESULTS:**

- **Half of Edirne's tourism stakeholders have not seen Bulgaria.**
- **the majority of participants are under 24 years of age.**
- **The most of the participants are women.**
- **The most of the participants are students.**
- **The most of the participants travel as leisure activities.**
- **The most of participants agree that; a tour combining well-known and less-known European cities could be interesting.**
- **The most of the participants prefer cultural trips. And then restful travels comes.**
- **The most difficult challenges that participants face when choosing a destination are; quality of service and price.**
- **The most preferred transport channel for participants is “combination”**
- **The participants choose both tour guide and individuality.**

## **Participants who shared their informations:**

arzulita@hotmail.com  
bkozakcioglu@gmail.com  
emelgguler@yahoo.com  
ayseaynur@gmail.com  
05414093168  
caaylincengiz@gmail.com  
nezihademirhan@outlook.com  
bilgi@trakyaka.org.tr  
cguney@trakya.edu.tr

**SURVEY EVALUATION OF *TOURISM STAKEHOLDERS*  
 (KIRKLARELI)**

**the survey results are as follows: QUESTION TITLE: Age**

<b>Age</b>	<b>Percentile</b>	<b>Number of people</b>
Less than 24	%20	5
Between 24-39	%56	14
Between 40-55	%20	5
Over 55	%4	1

In this survey, age information of the tourism stakeholders is as shown in the table.

**QUESTION TITLE: Gender**

<b>Gender</b>	<b>Percentile</b>	<b>Number of people</b>
Female	%60	15
Male	%40	10

In this survey, gender information of the tourism stakeholders is as shown in the table.

**QUESTION TITLE: Nationality**

<b>Nationality</b>	<b>Percentile</b>	<b>Number of people</b>
T.C (Kirkklareli)	%95,8	23
BG	%4,2	1
Other	%0	0

In this survey, nationality information of the tourism stakeholders is as shown in the table.

**QUESTION TITLE: Status**

<b>Status</b>	<b>Percentile</b>	<b>Number of people</b>
Student	%4	1
Worker	%92	23
Retired personel	%8	0
Other	%4	1

In this survey, status information of the tourism stakeholders is as shown in the table.

**QUESTION TITLE: Purpose of Travel (Do you use to travel for?)**





Purpose of Travel	Percentile	Number of people
Leisure activity	%72	18
Business	%8	2
Meeting friends and relatives	%12	3
Business and relatives	%4	1
Other	%4	1

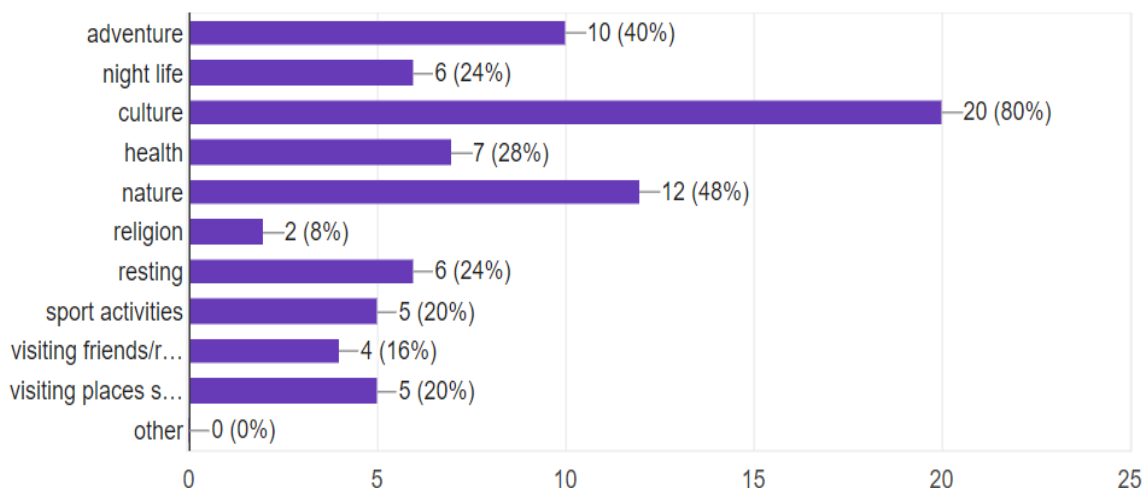
**QUESTION TITLE: Have you ever visited Bulgaria?**

Visit information	Percentile	Number of people
yes	%48	12
no	%52	13

**QUESTION TITLE: Do you think that a tour combining well-known and less-known European cities could be interesting?**

Tour combination	Percentile	Number of people
yes	%76	19
No	%16	4
undecisive	%68	2

**QUESTION TITLE: What are: your main interests in selecting a destination?**



**QUESTION TITLE: What are the most challenging problems that you face when choosing a destination?**

<b>Problems</b>	<b>Percentile</b>	<b>Number of people</b>
Quality of services	%20	5
Reliability	%28	7
Language difficulties	%28	7
Price	%12	3
Other	%12	3

**QUESTION TITLE: Which mode of transportation do you prefer?**

<b>Prefer</b>	<b>Percentile</b>	<b>Number of people</b>
Bicycle	0	0
Bus	%16	4
Car	%52	13
Caravan	0	0
Motorbike	0	0
Plane	%20	5
Train	0	0
Combination	%12	3
Other	0	0

**QUESTION TITLE: Do you prefer to use tourist guide service or tour independently?**

<b>Visit information</b>	<b>Percentile</b>	<b>Number of people</b>
Tourist guide	%50	12
Independent	%50	12

**What do you think are the strengths Bulgaria and Turkey could exploit to attract more tourists?**

Turkey's geographic proximity with Bulgaria is an important advantage. Turkey, a large part of the portion of his trade with European countries transported by road are carried out in Bulgaria.

Bulgaria is also the geographical center of the Balkans. Istanbul, Kocaeli and Turkey are also very close to production centers such as Istanbul. The two countries have common historical and cultural backgrounds. Bulgaria's membership in the EU is an important advantage. Due to the Customs Union, industrial products are exempted from customs duty in bilateral trade, preferential tax rates are applied for agricultural products. The technical regulations of the two countries are harmonious. The quality-price ratio of Turkish products is to enhance the competitiveness of the Bulgarian market.

**Other advantages of Bulgarian and Turkey**

long coastline  
suitable holiday deals  
gastronomic cultures  
Istiranca Mountains

**RESULTS:**

- **Half of Kirklareli's tourism stakeholders have not seen Bulgaria.**
- **the majority of participants are 25-39 age.**
- **The most of the participants are men.**
- **The most of the participants are workers.**
- **The most of the participants travel as leisure activities.**
- **The most of participants agree that; a tour combining well-known and less-known European cities could be interesting.**
- **The most of the participants prefer cultural trips. And then nature travels comes.**
- **The most difficult challenges that participants face when choosing a destination are; language difficulties and reliability.**
- **The most preferred transport channel for participants is “car”**
- **The participants choose both tour guide and individuality.**

**Participants who shared their information:**

kirkbelkulturesosyalisler@gmail.com  
kirkbelkulturesosyalisler@gmail.com Sarper Ercan  
fikretmacit@yahoo.com  
erdincnisikli@nisikli.com.tr  
hilmiar@windowslive.com  
ciftci\_firat@hotmail.com  
ilkekaya33@hotmail.com  
yalcin.meltem@hotmail.com  
aysegulkutluk@gmail.com  
anadrielnilufer@yahoo.com  
ibrahimgokcen@gmail.com  
caglaa48@gmail.com 05447393434  
sulee\_dmrkn@hotmail.com  
kaplan.ugurlu@hotmail.com  
serkanturkmen27@gmail.com  
zeynep.arca@gmail.com