



Interreg - IPA CBC Bulgaria - Serbia



Project CB007.1.11.273

“THE BRASS BAND MUSIC OF BULGARIA AND
SERBIA IN SUPPORT OF CROSS-BORDER
FESTIVAL TOURISM”

**COMMON STRATEGY FOR THE PROTECTION, PROMOTION
AND DEVELOPMENT OF CROSS-BORDER MUSICAL
CULTURE AND MUSICAL TOURISM IN THE CBA
BULGARIA – SERBIA**



The project is co-funded by EU through the Interreg-IPA CBC Bulgaria–Serbia Programme.



CONTENT:

I. Introduction

II. Music tourism in perspective

III. Music tourism in the Bulgaria-Serbian cross-border area

IV. Presentation of musical events, including brass music events organised in the eligible cross-border area

V. Protection of musical culture and musical tourism in the cross-border area with focus on brass musical heritage

VI. Promotion and development musical culture and musical tourism in the cross-border area brass musical heritage

VII. Methodology

VIII. Conclusion



I. INTRODUCTION

A fact is that music tourism is the act of visiting a city or town, to see a music festival or other music performances. This sort of tourism is particularly important to small settlements and villages. It is very important strategy for development of niche musical tourism to be qualitatively developed.



The Common strategy for the protection, promotion and development of cross-border musical culture and musical tourism in the cross-border area Bulgaria – Serbia was developed by a team of key experts of Adoria Consult Ltd., under a contract from 28.03.2017 as part of project “The brass band music of Bulgaria and Serbia in support of cross-border festival tourism”, Code CB007.1.11.273, funded by Interreg IPA Cross-border Programme Bulgaria- Serbia. The Contracting Authority is Municipality of Oryahovo, Bulgaria.



The purpose of the elaboration of common strategy for the protection, promotion and development of cross-border musical culture and musical tourism in the cross-border area Bulgaria – Serbia is to provide opportunity for development of CBC tourism and respectively to improve the economic situation in the region, and on other hand is to focus the public attention to musical culture as a whole which will help to attract the public attention to the topic related with the preservation of music culture and brass musical heritage.

The brass music, popularly known by the Serbian name Truba is originating in 19th century from Serbia when trumpeters in the military transcribed folk music during hard times. This distinctive style of music is popular throughout the Balkans, especially in Serbia, Bulgaria and Macedonia. Each of the performers has his own instrument and the band is known as trubači. This music style became popular in the international community outside the Balkans, after the Serbian film “Black Cat, White Cat” directed by Emir Kusturica. Some of the most famous brass orchestras perform music with Goran Bregović and Boban Marković.

In the opinion of many specialists the music genre are imitations of the Mether music of Ottoman Empire. Given the fact that Serbia was once under Ottoman rule, can be concluded that the Balkan brass band tradition is often descended from Turkish clarinet solos.



II. MUSIC TOURISM IN PERSPECTIVE

The trumpet was used as a military tool to wake up and gather soldiers and to announce battles. When the war ended the soldiers returned to the rural life and the music entered civilian life. This type of music became a common musical style, accompanying births, weddings, farewell parties for those joining military services, different type festivals, reaping, etc. Prince Miloš formed the first official military band in 1831 for use in the Serbian Armed Forces. The formation of the first military bands in Serbia thus formed the basis of the Balkan brass band traditions and culture.

This type of band is formed of a large number of musicians playing brass instruments (flugelhorns, trumpets, alto horns, helicons, euphoniums, tenor horns, tubas, baritone horns, wagner tubas and sometimes trombones). Snare drum and bass drums, traditionally davuls (goč) carried by the performers provide the percussion. Sometimes the instrumental music is accompanied with singing. Common song forms include the “čoček” and the “Kolo”.

The Brass music has had a major impact on the world music scene. Introduced to western audiences through the Serbian films, it soon spread to European dancefloors spearheaded.



The presence of this type of music and the related to it history and culture make the target cross-border area Bulgaria-Serbia a place with a great potential for developing music tourism. Furthermore, the unique tourism cultural and natural resources in Bulgaria and Serbia are basis for development of various forms of sustainable tourism and development of complete tourism offer, not only a separate attractions/sites to be visited, which can be evaluated as inefficient tourism product/service. Most of this tourism potential is not being used, especially inside the countries, the border areas and rural areas.





II. MUSIC TOURISM IN PERSPECTIVE

Musical tourism can be treated as a separate type of tourism. In fact, according to latest worldwide tendencies the music plays a major role in the development of sustainable tourism. The musical tourism has a sustainable influence on the tourist space. This type of tourism has both positive and negative impacts – so-called functions and dysfunctions. Both types impact should be analyzed and considered in the context of their influence on tourist space. For the purpose we can define four general elements of tourist space – natural and cultural heritage, infrastructure and people as its subjects. Therefore, it is of major importance to be developed an effective and adequate strategy for the protection, promotion and development of cross-border musical culture and musical tourism in the cross-border area Bulgaria – Serbia.

Musical events may promote initiatives related to the preservation and protection of natural heritage (environmental protection, protected natural areas), as well as those of sustainable development and tourism. They are examples of musical tourism functions, which help to preserve the natural heritage and may have a great impact over the cross-border area Bulgaria-Serbia.



The most serious dysfunctions of this type of tourism are the threats to the natural environment due to the pollution caused by musical tourism. In order to reduce the pollution caused by the tourists themselves and their vehicles, it is essential to take preliminary measures on the part of the organizers. This may include the creation of waste sites tailored to the magnitude of the event and the expected tourist flow, organization of transport, installation of sanitary facilities and adequate organization of cleaning after the musical event.

In conclusion we may say that musical events have a positive influence of the material heritage by its promotion and increasing profits from tourism. Musical tourism open a possibility to cultivate and develop the local non-material cultural heritage and to preserve the local traditions. In one hand, artists are attracted to such type of events as places where they can present their music, dance, etc. On the other hand, tourists may discover non-material heritage, often inaccessible elsewhere.





III. MUSIC TOURISM IN THE CROSS-BORDER AREA BULGARIA-SERBIA

A fact is that music tourism is the act of visiting a city or town, to see a music festival or other music performances. This sort of tourism is particularly important to small settlements and villages. It is very important strategy for development of niche musical tourism to be qualitatively developed. For both concerts and festivals, main channel of economic impact were measured: Tourists arrivals and overnight stays for 2016 – Table 1;

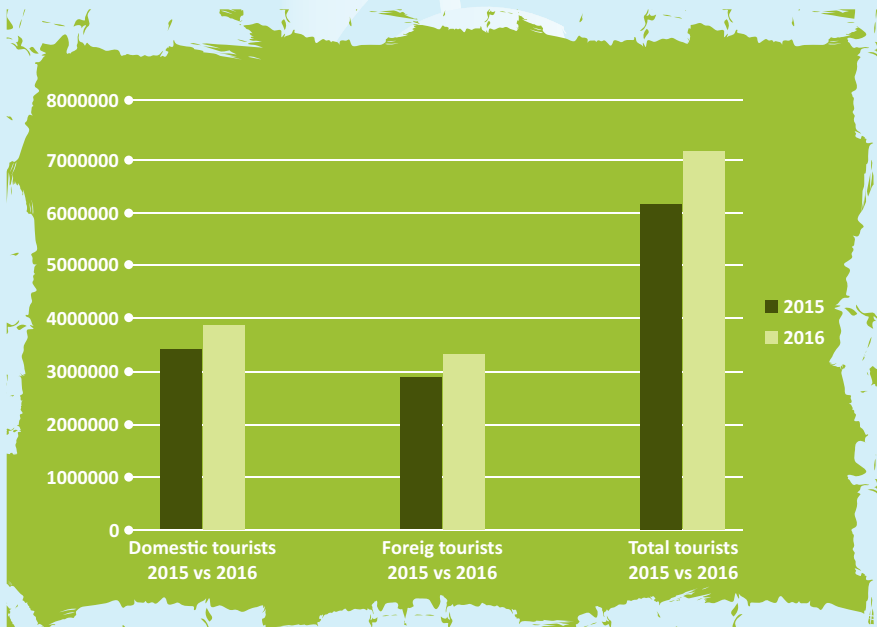




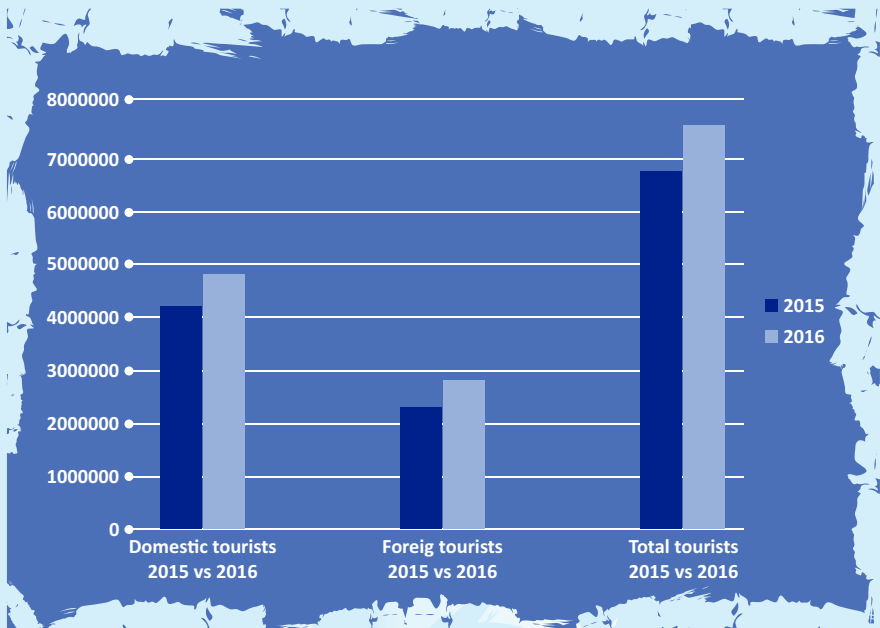
Table 1 Tourists arrivals and overnight stays for 2015 vs. 2016

Year	Tourist arrivals and overnight stays for 2016					
	Bulgaria			Serbia		
	Total	Domestic	Foreign	Total	Domestic	Foreign
2015	6 279 036	3 414 665	2 864 371	6 651 852	4 242 172	2 409 680
2016	7 196 397	3 809 465	3 386 932	7 533 739	4 794 741	2 738 998

Official data from NSI Bulgaria and NSI Serbia



Tourists arrivals and overnight stays for 2015 vs. 2016 in Bulgaria



Tourists arrivals and overnight stays for 2015 vs. 2016 in Serbia

In both countries there is an increase in the number of Tourist arrivals and overnight stays in 2016 compared to 2015. For 2016 percent of Tourist arrivals and overnight stays by foreign tourists is 47.06% in Bulgaria and 36.36% in Serbia.



Domestic tourism in Bulgaria and Serbia is developing relatively slowly despite the growing growth of inbound tourism in both countries. One of the main reasons for this can be the fact that in the cross-border region Bulgaria-Serbia, quality tourist products have not been created and promoted efficiently enough. The state support for the development of tourist destinations and for the development of alternative forms of tourism as festival tourism in the cross-border region Bulgaria-Serbia are very small or completely missing.

Municipal units are of paramount importance for the development of music culture and music tourism in the target area. There is still no accurate and generalized information on the actions for financing projects in municipalities, the volume and forms of support for cultural and musical events in most of the areas underlying the current strategy for the development of music culture and tourism.

A conspicuous conclusion based on the available information is that larger music events and festivals are organized mostly in major cities in the countries under consideration. When considering the potential for the development of music tourism in Serbia and Bulgaria, certain factors having a significant impact:

- Human Resources -

People involved in this field have an impact on the development of music tourism.



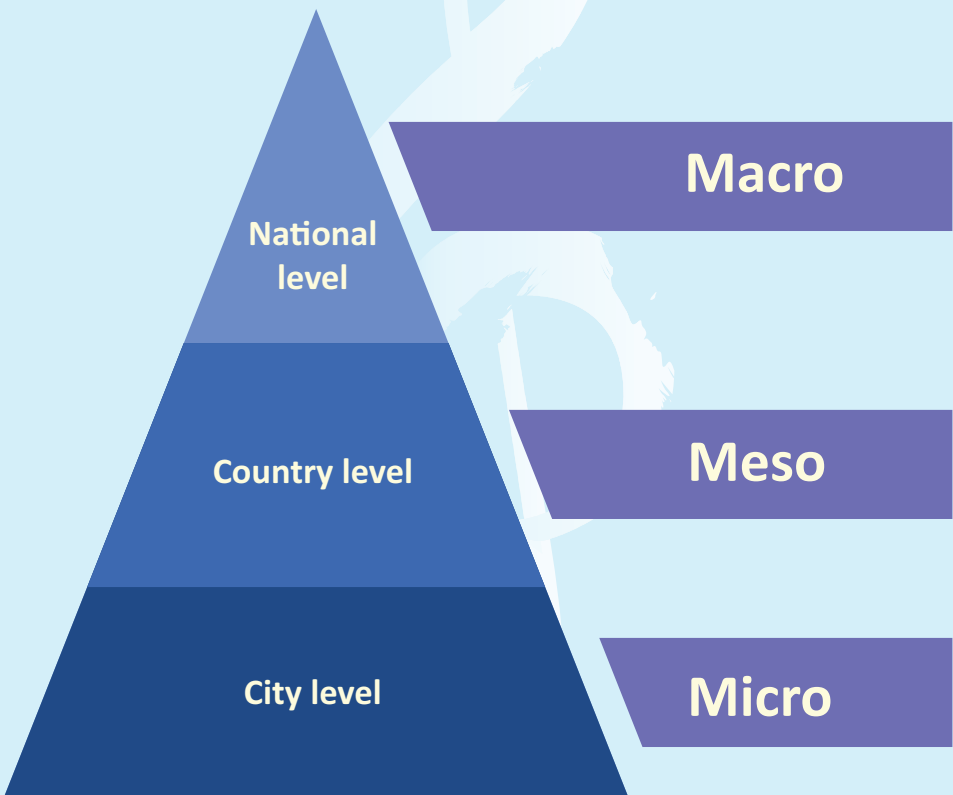
Several types of human resources can be considered - Experts responsible for attracting tangible and intangible assets; Experts responsible for advertising and animating relevant events; Musical event organizers; Art experts; Art directors and others. The number of events organized and conducted, their frequency, quality, promotion and positive outcome depend directly on the availability or lack of the necessary human resources in the target area. As a conclusion, we can summarize that the existence of such types of experienced experts has a positive impact on the development of the music tourism, and their lack or insufficiency leads to little or no development of this type of alternative tourism. The level of professionalism, training and experience of the employed staff in the organization of music tourism also influences. The negative effects caused by the shortage of human resources are very noticeable in the cross-border region Bulgaria - Serbia, as well as in the small and rural areas of both countries.

- Institutions

Musical events can exist in different forms, for example in Bulgaria there is a law for the protection of culture in Bulgaria, which differentiates them. There are different types of institutions - state, regional and municipal, mixed cultural and private organizations, community centers, foundations, conferences etc. The most common forms of institutions that organize music events are NGOs for public benefit and municipalities through various activities.



NPOs for private benefit, commercial companies and community centers rank second, with the lowest number of organized and conducted music events being the state cultural institutes and different types of partnerships not covered by the above categories of institutions. The strategic management model for musical tourism should be clear defined in the cross-border area Bulgaria-Serbia.



The strategic management model for musical tourism in the cross-border area Bulgaria - Serbia



- Types of musical events –

The forms under which the musical events may exist are varied and in themselves also impregnated by multiple factors: the presence of local creative and human resources; contacts at local and / or international level; culture in the region, expectations and interest shown by the audience; others. The musical events containing modern and world art enjoy the greatest interest and popularity in Bulgaria and Serbia at the expense of folk art. Exclusions make modern local music, including brass music. To avoid possible risks, the organizers of musical events most often create musical programs that contain an interpretation of already known works. The creation of new works to be the basis of a musical event is rare, which largely gives the conservatism of the organizers of such types of events and it can be concluded that this fact largely encapsulates the music tourism field of the commonly accepted standards in the target zone.





IV. PRESENTATION OF MUSICAL EVENTS, INCLUDING BRASS MUSIC EVENTS ORGANISED IN THE ELIGIBLE CROSS-BORDER AREA



In the cross-border region Bulgaria - Serbia, many musical events are held throughout the year, including brass music events. Part of the events have become a tradition. Some of the thematic events that have been repeated over the years have gained popularity, especially among the local population. For example, the festivals of the Diko Eliev Brass Orchestra organized in Oryahovo, Bulgaria, as well as the "Vlasinsko Summer" held in Surdulitsa, Serbia, have become one of the most emblematic events of the brass music not only in the regions of Oryahovo and Surdulitsa, but also throughout the territory of Bulgaria and Serbia respectively.



In 2018, for the 22nd time in Oryahovo, Festival of the Brass Orchestras „Diko Iliev“ is organized and held. More than 10 brass orchestras from Bulgaria, Serbia and Romania take part in several daily events. Diko Iliev Dikov is a Bulgarian composer, musician and conductor. He creates several brass orchestras in the regions of Vratsa and Montana, Bulgaria. At the core of his works lies the folk art. He is the creator of the "Hora for Brass Band Orchestras" genre. On Alexander Island in Antarctica there is a glacier named after Diko Iliev. In Oryahovo, the Festival of the Brass Orchestras „Diko Iliev“ are held annually in August, which include the performances of Diko Iliev's bands and orchestras, and in Montana are held called the famous composer Diko Iliev's Brass Orchestra Feasts.







“Vlasina Summer” in Surdulitsa, Serbia

The cultural events "Vlasinsko summer" include a competition for the best trumpet performer in Southern Serbia, which includes about 40 orchestras. The event begins in the second week of July and lasts for 4 days. It starts with performing traditional music in the courtyard of the city church, on the stage in the center of the town of Surdulitsa presents a rich program of folklore groups from many cities, artists and celebrities. The event is held simultaneously in the town of Surdulitsa and on the Vlasina Lake.







Each of these events is of interest and gaining increasing popularity over the years.

In the cross-border region, many other musical concerts, festivals and events, including those of brass music, are organized and held. Their popularity is not satisfactory. There is no effective promotion, which leads to unsatisfactory interest from both local residents and domestic and foreign tourists.

The table below summarizes over 100 music events in the targeted cross-border region of Bulgaria and Serbia. A brief summary of each of them, as well as a holding period, if applicable, is also available.





Musical events in the districts of Vidin, Montana, Vratsa, Sofia city and Sofia District, Pernik and Kyustendil

№	Title of event	Brief description	Period
1	Voinegovtsi Wrong Fest	The main purpose of this festival is to unite Bulgarian rock, alternative genres, rock music and metal. 14 bands participate this year and they are thematically divided in to "the right day" (21.06) and "The Wrong Day"	21-22 June
2	Egulya Fest	This is the annual meeting of smiling people who enjoy having fun and dancing under the open sky. This time the festival will be in the meadows around the village of Plana, 34 km from the center of Sofia. Fresh forest and wonder reggae, raga, jungle, drum and bass and ska music, and various electronic styles will echo the nature and its guests	June 27
3	Broken Balkanz	Drum and Bass open-air festival, which will take place for the 14th time at the foot of Vitosha mountain. Names like S.P.Y, Chris.Su and Teddy Killerzand will hit the ground with all their music coming to celebrate the 80th anniversary of Vitosha National Park. In addition to the music, camping and extreme entertainment will be offered.	27-28 June
4	Sofia Rocks	The fifth edition of the biggest Bulgarian festival will be at the Academic stadium in Sofia. Hard sound fans will hear the mega bands 30 Seconds to Mars (her vocal is the Oscar winner Jared Leto), The Offspring, Mando Dia, Skillet, Alcest, Ossy.	July 6
5	VI International Festival/Competition for Spanish Music and Dance "Abanico", Sofia	Sofia District	24-26 March



6	„Novi Iskar sings and dances“	Novi Iskar town, Sofia-capital Municipality	08-18 April
7	XI International Festival "Gergyovsko Veselie"	Kremikovtzi, City Sofia	05-08 May
8	"With classical music in Pancharevo"	Pancharevo village	14 May
9	Concert on the occasion of the 135th anniversary of the birth of the poet Hristo Vitkov - patron	The concert is organised by Hristo Vitkov Communiti Center - Lokorsko village	May 23
10	IV National Festival of Russian Poetry, Song and Dance "Пусть всегда будет солнце"	Sofia Town	June
11	Rock Fest "Flower for Gosho"	Sofia Town	June
12	A2 Jazz Festival 2017	Sofia Town	07-09 June
13	International Festival of Pop and Rock Music - Sofia 2017	Sofia Town	September
14	"Sofia Bard Fest" IV National Festival	National Festival for New Songs of Guitar Poets presented by them	December
15	IV Regional feast of the song "Song is a gift from God"	Zlatitsa Town	April 7th
16	National Festival of the Old Urban Song "Love Comes From Heaven"	Municipality of Chavdar	May 13-14
17	Evening of the mandolin	Mikrevo village	May 28
18	String Festival	Elin Pelin town	03-05 June
19	Charity Moto-Rock Fest	Elin Pelin town	07-09 July
20	Boro Rock in Rila	Borovets, Samokov municipality	August
21	Festival of the Old Urban Song	Samokov town	October



22	Educational concert of Orpheus Chamber Orchestra	At the Palace of Culture, Director Raycho Hristov, Pernik Town	January 11th
23	Educational concert of the National Orchestra	At the Palace of Culture, Director Ventsislav Andonov, Pernik Town	January 17th
24	Educational concert of the National Orchestra	At the Palace of Culture, Director Ventsislav Andonov, Pernik Town	January 18th
25	Educational concert of the National Orchestra	At the Palace of Culture, Director Trifon Trifonov, Pernik Town	January 19th
26	Matting of Orpheus Chamber Orchestra	Musical Lounge, Palace of Culture, Director Raycho Hristov, Pernik Town	January 22
27	"Folklore - Present and Future"	Concert of the National Orchestra at Palace of Culture, Director Ventsislav Andonov, Pernik Town	January 26
28	Concert of the Community Center - Pernik	dedicated to March 3 - Day of Liberation, Pernik Town	March 2
29	"Woman - Fountain of Life"	A musical-poetic evening featuring poets from the region, the Orchestra with Director Trifon Trifonov and the Chamber Choir "Ivan Topalov" with Director Antoaneta Georgieva, Pernik Town	March 10th
30	Concert of students of the United Arts School	Teacher Boryana Peneva - pop and jazz singing, Pernik Town	March 11th
31	Educational concerts of the Orpheus Chamber Orchestra, the Wind Orchestra and the National Orchestra	Palace of Culture, Pernik Town	March 15-17
32	Spring concert of the compositions	Theater Salon, Pernik Town	March 16
33	Concert of Orpheus Chamber Orchestra	Musical Lounge, Palace of Culture, Pernik Town	March 19th
34	"With Love for Tony"	Charity concert, Pernik Town	March 25th



35	"Folklore - Present and Future"	concert of the National Orchestra at OK Palace of Culture, director Ventsislav Andonov	March 30
36	XII International Competition for Young Performers of Classical Musical Instruments	Pernik Town	April 28-30
37	"Help Annie"	Charity Concert of Hip-Hop Dance Squad and Friends	April 1st
38	"Operetta Magic – 2"	Concert of the Wind Orchestra, soloists Elena Mehandjyska and Marcho Apostolov, director Trifon Trifonov, Pernik Town	April 21
39	Concert by Ruslan Maynov with the Pleven Philharmonic Orchestra	Georgi Rusev Theatrical Salon, Pernik Town	1 June
40	"Graovska mladost"	Final concert for the creative season 2016/2017, Pernik Town	June 26
41	Twenty-first edition of the International Classical Guitar Competition - Acad. Marin Goleminov "	Kyustendil Community center "Brotherhood 1869"	05-08 / 04/2017
42	Kyustendil "VI. Dimitrov - The Master "-	May Music Days	2-19 / 05/2017
43	The thirteenth edition of the International Chamber Music Academy	Kyustendil Town	15-30 / 05/2017
44	Russian Song and Dance Festival	Kyustendil Town	11/05/2017
45	Eleventh International Folklore Contest "Pautalia"	Kyustendil, Velbuzhd Square	07- 09/07/2017



46	Thirteenth International Folklore Festival	Kyustendil Town	27-30 / 07/2017
47	Eleventh National Festival of the Old Town Song "Sing, Heart"	Kyustendil Town	09-10 / 09/2017
48	Concert on the occasion of the International Music Day and 109th anniversary of the birth of M. Goleminov and the National Award - M. Goleminov	Kyustendil Town	/ 09/2017
49	International children's music festival "Golden apples"	Kyustendil Town	13-15 / 10/2017
50	International Folklore Festival "Balkan Sings and Dances"	Berkovitsa Municipality	September 2-3
51	Balkan folklore evening	Lom Municipality	September
52	Creative meeting with the folklore ensemble from the village of Veliki izvor - Serbia	Municipality of Medkovets	August 2017
53	International Folklore Festival - Montana 2017	Montana Municipality	3-7 June
54	VII National Review of Student Brass Orchestras	Montana Municipality	05-06 May
55	Eighth Folklore Competition "Chants from the Northwest"	Montana Municipality	April 28-29
56	Fifth National Competition for a New Brass Band Orchestra in the framework of the Brass band celebrations "Diko Iliev"	Montana Municipality	October