

LOCAL ARCHEO PLAN OF THE LATE ANTIQUE AND MEDIEVAL FORTRESS IN THE "HORIZON" QUARTERS – BALCHIK, BULGARIA



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INTRODUCTION

The current Local Archeo Plan (LAP) has been prepared to reveal the potential of the largest, currently known to Archeologists and historians, late antique military fortress in the Black Sea region and in particular in the province of Scythia (now Dobruja) , which provided a home and protection of a large-scale military formation, representing the main striking and defensive force of the empire in the approaches to the borders with the barbarian world, logistically secured thanks to the most convenient Black Sea port north of Stara Planina, located at the foot of the fortress. The LAP was prepared on the basis of twenty years of experience in the Historical Museum - Balchik, Ethnographic House, Art Gallery, Mutual School, Teketo "Ak Yazale Baba - St. Athanasius", as well as Archeological studies on the territory of Balchik Municipality. In 2009, the Balchik Historical Museum and the "Kliment Ohridski" University concluded a cooperation agreement, and joint research of the late antique and medieval fortress in the "Horizon" district continues to this day. The LAP represents a synthesis of ideas for popularization, advertising and the development of the cultural-historical site. Its transformation into a cultural-historical destination, a tourist attraction and a place for entertainment. It is in accordance with the currently valid legal acts in the field of museum work and the preservation of cultural heritage. The LAP was prepared and adapted to the current conditions of the fortress and the Historical Museum, where the artifacts discovered during the research are stored and exhibited. I am convinced that despite all the difficulties caused by demographic, socio-economic, legislative, personnel, etc. factors, a large part of the ideas laid down in the current LAP can be implemented. There is no doubt that this is only possible with the continued support of the Balchik Municipality and the Ministry of Culture, combined with the professionalism and teamwork of the museum specialists, with the good organization and with the implementation of continuous control over the implementation. All this will strengthen the Municipality of Balchik and the Historical Museum as good stewards, and the museum as a developing cultural and scientific institute, as well as strengthen its positions in the museum network, will increase the possibilities for adequate preservation and quality promotion of our cultural and historical heritage - a necessary condition for the preservation of Bulgarian identity in today's increasingly globalized world. The preserved late antique and medieval fortress, the remains of massive stone buildings inhabited in different eras, a stone-paved street and a canal, excellently preserved production facilities from the medieval era are of high exhibition value and in the implementation of upcoming conservation activities, including interactive means and augmented reality, appropriate artistic lighting of the Archeological structures, visual presentation of the site, attractive transportation to the fortress, positioning of gazebos with seating for visitors,

appropriate information service in a constructed modern building for presentations and exposition, advertising materials and advertising will turn the fortress into an attraction and place in addition to educational purposes and for the entertainment and entertainment of the residents and guests of the White City. Balchik is a center of attraction for all who are interested in its past and its present romance. The preparation of the Local Archeological Plan for the development of a late antique and medieval fortress in the "Horizont" quarter, the town of Balchik as an Archeological park and the preserved remains of the fortification, stone buildings inhabited in different eras, stone-paved streets and a canal, the excellently preserved production facilities from the medieval era with high exhibition value will become an excellent tourist attraction for the residents and guests of the resort town.

1.1 Goals and tasks of LAP

The late antique fortress is the largest in area in Bulgaria from this period and unfortunately it has not received a worthy place in cultural tourism and the interest of tourists is minimal. Advertising, restoration and different presentation of the site are needed to provoke interest and have a flow of visitors. In 2009, the Balchik Historical Museum and the "Kliment Ohridski" University concluded a cooperation agreement, and joint research of the late antique and medieval fortress in the "Horizon" district continues to this day. Despite its enormous potential, the Late Antique and Medieval fortress in the "Horizon" quarter is not visited by tourists. It is not included in tourist routes, despite advertising with brochures, promotional films and an annual Archeological survey together with students from the third year majoring in "Archeology", with professors Dr. Romyana Koleva and Dr. Chavdar Kirilov. Short-term goals should include systematic cleaning and maintenance of the site. The long-term goals: Turning the fortress into a tourist attraction, presentation activities and interactive museum attractions in the open air and indoors. Making object hologram and exhibit hologram. Construction of seating for visitors, a stage for events and a rope attraction that will connect the Archeological park with Balchik Park and the sports field in one whole complex. The main part of the Archeological park will naturally be the cultural value, but an integral part of it will be the museum, the Archeological base, pedestrian walkways, pedestrian areas where visitors can rest and green areas. This project that I offer is fully rerealizable and has been visualized by Marieta Marinova.

The LAP is a conceptual project to promote, advertise and develop the cultural and historical site, to increase the tourist flow, protect the Archeological heritage, improve the vision and attractive presentation to tourists. Its transformation into a cultural-historical destination, a tourist attraction and a place for entertainment. It is in accordance with the currently valid legal acts in the field of museum work and the preservation of cultural heritage. The LAP combines urban development, archeology and tourism, being consistent with the current conditions of the late antique fortress, the Historical

Museum, where the artifacts discovered during the research are stored and exhibited, and the Municipality of Balchik. Despite all the difficulties caused by demographic, socio-economic, legislative, personnel, etc. factors, a large part of the ideas laid down in the current LAP can be implemented. There is no doubt that this is only possible with the support of the Balchik Municipality and the Ministry of Culture, the Ministry of Tourism in combination with the professionalism and teamwork of museum specialists, with good organization and with the implementation of continuous control over the implementation. All this will strengthen the Municipality of Balchik and the Historical Museum as good stewards, and the museum as a developing cultural and scientific institute, as well as strengthen its positions in the museum network, will increase the possibilities for adequate preservation and quality promotion of our cultural and historical heritage - a necessary condition for the preservation of Bulgarian identity in today's increasingly globalized world. The preserved late antique and medieval fortress, the remains of massive stone buildings inhabited in different eras, a stone-paved street and a canal, excellently preserved production facilities from the medieval era are of high exhibition value and in the implementation of upcoming conservation activities, including interactive means and augmented reality, appropriate artistic lighting of the Archeological structures, visual presentation of the site, organization of seating for visitors and appropriate information service will become an excellent attraction for residents and guests of the White City.

To make a pyramid - a hologram of attractive areas and objects and the surrounding space, to be delivered and installed at a place determined by the Municipality of Balchik in the area of an interactive museum. Hologram images should be based on 3D models, historical photographs and graphics, selected for their architectural/historical value.

Hologram Requirements:

- Full HD image
- Minimum 180 degree visibility
- Minimum operating temperature range – from 0 to 40 degrees Celsius.
- To be placed in a protective case that is resistant to water, dust and ultraviolet radiation.

The display case in which the hologram pyramid will be placed must be placed and immovably fixed on a stand. The minimum height of the stand is 1 meter. The material from which the stand will be made must be suitable for the appearance of the surrounding space and be resistant to water, dust and ultraviolet radiation.

Making a hologram of exhibits

Proposal for an assignment to capture exhibits in a holographic format suitable for reproduction. Filming must be carried out in accordance with the requirements of the Cultural Heritage Act and the regulations of the institution owning the exhibits.

Description of Artifacts to be holographically imaged. /works of art, vessels, craft tools, weapons, with historical and artistic value in the context of the "Ancient and Medieval Fortress of Balchik" , and others from cultural routes on the territory of the city of Balchik at the discretion of the Balchik Archeological Museum .

Information - photos and description of significant finds from the Balchik Historical Museum. For example: marble votive plaques with the Thracian horseman, epigraphic monuments, coins, etc.

Proposal for cultural routes

- internal cultural routes - the Late Antiquity fortress - the objects of the Balchik Historical Museum (Historical Museum, Ethnographic House, Art Gallery, Mutual School with the Church of "St. Nicholas", the tekke "Ak Yazale Baba- St. Athanasius" in the village of Obrochishte)

- connection with a cultural route for example with the Palace - Botanical Garden and Kaliakra.

An interpretive program is needed, which both entertains visitors and provokes interest in the cultural-historical heritage.

Day part interactive museum /for example/:

- Virtual exhibition with landscapes from the Late Antique fortress of Balchik" . through projections on a screen lasting 25-30 min.; in/out plasma screens, which tells about the origin of the object - duration 10-15 min.;

- Sound picture, music and sound effects provided by the loudspeakers in the hall - announcer's voice, music and sound effects;

- Creation of an animation for the visitors who will "leaf through" a virtual book of the exhibition (touch screen tables)

- Virtual exposure.

Evening part:

Audiovisual spectacle, first part, lasting 15-20 minutes, which, with light effects, game miniatures, computer animation, music and sound effects, tells about the life, customs and holidays of the people of these places connected with water from ancient times to the present day . The programs should be recorded and edited with a voice-over text, being made in 3 languages – Bulgarian, English and Russian. The presentations should be accompanied by appropriate music and noise effects related to the presented activities.

- Audiovisual performance part two, for example: "Dionysopolis tells...", lasting 30-35 min., containing light sketches and play episodes that tell the history of the civilizations of the region, being projected on the very walls of the fortress, in an amphitheater shaped on openly.

The film can offer a narrative of real events and personalities from the history of Balchik and the region.

- The film to be projected on the fortress wall or screens in different areas;
- The audio-visual performance should be made with computer animation methods;
- The presentation must be consulted and approved by the Municipal Museum - Balchik;
- The film must be recorded and edited with a voice-over text, being produced in three languages - Bulgarian, English, Russian, Russian;
- To be replicated on a digital medium;

After the end of the audio-visual spectacle, the spectators have the opportunity to take part in thematic reenactments of the relevant historical periods, for example:

Reenactment of rituals related, for example, to: the spring equinox, the god Dionysus, the new moon, such as the Audiovisual Spectacle in an interactive form (with direct participation of actors and spectators); Requirements for auxiliary materials: furniture, clothing, lighting.

Model of the historical objects, figures, panels /description and requirements according to historical and Archeological data/

Organization of cultural events:

The organization of the event includes: - Preparation of appropriate scenarios to present tourist products in an attractive way;

- The event must have a host;
- To have a concert of a musical group;
- The event should be held in a suitable hall (with a capacity of at least 100 people) or in a suitable open space - according to the season;
- To have organized catering for 100 people
- Depending on the scenario, costs for renting costumes, sets and other types of props can be provided,
- To provide requirements for sound, lighting and presentation equipment; Depending on the script, activities for actors can be provided;

Making a site.

The site must be developed in Bulgarian , English and Romanian with an emphasis on "Late Antique Fortress Balchik" and the sites of the Balchik Historical Museum . The site should provide detailed information about other tourist sites in Balchik, accommodation, online reservations, opportunities for

additional attractions and alternative forms of tourism. The site should provide information about the progress of the activities and the participants.

Requirements for: Preparation of concept and website architecture (research, analysis of requirements, concept, design and coordination of the structure and volume of the website, content during the construction of the site itself). Platform development (creation of website architecture, development of a content management system, development and implementation of modules, integration of the various modules, integration of "points" according to set criteria). Design and preparation of the visual part (creating the design of the entire website, creating design templates/designing up to 3 different templates, building an optimized structure and navigation system of the website, optimizing the meta information of the different pages in the website). Implementation and installation (uploading the site to the Internet, testing and settings, introducing the initial content of the website, testing functionality with different browsers and operating systems on the part of the user of the website). The site should include a system for statistics and processing information about visits. The site should have its own banner or link on the website of the Municipality of Balchik. The content of the web site should also include /for example/: about Balchik - geography and climate, protected sites, history, Curious/basic facts Transport. Sights - routes, LAP with marked tour. objects on the territory of the municipality1 LAP with tour. sites in the city, tourist sites. Hotels - Hotels, Guest Houses. Restaurants Nightlife - Disco, Casino, Club Art - Galleries, Theater, Library, Community Center Shopping - Bookstores, Cosmetics, Furniture, Fashion, Shopping Center, Gifts and Souvenirs, Supermarkets, Flowers Useful - Pharmacies, Banks, Hospital, For Children, Dentists , Couriers Holiday calendar, Wedding, Emergency numbers, Travel agencies.

1.2 Archeological parks

Archeological parks are the link between scientific research, Archeological discoveries and the public. The park can become an educational and recreational resource for the public, but to be exposed, socialized, protected and protected. Archeological parks contain both above-ground and underground Archeological remains. In the park, Archeological research, conservation and restoration can simultaneously take place, and a tour guide can take tourists, for whom these field activities will be an attraction. With advance registration, it is possible for tourists to participate in the Archeological survey, paying a fee for this.

Dionysopolis (now Balchik) was founded by Ionian Greeks 2,600 years ago. The first name of the city was Kranoi - Springs, but after a strong storm, the sea waves washed ashore a statue of the god Dionysus and the city was renamed Dionysopolis. The city was located in close proximity to the sea coast. After the division of the Roman Empire into Eastern and Western in 395, Dionysopolis remained

within the boundaries of the Eastern part - Byzantium.

In the middle of the 6th century, an earthquake caused huge tidal waves that destroyed the ancient Black Sea polis. The new fortress of Dionysopolis from the early Byzantine era was built northwest of the first city on a flat terrain with an altitude of about 200-220 m., at the bottom of the "Horizon" quarter. From east to west, the site is 350-400 m wide, and lengthwise - from north to south about 900 to 950 m. On this site, a defensive, fortification system of the large fortress of about 360 decares was formed. It is among the largest fortresses in the entire Byzantine world. Among the main functions is the protection of the great land route from Constantinople to the Danube Delta. The remains of a round tower protecting the southwest corner of the fortification, part of the 485-meter west wall (about 320 m.) , part of the 255-meter south wall (about 180 m.) , west, north and east gates were discovered. The fortress in the "Horizon" district became known to science by chance, during excavation activities with an excavator on the plateau above the city, carried out at the end of the 60s of the XX century. Its planning survey began in 1972 and continues (almost without interruption) for eighteen years - until 1990. The routes of the four fortress walls were traced almost completely, with a total length of approximately 1850 m. The remains of 30 battle towers of different types were discovered. Over 20 burials have been discovered around the West Gate. Their dating is from the late Roman and early Byzantine era. In 1981, the beginning of a large International Complex Expedition was organized: BAS - AIM, MK - NPKA, Historical Museum - Balchik, related institutions of NIPC - Sofia from Poland, Czechoslovakia, Hungary, Cuba, USSR, Vietnam. Conservation works have been carried out on the South-West Round Tower – a cult structure, the southern section of the Western Wall, as well as the Western Gate, with its two pentagonal towers. During the period between 1978 and 1985, the north-eastern corner of the fortification was studied. The Northern Gate is located, flanked by two large-scale quadrangular ones, with a total area of over 600 square meters.

Including guided tours, reenactments of events and rituals, cultural programs, screenings of films about Balchik and its historical heritage, holograms and interpretive presentation methods. The immovable cultural value should be turned into an Archeological park, which has a cognitive and educational purpose, but also places for recreation and entertainment. The fortress is located next to a city park and a sports field. Construction of gazebos with benches near the fortress. Construction of a wooden amphitheater stage for the performances and the cultural program, with seating for 100 people. The construction of a rope attraction connecting two wooden battle towers and a wooden bridge to ride on for fun. The amphitheater stage and the rope attraction will be the connecting elements of the fortress with the park and the sports field.

The city park and part of the late antique fortress have been landscaped and improved, in order to turn the fortress into an Archeological park, landscaping is needed in the areas that are not maintained and

are overgrown with lush vegetation and weeds, and in some places the fortress walls and rampart are not visible. It is necessary to provide human resources for the maintenance of the Archeological park, the sports field and the city park. To make it even more attractive, you can p
Everything written so far would lead to the creation of an attractive and welcoming Archeological park, where visitors will have fun, rest, and be educated, where the cultural and historical heritage will be exhibited, preserved and protected.

1.3 Initiators, Working Team and Stakeholders

The initiative to develop an Archeological park based on existing Archeological heritage comes from BATTI and Balchik Municipality. Radostina Encheva Encheva, a long-time Archeologist and director of the Historical Museum-Balchik, develops the LAP.

In 1979 and 1980, an International Complex Expedition was created, including specialists from socialist countries. In June 1985, the city of Balchik hosted for the fourth time the International Complex Expedition of the Socialist Countries, which since 1981 has been dealing with the problems of studying, preserving and protecting the early-medieval fortress in the "Horizon" district. The fact that such an international expedition is excavating precisely in Balchik is indicative. The White City is rich in history and Archeological finds waiting to be discovered. Working groups have been established which deal with joint research, exchange of experience and publication of research results. International meetings of working groups from different countries are held every year. In the summer of 1981, specialists from the NRB, GDR, Poland, Czechoslovakia and the USSR began work. The greatly reduced and even suspended funding of the studies of more than one site in Bulgaria in the years since then affects this monument as well. The excavations have been renewed after nearly twenty years, when on the initiative of the Historical Museum - Balchik and after an agreement was concluded between the museum and SU "St. Kliment Ohridski", the fortress becomes an educational site where the graduates of the "Archeology" department at the university take their first steps in the field of late antique and medieval Archeology.

Excavations, especially in the 1970s, were characterized by unprecedented intensity, speed and scope. Such a situation is characteristic not only of the Balchik fortress, but also of many other (mostly medieval) cities and fortresses in our country. The reason for this fact is the fact that this is the decade that precedes the spectacular celebrations of the anniversary "1300 years of Bulgaria" in 1981. The specialist Archeologists and the workers involved in the excavations are assigned the task of uncovering in the shortest possible time as many movable and immovable cultural monuments as possible, which are called in a peculiar way to serve as an illustration of the greatness of medieval Bulgaria, of its art and culture.

The great interest in Bulgaria's medieval past creates prerequisites for bringing to the fore, above all, the medieval period of the past of otherwise long-term inhabited objects - at the expense of the other eras. This trend does not pass by the fortress in the "Horizont" quarter. Although it is the largest late Roman fortress built in today's Bulgarian lands after the end of the 4th century, and one of the most representative late antique monuments in the Balkans. Research in the current century confirms that the fortress continued to be intensively inhabited during the Middle Ages. Together with the excavations of the fortress wall and the grounds inside the fortress, in the 1970s and 1980s, a number of sections were made of the impressive stone and earth structure (a rampart with a ditch parallel to it), which is located from the outer side of the western and northern fortress walls, is parallel to them and along its entire length is at the same distance from their outer faces - exactly 15 meters, i.e. 50 Roman steps. As a result of these studies, the wrong conclusion was finally reached that the rampart and the ditch appeared at a time when the fortress wall was already destroyed. They represent the only means of defense of the early medieval settlement, whose inhabitants settled on the site of the former fortress. The late antique and medieval fortress in Horizont quarter has the potential to become an Archeological park, to be visited by guests and residents of Balchik, to welcome groups of tourists, if it is conserved, restored, socialized and presented with innovative methods to sparks interest. Visitors have the opportunity to learn about Balchik's past by touching the cultural and historical heritage while having fun. The first step is the conservation and restoration of the collapsed walls and the newly discovered finds. This activity is related to projects and coordination with the National Institute of National Statistics, and the funding is from European projects or targeted by MK. Stakeholders are Balchik Municipality, the Historical Museum and Balchik residents from all walks of life. Cultural tourism is associated with the cultural values of the given country. Visits to fortresses, museums and Archeological sites are organized. However, cultural tourism is closely related to tour operators, hotels, restaurants, infrastructure and human factors.

The work team includes employees from the Municipality of Balchik and employees of the Historical Museum.

Project Manager who will do the following:

- Plans and coordinates activities and resources;
- Organizes and leads the work team;
- Liaise with the institutional sponsor and other local, regional and national authorities;
- Identifies possible funding sources and writes applications;
- Manages tasks and deliverables;
- Monitors progress and resolves issues;

- Provides regular feedback to the team.

Financial Manager:

- Plans and manages the budget;
- Provides periodic financial statements;
- Coordinates orders and expenses;
- Assists the project manager and maintains financial policies;
- Contributes to additional demand for funding.

Archeologist:

- Provides Archeological expertise, including for the presentation and interpretation of Archeological finds;
- Coordinates the analysis of existing Archeological finds and their conservation status;
- Liaises with local, regional and national authorities for the protection of cultural and historical heritage;
- Link to past or current Archeological projects;
- Coordinates field Archeological surveys;

Urban Development Expert:

- Provides expertise on local, regional plans and strategies for urban development;
- Assesses the relevant regulatory framework;
- Assists in evaluation and feasibility studies;
- Facilitates policy dialogue with local authorities and other stakeholders.

Heritage Interpretation Expert:

- Provides expertise on interpretive planning;
- It contributes to the design of the interpretive potential of the existing Archeological heritage;

Conservation Expert:

- Assesses the current state of conservation of the Archeological remains;
- Provides an analysis of the impact of tourism on the Archeological site;
- Designs and supervises conservation and restoration plans;
- Contributes to the design of interpretive media, visitor infrastructure and landscaping works;

- Reviews the costs of conservation and restoration activities;
- Contributes to the design of maintenance and monitoring protocols.

Landscaping Expert:

- Assesses the landscaping needs of the Archeological park;
- Develops a landscaping plan after consultation with the environmental protection expert;
- Supervises the necessary landscaping activities;
- Contributes to the design of maintenance and monitoring protocols.

Tourism expert:

- Identifies and evaluates the tourist potential of the Archeological park;
- Identifies relevant stakeholders;
- Contributes to the design of the tourism-related elements of the LAP, including interpretive media, communication and branding;
- Identifies ways to integrate the Archeological park into existing tourism networks;
- Contributes to the training of tour guides at the site.

Economic Potential Analyzer:

- Assesses the economic potential of the Archeological park;
- Identifies potential sources of income and commercial partners;
- Develops a marketing plan to support a broader financial plan for the Archeological park.

The team must work together in symbiosis. They should create a work plan with clearly defined tasks, objectives and results. Prepare periodic reports and develop methodologies for data collection and analysis. It is mandatory to create a mechanism for reviewing and mitigating activity risks at each stage of LAP development. It is mandatory that interested parties are sought for consultation, such as the NINKN, the Inspectorate at the MK and employees from the "Construction" department at the Municipality of Balchik, BKS - Balchik, the researchers of the fortress from the SU, local publications, media and travel agencies and companies.

2. ASSESSMENT OF THE LOCAL ArcheoLOGICAL HERITAGE

2.1. Introduction: goals of assessment

Location and status

The late antique and medieval fortress in the district "Horizon" was declared in SG No. 65 of 1994 as an Archeological Monument of Culture of "National Importance" and the boundaries and regimes of the monument were confirmed by a protocol of the National Archives of the Russian Federation dated 20.06.2002 of the culture and its protective zones. When implementing projects for restoration, conservation and adaptation or building an information center for tourists, a concurring opinion and a design visa from the National Institute of Natural Resources and Environment is mandatory. On the basis of Art. 19t. 1 and art. 83 of the ZKN, the NINSK proposes to the Minister of Culture for approval in accordance with the order of art. 84 (1) of the ZKN the visa and the planned assignment.

Historical reference

Dionysopolis (now Balchik) was founded by Ionian Greeks 2,600 years ago. The first name of the city was Kranoi - Springs, but after a strong storm, the sea waves washed ashore a statue of the god Dionysus and the city was renamed Dionysopolis. The city was located in close proximity to the sea coast. After the division of the Roman Empire into Eastern and Western in 395, Dionysopolis remained within the boundaries of the Eastern part - Byzantium.

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as the Western Gate, with its two pentagonal towers. During the period between 1978 and 1985, the north-eastern corner of the fortification was studied. The Northern Gate is located flanked by two large-scale quadrangular towers, supplemented as a facility by several more partition walls and towers, totaling over 600 square meters of area.

As a result of the decisions adopted at the international conferences in 1979 and 1980, an International Complex Expedition was created, including specialists from the socialist countries. In June 1985, the city of Balchik hosted for the fourth time the International Complex Expedition of the Socialist Countries, which since 1981 has been dealing with the problems of studying, preserving and protecting the early-medieval fortress in the "Horizon" quarter. The fact that such an international expedition is excavating precisely in Balchik is indicative. The White City is rich in history and Archeological finds waiting to be discovered. Working groups have been established which deal with joint research, exchange of experience and publication of research results. International meetings of working groups from different countries are held every year. In the summer of 1981, specialists from the NRB, GDR, Poland, Czechoslovakia and the USSR began work. The greatly reduced and even suspended funding of the studies of more than one site in Bulgaria in the years since then affects this monument as well. The excavations have been renewed after nearly twenty years, when on the initiative of the Historical Museum - Balchik and after an agreement was concluded between the museum and SU "St. Kliment Ohridski", the fortress becomes an educational site where the graduates of the "Archeology" department at the university take their first steps in the field of late antique and medieval Archeology. Excavations, especially in the 1970s, were characterized by unprecedented intensity, speed and scope. Such a situation is characteristic not only of the Balchik fortress, but also of many other (mostly medieval) cities and fortresses in our country. The reason for this fact is the fact that this is the decade that precedes the spectacular celebrations of the anniversary "1300 years of Bulgaria" in 1981. The specialist Archeologists and the workers involved in the excavations are assigned the task of uncovering in the shortest possible time as many movable and immovable cultural monuments as possible, which are called in a peculiar way to serve as an illustration of the greatness of medieval Bulgaria, of its art and culture. The great interest in the medieval past of Bulgaria creates prerequisites for bringing it to the fore especially of the medieval period from the past of otherwise long-term inhabited objects - at the expense of the other eras. This trend does not pass by the fortress in the "Horizont" quarter. Although it is the largest late Roman fortress built in today's Bulgarian lands after the end of the 4th century, and one of the most representative late antique monuments in the Balkans, the main emphasis in the studies and publications of the finds falls on medieval structures and materials. The fortress itself is most often characterized as "medieval Bulgarian". Its construction in the centuries

before the arrival of the Asparukh (proto) Bulgarians is not denied, but it somehow remains in the background due to the overexposure of the Archeological materials from the Middle Ages.

Research in the current century confirms that the fortress continued to be intensively inhabited during the Middle Ages. The amount of finds and materials related to (proto)Bulgarians or Slavs is negligible. There are almost no finds found in it, such as we see, for example, in a double-rite necropolis from the 8th century, discovered and studied on the territory of the Balchik airport, attributed to the (proto) Bulgarian community. It seems that the "newcomers" for one reason or another do not settle in the fortress and its immediate surroundings, but live at some distance from it. Of course, it is possible that this was done for their own reasons, but - by all accounts - the most likely reason is the fact that the fortress (and the city at its foot) remained in Byzantine hands for at least a century or two after the appearance of Khan Asparukh on the Lower Danube.

Together with the excavations of the fortress wall and the grounds inside the fortress, in the 1970s and 1980s, a number of sections were made of the impressive stone and earth structure (a rampart with a ditch parallel to it), which is located from the outer side of the western and northern fortress walls, is parallel to them and along its entire length is at the same distance from their outer faces - exactly 15 meters, i.e. 50 Roman steps. As a result of these studies, the wrong conclusion was finally reached that the rampart and the ditch appeared at a time when the fortress wall was already destroyed. They represent the only means of defense of the early medieval settlement, whose inhabitants settled on the site of the former fortress.

The exact dating of the construction of this facility is not based on the Archeological material, but in accordance with the idea that the earthen fortifications are not typical of the (early) Byzantine fortification, but of the fortification work of the (proto) Bulgarians in the 8th century. The new excavations of the rampart and ditch, made in two places in 2014 and 2015, prove beyond doubt that this earthen-stone structure was built as early as Late Antiquity, when the fortress wall was still intact, and represent a front line of defense that aimed at deterring cavalry and preventing the approach of siege engines to the stone walls. If it is possible that the rampart and the moat have something to do with the (pro)Bulgarians, it is that they were built possibly against a threat from their side, but not from themselves.

Observed by Marin Dimitrov, traces of large-scale earthen fortifications in the form of quadrangles occupying a considerable space in the former fields to the west of the fortress are also considered to be impressive (pre)Bulgarian fortifications. As a result, we come to the conclusion that at that time the early medieval settlement occupied an impressive territory, several times exceeding the area of the already huge old fortress. However, these remains have nothing to do with the fortification work of the (proto) Bulgarians. They were also seen and described by the Austro-Hungarian traveler and explorer

Felix Kanitz, who passed through Balchik in the 1970s. At that time, the memory of their creation, which was the work of the Ottoman army in connection with The Russo-Turkish War in 1828–1829. These, now practically extinct, remains are nothing but Ottoman redoubts, which were intended to defend Balchik and Varna against the advance of the Russians.

To date, it can be said that the fortress was built in Late Antiquity - apparently sometime in the 5th century AD. The traces of habitation in the 6th century are particularly large-scale, and life "continued even after that". According to the results obtained so far, it can be argued that this was probably a huge military installation that housed an impressive military garrison, intended to defend the province of Scythia Minor and in general the approaches to Constantinople from the Black Sea steppes. Traces of the presence of a civilian population are more than scant. In any case, the fortress did not come to replace the old Dionysopolis and was not the "new city" of the late Roman era. The city itself seems to continue its existence precisely where its main source of life and sustenance is - in the low seaside part, near the convenient harbor.

The human presence on the high plateau above the city does not begin with the fortress. Before that, one of the city's necropolises was located there. In a number of places inside the fortress, remains of earlier burial facilities, occupying this terrain in the pre-Roman and Roman eras, were also found. A large burial mound with dozens of graves in it was explored about fifty meters south of the southern fortress wall. Another, similar to it, was partially destroyed during the construction of the southern fortress wall itself.

Finds and structures from the last few years, which probably refer to the 4th century AD. and which are not funerary in nature, raise important questions. Are there, in addition to the necropolis here, buildings that preceded the construction of the fortress?! Wasn't the fortress itself built earlier than is known so far?!

There is more clarity about the end of life at this location. There is no material that can be dated later than the 11th century. It is not impossible that the tranquility and peace enjoyed by Byzantium during most of the 12th century, as well as the reorganization of the Byzantine army in the Komnenian era, made this a huge military facility redundant and abandoned. It seems that it was precisely at this time on the lower hill of Jenny Bair, located closer to the port, that the far more compact settlement appeared, which would have served from that moment on for the defense of the city, which - being located in the very south periphery of Dobrudja, is also the closest point to Constantinople from this very important land in the past and still today.

2.2 Identification and analysis of local Archeological heritage

CROWNS - DIONISOPOLIS, KARVUNA, BALCHIK - OVER 2700 YEARS OF LIFE

Beneath the old part of today's Bulgarian Black Sea city of Balchik are the ruins of a large ancient city. Written records of it are few, but Archeological excavations revealed public buildings, fortifications, tombs with rich burial goods and a variety of city coins and, minted for more than 5 centuries, testify to a prosperous settlement with urban self-government that was inhabited from Thracians, Hellenes, Scythians and Celts. The earliest Archeological evidence of human presence in the area of today's Balchik dates back to the Stone-Copper Age (VII - VI BC) . The largest tribe in Northeast Thrace were the Getae. Around the middle of the 5th century BC they recognized the political authority of the Odrysian kings. Ionians, mostly from Miletus, created harbors in convenient bays. On the first and second seaside terraces in the northern part of the Balchik Bay, an Ionian settlement appeared - Kranoi (Izvori) . The conditions were suitable for a nomadic and semi-nomadic way of life, as led by the Scythians from the steppes north of the Danube. At the end of the 6th century BC they passed into Thrace, settled near the sea coast, and became permanent neighbors of the Thracians and Hellenes. The ethnic diversity of the region is complemented by the Celts. After 280 BC they invaded Thrace and established their kingdom here. Southern Dobrudzha fell into its periphery. From the historical sources on the formation of the ancient Greek polis-cities on the west coast of Ponta (Black Sea) , we get information that the first polises of the ancient Thracian and ancient Greek civilizations were founded between 620 and 575 BC. - Istros, Tomis (Constanza) , Kalatis (Mangalia) , Apollonia (Sozopol) , Odessos (Varna) , Mesembria (Nesebar) . From that time, when Astyages reigned in Ionian Greece (Asia Minor) , according to Herodotus, the city of Kranoi (Kruni) was founded . The new city was built on the ruins of an even more ancient prehistoric settlement, with an abundance of drinking water - springs. The most popular is the information of Pseudoskymnos - ".....At the foot of the mountain, which is called Hemus (Stara planina) , there is a city called Mesembria, adjacent to the Thracian and Getic countries. It was founded by Chalcedonians and Megarians at the time when Darius marched against the Scythians...Odessos- founded by the Milesians, when Astyages and Dionysopolis reigned in Media, first called Kroni, because of the nearby springs. Then when the sea threw up an image of Dionysus in these places, it received, as they say, its new name" So from the city with an abundance of springs it was renamed the city of the god Dionysus - the god of wine and merriment. From chronicles that are dated to the Roman era, we learn: "..... port of Kranoi, city Dionysopolis" The city is now found with both names, while the name Dionysopolis supersedes the name Kronoi.

In time, reports find arguments both in chronicles written during the Hellenistic era and from later eras to reach the Renaissance, when the first cartographic materials were produced for the needs of trade and seafaring in Europe. In the middle of the 6th century BC the polis led a lively trans-sea trade, had a good production base and a rich hinterland: workshops for Thracian ceramic production, vineyards,

fields for agricultural production, fishing. Ceramics from Ionia and ancient Egypt - with the image of the god Amon Ra, located in the Balchik Historical Museum, is only part of the evidence that convinces the opinion about the past of this almost legendary city of Kronoi - Dionysopolis. At this stage of development, the polis was found by the troops of Philip II of Macedonia, who in the middle of the 4th century BC. they control the entire peninsula - from the Istros river to the Mediterranean and from Ponta to the Adriatic. In the 1st century AD Dionysopolis falls within the borders of the Roman province of Lower Mysia, and from the end of the 3rd century AD. is one of the main cities in the province of Scythia. Participated in a religious union of the Black Sea polises in the province of Lower Mysia, known as the West Pontic Koinon. Dionysopolis was abandoned by its inhabitants after a terrible earthquake in 544-545 AD. described by Theophanes the Confessor - the sea rose and went four miles inland.

Archeological finds from the territory of Balchik prove that the local places were inhabited before the sixth millennium BC. During the Neolithic age, a settlement existed on the territory of modern Balchik, which was located below the modern city. A large number of stone axes, hammers, flint scrapers and cutting tools have been found beneath the town centre. From the beginning of the end of the Neolithic and the beginning of the Chalcolithic have been found: a clay biconic vessel with an idol. The two objects belong to the "Hamandzhia" and "Varna" cultures, spread over the territory of today's Dobrudja. During the Hellenistic era, Kronoi received the name Dionysopolis. Already in the 4th century BC Hr. Dionysian citizens get the right to mint their own coins. Seals from the handles of amphorae from the islands of Rhodes, Thassos and the city of Sinope prove the city's trade links with the Mediterranean world. The discovered Ephebian decree, dated from the middle of the 3rd century, informs about the city's affiliation to the union of the six Black Sea cities - the hexapoly.

tomb - mausoleum of a doctor - priest discovered in 1907, during construction work , in which 92 objects were found. This gives the employee of the Varna Society (VAD) Zahariy Holevich a reason to stop the workers until the police arrive. Remains of three human corpses, gold ornaments, rings, earrings, clay and glass vessels were found. The findings were handed over to the mayor of the city. With this accidental discovery, on July 24, 1907, the first Archeological investigations began in the city of Balchik. Three days later, at the invitation of Balchik Mayor St. Zadgorsky, Karel Shkorpil takes part in the study. Karel Shkorpil is a Czech-Bulgarian Archeologist and museum worker, academician of the BAS (1918), one of the founders of the Varna Archeological Society, creator (together with his brothers Herman and Vladislav) of Bulgarian Archeological science and museum work.

The finds testify to the tomb of a Roman physician. This significant ancient monument, illustrating the rich material culture of Balchik during Antiquity, prompted the local leadership to realize the idea of

creating a museum. The inventory of the tomb also includes surgical instruments, which testify to the performance of surgical operations in the ancient city as early as the 2nd century AD, until today they are in the permanent exposition of ROME-Varna. By itself, this find has no analogue in Bulgaria.

In 1965, the remains of a **Thracian sports chariot, a two-wheeler , were discovered** , along with two harnessed horses and a rider tied to its hindquarters. The chariot was richly decorated: miniature bronze busts of the god Dionysus and two slaves, eagles, arms, bronze applications of horse ammunition.

The fortress in the "Horizon " quarter became known to science by chance, during excavation activities with an excavator on the plateau above the city, carried out at the end of the 60s of the XX century. Its planning survey began in 1972 and continues (almost without interruption) eighteen whole years—

until 1990. The heavily reduced and even suspended funding of the studies of more than one site in Bulgaria in the years after that also affects this monument. The excavations were renewed after nearly two decades, when on the initiative of the Historical Museum - Balchik and after an agreement was concluded between the museum and SU "St. Kliment Ohridski", the fortress becomes an educational site where the graduates of the "Archeology" department at the university take their first steps in the field of late antique and medieval Archeology.

Excavations, especially in the 1970s, were characterized by unprecedented intensity, speed and scope. Such a situation is characteristic not only of the Balchik fortress, but also of many other (mostly medieval) cities and fortresses in our country. The reason for this fact is the fact that this is the decade that precedes the spectacular celebrations of the anniversary "1300 years of Bulgaria" in 1981. The specialist Archeologists and the workers involved in the excavations are assigned the task of uncovering in the shortest possible time as many movable and immovable cultural monuments as possible, which are called in a peculiar way to serve as an illustration of the greatness of medieval Bulgaria, of its art and culture. Together with the excavations of the fortress wall and the grounds inside the fortress, in the 1970s and 1980s, a number of sections were made of the impressive stone and earth structure (a rampart with a ditch parallel to it), which is located from the outer side of the western and northern fortress walls, is parallel to them and along its entire length is at the same distance from their outer faces - exactly 15 meters, i.e. 50 Roman steps. New excavations of the rampart and moat, carried out at two locations in 2014 and 2015, prove beyond doubt that this earthen-stone structure was built as early as Late Antiquity, when the fortress wall was still intact, and represented a front line of defense , which aims to deter cavalry and prevent the approach of siege machines to the stone walls. If it is possible that the rampart and the moat have something to do with the (pro)Bulgarians, it is that they were built possibly against a threat from their side, but not from themselves. The fortress was built in Late Antiquity - apparently, somewhere in the 5th century AD.

The traces of habitation in the 6th century are particularly large-scale, and life "continued even after that". The huge military facility shelters an impressive military garrison aimed at defending the province of Lesser Scythia and the approaches to Constantinople from the Black Sea steppes in general. The beginning of the studies of **Jenny Bair Hill** was set in 1957 with field walks that conclusively proved the presence of a medieval settlement. In 1978, large-scale excavations began. From this first Archeological season, a field diary has been stored in the scientific archive of IM - Balchik, which describes dozens of dwellings with various constructions, farm premises and pits with a rich inventory. Excavations continued in 1981 and 1986. The last time they were resumed in 2003, but on a very modest scale and more in the nature of excavations aimed at clarifying certain questions related to the chronology of occupation.

In 1957, the fortified earthen rampart with a moat of the settlement was discovered. In the course of research after 1978, an earthen rampart with a moat dividing the hill almost halfway from north to south, a hundred structures of buildings, dwellings and farm premises, grain storage pits, a church and a necropolis were excavated.

In some of the dwellings, representative finds have been found, which give historians reason to identify "Jenny Bair" with the medieval city of Karvuna known from written sources - the administrative center of the Karvuna people in the XI-XIV centuries . The question of the localization of medieval Karvuna is still controversial . However, it is indisputable that the settlement discovered in Balchik had a rich material culture commensurate with the standard of living in the cities along the Western Black Sea coast in the XII-XIII centuries . Evidence of this is the abundance of imported Byzantine amphorae and glazed ceramics. In one of the dwellings discovered in 1978, 34 whole vessels were found together with two coins of John II Comnenus (1118-1143). The finds from another dwelling were dated by a copper coin of the Bulgarian king Constantine Asen (1257–1277). A coin of Emperor Manuel I Comnenus (1043–c. 1050) came from a grain pit, and a coin of Alexius I Comnenus with his son John (c. 1092) was found on the hill before excavation.

The settlement was probably destroyed after the defeat of the campaign of Vladislav III Varnenchik in 1444 by the Turks and the place was completely deserted.

Fragments of medieval pottery were also found on the neighboring Magnolia Hill (Susam Bair), and in the center of Balchik, during excavations east of the central square, sgraffito bowls were found.

Due to a lack of funds, the excavations of the settlement were stopped after 1989, and after the death of its researcher Marin Dimitrov, a large part of the documentation was lost. The lack of timely scientific publication gradually turns the settlement into an unsolved Archeological enigma. Today, there are hundreds of finds in the collection of the Balchik Museum, but for most of them there is no specific information about their location and the accompanying Archeological context.

Studies of bi-ritual necropolises began in the 1950s and 1960s and helped to clarify a number of questions from the history and culture of early medieval Bulgaria. These necropolises are located mainly in North-Eastern Bulgaria and Dobrudja and offer hitherto unknown data about the spiritual peace and life of the ordinary population, the proto-Bulgarians who came with Khan Asparuh and their direct descendants. One of the most remarkable necropolises in Bulgarian history and culture was accidentally discovered in 1984. During excavation work at the air base in the city of Balchik, soldiers came across a grave with a ceramic vessel and reported this discovery to the city's historical museum. Already in the autumn of the same year, Marin Dimitrov conducted drilling surveys, during which he discovered eight graves. In the following year 1986–87, 76 more graves were discovered. The study of the necropolis was resumed in 1994–95, with the aim of comparing the burial facilities and the inventory found in them with other bi-ritual necropolises in the area. The study of this monument gives information about the nature of the cremations and the "tamped grounds", about the burials and the clay urns in them, about the cenotaphs, about the "teguli" chambers, about the skeletons of dogs, about the presence of horse bones, about amphorae and handles of amphorae etc. The excavations from Balchik are compared with the excavations from the village of Topola, Kavarnensko. During the two years, the excavations were financed by the National History Museum - Sofia. Due to a lack of funds, the studies were interrupted, and in 2004 they were renewed and continued until 2008 under the leadership of Prof. Lyudmila Doncheva - Petkova. In 2006 and 2007, the excavations of the necropolis were sponsored by the National Archeological Institute at the BAS and the Municipality of Balchik. The plateau on which the necropolis is located is 188 m above sea level. It covers an area of about 1.4 decares. It is a 65 m long and 15 m wide strip, in the northwest-southeast direction. The total number of discovered early medieval graves is 290. There are 119 graves with cremation. They are dug into chernozem and reach a depth of 0.45 m to 0.75 m. They are divided into two main groups: cremations in pits and in chambers. The most numerous are the chambers, also built on adobe platforms. They have the shape of a parallelepiped, the walls of which are thin stone slabs or ancient bricks. The pit graves have an undetermined shape and small dimensions. Urn graves are the fewest, and a second vessel was discovered in only one of them.

The number of graves with inhumation is about 87. A man and a woman are buried in one grave. The only double grave, probably family, belongs to a man and a woman (or a man and a child). They lie parallel to each other. The man's left palm is cupped by the other skeleton's right palm. The dead were most often laid in rectangular pits, some of them covered with flagstones. The predominant orientation in the necropolis is north-south with deviations to the east and west. Only two graves identified as children's graves are south-north. Most of the dead are laid on their backs with their lower limbs stretched out. In the position of the hands, different variants have been established: stretched along the

body, on the pelvis, one bent and the other placed parallel. Two individuals were buried in a crouched position - a hawker. Quite a few cenotaphs (monument without a grave) are known from the necropolis at the Balchik air base. They are built similarly to stone cremation chambers, but are empty. Definitions are also symbolic cenotaphs, which are scattered half-burnt bones, without funeral gifts, shaped like rammed pads directly on the ground.

The inventory in the graves with inhumation is of the same type. Of the metal objects, iron knives and rings are the most numerous. The buckles have the usual rectangular bezel with a circular cross-section, common for the period. Most of the objects do not lend themselves to precise dating. Prof. Doncheva-Petkova believes that this is the earliest bi-ritual necropolis. Her arguments for this are the Corinthian-type openwork buckle discovered in 1995, which refers to the Middle Avar period, and several silver fittings belonging to wooden vessels, which belong to the same period.

The necropolis testifies not only to the attitude towards death and the dead, but also reveals aspects of the everyday life and material culture of the population living nearby, who were already engaged in agriculture, animal husbandry and pottery. The animals in the graves show what food the population consumed, and the ceramic vessels made in the settlement offer data on the foods consumed. A few ornaments were found, which were placed mostly on children. Anthropological data do not testify to a violent death, and the graves lack weapons. No horse skeletons were found in any of the graves, which necessitates the conclusion that these animals, sacred to the proto-Bulgarians, were not used for food. Unlike most bi-ritual necropolises, no cremation graves were found at Balchik, in which cremated human bones were placed in urns. This, as well as the absence of Slavic (in shape and decoration) pots, the presence of animal bones in most graves with cremations, the same inventory in the graves of both groups show that the population that left it was proto-Bulgarian. Christian graves, as well as amphora-shaped pitchers, are missing, and all this indicates that the necropolis was abandoned around the end of the 8th century.

The finds from the settlement allow us to imagine the appearance of a necropolis that arose in the 80s of the 7th century. The Bulgarian population that settled there left important Archeological evidence for the earliest of the bi-ritual necropolises known so far in Bulgaria.

Temple of the Pontic Mother of the Gods - Cybele

Beneath the old part of today's Black Sea city of Balchik are the ruins of a large ancient city. There is little written information about it, but ancient public buildings, fortifications, tombs with rich burial goods, numerous epigraphic monuments and various city coins minted for more than five centuries, revealed during Archeological excavations, suggest a prosperous settlement with urban self-government. which is inhabited by Greeks, Thracians and Scythians. According to the old authors, the city, which probably arose in the 6th century BC. on the northern shore of a convenient sea bay, it was

originally called Kroni, but was later renamed Dionysopolis. The reason for the name change was a statue of the god Dionysus, which the sea washed ashore, but it is assumed that the reason may be rooted in the religious beliefs of the Thracian Krobizi who live in the vicinity.

In the 1st century Dionysopolis fell within the borders of the Roman province of Lower Mysia, and at the end of the 3rd century it was one of the main cities of the province of Scythia. The city participates in the religious union of Black Sea cities in the province of Lower Mysia, known as the West Pontic Koinon.

Dionysopolis was destroyed and abandoned by its inhabitants after a natural disaster in the middle of the 6th century. According to Theophanes the Confessor, in 544/45 the sea rose and entered four miles inland near the cities of Odessos (modern Varna), Dionysopolis and Aphrodision (ancient city on the sea coast, 4 km north of Balchik). The re-settlement of the place where the ancient city is located took place only in the 16th century.

In recent years, intensive construction of new multi-storey buildings has been carried out in almost all Bulgarian Black Sea cities. Their bases fall deep into the ancient strata, and often unexpected discoveries are made during excavations of a large area. This is also the case with the temple of the Pontic Mother of Gods in Balchik. In April 2007, an excavator hit an ancient building. The excavation work was stopped by Radostina Encheva - director of the Historical Museum - Balchik (then curator-Archeologist), and an Archeological team led by Igor Lazarenko and Elina Mircheva from the Regional History Museum - Varna came to replace the construction machines.

As a result of the excavations, a well-preserved Ante temple, oriented along the north-south axis, was discovered. The temple is a rectangular building with a length of 8.70 m on the short walls and 11.40 m on the long walls and an entrance from the south. In front of the south wall is a staircase with four steps. It consists of a pronaos and a naos. In terms of its plan, it has close parallels with some temples in the Greek polises along the Western and Northern Black Sea coasts.

The construction technique is pseudo-isodomic. The walls are double-faced and double-rowed. The outer row is of large slabs (0.45–0.50 m) which are arranged vertically. The walls end with an Ionic entablature consisting of an architrave, two friezes and a cornice.

The temple has a gable roof with tiles. The characteristics of the Ionic order and the architectural decoration of bucrania, the construction technique and the building ceramics allow the construction of the building to be placed in the Hellenistic era, most probably in the period 280–260 BC.

The pronaos of the temple is rectangular in shape and internal dimensions are 7.10 m by 2.5 m. Along the south and east walls are marble slabs with dedications by priests in the temple and with a list of participants in the religious association of "Neomeniastes" and marble statues of various deities. The nave of the temple has the shape of a square with internal dimensions of 7.10 m x 7.10 m and an

entrance from the south. In front of the north wall, directly opposite the entrance, there is an aedicula, from which a podium with three steps has been preserved. In front of the podium were found two segments of fluted half-columns, an Ionic capital and four fragments of an Ionic entablature with a pediment. The entablature consists of an architrave with three fascias, a smooth frieze and dentils, and a horizontal cornice which forms the base of the pediment. On the third fascia there is a dedicatory inscription in Greek. The pediment has a triangular tympanum closed by the inclined cornices. In the tympanum there is a relief - a bust of the god Helios with a radiant crown, placed between the heads of four horses. The pediment ends with a limestone acroterium with a palmette. The architectural and relief decoration, as well as the palaeographic features of the inscription on the entablature of the aedicule, indicate that it is from the Hellenistic era and was most likely built together with the temple or soon after.

In the aedicule stand the temple statue and a marble bench with richly decorated legs and a top with a dedicatory inscription (3rd century BC). A marble lutherion is located in front of the podium of the aedicule, in the middle of the temple. A second smaller podium, probably an altar, in the shape of an irregular rectangle was built to the south of the lutherion at a later time.

Along the east and west walls of the nave are stone benches 3.20 m long and 0.55 m wide. Some of the architectural details and marble objects found have dedicatory inscriptions, indicating that the interior of the temple was renovated with donations. The found inscriptions and marble sculpture are extremely important Archeological monuments, reflecting the religious and social life of Dionysopolis. In terms of number and variety, this is the largest group of movable monuments associated with the cult of the Mother of Gods ever discovered in her temple. 27 completely or almost completely preserved inscriptions have been found, as well as several smaller fragments. All texts, except one, are in Greek. The earliest inscriptions, which are certainly related to the temple, date from the 3rd century BC. Monuments from the Hellenistic era predominate, and seven inscriptions can be attributed to the Roman period. The latest text, which is also the only one in Latin, dates from the first quarter of the 4th century AD. The goddess is called the Pontic Mother of the Gods, the Pontic Mother, and in one case the Pontic Goddess, and the temple itself is called the Metroon. The epithet "Pontic", as well as the association of the goddess with the sea in general, occurs for the first time and could be the result of a reinterpretation of the nature of the Mother of the Gods on local soil. In one of the inscriptions, the statue dedicated to the goddess is identified as an image of the Pure Mother. The main festival of the goddess is celebrated by the polis in the month of Tarveon. An inscription also informs of another celebration involving gathering of flowers, procession and sacrifice, in which only women participate.

The Hellenistic inscription on the pediment of the aedicule reports that it was built by the lifelong priest

of the goddess Demophon, son of Muse. Another inscription from the 1st century AD. informs of a rich endowment, including the dedication of statues and reliefs adorning the sanctuary and the erection of a covered colonnade. Land properties, vineyards, workshops and buildings were also donated to the temple, which were rented out, and with the proceeds, the festivals of the goddess were organized. We also learn about the presence of temple slaves, as well as an archive of documents in which all donations are recorded in detail. The latest dedicatory inscription is on a silver statue base that was restored by the emperor Licinius (308–324) through the previously unknown provincial governor of Scythia, Aurelius Speratsianus. The temple was also used as a place where the decrees of the Council and the National Assembly of Dionysopolis were presented. This is evident from their concluding clause: "...that the butler, having recorded the proxenia given to him on a marble stele, shall place it in the Metroona." Hellenistic honorary decrees for foreigners granted the usual rights and privileges in such cases as proxenia. Among the honored are a resident of Odessos, the famous Mesambrian strategist Polixenes, son of Melceon (end of the 2nd-1st century BC), as well as residents of the city of Calchedon, who assisted Dionysopolis in a military campaign by sea. The longest decree is dedicated to the Thracian Mocaporis, appointed by King Remetalcus I as the strategist of a hitherto unknown strategy, who assisted Dionysopolis both in peacetime and in war "against the common enemies beyond the Danube". Another important type of document found in the temple is the lists of priests and cult officials. From the early Hellenistic era is a catalog of devotees of the Mother of the Gods, containing 19 names; and from the Roman era is a list of priests of the goddess and a catalog of 84 members of a religious association that celebrated her cult on the first of each month.

A large part of the statues found represent the Great Mother of the Gods (Cybele). She is wearing a long chiton and hemation, seated on a throne and holding a tympanum in her left hand. In five of the statuettes found, a lion is lying on the lap of the goddess. Statues and statuettes of the goddess with the same iconography are known from many places along the Western Black Sea coast.

With a different iconography is the main statue of the temple. The goddess is again clothed in a long chiton with a haemation draped over her left shoulder and across her lap, and is seated on a throne, but in her right hand she holds a phial, and in her left hand, outstretched, she holds a sceptre. The lion is not in her lap, but is depicted in relief, crouching to the right of the throne. The rich interior shows that the temple was not destroyed by Christian fanatics. Its burning most likely took place in 378, when dozens of unfortified settlements in Mysia and Scythia, including in the immediate vicinity of present-day Balchik, were sacked and burned by the Goths, who two years earlier had settled in these areas as Roman federates. This assumption is based on the dating of the latest coins found under a layer of charcoal and broken tiles in the nave of the temple. They are of the emperors Valentinian I (364–375) and Valens (364–378).

After this pogrom, the temple was not rebuilt. In the 5th century or the first half of the 6th century, the burnt building was demolished to the level at which it was uncovered today. In 544–545, the coast of Dionysopolis was hit by a huge sea wave. It causes a landslide of earth mass from the surrounding hills, which fills the temple and seals it tightly.

So far, this is the only discovered temple of the Pontic Mother of Gods and the best preserved Hellenistic temple in Bulgaria. The found inscriptions and marble sculpture are extremely important Archeological monuments that reflect the religious and social life of Dionysopolis. In number and variety, this is the largest group of movable monuments associated with the cult of the Mother of the Gods, Cybele, ever discovered in one place. A large part of these exhibits are presented in the halls of the History Museum. The initial studies, excavations and conservation of the discovered Archeological finds are fully financed by the Municipality of Balchik. The opening of the temple is one of the most significant events for the city of Balchik, as it immeasurably enriches the cultural heritage not only of the city, but also of Bulgaria.

Today, Balchik is a small provincial center, but in antiquity, antiquity and the Middle Ages it was a powerful and prosperous regional and metropolitan polis (city) , the residence of the medieval Bulgarian rulers of the region of the same name - Karvunska land.

3. FEASIBILITY STUDY

3.1 Introduction: feasibility goals

Due to the covid pandemic, during the last three years (2019, 2020 and 2021) restrictions were imposed and tourism was in a huge crisis. What is the place of tourism on a global scale and where is Bulgaria on the tourist LAP? What are the most important trends for Europe and how are tourist flows redistributed to new destinations? Experts claim that tourism is one of the big three in the world - oil, automotive and tourism. As the third largest industry in the world, it creates about 6% of the gross world product and provides employment to one in fifteen workers. According to the World Tourism Organization (WTO), the tourism industry is growing by 4% every year. The largest tourist market is Europe - with over 61 percent of visits worldwide. All these facts and trends are part of the real situation in which tourism Bulgaria is developing. According to statistics, 14 billion BGN were the revenues from tourism in 2003, and for the period January - November 2021, the revenues from incoming tourism amounted to over 3.7 billion, with the growth compared to the same period of 2020 being 48.2 % . Of these, 2% are investments made to improve the resort base. What do people in the travel business underestimate and miss? How can they win more customers, money and favorable public opinion? These questions are looking for answers, which the real reality of the world tourism LAP, the lost positions on the Bulgarian market and the ruthless competition increasingly impose.

"Only thanks to God we have the opportunity to be one of the ten most interesting countries in the world. But he can't help us either if we don't play slips regularly. "This is how the director of IANTRI (Executive Agency for National and Tourist Advertising) Ivaylo Gyaurov commented on the inclusion of Bulgaria in the Washington Post newspaper's ranking of the ten most attractive countries for 2004. and the attitude towards investments in Bulgarian advertising abroad. Tourism is the only product that the country successfully exports, but it also competes with Europeans' favorite destinations such as Spain, Greece, Turkey and Egypt. The battle for tourists is shaping up to be tough and very hard to win without national advertising , good product to market and good service . Bulgaria started a targeted strategy for advertising this product a few years ago, but very timidly . A new source of advertising funds has appeared - the possibility of reinvestment of the tourist fees received by the municipalities. With the new Law on Tourism, the principle of decentralization of management was adopted by granting more rights and obligations to local self-government bodies and local administration, together with local tourism associations. The funds from the tourist fees may, by decision of the Municipal Council, be spent to stimulate tourist activities on the territory of the respective municipality.

The city of Balchik is located in northeastern Bulgaria on the Black Sea coast, 37 km. from the city of Varna, in the immediate vicinity of the resort "Albena". Balchik is the third most important seaport after Varna and Burgas. It is located terrace-like on the white steep slopes of the Dobrudja Plateau, by a small bay of the Black Sea, at a height of 205 m.. The climate is moderately continental with a strong Black Sea influence. Summer is moderately warm, winter is not too cold, autumn is long, with many sunny days. Northeasterly winds prevail, breezes are characteristic. Balchik is developing as a seaside resort and tourist center. Many hotels, rest stations, campsites, restaurants, bars, etc. have been built near the narrow coastal beaches. Only private accommodation in the city has about 2000 beds. The "Tuzlata" health resort is located on the territory of the city at the foot of a steep sea coast around estuarine lakes, the bottoms of which are covered with healing mud. In Balchik there is also the "Dvoretsa" architectural park complex, as well as the Botanical Garden, which with its collection of cacti (over 250 species) is the second richest in species in Europe. Tourism is a priority industry in Balchik, which, despite the efforts of everyone involved in the tourism business, is not achieving the desired results.

In connection with the discovered opportunity for reinvestment of the tourist fees collected by the Municipality, an Advertising Tourist Information Center was established at the Municipality of Balchik and the Tourism Council. There are many reasons for creating such a center, but the main one is to coordinate the actions of all companies and individuals who prioritize tourism, protecting their interests. The many companies developing illegal tourist activity have recently created a bad image for all those working in this field, driving away tourists and undermining the authority of both themselves

and those who work legally. Despite efforts in recent years, tourism in Balchik is not developing at full speed. The municipality of Balchik has set itself the goal of raising the offer of the entire tourist product to a new, more modern level. Various promotional materials were created - a brochure on the cultural and historical heritage of Balchik, for all public buildings and commercial establishments on the territory of Balchik; advertising postcards; a general site for Balchik, including all groups of objects that directly or indirectly exercise tourist activity; billboard construction and strategic placement; filming a commercial video for Balchik; creation of a catalog for all tourist sites in Balchik, containing also offers for the offered services and 11 pcs. 3D films on a cross-border project. Various festivals and events were created, such as "Classics Days in Balchik", "Festival of Young People in Art Via Pontica", folk festival "Sea of Rhythms", international choral festival "Black Sea Sounds", international plein air "European Horizons", plein air "Artists, Balchik, Love". All these events are financed by the Municipality of Balchik, looking for an opportunity to cover all the interests of the guests of Balchik.

tourists who visit Balchik are mainly from former Soviet republics, Romania, Hungary, Poland, Slovakia, Germany, Italy, France. Their journey is usually organized by a national tourist agency. The main motives for travel are : rest, cultural entertainment, treatment, the possibility of a profitable trip to other neighboring tourist countries. The stay of most tourists is one week. Tourists are interested in traveling around the country. And there is an opportunity to overcome the seasonality of tourism. Tourists prefer half-board in two- and three-star hotels. They are interested in attractions in a typical national style. The advertising that affects them is diverse.

To determine the tourist demand, the participation proved to be extremely useful of the Municipality in tourism and stock exchange , both in the country and abroad . The basic information, took shape in the following aspects :

- None of the companies advertise only their base. First, the country as a whole is advertised, then the region, and then the relevant tourist site is offered, emphasizing the exclusivity and magnificence of nature, hospitality and the experience of the population in tourism.

- Extreme interest in children's recreation. The main requirements are to the beach; conditions enabling full-fledged children's recreation; security and safety; a program where real tour guides take care of them. All this at low prices.

- Serbian tourists can return to Balchik again. What do they want? Low prices in private accommodation, cheap food.

- The Hungarians would also return. Their requirements are related to detached houses or floors, kitchen and garage, mandatory insurance. Near the sea. They are looking for urban infrastructure and civilized tranquility.

- Increased interest in the nature and history of the northern Black Sea coast.

It turned out that there are interests! Can we meet the demand? What should we do? The base is on the face, but there is a lack of a targeted advertising strategy. Advertising is an art of mass communication impact. The impact of advertising as a technology unfolds in the paradigm of : processing information about the object; represents this information by symbolic substitution of the missing object; proves, highlights qualities; argue; motivates, creating the illusion that the decision to act is personal and internal rather than externally motivated; to leave a trace (memory); to predispose to seeking additional information.

The main directions in which to advertise Balchik are the following :

- an extremely good tourist base in the form of two and three star hotels and private accommodations;
- natural features;
- original architecture;
- rich cultural and historical heritage;
- opportunities for cultural, spa and hunting tourism.

Will our access to the international tourist market be direct or indirect ? Under channels of realization, specifying the chosen form of sale, in tourism should be understood the nature of the relationship between the primary tourist enterprise and the end user for the purpose of making a purchase - the sale. Direct selling means a direct relationship between the primary tourism enterprise providing the product and its consumer. Indirect sale means mediating the relationship between the seller - us and the final buyer - the tourist, through the participation of one or several homogeneous or heterogeneous intermediaries. The main motive for an indirect form of sale with us was formed on the basis of the conducted research, according to which the share of organized tourist trips several times exceeds the share of individual tourist trips. Additional reasons for choosing an intermediary were related to: international and national regulations for the participation of tourism sellers in specific markets; ability to provide sufficient information to the client; amount of commissions paid; the specialization in the activity of the intermediary; the potential tourist demand that can be covered by the intermediary.

The complex situation accompanying the realization of the tourist product, both in the tourist's country and on the spot, requires us to shape our market policy, taking into account the effectiveness of each individual sales channel, as well as the efficiency of the system as a whole.

As far as the Bulgarian legislation in the field of tourism is concerned, the current law and the regulations to it are transitional in terms of the place and role of non-governmental organizations in all tourism activities. The non-profit organizations have not yet taken their responsible place in the tourism

industry of Bulgaria and especially in protecting the rights of new owners in tourism, providing methodical, organizational and financial assistance to companies and especially small and medium-sized businesses, control over the quality of service, training and professional training of personnel. It is necessary to approve a Ministry of Tourism, which develops strategies for the development of tourism in our country. A national strategy and state policy is needed for the development of cultural tourism in Bulgaria. Tourism is a key sector for the Bulgarian economy - in 2016 it formed 12.8% of GDP (6.6 billion US\$) and provided a total of 362,900 jobs³. Tourism in our country, as well as in other countries of Europe and the world, develops in an environment of high youth unemployment, population aging, migration processes, climate changes, environmental pollution and others, which directly affect the state of tourist resources and industry.

The development of a late antique and medieval fortress in the district of "Horizon", the city of Balchik, as an Archeological park and the preserved remains of the fortification, which includes fortress walls and the western gate, with pentagonal towers, in the southern part a round tower, massive stone buildings, inhabited in different eras, cobblestone streets and a canal, the well-preserved production facilities of the medieval era with high exhibition value will become an excellent tourist attraction for the residents and guests of the resort town.

3.2 Identification of the legal and administrative framework

The legal and administrative framework is a key aspect of LAP design plans and the development of the future Archeological park.

It is extremely important to comply with the normative acts and the created General Development Plan of the Municipality of Balchik and the related rules and regulations for the implementation of the General Development Plan of the Municipality of Balchik and specific requirements for the organization of the territory, as well as the legal norms of the Republic of Bulgaria. The Law on Cultural Values and its accompanying regulations, the Law on the Organization of the territory The Law on the Development of the Black Sea Coast, PNP and SIUT also include specific requirements, rules and regulations for the development of the territory. Ordinance No. 7/2003 of the MRRD on rules and regulations for the organization of individual types of territories and development zones. When building an Archeological park with attractions, including attractive transport to the fortress, it is mandatory to comply with the Roads Act. In order to ensure the continuity of the natural habitats and a more harmonious integration of the anthropogenic elements into the natural landscape, the subsequent detailed plans should apply the principle of "discontinuous urbanization", preserving territories without development - "green wedges" - within the boundaries of the settlements and

between them, including in the territories in which the engineering-geological surveys under Art. 36 inadmissibility of construction was determined.

When building new roads or reconstructing sections of existing roads, bicycle lanes are included in the scope of the road, in accordance with Art. 5, para. 6a. from *the Act on the roads* . Based on permission under Art. 26, para. 3 of *the Law on Roads* , specialized studies, design and implementation of rehabilitation of existing and implementation of roadside landscaping are carried out, in compliance with the following principles:

1. taking into account the location of the road in relation to the geographical directions, respectively the prevailing winds, with a view to ensuring optimal protection against snow drifts and protection against icing;

2. when, due to the reconstruction of the roadway, a number of trees must be removed, those in a less satisfactory state, established by a phytosanitary assessment, are selected;

3. when building the new and supplementing the old roadside landscaping, mainly resistant forest tree species are selected, adapted to the conditions of the habitat;

4. remove vegetation from the inner sides of curves, limiting visibility;

5. positioning in relation to the roadway, determining the type and density of the plantings and providing additional safety equipment according to the specific conditions, with a view to preventing serious traffic accidents.

When running linear objects of the transport infrastructure, the necessary tracks for animals and insects are provided, according to their migration routes.

Lands with infrastructure for air and water transport are developed on the basis of a master plan according to Art. Art. 124 to 127 inclusive of Ordinance No. 4/2001 of the MRRB on the

scope and content of investment projects , in accordance with the specialized regulations, the technological and operational requirements and the requirements for environmental protection and sanitary and hygienic conditions.

The landscaped areas for general public use and the sports facilities within the borders of the settlements are arranged, maintained and used in accordance with the provisions of the current detailed development plans, Ordinance No. 7/2003 of the Ministry of Land Development and Urban Development on rules and regulations for the development

of individual types of territories and development zones and relevant municipal ordinances. It is not allowed to reduce the scope of green areas for wide public use and sports facilities with subsequent detailed development plans. Further development of the linear greening with green strips and trees along the main streets is planned, and in the subsequent planning the construction line to the street takes into account the growth requirements of the respective species. Expansion of existing or construction of new public facilities landscaping for general public use and sports facilities under para. 1 outside populated areas are carried out in accordance with Art. 32 and Art. 33 of Ordinance No. 7/2003 of the MRRD for rules and regulations for the organization of the individual types of territories and development zones . In private land with a construction regime, intended for real estate cultural values (**T6**), the protected areas for the protection of real estate are included cultural heritage within the meaning of art. 79, para. 6 and para. 7 of the Law on Cultural Heritage .

The grounds under para. 1 are intended for activities aimed at the preservation and socialization of immovable cultural values and are organized in accordance with the preservation regimes, respectively the documents and procedures regulated in Section V "Territorial Protection" of the Law on Cultural Heritage.

In the fields under para. 1 for Archeological immovable cultural values, the provisions of Art. 35 of Ordinance No. 7/2003 of the Ministry of Regional Development of the Republic of Moldova on rules and regulations for the organization of different types of territories and development zones . On the basis of relevant sanctions of the competent authorities under the Law on Cultural Heritage , they allow:

1. specialized research and conservation-restoration works;
2. construction related to the preservation, socialization and protection of immovable cultural values, improvement works, landscaping and construction of technical and transport facilities, including supply infrastructure.

The independent grounds for objects with a special purpose are arranged in accordance with the needs arising from their specific purpose, compliance with the general sanitary and hygienic norms and the requirements related to the protection of the environment.

One of the most important conditions for the realization of a project, such as the construction of an Archeological park "Late Antique Fragility in the Horizon Quarter", in addition to funding and a clear idea of the park's vision, is a team of people who will comply with the legal norms and each in his field will work together with others to obtain a final product satisfying the interests of the modern public.

3.3 Design and Development Options

Considering the geographical, anthropogenic and technological factors that have determined the creation and development of cultural objects such as industrial complexes; - preservation and socialization of real cultural values with regard to the rich architectural and urban planning history; - creation of a plan, volumetric-spatial and architectural-artistic composition, taking into account all elements of the existing environment and offering modern compositional solutions; - research of the legal basis for the arrangement and investment design, construction and management of the Archeological site before their reconstruction, as well as the possibilities of using the accumulated experience in the new solutions. All these important elements of the reconstruction process are accounted for in the latest available and affordable solutions for reconstructions of Archeological sites at home and abroad, which have emerged, developed and validated over the last twenty years. The look at the balance of the port areas shows that the development of the Bulgarian ports is in tune with the modern European trends in the reconstruction of similar areas, their territories are an essential part of the city centers and have a strong structural influence passing through the neighboring territories in the entire urban structure. This influence can be traced in the functional relationships between reconstruction sites in Western Europe. Archeological sites have been successfully integrated into the urban fabric by means of transport, communication and green systems. The new functional complexes of mixed activities with an emphasis on recreation and tourism are in the very centers of the cities and are tied to them thanks to this functional mix. These areas become complex structural formations of natural and anthropogenic givens, historical artifacts, functional diversity, plan, volume-spatial and architectural-artistic compositional elements. Thus, by taking into account these important characteristics, the reconstructed areas of the foreign experience are integrated.

The methods of reconstruction depend on the historical facts, the area of the territories, important moments and events of the city and national history, the need for new terrains for public service and logistic activities of the centers and, of course, on the needs of coastal recreation and tourism.

The ancient city of Dionysopolis (Balchik at the moment on the Bulgarian Black Sea coast, north of Varna) is located in the southern part of the "Dobrudzha" coast (it is usually assumed that the southern border of Dobrudzha runs along the lower reaches of the Batova River). The city is in the so-called Kavarna-Balchik sub-district of the Dobrudzhan-Frangean region, where the coast reaches its highest altitude - up to 180 m. Up to about 100 m. There are old terraces, the sea, and in the interior of the Dobrudzha plateau, the most characteristic are the Sarmatian-Pontic and deforested surfaces. In the coast there are also deforested reliefs and immediately to the northeast of the valley of Batova the coastal slope has a higher relief. The general appearance of the landscape is determined by numerous

landslides cut by ravines in certain places. The landslides along the Dobrudzhan and Frangean coasts include low and middle Sarmatian sediments, which alternate with sandy limestone rocks and marls with formed pressureless horizons. The area between Varna (ancient Odessos) and Cape Kaliakra (ancient Tiris) is characterized by the highest density of landslides. To the west of Kavarna (ancient Bison), i.e. just in the region under consideration here, they form an almost continuous band of ever-expanding range. It should be added that the area between Cape Shabla and Cape Kaliakra is a major witness of seismic activity. As a result of large block landslides form. As a result of these processes, an average south-facing slope was created over the valley of the Batova River, the slope of which reaches 30 ° and even more. One of the most characteristic in the area of the landslide is the amphitheater of Balchik, facing south. Three kilometers to the west is one of the most active landslides in the entire region - Momchilsko - which is a cirque - and what is it with a length of 1000 m. (Ishirkov, 1918, 18; Popov / Mishev, 1974, 237-239; Mishev / Popov, 1979, 14, 21-23).

This is the warmest region of Dobruja. The climate in the area is transitional-continental, except for a narrow strip along the coast where the influence of the sea is felt. In the interior, the influence of the change of the steppes can be felt ("Dobrudja" is the southernmost part of the South Russian steppes, where there are no mountains that can stop the penetration of the north wind). The area of ancient Dionysopolis can be defined as a "sea coastal" landscape that consists of a 2 to 5 km wide strip from Cape Shabla in the north to the mouth of the Batova River in the south. The high coast in the area represents a kind of climatic border and isolates a specific microclimate, strongly influenced by the sea (Mishev / Popov, 1979, 102-103). It stops to some extent the strong north and northeast winds, although not completely, since O. Tafrali mentions a freezing climate in winter, and on the other hand, bare hills and the lack of wind predetermine rather high temperatures in the summer months (Tafrali, 1928, 6). The area is rich in water, for water seeps down through the Dobrudzhan limestone to the surface, then reaches a hard pan marl layer, flows down the slope from northwest to southeast, and comes to the surface again in the form of sources - in the places where the rock layers are cut by ravines. This is the case of the Balchik amphitheater landslide (Ishirkov, 1918, 18).

The vegetation in the region has most likely changed significantly over the centuries from ancient times to the present day. Written sources have preserved descriptions of the great forests, of which he left almost nothing. The Bulgarian Black Sea coast is part of the so-called oak forest zone. Currently, these forests are more than 50% destroyed and cover only 2% of the coastal area of Dobruja. In the region of the Frangensko plateau, the most widespread are dark gray forest soils and gray (Mishev / Popov, 1979, 33, 75, 102). It should be added that in earlier times the valley of the Batova River was covered with forests (Ishirkov, 1918, 14-15). The description that Irecek makes of his journey (at the end of the 19th century) from Varna to Balchik is very exemplary in this sense. From the edge of the

plateau above Varna in the valley of the Batova river, the whole area is covered with forests, as well as above the valley there are high steep cliffs, from where the "fixed steppe of Dobruja" begins (Ireček, 1974, 893, 895). Another account is also of some interest here - one made by O. Tafrali on his trip to Balchik (at the beginning of the 20th century). The road passes through a dense forest that offers shelter to many bandits. The forest ended in the immediate vicinity of the city (Tafrali, 1928, 5). It is as soon as possible that this picture is much closer to the appearance of the region in ancient times. As noted by the Shkorpil brothers at the end of the 19th century, the coast of North-Eastern Bulgaria is a region that is dangerous for navigation. According to them, only "small local ships" can navigate between Varna and Balchik, and only in good weather. However, the only two harbors in the area are Balchik (Dionysopolis) and Kavarna (Bizone), where - although they are not convenient bays - the high coasts that face south provide some protection from the northerly and strong north-easterly winds. Moreover, these two ports are the only places where there is a proper way from the high Dobrudzhan plateau down to the seashore (Ireček 1974, 894). In addition, it should be said that the Shkorpil brothers noted the great importance of the port of Balchik as a starting point from which food was exported (Shkorpil / Shkorpil, 1892, 16-18). In connection with this last note, we must mention O. Tafrali is information that at the beginning of 20 C. the inhabitants of Balchik were mainly engaged in agriculture and animal husbandry and that it was not developed for fishing (Tafrali, 1928, 6). This is a situation that is in stark contrast to other settlements on the Black Sea, developed on the pages of the ancient Greek colonies, when fishing was traditionally very important to the present day (Nessebar / Mesemvria, Sozopol / Apollonia for example). It could be assumed that the geographical environment of Dionysopolis - located on the edge of the fertile land of Dobruja - played a major role in its economic profile in antiquity.

Another aspect that we have to take into account here is the change in sea level. Unfortunately, these processes are not sufficiently clarified for the Dobrudzhan coast. Traditionally, great importance is due to the eustatic factor, i.e. of sea level fluctuations. For a long time, it is now generally accepted that the time of the Greek colonization of the Black Sea coincided with the lowest phase of the Phanagorian regression, when the sea level perhaps reached 7/10 m below the current one. Accordingly, the first settlers founded their settlements on the terrace, which is currently four to six meters below sea level. Regardless, it is also necessary to forget tectonic movements, because during the Holocene coastal Dobrudzhan is characterized by strong positive fluctuations. Significant differences are assumed to have existed between the development of the coastal areas south and north of Varna, for the northern part characterized by a slow rise of land (Orachev, 1990). In the area of the bay of Varna, however, there are also remains from ancient times that were discovered at a depth of five meters - in the immediate vicinity of ancient Odessos, at the entrance of the modern port, as well as to the southern

part of the bay, in the sea under Cape Galata (Popov / Mishev, 1974, 227-228). It seems not possible that such a big difference existed between the situation in the Bay of Varna and one in the Balchik region (Balchik is only about 30 km. from Varna). p.k. one can expect the lowest terrace of ancient settlements, where they are located on port facilities, to be currently below sea level. Some underwater research work (the results of which unfortunately remain unpublished) revealed that in place of the modern harbor there was an ancient mall and harbor (Dimitrov, 2001, 61). The geographical location of the modern city of Balchik and, accordingly, of the ancient Dionysopolis has two features in advance. On the one hand, there is the fact that in the Bay of Balchik there is one of the few convenient ports, and on the other, there is the configuration of the coastline, which reaches its highest altitude precisely in this part of the Black Sea coast. While the first of the mentioned factors predetermines the continuation of life in a place, the second is crucial for the specific terracing organization of the settlement.

The landslide processes that led to the formation of the Balchik amphitheater are also of some importance for the consideration of the Archeological research of the ancient Dionysopolis. As a result of the erosion of the terrain and seismic activity of ancient layers are currently the greatest depth and this fact greatly complicates excavations. G. M. Dimitrov points out that during some construction works on the second terrace (where the center of an ancient settlement was probably) the Early Hellenistic layer was reached at a depth of 15 m, but that the high level of underground water did not allow the work to continue (Dimitrov, 1990, 26; Dimitrov 2001, 61).

This part of the Black Sea coast is characterized by strong seismic activity (Rangelov, 1998). We can hardly expect that the devastating earthquake that destroyed Bizon in the 1st century BC. BC did not affect Dionysopolis as well, although obviously the damage was not so rich. In this context, at the expense of Theophanes the Confessor should be added, which describes other natural disasters that befell Dionysopolis in a certain period of the 6th century AD. A huge wave, most likely caused by an underwater earthquake, flew over the city. The last major earthquake hit the city in 1901. Its epicenter is about 15 km away. in the sea and caused great damage. It is also necessary to remember that the ancient Dionysopolis is located below the modern city of Balchik. This is another factor that predetermines the lack of systematic excavations on the territory of the city and the more or less chance characteristic of the finds. The ancient written sources are more than enough considering the information they provide about Dionysopolis. In rare and very uninformative notes in the narrative sources were collected and commented by G. Mikhajlov in the introduction to the chapter "Dionysopolis" in his collection of Greek inscriptions found in Bulgaria (Mikhajlov, 1970, 49-51). Unfortunately, these sources, which do not mention the foundation of Dionysopolis, have neither a date nor the mother city, which largely hinders the reconstruction of the

history of the settlement. In general, three different pieces of information related to the ancient colony may differ (in different variations). The earliest accounts are one of the Pseudo-Scymnos and one in the Periplus Ponti Euxini anonymous ". They are largely identical and - following the information given in the work of the Pseudo-Scymnos - can be traced back to the lost work of Demetrius of Callatis, whose activity dates back to the second half of the 3rd century BC (Blavatskaya, 1952, 5; Avram, 1999, 9). The essence of two sources can be summarized as follows: on the coast between Bison " Odessos" and there is a settlement named Dionysopolis, and in earlier times Dionysopolis was another name - Krounoi ("Sources") - because there are numerous sources of water in the area; later, however, a statue of the god Dionysus was washed up on the shore and for this reason the settlement was given a new name - Dionysopolis, i.e. "city of the god Dionysus" (the anonymous periplus gives an intermediate name - Matiopolis), in the last part of the information is that in the border area of the Scythians and Krobyzoi there were some settlers who are "mixed Greeks". The latest information also has two variants - Pseudo -Scymnos simply states that in the land that is on the border between the Scythians and the Krobyzoi there is some population of "mixed Greeks", but Anonymous specifies that Dionysopolis "which is on the border between the Scythians and the Krobyzoi" has a population of mixed greeks. (More on this topic - see below.) The rest of the sources tell more or less the same thing. However, there are some changes that have caused some confusion among scientists. Pliny the Elder and Stephanus of Byzantium provide the same story of the change of name from Krounoi to Dionysopolis, but only Strabo mentions Krounoi (in the same area - between Bison and Odessos) and Pomponius Mela lists Krounoi and Dionysopolis as two different settlements (the former one is defined as "port" and the latter as "city"). If we assume to trace this tradition back to Demetrius of Callatis, i.e. the local authorities that we could accept and know the history of the region, we must accept its authenticity. So it turns out the following situation: 1) in a certain place there was a settlement, the earliest name of which was Krounoi (on etymological points explanation for the presence of numerous sources in the area), we do not know neither when nor by whom It was founded; 2) at some point (we could assume it was before the beginning of the 3rd century BC) that the name was changed to Dionysopolis (the name Matiopolis is hapax so you can ignore it). This particular change reflects some historical event, but it seems unjustified to accept the explanation given by the sources - the miraculous appearance of the divine statue should be considered the etiological myth and not the historical reality. Which does not detract from the fact that there was indeed a name change. This change and one in the state, as it should be placed somewhere in the second half of the 4th or at the very beginning of the 3rd century B.C. AD, as in the earliest known epigraphic monuments the collective name Dionysopolitai is already present (IGBR m2, 13bis). We could be positive that it was precisely the name change that

officially marked the creation of a polis. The general descriptive place-name "Sources" is changed to Dionysopolis - the settlement was already explicitly defined as a polis and chose its divine patron.

Some inconsistencies in the written sources have contributed to confusion among scholars. In general, the identification of Dionysopolis as today's Balchik, established by Ireček at the end of the 19th century (Ireček, 1886, 183-184), does not raise any doubts. Only some earlier authors, among them F. Kanitz (Kanitz, 1882, 192, 200), proposed Krounoi Dionisopolis and accordingly to be located nowadays in the village of Kranevo (south of the town of Balchik, near the mouth of the river Batova"), on the basis of its phonetic similarity with the name Krounoi. These authors do not accept as reliable the end of information from Pomponius Mela (2nd century AD) about the existence of two different settlements - the city of Dionysopolis and Krounoi port. Later, in the studies of the Shkorpil brothers, he repeatedly expressed the opinion that there really were two settlements and Krounoi was to be identified with the village of Kranevo (Shkorpil, 1930-31, 58). L. Robert also accepted the existence of two separate settlements of Krounoi / Kranevo and Dionysopolis / Balchik and pointed to the fact that in many cases the change of name is parallel to the change of the place of settlement (Robert, 1959, 197 -- 198). Lately, Zl. Gocheva supports this hypothesis (Gocheva, 1995; eadem, 1996). After Robert, she relied primarily on information a, of Strabo and Pomponius Mela. The author admits that the two settlements coexisted at an earlier period, and that Dionysopolis was founded a little later than the Krounoi. The absence of the name Dionysopolis in Strabo's text is explained by the assumption that at that time the newly created settlement was not completely overshadowed by the earlier port of Krounoi. As shown by the text of Pomponius Mela, it still had some importance in the 2nd century BC. Hr.

It is possible to make some arguments against this thesis. First of all the fact that Krounoi is not mentioned in the earlier peripli as a separate and independent port. In later sources, this settlement is also missing - neither the Tabula Peutingeriana nor the Ravenna geographer mentions a settlement between Odessos and Dionysopolis. Moreover, if we accept the hypothesis of Evil. Gocheva this would mean that after the "refoundation" of Dionysopolis (in which part of the population of the Krounoi participated) the Krounoi must have been included in the territory of the newly created polis. And although Strabo and Mela mentioned this name, it was absent from the text of the horothesis of Dionysopolis, what more, if we assume the identification of Krounoi with the day of today's village of Kranevo, it should be located on the very border between two poleis Odessos and Dionysopolis and more likely in the territory of the former (cf. below in the text he means the territory of Dionysopolis). From this point of view, it seems more appropriate to accept the thesis of continuity (in space as well as in time) between the earlier Krounoi settlement and the later Dionysopolis. We should also add that doubts have been raised regarding the reliability of Pomponius Mela, especially regarding

his text on the Pontic coast (Ham, 1999, 80-81). And M. Oppermann notes with good reason that - given that Mela's text lists the settlements along the coast from north to south, and Krounoi is mentioned above Dionysopolis - identification of Krounoi with the present-day village of Kranevo Den seems absolutely unjustified (Oppermann, 2004, 11, Anm. 69). [Some publications suggest another opinion - that the Krounoi can be located west of Balchik, in the area of the palace of the Romanian queen, where the main sources of water are concentrated (Irecek, 1974, 900; Tafrafi, 1928, 9 ; Dimitrov, 2001, 48). During the Roman era, Dionysopolis took its water precisely from this region (Dimitrov, 1973b).] Above is described the state of our knowledge, based on written sources, Dionysopolis is mentioned, as well as more than enough Archeological excavations of the ancient settlement make very difficult to specify the date of its foundation. Many authors are not risky, even hypothetically, to propose a date (Lazarov, 1997, 92; idem, 2000, 32; Isaac, 1986, 258-259). However, in the publications a certain opinion gained popularity - Dionysopolis, that it was probably Irish, but in any case, an Ionian colony. Already Bilabel defined as a settlement Irish foundation, provided as an argument of the Ionian dialect of the inscriptions (Bilabel, 1920, 15f.). This thesis was stated by G. M. Dimitrov in his latest work on the history of Dionysopolis (Dimitrov, 2001, 60; also idem, 1986, 90). Other scientists also accept this idea (Danov, 1938, 187; idem, 1990, 154; Yordanov, 1984, 97). However, the problem remains unsolved. Later, an inscription from the Roman period was found, mentioning "seven tribes" (IGBR m2, 15, third, l.3), which seems to confirm the hypothesis of an Irish foundation. According to Ehrhardt, these seven tribes were the original six Irish tribes, to which one of the "Romans" was added. An identical combination of tribes is known to have existed in other Pontic colonies that were explicitly defined as Irish foundations, including neighboring Odessos (Ehrhardt, 1983, 65-66, 101). The thesis that the "seven tribes" of Dionysopolis were actually the Irish Geleontes, Aigikoreis, Argadeis, Hopletes, Oinopes and Boreis (and the Romans) could have some chronological significance for the time, is based on the settlement, as it is well known that in the middle in the 5th C. B.C. Milesians adopted ten Athenian tribes (Ehrhardt, 1983, 98). This is the opinion of K. Nawotka, who thinks there was one of the first Irish apoikia (Krounoi), dating from the time before the Ionian revolt; at an unknown-late time was refounded settlement or reinforced with a new group of colonists (Nawotka 1997 , 23-24). So, if we accept Dionysopolis to have been an Irish colony, it must have been founded before the beginning of the 480s BC, most likely during the 6th century BC. Hr. According to M. Dimitrov, an early settlement in the area was established in the second quarter of the 6th century BC. AD (Dimitrov, 2001, 60, without giving arguments in favor of this hypothesis). However, there is another possibility - Dionysopolis could on average be the base of one of the already existing Irish colonies in the region, for example Odessos. This is a hypothesis that I. Velkov already proposed (Velkov, 1931/32, 46). According to him, although the geographical location of the settlement was not

a favorable one for the establishment of an independent colony, the citizens of Odessos took advantage of the port because it was suitable for commercial activity. If we connect the founding of Krounoi-Dionysopolis with some secondary colonising activity of Odessos, it will be quite enough to explain the appearance of the six Irish tribes in the above inscription. This is to say that it is impossible to determine - solely on the basis of the presence of "seven tribes" - neither the date of the foundation of Dionysopolis nor its metropolis. Al. Abram dwells on the problem at some length and includes Dionysopolis (along with Tomis and Bison) in the group of "medium settlements/colonies". This author emphasizes once again the fact that there is no written source that explicitly indicates the Irish foundation of Dionysopolis and that the mere mention of the seven tribes (without their name) is not enough. And as the first date, epigraphic monuments from the 4th-3rd C. Pr. AD and fully developed political institutions appear only in the 3rd century BC, scholars still have to deal with the problem of what to fill in the previous two centuries (Avram, 1996b, 294, 297-298).

In general, against the Irish character of Dionysopolis one can refer to the negligible importance of the cult of Apollo in the settlement - a feature that is not accompanied by any other Irish colony in the Black Sea. Blavatskaya is categorical on the problem and comes to the conclusion that this feature of the religious life of Dionysopolis does not allow us to consider it as an Irish foundation (Blavatskaya, 1952, 29). Ehrhardt also agrees with this opinion, but with the proviso that most likely the importance of Dionysus in the city's pantheon increased later along with the change in name (Ehrhardt, 1983, 66). Avram also points out that it seems impossible for Miletus to found a colony in which the role of eponym belongs to the priest of Dionysus (cf. Gocheva 1980, 52-53, see below). Avram proposes the original hypothesis that Dionysopolis was refounded by a group of worshipers of Dionysus at the time of Alexander the Great, but this second foundation was on the site of an earlier settlement of a commercial nature (Avram, 1996b, 297-298). Perhaps, if not the foundation itself, despite the growth of Dionysopolis could be associated with Macedonian rule over the western coast of the Black Sea, most likely with the activities of Lysimachos, and not with those of Alexander. And a large part of the activity of the former is concentrated mainly in Dobrudja and is connected with its conflict with the Greek poleis (cf. Lund, 1992, 33ff.). In the last decades of the 4th and the first half of the 3rd century B.C. AD Odessos witnessed a period of prosperity. In this connection we must mention the absence of Dionysopolis from the group of poleis that revolted against Lysimachos in 313 BC. These are only the "primary" or "main" colonies in this part of the Pontic coast - Odessos, Callatis and Histria. Also notable is the absence of Tomis, whose development as an independent polis can be dated to the mid-3rd C. BC. (Abraham, 1996b, 297-298). According to the historical interpretation of one of the issues of the money Dionysopolis of the polis could have existed with this name as early as the middle of the 4th C. BC. (Lazarenko, 2002, cf. Below). As already mentioned, Zl. Gocheva Dionysopolis suggests

that it was not founded on the site of Krounoi, but on a new site and with the participation of part of the population of an earlier settlement. Another no less original hypothesis was proposed by I. Shopova. According to her, the name change of Dionysopolis can be done in the 4th C. Pr. AD, as in epigraphic monuments of the settlement it is already represented by this name. And since the leading role of the cult of Dionysus cannot be explained either in the context of the Ionian Sea or in that of Dorian colonization, the only possibility that remains is the name to reflect some earlier local traditions and show the strong position of the local Thracian population. According to this hypothesis, Dionysopolis was founded on the site of an earlier native settlement (Shopova, 1998). In the context of the creation of Dionysopolis, we must mention the opinion expressed by some scholars - that the "mixed Greeks" indicated by the Pseudo-Scymnos and the Anonymous Periplus are in fact a heterogeneous (in the sense of coming from different metropoleis) group of colonists. This thesis was already stated in the work of Blavatskaya (Blavatskaya, 1952, 29) and it was many times later by Ehrhardt, Nawotka and L. Buzoianu (Ehrhardt, 1983, 65; Nawotka, 1997, 23; Buzoianu, 2001, 30-31). GM Dimitrov also accepts the thesis of the presence of Ionians and Dorians, but with a numerical superiority of the former (Dimitrov, 2001, 61). Already Mikhajlov contested this idea and pointed out that in this case the mixing of Greeks and natives is understood (Mikhajlov, 1970, 50). (This topic will be discussed at length below, within the territory of Dionysopolis.)

Epigraphic monuments, social and cultural life. The epigraphic monuments from Dionysopolis are collected in the first volume of the *Inscriptiones Graecae in Bulgaria Repertae* (IGBR, m2, 13-34). Later only one monument was added, although a very important one (IGBR, V, 5011). As inscriptions with administrative significance, three decrees should be mentioned, which date from the end of the 4th and the middle of the 1st century BC. Hr. Two of them - from one payout to Akornion from va. 48 BC (IGBR, m2, 13 - Table II / 4), and the other is in honor of Dionysios of Callatis (IGBR, m2, 13ter) - demonstrate the adoption formula *Édoce TEI boulêi kai TOI dēmwi* characteristic of the Hellenistic era. As K. Nawotka mentions, this so-called "probouleumatic" formula predominates on monuments from Miletus and Histria and is also attested on monuments from Odessos dating from the 3rd century BC. (Nawotka, 1999, 63-64). It reveals the existence of the usual political institutions - the City Council and assembly - and in the second inscription the name of a citizen who proposed a movement, [...] ippos, son of Nikias. It is dated by Mikhajlov in the broader framework of the 3rd-2nd C. Ex. AD, but - on the basis of the use of the stoichedon style - Nawotka suggests a date in the 3rd BC. BC, even before 225 (Nawotka, 1999, 63, note, 296). Nawotka includes another inscription (IGBR, m2, 13bis - Table II / 3) in the group of so-called "abbreviated decrees", in the case of a formula that is absent in the text. According to scholars, they are characteristic of an earlier stage of the development of the poleis epigraphic tradition (Nawotka, 1999, 69ff.). In fact, they are known mainly from the metropolis

of Miletus, and among the Black Sea colonies themselves, they appear only in Olbia. In the monument considered here after the font "Agaqêi túxhi with the abbreviated formula Dionusopolítai Édwkan appears -" Citizens of Dionysopolis gave ... ". What follows is characteristic of the Hellenistic decree series of privileges given to Aristomenes of Odessos. First in the list of the right of citizenship is mentioned. Mikhajlov suggests a date in the 3rd century BC, but specifies that one at the end of the last century is not at all excluded. After Vinogradov, Nawotka mentions that in Olbia similar decrees disappear after ca. 320 BC - a fact that can be used as a chronological starting point. At some point during the 3rd century the magistrates adopted the standard probouleumatic decrees, but apparently the institutions of the polis were already dependent in earlier times too. Bearing in mind the ambiguity of the narrative sources, one must emphasize the fact that at least from the very beginning of the 3rd century BC Dionysopolis was undoubtedly a functioning polis.

We have almost no information about the structure of the administration of Dionysopolis. As already mentioned, at the end of the inscription "seven tribes" are mentioned, which is interpreted as the six Irish plus one of the Romans (in the context of a similar organization that existed in Odessos and most likely in Tomis as well) (Ehrhardt, 1983, 101-102). As for the Sofia investigator, in the publications he expressed the opinion that it was a priest of Dionysus who performed this function, although there is no explicit evidence (Gocheva, 1980, 52-53; Ehrhardt, 1983, 198). In the honorary decree of Akornion it is mentioned that the honorand was elected as the Sofia priest after a period of several years in which there was no one to occupy the position. List of priests of Dionysus from the 2nd BC AD is preserved when among the persons who held this office in the name of god himself is mentioned (IGBR, m2, 22). All this could justify the hypothesis that it is precisely the priest of Dionysus, who are the function of the magistrate of the same name. In another monument from the time of the Roman Empire, the priest of the "founder of a city, of the god Dionysus" is mentioned (IGBR, m2, 15bis). In another of the same period, the priest of Dionysus was named ~ rxiereúß and pontárxoß (IGBR, m2, 14). In the same inscription, some archontai are noted to have probably been inherited as an institution from earlier times. One of the earliest inscriptions is dedicated to the goddess Aphrodite, made by Anaxander, son of Hegesianax, a citizen of Methymna; Mikhajlov it dates from the 4th C. BC. (IGBR, m2, 19bis). Among the early monuments that illustrate the religious life of the polis, we should also mention two other Dedications - a marble statue of the god Pan, dedicated to Dionysus (IGBR, m2, 20, see below), and an altar with an inscription that served for dedication of the goddess Demeter (IGBR, m2, 21). The two monuments date from the 3rd century BC. Hr. The first inscription also mentions an association of worshipers of Dionysus, and from the honorary decree of Akornion we know of the Dionysia festival that took place every year. In addition to these cults and the main one of Dionysus, in the decree of Akornion two more deities and cults are mentioned - the great God and Serapis. From

another epigraphic monument we know that in Dionysopolis there was a temple of the Samothracian god (Velkov, 1990, 4). In the same decree, issued in honor of Polyxenes, son of Melseon, a citizen of Messambria, a gymnasium is mentioned when a bronze statue of the honorand was supposed to be built.

The monetary issues of Dionysopolis are another source that contains information about the religious life of the polis. Most prominent are images of the god Dionysus and his paraphernalia (thyrsus, grape, vine, kantharos). From the coin types we could also infer the meaning of the goddess Demeter. Although rare, pictures of Herakles and his attributes are also extant, as are those of the Dioscuri. On some of the issues, a cornucopia is depicted, which is an attribute of the great God in Odessos. Before, several statues found in Balchik also brought us information about the religious life of Dionysopolis. They are also indicative of the great importance of the cult of the eponymous god Dionysus. Two small sculptures depict the god himself. Another is an image of the god Pan. Unfortunately, all three are damaged. One of the statues of the god Dionysus depicts him wearing a chiton and sitting on a rock, most likely with a thyrsus in his hand (Plate III / 1). In a point about dating analogies in 3rd-2nd C. Pr. Hr. In the superior quality of the work, it may indicate that the statue was displayed in a sanctuary of the god (Manzova, 1978, 28-29). The second represents a statue of the god stability and naked, almost life-size (Plate III / 2). Unfortunately, only the torso is preserved, which, however, is indicative of a very high quality copy of an original work by Praxiteles. The proposed dating is at the end of the 3rd C. BC. (Manzova, 1978, 36-37). The third monument depicts the god Pan, sitting on a rock and playing the fistula (Plate III / 3). The statue is dedicated to the god Dionysus, who is noted in the inscription. The proposed date is once again at the end of the 3rd century BC . (Manzova, 1978, 30-33).

Several tombstones have previously been discovered, all dating from the Hellenistic period. The earliest is a marble stele with a pediment and acroteria, on which it is depicted in a kantharos relief (Plate II / 1). According to the inscription, this is a tombstone of HerLAPhilos from Cyzicus (IGBR, m2, 25). The proposed date is in the second half of the 3rd century BC . (Oppermann, 2002, 309-310; idem, 2004, 189, Anm. 1920). Two more monuments date from the same century - one of Polynika, wife of Faidimos (IGBR, m2, 26 - Plate II / 2), and one of Rhodokleia, daughter of Demochares (IGBR, m2, 26). The former stela, unfortunately badly damaged, depicts a seated woman, and the second one depicts a woman and a standing girl. Another source containing information about the history of Dionysopolis times during the Hellenistic period is the autonomous coinage of the polis ". The bronze issues of Dionysopolis were determined for the first time with a hoe and Regling (Selection / Regling, 1898, 125ff). Selection due to the mint of Dionysopolis and several silver issues, copying types from the coinage of Alexander the Great - head of Herakles with lion's skin on the obverse and Zeus

enthroned with eagle and staff on the reverse. On the reverse also the legend BASILEWS ALECANDROU is present, as well as the name of a magistrate LEON / LEONTISKOU. Later N. Mushmov included coins from Dionysopolis in his catalog of ancient and medieval coins Bulgaria shape and mint date of polis between ca. 200 BC and 72 BC (campaign of Lucullus) (Mushmov, 1912, 10-11). This dating is accepted in the works of G. M. Dimitrov (Dimitrov, 1995, 173; idem, 2001, 64). The basic appearance of the obverse of bronze coins from Dionysopolis is wreathed head of the god Dionysus turned left. The head of Demeter is also very popular - veiled and with a wreath of ears of wheat. These images existed throughout the period in which Dionysopolis mints. Also as the obverse types the head of Herakles and an image of the kantharos exists. One of the obverse types is identified as the head of the god Pan (?) (See below). The images on the reverse side are more varied. On the coins with the head of Dionysus, the attributes of the gods are mainly depicted on the obverse - a vine, a bunch of grapes, a wreath of vines, a thyrsus, a basket, a cornucopia. Rarely stars (symbol of the Dioscuri) in the conical caps of the Dioscuri or in the club of Herakles appeared. One of the main images on the reverse side of the coins is with the head of Demeter is the image of the goddess seated muralis with a crown on her head and holding a rosette, as well as symbols associated with Demeter - mostly ears of wheat or a wheat wreath. In one of the cases, the reverse side has an image of a chariot with two utilitarian lions. On the reverse side of the coins with the head of Herakles the hero's club is depicted, often accompanied by other symbols. On the reverse of all coins, a legend with the name of the polis (usually abbreviated - DIO, DIONUSO, DIONUSOPO, DIONUSOPOLEI, DIONUSOPOLIT etc.). V. Canarache compiles a relative chronology of autonomous coins from Dionysopolis and organizes them within twelve different groups, spanning the period from the early 3rd c . AD to 2nd C. AD (Canarache, 1957). The first group, which is dated to the period 300-250 BC, includes two types with the head of Dionysus on the obverse and on the reverse - respectively with a bunch of grapes or two bunches of grapes on a vine. By the middle of the 3rd c. the series with the head of Demeter / Biga with two lions appeared. In the 2nd C. The most widespread were coins with the head of Dionysus and the entire series of issues with the head of Demeter / seated goddess with crown muralis and rosette. Canarache makes some interesting observations on the barbarisation of coin issues in the 1st century BC. Hr. Among them there are coins on which the name of the magistrate AKORNION is preserved. This person can be identified with Akornion from the famous inscription from the middle of the 1st C. Pr. Hr. Later, G. Draganov rejected such an early stage (around 300 BC) for the beginning of the Dionysopolis mint and pointed out that one might expect the polis to have started minting its own coins only after the death of Lysimachos (281 BC) Perhaps a little later, the beginning of the coinage of Dionysopolis can account for the fact that in the numismatic collection of the museum in Balchik only 30 autonomous coins of the Hellenistic period are preserved, against more

than 60 of the Macedonian rulers Philip II, Alexander the Great and Lysimachos (Yordanov, 1990, 51). On the other hand, it is believed that in the second half (perhaps the last quarter) of the 3rd and the beginning of the 2nd century BC. BC Dionysopolis minted gold staters and perhaps tetradrachms of Alexander the Great types (Poenaru-Bordea, 1979, 42; Price, 1991, 179). This is an established picture of a coinage from Dionysopolis. Recently, an article by I. Lazarenko appeared, in which the author proposed a revision of the date of the appearance of the first polis bronze issues (Lazarenko, 2002, 134ff.). If it turns out to be true, the proposed hypothesis will prove to be very important for the restoration of the historical development of the area. According to Lazarenko, the "Pan's head" facial type, which was identified by Draganov, is not an image of God, but is actually an image of an elderly man with long hair, a beard and a mustache. The type of reverse - a cluster and DI legend - leaves no doubt as to where the coins were struck. Lazarenko interprets not as a mythological image, but as a portrait type, most likely in Scythian. According to him, these coins should be attributed to the Scythian ruler Ataias and should therefore be dated to the middle of the 4th C. BC. AD (after 359 BC, when the Scythians are supposed to have penetrated south of the Danube for the first time, and before the death of Ataias in 339 BC). Therefore, these issues should be considered as the first ones minted in Dionysopolis and - what's more - testify to the existence of a polis (with a change of name) already in the late classical period. However, this hypothesis has one major flaw - it does not offer an explanation for the fact that the bronze coins in question do not have a legend with the name of the ruler, which is found on the reverse of all known silver coins from Ataias without exception. On the contrary, on the reverse side of bronze coins there is a legend with the abbreviated name of polis (DI), which is missing in the case of silver of the Ataias issues, that they were most likely minted in Callatis.

Bearing in mind that the ambiguity of the written sources and the epigraphic narrative are rare, it is archeology that should provide us with the most unequivocal data on the date of the foundation of the settlement. However, this is the place to say once again that the ancient layers of Dionysopolis have not been the subject of regular excavations. In the vicinity of the village of Obrochishte, several lugged Balchik axes were found, which date from the very beginning of the 1st millennium BC. These findings prove the presence of early contacts between Anatolia and the region considered here. According to the proposed interpretation, a convenient bay of Balchik played an important role in these relations (Stoyanov 2000). Some samples of Early Iron Age Thracian pottery (dating from the 7th century BC) were also found in the area, as well as in Balchik itself (Toncheva, 1980, 75; Dimitrov, 2001, 59-60). The most characteristic find is a small jug with a biconical body and rim design, decorated with meanders filled with white paste. According to G. Toncheva, the vase is characteristic of the second phase of the Basarabi culture. It should be added that some materials from the 7th BC AD were found from sites in Varna, for example

in the "Akatsiite" district, as well as from the "Konstantin and Elena" resort, north of Varna (Toncheva, 1972; Toncheva, 1980, 74). A. Minchev suggests that there was a slightly early Iron Age settlement on the shore of the Gulf of Varna (Minchev, 2003, 212). Ceramic fragments from the Early Iron Age were found during the construction works in the center of Balchik, and in the exposition of the museum there are also some elements from the Late Iron Age, as well as (Dimitrov, 2001, 59-60). It is possible that traces of the beginning of Thracian settlements are located along the banks of streams that flow to the west and east of the city (Dimitrov, 2001, 60). Another Thracian settlement is reported to have existed "to the southwest of the city of Balchik - near the palace of the Romanian queen (Bobcheva, 1972, 25). Unfortunately, we are not able to say what is the relationship between these early materials and found that follow them chronologically in point of view. So far, Archeological research on the west coast of the Black Sea has not shown any case of continuity between an Early Iron Age Thracian stratum and the following Archaic Greek strata. (However, it may be due to the current state of our knowledge.) These assumptions are expressions for Mesemvria, where on the site of the later Dorian colony some Thracian establishments have been discovered, but in general the situation is still far from clear. On the other hand, a chronology of Getic objects in the interior of the region makes it clear that inland for this part of the coastal Pontic was densely settled by Thracians from at least the 6th century BC on (Henzel, 1974, 210-217). There is information about some Trajanic materials from the area of the village of Hrabrovo, located 12 km west of Balchik, on the plateau and overlooking the valley of the Batova River (Torbatov, 2002, 369-370). Thracian tomb with the supposed date of the 6th century BC. AD was discovered near the village of Batovo (Vasilchin, 1993). Unfortunately, information about the coastal area itself is much scarcer. In closed complexes at Odessos, some local materials have been found - mainly hand-made pottery - but the accompanying finds allow a date in the second half of the 6th or early 5th C. BC. AD to be offered, ie. these materials must be considered in the context of the already existing Greek colony (Toncheva, 1967, 157ff.). Traces of a relatively early human presence were found in the area of the village of Osenovo - on the edge of the Frangensko plateau, immediately to the southern part of Kranevo (finds from the end of the 6th-5th centuries BC - Oppermann, 2004, 84, Anm. 803, 104). As the earliest traces of a Greek (?) settlement at the site of Dionysopolis Chian two amphorae with Brownwing necks found during construction work in the old part of Balchik. The first is of type B of M. Lazarov's typology and can be dated to the beginning or the first half of the 5th C. Pr. Hr. With only one door the handles and part of the shoulders are preserved; on the neck there is a sign painted with dark red paint (Lazarov, 1973, 10, # 14, Pl. XXIV/14; idem, 1982, 8 - 9). The second amphora is almost completely preserved (only the foot is missing) and is of type B of the same typology - amphorae with the elongated and narrow Brownwing neck - and can be dated to the third quarter of the 5th C. BC. (Lazarov, 1973, 11-12, # 28; idem 1982, 9 - Table V / 1). Although somewhat

isolated, these two findings clearly indicate the existence of a settlement on the site of the later (?) Dionysopolis throughout the 5th C. BC. Hr. In addition, in some publications, some earlier materials are mentioned - for example, fragments of Ionian amphorae from the middle or late 6th century BC. AD, found during excavations in the central part of Balchik (Dimitrov, 1973a, 184; idem, 2001, 61, 85, Appendix 6). According to some reports, the 6th century BC. AD is the time when the neighboring Bison also appeared (Salkin, 1986; Lazarov, 1998, 93; Oppermann, 2000, 141, Anm. 24). This may mean that approximately one organized and modern settlement occurred on this part of the Black Sea coast, where - as indicated - only Dionysopolis and Bison offer the necessary conditions for the full functioning of the ports. Here we should mention a large collection of "Arrowhead money" that is kept in the museum in Balchik (Yordanov, 1990, 51). Without daring to enter into the larger bibliography of these preliminary monetary signs, it will suffice to say that they were "radiated" from the earliest Ionian poleis along the western and northwestern coastal Pontic (Apollonia and Borysthenes / Berezan certainly and most probably Histria and Orgame) and remained in use from the middle of the 6th century BC. AD (perhaps even earlier?) At least by the mid-5th C. BC. Hr. These finds are known from the region of Odessos (cf. Topalov 1993, # # 2, 5, 7-10, 12, 14, 18-19). Some other pre-monetary means are also mentioned as being found in Balchik, for example small bronze "dolphins" (Yordanov, 1990, 51; Dimitrov 2001, 65), which were in use in the Black Sea region at the end of the 6th and 5th C. Pr. Hr. (A small "Dolphin" was discovered in the area of the village of Osenovo - see above.) These finds, as well as the above amphorae, point to the existence of the settlement less than the end of the 6th century BC. Hr. Most likely these are some trading features. Archeological finds from pre-Roman Dionysopolis are scarce. If we exclude epigraphic monuments and coinage, which testify to the intense life of the polis in Hellenistic times, there are almost no other traces. Some of the material will be discussed below in the context of the necropolis of Dionysopolis. Several amphorae and seal amphorae from different centers (Thassos, Heraclea, Sinope) have been published before, they illustrate the commercial activity of Dionysopolis in the second half of the 4th and 3rd C. BC. (Mirchev, 1958, # 23; Lazarov, 1973, # # 128,141,161,185). We do not have much information about the appearance of Dionysopolis, especially for the pre-Roman period of the existence of the polis. Without any doubt, the topography of the settlement is predetermined by the terraced structure of the terrain, which is also characteristic of the present-day layout of Balchik. Here we will summarize a description of the place as given by the Shkorpil brothers at the beginning of the 20th century: there are several terraces in the city, with an amphitheater organization and separated by steep slopes. The lowest part of the town is on the very shore, where the hospital, the mill, and the custom house are situated; above this is the first terrace, where the buildings of the regional and municipal administration are, as well as the city park; on the second, higher than the terrace of the primary school, on the square,

the Church of the Holy Trinity and the Solak Mosque are located. A terrace overlooking the second is on the plateau of the so-called Gemidzhi Mahalle (Shkorpil / Shkorpil, 1912, 47). From the east side of these terraces a deep ravine runs from the plateau down to the coast. At the western end of the second terrace there is a high hill of Sarmatian limestone rocks, with a very steep southern slope (see Plate I). Several areas suitable for construction can be seen: a wide-ranging spacious terrace between the 40- and 50-m contour lines (where it is at the moment of "Independence" is located in a square); a second terrace between the 50th and 60th contour lines (where "St. George", formerly "Trinity", the church is) and to the north of it - another one between the 60 and 80th contour lines (where above located on a hill). According to a plan prepared by O. Tafraли, two water sources can be seen - on the site of today's "Independence Day" and a square in the square in front of the Bulgarian primary school. It is these spaces that define the reconstruction of the urban structure of Dionysopolis. Already brothers Shkorpil suggested in the center of an ancient settlement should look for opportunities on the second terrace, where most of the monuments were discovered. According to them, the monumental tomb of a doctor from the 3rd century AD, that was discovered there during the construction works, is actually located in an ancient agora. In the neighborhood, inscriptions as well as elements of the monumental buildings were discovered (Shkorpil / Shkorpil, 1912). After them, O. Tafraли was the first scientist who made an attempt to propose the restoration of the structure of Dionysopolis (Tafraли, 1928). According to him, included in the upper part of two terraces. Tafraли determined the gorge (where the fortress wall of Dionysopolis is located in two places) as the eastern border, and drew the western to the eastern part of the hill, immediately to the west of the Bulgarian primary school. According to Tafraли, the southern border of the acropolis followed the base of the terrace, which was defined by a 50-meter contour line, immediately below the church - there he also located parts of the southern wall, near the main transport arteries of the city. To the northeast, Tafraли traced marginally just above the 70-meter contour line. If this reconstruction is correct, the acropolis has an area of about 6 decares. Tafraли located two areas with a high concentration of Archeological materials - the first around the church, and the second around the square in the northern part of the Bulgarian school. It should be noted that near the school, an honorary decree of Akornion was discovered (Shkorpil / Shkorpil 1912, 48). In the text of the decree it is mentioned that the citizens of Dionysopolis will erect a bronze statue of Akornion in "the most prominent place of the agora" (IGBR m2, 13, L. 48-49). The monumental tomb from the Roman period that was excavated in the immediate vicinity is also consistent with the finding of the "Agora" in this area. Also here was discovered a small statue of Pan, dedicated to Dionysus (Kalinka, 1906, # 188). If we assume - after the dedication text - that the statue was displayed in the sanctuary of a god, it should be sought somewhere in the area of the Bulgarian primary school.

Later excavations clarified to some extent the general picture. Remains of the settlement's fortifications are located in several places. The earliest parts of the walls date from the Hellenistic period. It goes around the second terrace (where the old Bulgarian school and "St. George", formerly "Trinity" is located). In the eastern part of the fortifications, it is noted that since the first scientist is the easiest to trace. Here follows the wall at the edge of the terrace, the slopes of which descend steeply towards the gorge. At the south-east corner of the terrace where it is, the church had a facing of stone, which was reduced to nine metres. Most likely, it is both a fortification and a support of the wall. The earliest structure consists of large ashlars without a binder. At its upper end, the activated retaining wall ends with wide stone platforms, where there were additional structures, towers, etc. (Dimitrov, 1973a; idem, 1986, 94; idem, 2001, 63). Based on the new data, GM Dimitrov proposed a new reconstruction of the fortified territory of Dionysopolis. According to him, the eastern fortress wall continued to the south and was part of the terrace described above, the lower border of which follows in the 40th contour line. In the southern part of the wall, it has an approximate length of 300 m. It then turns to the north, crosses a square in today's city and continues to the next terrace. (In the text below, some Archeological findings will be presented that may be a sign of the existence of a necropolis in the western part of the above-described first terrace). Somewhere in this area, the southern wall (which is described by Tafrali) should be sought. This is to say that it suggests the layout of the western wall is by no means certain. There is disagreement among scholars as to whether the fortifications consisted of a high limestone hill that dates back to Hellenistic times. North of it turns to the wall to the east and closes its way. If this turns out to be a restoration, the right of the fortified surface of Dionysopolis could be as large as 8/9 ha.

3.4 Estimated implementation and maintenance costs; potential funding opportunities

Creating and managing an attractive Archeopark requires a well-planned environment that allows for development. In this sense, the quality of strategic planning and documents are key factors of the competitiveness of.

When a new product is created, funds are always invested in planning, building, maintaining and advertising it. The participation of volunteers in the implementation of the LAP in connection with the management of the park will significantly relieve the personnel budget.

Working with volunteers increases the image of any organization and legitimizes it before the public. An example in this regard is the successfully implemented volunteer initiatives of the Historical Museum - Balchik (Project "Closer - Stronger", Erasmus program, with the assistance of the Foundation "Path of the Thracians"), related to the Archeological research, which can be continued and expand . Volunteering is also reflected in other activities of the museum.

3.5 Identifying the target audience and their expectations

Each exhibit is created solely to serve visitors. That is why the relationship exposure - audience is directly justified. In recent years, there has been an increased interest in museums, for example in 1990 in France, 70 million French and foreign visitors viewed the museum expositions, which is three times more than in 1950. The picture is similar in Australia, where in the same year the museums have aroused the interest of over 17 million visitors.

This huge number of visitors is attracted to museums as a result of systematic and active work of museum specialists in the field of museum management and marketing. Therefore, a thorough knowledge of the museum audience is also necessary. The most advanced in studying the interests and the museum audience itself are the USA, Canada and Great Britain. A new museum discipline - visitor research - is also being created in these countries. The positive results in this new museum field have attracted the attention of museum specialists in France, Germany, Australia, New Zealand, the Netherlands, India, etc. countries in which the activation of this kind of research is noticeable. Using sociological and other methods, visitors' interest in permanent and temporary expositions, in the most interesting exhibits, whether explanatory texts help the individual visitor, which of the museum's initiatives attract the most visitors, etc. are regularly studied. As a result of summarizing these surveys, museum workers develop their further exhibition and educational work, taking into account to some extent the preferences of the museum public.

A leading place among researchers of museum visitors is held by American museum workers. Given that museums are called upon to play a broad public role, museum curators consider working with visitors as one of their main priorities. Over the past 25 years, the term "visitor research" in the United States has undergone significant change. The initial studies are limited to studying the visitation of the expositions, to predicting the tourists during the busiest tourist season, etc.

Modern "visitor research" includes not only statistical data on the number of visits, as has been the rule for many years, but also a number of new aspects, such as:

- Facts related to the psychological and personal analyzes of the visitors - education, scientific knowledge on the subject of the exhibition, linguistic culture, etc.
- Traditional behavior patterns of museum visitors - when, with whom and for how long they visit the museum, how they use the explanatory texts, do they come again, when do they start to feel "museum fatigue", etc.
- The ability of the visitors to understand the meaning of the exhibits and the impact of the museum objects on the public, conveying to them the social information of which they themselves are the carriers.

- The impact of auxiliary materials supplementing the exposition such as: explanatory texts, pointers to guide visitors, etc.
- Development and improvement of methods for evaluating cognitive processes, short and long-term impressions of viewing the exposure, models of social behavior, interests provoked by the impact of the exposure.

Analyzing all the above-mentioned factors, a realistic program for the future work of the museum, for the renovation of its permanent and temporary expositions, as well as for a change in the directions of educational work and activation of the public relations department in the lagging directions, is drawn up.

The studies that are carried out during the various stages of preparation and operation of the exposures include:

- surveys, observations, etc. methods for studying a specific audience;
- observations of visitors how they react to pre-prepared mock-ups of the future exhibition;
- research, analysis and evaluation of the general impressions of the exhibition after its deployment;
- use of the analyzes in order to improve the exposure.

Despite the fact that all museums write in their programs in the first place the educational work with the mass visitors, almost nowhere is this a primary task. Most museums prioritize the preservation of museum objects and their scientific research by specialists. When preparing thematic exhibition plans, museum curators and artists almost always take into account the requirements of the prepared and pre-educated public such as students, postgraduates and specialists. In this way, the newly created expositions remain incomprehensible to the mass visitor and students of primary and secondary schools. In order to make such expositions accessible to the unprepared visitor, it is necessary either to change the exposition or to reveal it to the visitors through didactic methods allowing its pleasant perception.

The preparation of modern expositions requires the combination of the work of specialists with different training. The leading role naturally remains for the museum curators, who judge exactly which museum objects from the funds will enter the exhibition, but in the creation and arrangement of the exhibition itself, along with the artists, they will intervene and the defining role will also be the communication specialists, who must find the most appropriate forms of contact and transmission of social information from the exhibit to the visitor. The visitor survey helps to correct the initial plans for the realization of the exposition.

The experience of English-speaking countries in the 1980s was also adopted by France. French specialists in the field of the study of visitor interests begin systematic studies. They develop a

three-tier evaluation system: at the initial - working stage, at the cognitive - at the exposure stage and when the exposure is presented to visitors.

Research concerns different visitors, their motivation, exposure methods, etc. Surveys, observations and talks are used for this purpose. The opinion of visitors is most actively studied in the City of Science and Industry in Paris, the Louvre, the Musée d'Orsay, the National Museum of Contemporary Art, the Center Georges Pompidou, the museums of Saint-Etienne and Fonteblo, the museum and parks of Versailles. In order to constantly monitor the change in the interests of the museum public, in France it was decided in 40 museums to constantly study the visitors. For this purpose, a special program and the necessary surveys are being developed. In order to track the interest of foreign visitors, a survey is also being prepared in English, and in some museums also in other languages. The surveys used so far concern six major topics: 1) what information about the museum did the tourist have before the visit, 2) motives for the visit, 3) what impressions of the individual sections of the exhibition did the visitor acquire, 4) what was the degree of satisfaction with the visit, does it correspond to the preliminary expectations, 5) socio-demographic characteristics of the visitor and his permanent place of residence. Thanks to this center-funded project, local museums can afford to study their museum audience using the latest scientific methods. Along with regular surveys, they also study individual problems related to museum management, organization, communications, etc.

As a result of researching museum audiences and their interests, museums expand their expositions, strengthen educational work among visitors, conduct a series of lectures, develop publishing activities, etc. The new conditions require especially from the public relations departments more dynamic contacts and more attractive temporary exhibitions for different circles of museum audience.

The special attention that is given to communications leads to new unsuspected successes in the exhibition work of museums and the attraction of a wider range of museum audiences. In recent decades, an expansion of the museum sphere as a whole in the cultural, public space has also been noticed. Along with traditional museums, museum institutes such as: architectural and Archeological reserves, scientific centers with museum collections, separate cultural-historical monuments and places, etc. are increasingly being opened. etc.

Through the exhibition activity, the Museum materializes for visitors and tourists the collection and fund work, fulfilling one of its main functions - promotion, and also the no less important educational activity, which is of particular priority in our museum.

An opportunity to form and offer a diverse product based on cultural and historical heritage in the fields of "Culture" and "Tourism" as a tool for sustainable development of the area. An example in

this regard is the Tourism Development Program developed by the Municipality of Balchik together with the museum.

The trends in exposure are determined by the demands of the audience in the modern reality of globalization and modern technologies. Despite the successes of the museum in this direction (virtual tour of the expositions and virtual exhibitions), it is necessary to include more and more new interactive technologies. IM - Balchik has an undeniable potential in his work with children, and this is evident from his successful educational projects. The efforts of museum specialists should be directed to the creation of new products in this activity. The practice of sustainable relations with local, regional and national media should continue, because they are not only an opportunity to popularize the activity of the museum, but also a means of implementation of its educational and cultural program.

Working with volunteers increases the image of any organization and legitimizes it before the public. An example in this regard are the successfully implemented voluntary initiatives (the "Closer - Stronger" project, the Erasmus program, with the assistance of the Thracian Road Foundation) related to Archeological research, which can be continued and expanded. Volunteering is also reflected in other activities of the museum.

The creation of new exhibition products and their export abroad in order to attract and increase the flow of tourists, both in the objects of IM - Balchik, and in the city, meeting its resource potential for the development of cultural tourism.

Leaving the institution outside the museum halls "in the open"; inclusion and cultivation of a lasting interest in young Balchikians to the history of their hometown and country; creating volunteering habits useful for the cultural institution.

Implementation of started projects for external financing and development of new ones;
Socialization of the museum's cultural product through: education, research, innovative technologies, digitization, presentation and promotion; involvement of the local community, civil sector and business in the entire process of preservation and promotion of cultural heritage; attracting new and engaging existing audiences through various educational initiatives, deepening cooperation with other museums in the country and abroad.

4. DESIGN OF LOCAL ARCHEOLOGICAL PLANS - LAP FOR THE FORTRESS IN KV.

HORIZON

The late antique and medieval fortress in the district "Horizon" was declared in SG No. 65 of 1994 as an Archeological Monument of Culture of "National Importance" and the boundaries and regimes of the monument were confirmed by a protocol of the National Archives of the Russian Federation dated 20.06.2002 of the culture and its protective zones. When implementing projects for restoration,

conservation and adaptation or building an information center for tourists, a concurring opinion and a design visa from the National Institute of Natural Resources and Environment is mandatory. On the basis of Art. 19t. 1 and art. 83 of the ZKN, the NINSK proposes to the Minister of Culture for approval in accordance with the order of art. 84 (1) of the ZKN the visa and the planned assignment.

The realization of the Archeological plan is possible due to the capacity of the site itself, its location and the possibilities of the Balchik Municipality, which shows its desire to promote the cultural and historical heritage and advertise the city of Balchik through it. I am proposing a conceptual project that will include the construction of a museum on two floors. On the first floor there are: a cash register, a shop for advertising materials and souvenirs, a bookstore, offices for administration and tour guides, an exhibition hall with a depot, a lecture hall, sanitary facilities, and on the second floor there is a coffee shop with storage and sanitary facilities. In this project, we also include the construction of an Archeological base, for Archeologists and restorers who will continue the study of the late antique fortress. As it is on one floor and includes separate rooms: photo studio and archive, ceramic studio, metal studio, office, office warehouse, library, site for primary processing of finds and sanitary facilities. This project includes pedestrian alleys, pedestrian areas, with places for visitors to relax, which are in line with the roadway and architecture, and around them, green areas will be set aside.

The project for the Archeological Park was prepared by Marieta Marinova on the idea of Radostina Encheva and includes:

- 1. Archeological park - history of the fortress - LAPs and plan of Balchik**
- 2. Archival documents: Balchik cadastres from 1902, cadastre from 1935 and geodetic plan from 1979.**
- 3. Transport schemes**
- 4. Garbage dump environment and existing situation – existing urban development plan situation, new urban development plan situation**
- 5. Architectural photography**
- 6. Architectural section photography**
- 7. Architectural shooting views**
- 8. Conservation - fortress plan**
- 9. Conservation – views with conservation superstructure**
- 10. Concept project - situation**
- 11. Conceptual project - Museum - reception**
- 12. Conceptual project - Archeological base**
- 13. Concept project - landscaped roof and fence**
- 14. Archeological Park - visualizations**

In the immediate vicinity, the Municipality of Balchik built Park "Balik" in quarter 157, UPI I according to the plan of the city of Balchik, located to the south of the residential area "Balik". It has an area of about 9600 sq.m. and with a characteristic shape - significant length - about 160m with a width ranging from 14 to 32 m. The park, along its long axis, is adjacent to the Archeological finds from the Karvuna fortress", and to the west of it the territory of the new sports complex is developing. These facts are a prerequisite for a more complete treatment of this urban territory.

The main task is related to the development of an aesthetic and safe recreational environment with separate functional areas, suitable for pedestrian communication, recreation, public and cultural performances, children's games and activities. Several zones are formed in it, with a recreational focus.

1. AREA OF THE CHILDREN'S AREA AND CORNER

The children's playground is intended for children from 3 to 12 years old. It is organized in the widest part of the park, near the residential area in this part of the city. The site is designed according to the requirements for the construction of objects of this nature. It includes a gazebo and four facilities offering different types of activities for children. The flooring where the equipment is located must necessarily be shock-absorbing. Near the children's playground, a small recreational corner with a water effect-type "dry jet fountain" has been created. A two-row pergola with benches in its lower part is installed around it. The pavement is intended to be raster-by-detail.

2. ROSARY AREA

It is located in the southern part of the park. It is a recreational environment saturated with cognitive significance. There are cozy booths here, furnished with park furniture - benches with trellises. Different varieties of hybrid tea roses will be planted in designated sectors, marked with information about them. The pavement around them is proposed to be of natural stone with grassed joints. In this way, a unity is created in the environment of the arrangement of the vegetation. The lighting in the rosarium is planned to be with low lighting fixtures, effectively aimed at the groups of different types of roses.

3. AREA OF THE FLOWER GARDEN

It takes shape as a recreational promenade parterre at one of the main entrances to the park. A rich color arrangement with seasonal and feather flowers is available. Benches are placed around the

colorful figures, giving the opportunity to calmly contemplate the richness of color. In several places in the park, other areas for peaceful recreation are being formed.

The planned decorative vegetation contributes to the spatial layout of the park to the greatest extent. The overall artistic impact of the spaces depends exclusively on it. The plant skeleton is made of various types of conifers and broad-leaved trees, creating a natural decor of the environment for recreation. A leading motive in the project proposal, which finds expression in the construction of the plant compositions of the park territory, is also in the improvement of the aesthetic and sanitary-hygienic conditions - protection from wind, overheating, dust, noise, harmful gases, as well as the improvement of the composition of the air. The arrangement and selection of the species composition of the vegetation are conceived as compact groups of suitable deciduous and coniferous tree species. From the shrub species, flowering and leaf-decorative ones with rich foliage and color were selected. In many parts of the park, the planting of colorful patches of seasonal flowers is planned.

The alley network is adapted to the shape of the park - a main axis is provided from one end of the park to the other. In characteristic places, transverse alleys are provided, which provide both access to the park for visitors from the adjacent residential complex and the future sports complex located west of the park, and to the Archeological zone tangential to the east of the park.

I am attaching a diagram of this park, which will become a complex together with the Archeological park. Balik Park and Archeological Park will harmonize and complement each other and become an integral part of the park and architectural space.

To make it even more enticing and attractive, I propose to build a cable car that will connect the promenade with the Archeological park. This cable car will become a side attraction. The amphitheater location of the city and the location of the fortress on the third terrace, on the plateau, will create an opportunity for a wonderful view when traveling to the site. If the cable car seems to be an unsuccessful option for transportation, I offer another option - the Swiss funicular (cog railway) , which is also a possibility for an attractive and unforgettable experience.

I am attaching photos of the two transport options.

4.1 Integration into local urban planning

Urban planning is a technical and political process that aims to regulate the development and design of land use and the built environment, including infrastructure such as transport, communication and distribution networks. Urban planning largely concerns legislation and policy, while planning instruments are government statutes, ordinances, rules and codes containing guidelines for land use and other related aspects (type, location and extent of land required to fulfill various functions of the

city, reserved areas for certain purposes, etc.). Consultation with the community and other stakeholders is usually envisaged as part of the town planning preparation process to ensure transparency. The General Development Plan of the Municipality of Balchik from 2019, which defines rules and regulations for the implementation of the general development plan of the Municipality of Balchik and specific requirements for the organization of the territory, is essential. The main goal of the General Development Plan of the Balchik Municipality (hereinafter "OUPO") is to create a territorial planning basis for its long-term sustainable development in accordance with the adopted strategic documents for regional development and with the municipality-specific natural, cultural-historical, touristic and other resources. Rules and regulations for the implementation of the General Development Plan of the Balchik Municipality and specific requirements for territorial planning (PNP and SIUT) determine the requirements, structural and functional purpose and limitations in the development planning of the territory of the Balchik Municipality. Pursuant to Art. 21, paragraph 1, item 13 of the Law on the Development of the Black Sea Coast, PNP and SIUT also include specific requirements, rules and regulations for the development of the territory. In accordance with the provision of Art. 104, para. 2 of the Law on Territorial Planning, the current PNP and SIUT are an integral part of the General Development Plan of Balchik Municipality. In accordance with the purpose of Art. 1, PNP and SIUT specify the provisions of the Law on the Development of the Black Sea Coast and Regulation No. 7/2003 of the Ministry of Internal Affairs and Communications on rules and regulations for the development of individual types of territories and development zones, in accordance with the specific conditions, processes and needs for the development of individual parts of the municipal territory and the adjacent water area. The rules and regulations for the implementation of the general development plan and the specific requirements for the organization of the territory: supplement the nomenclature of the types and varieties of the development zones, determined by Ordinance No. 7/2003 on rules and regulations for the organization of individual types of territories and development zones. incl. with specific types and varieties, and adapt their content to specific conditions; They define a regime of preventive planning protection under Article 10, paragraph 3 of the Law on Territorial Planning for certain parts of the territory, for which it is required to preserve the actual use without deterioration of the qualities. Separate parts of the territories, regulated as independent terrains with zoning regime under Art. 6, para. 2 of Ordinance No. 7/2003 of the Ministry of Land and Infrastructure Development on rules and regulations for the organization of individual types of territories and development zones, the organization and development of which is subject to rules different from the zone/territory in which they fall; specify the limit values of the norms for the arrangement and development of the development zones according to Ordinance No. 7/2003 of the MRRD on rules and norms for the arrangement of the individual types of territories and development zones; regulate mandatory requirements for the

subsequent detailed urban planning; establish rules for monitoring, maintaining and reporting the implementation and amendment of the general zoning plan of the municipality. All the requirements, measures and conditions for the implementation of the OUPO are included in the current PNP and SIUT. The territorial scope of settlements, settlements, development zones, territories with special territorial development protection, as well as the location of the terrains under Art. 3, para. 2, item 3., are shown in the graphic materials to the OUPO . The borders of the newly planned territories for urbanization are specified in terms of property with the subsequent overall detailed development plans under Art. 51. Each type of development zone is indicated by an alphanumeric identification code. Urban planning largely concerns legislation and policy, while planning instruments are government statutes, ordinances, rules and codes containing guidelines for land use and other related aspects (type, location and extent of land required to fulfill various functions of the city, reserved areas for certain purposes, etc.) information center, etc.

The Archeological park and its surroundings in the local town planning documents are very important for its physical protection and successful development. The fortress combines an Archeological site with green areas, a park with open areas for recreation and sports facilities and playgrounds.

I am attaching schemes of the General Development Plan of the Municipality of Balchik, which include:

- General layout plan
- Support plan
- Reference plan ownership of landed properties
- List of registered landslides
- Diagram of energy systems and communication networks
- Scheme of engineering-geological conditions
- Establishment of territories with special territorial - structural protection
- Transport and communication scheme
- Water supply and sewerage scheme
- Scheme green system
- Zoning scheme of the adjacent water area

4.2 Site display, conservation and restoration of Archeological remains

Whatever restoration and conservation activities are carried out on the late antique fortress must be aware that it is a cultural monument of "national importance" and since 2002 the boundaries and regimes of the monument and its security zones have been established. On the basis of Art. 19 item 1

and Art. 83 of the ZKN, the National Institute of Culture proposes to the Minister of Culture to agree in accordance with Art. 84 (1) of the Civil Code visas and planning assignments, feasibility studies, for conservation and restoration. A large part of the fortress wall has been explored. The sections that have been preserved are in very poor condition, and after the survey they were buried again as a conservation measure for their preservation. In its remaining length, the wall was preserved and partially restored at the gates and towers about 35 years ago. The Archeological monument was not maintained for many years. This changed and the first step for the improvement of the terrain and partial restoration was taken when the Municipality of Balchik implemented the project "Improvement of tourist attractions and related infrastructures on the territory of the Municipality of Balchik", a grant scheme under the OPRD 2007 - 2013 BG 161 PO 001 / 3.1-03/2010 "Support for the development of natural, cultural and historical attractions" Measures were taken to expose the cultural value, revealing its significance and to initiate the transformation of the fortress into an attractive, intriguing and attractive tourist attraction. The west gate and 100 m on either side of the retaining wall were treated, which is entered by a tower north of the south wall. The project is a stage of the overall design of the fortress wall.

The authentic building has been preserved at a very low height. In the twenties of the 20th century, the first restoration was done, during which the silhouettes of the entrance and gates were designed. The construction is opus cemicum - a facade construction of rectangular facing blocks (ortostats) and an implectum of broken stones on white mortar. Along the entire outer wall is a plinth, stepping forward and up to 30 cm high. Fragments of the pavement have been restored in the gate and north tower. The restoration, which was done in the twenties of the twentieth century, is in generally good condition. The conservation seal is in very good general condition, the masonry and mortar as well, the silhouette preserved. Structural problems are not noticeable. The problems are the result of permanent human intervention. The problems of the Archeological structure can be summarized in four groups:

- collapsing the walls

The cause of the initial collapse was human intervention – tearing out entire sections of the curtain's masonry in order to remove the sheet metal from the signature joint. This has resulted in caverns which in places are large enough to cause a structural problem, particularly in the tower north of the entrance.

- weathering of the joints

The joint weathering problem again occurs primarily where the sheet metal is mechanically removed from the signature joint. In general, the mortar is strong.

- vegetation, unicellular and algae on the walls

Along the entire length of the fortress wall, especially in the places where the water drains more slowly and on the northern walls, vegetation and protozoa have entered the joints of the walls and onto the stone itself.

- demolition of the conservation superstructure

Destruction is a consequence of human intervention.

This was established before the implementation of the Balchik Municipality project.

The conservation and restoration activities carried out under the project are:

- Mechanical cleaning of the fortress wall and the pavement from vegetation.
- Cleaning of the destroyed areas, dismantling of collapses.
- Cavern filling - reintegration.
- Forming a bed and applying a signature joint.
- Cleaning of eroded joints and re-grouting.
- Reconstruction of sections with destroyed sealing
- Biocidal and herbicide treatment of the walls, necessary to remove and protect them from the growth of mosses, lichens and unicellular algae.

The grouting is performed with plaster according to the technologist's recipe. A signature colored joint is performed in the areas where it is disturbed. Sealing of the conservation wall is performed with plaster enriched with plasticizer, polymer additive and silicone. Hydrophobization of the original and conservation wall.

The area around the western fortress gate was cleared of vegetation and refined, thus exposing and protecting the masonry from vegetation. Paths with a Balchi stone pavement were built on a grass joint, in accordance with the current PUP, which lead to and through the gate. Along the wall on the western side, a pavement of crushed stone was laid on a geotextile to limit the growth of vegetation on the walls, to expose the fortress wall and at the same time to serve as a path. The remaining part is grassed, after shaping the terrain, which is a retreat of 30 cm from the Archeological structure. Information boards and lighting have been installed at the litter box. The project was prepared by arch. Milena Kamenova, and when preparing it, the requirements of ZUT, Ordinance 7 on PNUOVTUZ, Ordinance No. I h - 1971 of October 29, 2009 on CONSTRUCTION-TECHNICAL RULES AND NORMS FOR ENSURING SAFETY IN CASE OF FIRE, the Law on Cultural Heritage and the documents for the object. Expected results after the conservation, restoration and socialization of the late antique and medieval fortress in the "Horizon quarter" are the transformation into a tourist attraction.

I am attaching photos from 2014, after the restoration of the site.

In order for the late antique fortress to be properly exhibited and to be attractive to visitors, it is necessary to restore and conserve the fortress, as there are traces of the raids of unscrupulous citizens, and the newly discovered architectural structures also need to be socialized and exposed.

4.3 Surveillance and monitoring systems

In the tourism business, the available tourist flow is of particular importance. The late antique fortress in the Horizon district has not yet gained popularity among tourists, but it has the real possibility of becoming part of the cultural attractions of Balchik and being included in tourist routes. After winning projects from the Municipality, part of the fortress was restored and preserved, and a park and a sports field were built in the immediate vicinity, which will become a common complex for walking, recreation and cultural tourism. Once funds are invested for the maintenance and improvement of the territory of the fortress, which is by no means small, the installation of video surveillance and security will contribute to the preservation and protection of both the cultural value and the technical base and the plants in the park. Since 2009, every year the Historical Museum-Balchik and the University of St. Kliment Ohridski conduct Archeological research with students from the third year, majoring in "Archeology". This also helps to inhabit and protect the fortress. Balchik Municipality and BKS - Balchik are cleaning the territory of the fortress. The Historical Museum monitors and notifies the Municipality in case of irregularities. In most cases, neighbors let animals onto the territory of the fortress, which graze and pollute the site. Having security and a video surveillance system would stop unscrupulous citizens. There are young people in Balchik who are excited about history and preservation of monuments. These young people could be volunteers, both in the Archeological research and in the preservation of the late antique fortress.

By building a museum in which there will be employees every year - tour guide, security and maintenance, we will be sure that there will be control and monitoring of the fortress. If happening nearby, concerts, reenactments and cultural events would also help with natural control and monitoring. Years ago there was a wire fence that was stolen. The entire fortress cannot be fenced. The west gate and south to the round tower could be fenced off. Building a museum in which there will be an exhibition hall, a conference hall and a hall for interpretive presentation, screenings and working with children, providing them with clothes from different eras to dress up and take pictures. Puzzle - a model of the fortress, which they can assemble and other activities, there will be an entrance and the tour guide will show them around the fortress after the visit to the museum. Good lighting, security and a video surveillance system will ensure the protection of the fortress.

For monitoring, such can be used. In this way, there will be a connection between the visitor, the tourist and the employees in the museum and the Archeological park. Live contact with visitors could also be

monitored. When the visitor is satisfied and fascinated, he shares emotions and views about the city and the visited sites. The same applies when he is not satisfied. The emotion of the disappointed visitor is even stronger. It is very important for the feedback and for the tourist to express his views and the suggestions he has. Sometimes they come across the site quite by accident, due to weak advertising, but leave impressed by what they saw, and the other time is when there is a large advertisement for a site, but tourists leave disappointed because their expectations were not met. Museums are living organisms that must change daily and follow modern trends. Cultural-historical heritage alone is no longer the reason for a flow of visitors. People want to be entertained, to be facilitated, with information provided ready-made and if it can be visual. The modern public does not want to read, but to be a participant and experience the historical past. With folklore gatherings, theater productions, concerts and screenings, which will take place in the immediate vicinity of the late antique fortress, interest in our cultural and historical heritage will be provoked.

The study of tourist demand is related to the systematic collection of information about the nature and trends of its development in order to develop a specific approach to market behavior. At the same time, the study of tourist demand is a prerequisite for the development of the production strategy of the tourist enterprise and, accordingly, the formation of new demand. In both cases, the information on tourist demand allows the enterprise to carry out activities oriented towards the most profitable conditions of realization, to seek maximum correspondence between the interests of consumers and its own interests, i.e. to economically achieve high competitiveness. In practice, this means offering goods and services that guess the wishes of tourists, are compatible with their material capabilities and the idea of the expected effect of the tourist trip. The tourism demand study has another positive side. Information received about and from tourists regarding their motives and behavior towards specific tourist goods and services, susceptibility to influence, etc. is this necessary feedback through which the tourist enterprise orients itself for mistakes made such as inconsistent quality, inappropriate price, outdated offer, deficit of a certain type of services and goods and therefore low volume of demand. The high degree of heterogeneity in the manifestation of tourist demand, which is due to the nature of the need for tourism and its multifactorial dependence, does not allow studying its individual manifestation and, on this basis, forming the market policy of enterprises. When tourist demand for a specific type of goods and services represents a sufficiently large group of consumers, the main role in its formation belongs to a certain number of main factors. On this basis, with the help of various criteria, those groups of customers can be singled out, which have similar consumer behavior, formed on maximum internal uniformity in relation to the selected criterion and maximum marked difference in relation to the others. In other words, it is a matter of studying tourism demand based on distinct segments. The principles for segmenting tourism demand are different. Most often, socio-economic

and cultural differences, geographical factors, consumer motives, the tendency to adapt and others are used as categories to define the various segments. By studying in detail the tourist demand based on specific segments, our goal is to find a market, i.e. a buyer of our product as is; choosing one or another segment of the demand, to reorient our offer according to the needs of the group or groups of users. After all, tourism demand research is a means of achieving better market chances and positions, a means of increasing the efficiency of the overall tourism business. The more extensive, more complete and more detailed information can be obtained, the more reasoned and objective the market policy is.

4.4 Landscaping

Landscaping is a major part of the overall vision of an Archeological park. This is done by Balchik Municipality and in particular by BKS - Balchik. All green areas on the territory of the municipality are maintained by their employees. Landscaping was carried out according to the project, as well as restoration and conservation of the western gate.

The internal division of the Archeological park, the inclusion of decorative elements, the distribution of heritage highlights and the way visitors are guided through the park are almost as important as the heritage itself and can contribute significantly to the overall visitor experience. The main role of landscaping is to shape the area of an Archeological park in such a way as to highlight the heritage and make the whole experience enjoyable for visitors. However, landscaping must take into account all the requirements that ensure the integrity of the Archeological heritage, including legal ones, and other elements that are important for the development of the site.

A landscape architect should be involved in the planning process of the Archeological park from the very beginning. He/she will need to be thoroughly informed about the significance of the various heritage elements of the park and their aspect after the completion of conservation, restoration and/or reconstruction works. It is also important to understand that the area of the (future) Archeological park is and will remain an integral part of the wider landscape. So landscaping works must be carried out without changing or deteriorating the characteristics of the local landscape; on the contrary, they must be properly protected and displayed (Mosler 2005, chapter 3; Bayraktar, Kubat 2010).

In the landscaping process, it is necessary to consider the following aspects: location; paths, routes, lanes and directions; places of observation; rest and picnic areas; decorative features. Each of these is discussed below.

When deciding on the overall look/theme of the park, two main visual aspects are important:

The park should remain in visual relationship with the surrounding landscape, meaning that non-heritage elements (such as ornamentation, new-build architecture and landscape markers) have logical aesthetic similarities with the surroundings;

New elements added to the park (eg botanical, architectural) should reflect the historical period(s) represented in the park. When properly set up, these elements can add significant value to the overall experience.

Sometimes these two aspects can come into conflict, so logical compromises must be made. Obtrusive mandatory infrastructure and other modern installations should be disguised with suitable ornaments or done in a neutral way, thereby increasing the authenticity of the experience.

The easiest and most effective way to guide visitors through the park is to provide paths and routes. The ways in which they are located can determine the rhythm of the visit and the sequence of attractions. Therefore, it is important to strategically plan your visit route to present the highlights of the Archeological park in the most attractive way. When planning paths and routes, it is important to note that people with various physical disabilities or families with prams will also want to visit the park. Paths and routes must therefore be designed and laid out to be suitable for wheelchairs and prams, while avoiding steep inclines and steps; if this is not possible, then lifts or other suitable means should be introduced to assist these categories of visitors.

Clearly visible paths are the best method of giving directions, but they should be supported by signposts. They should also be clear and visible, but in harmony with the environment. Signposts should be placed at all intersections and at regular intervals to ensure that visitors are confident of their whereabouts. Another method of displaying directions is by handing visitors a LAP of the park at the entrance. This should be a supportive method because not everyone is used to reading cards. You can also consider electronic support, e.g. smartphone app offering guidance.

Observation points are an important visual aspect of the Archeological park. These are usually places along the park's trails from where you can see all of the park, or at least most of it. As a rule, observation points are placed on elevated ground. If the park includes many areas of higher elevation, they can and should be used as vantage points from which visitors can see the entire park (and its surroundings) and where things such as scale models and/or reconstructions as well as information about the monuments in relation to the landscape. Visitors can experience the current view and imagine more vividly what the view was like in the past based on easily accessible information. Where raised areas are not naturally present, artificial ones can be constructed or alternative solutions used. The most obvious are towers of different heights or artificial mounds. Bridges are other options, allowing a view of the areas they cross. With the right setup, the view from a bridge can be very revealing. Bridges can also be used to avoid visitors stepping on delicate heritage elements such as mosaics. An alternative is to use the monuments themselves. Nevertheless, the protection of the integrity of the monuments must be carefully evaluated and properly protected structural elements (roofs, windows, etc.) can be used as observation points.

Rest areas are another very important element of any Archeological park. They are primarily designed to relax visitors, but they can also help them enjoy the whole setting of the park while contemplating the heritage, the past and all that they have learned. With some additions, they can also be expanded into picnic areas. In this case, some form of weather protection (sun, rain or wind) is highly recommended. The choice of resting places should be strategically located to meet the following conditions:

Allow visitors to view a rest option at any time and at any point during the visit;

Allow visitors to see at least a little bit of heritage from each rest stop;

Be placed in a setting that emphasizes the historic element of the park;

Be placed in a setting that is aesthetically pleasing (based on landscape features).

Almost every Archeological park presents some architectural remains. Accordingly, decorative elements will primarily refer to botanical features that may have several uses in an Archeological park. Apart from a purely decorative use, they can also represent certain architectural elements or even have an educational role. Periods of planting specific plants can complement the stories you want to tell with the monuments, or promote local botanical heritage in addition to Archeological heritage. Thus, the plants chosen must be both historically and geographically correct to create an authentic experience. When planting historically correct plants in the Archeological park, reconstructions of their ancient use (eg the Roman use of topiary) can also be taken into account. However, planting suitable plants is not as simple as it seems, because you will have to be very careful about the types and location of the plants. Despite all the positive effects that plants can create, there are also some very negative ones, but only if you are not aware of them. The fallen foliage of certain plants can create a microenvironment that can become dangerous for monuments, but the real danger is underground - different plants have different root systems. Many of them can cause severe damage to monuments. Botanical elements mimicking architecture can have a pleasing effect when integrated into and around benches, rest areas and picnic areas. These elements can be simple wooden or metal structures resembling pillars, gazebos or walls overgrown with green climbing plants.

Other opportunities for ornamentation lie in the design of infrastructure other than monuments. These include signage, information and interpretation panels (their design, not content), benches, picnic areas, various roofs and canopies and other built-in elements such as toilets, presentation rooms, entrance and other booths, information center, etc. The construction of wooden gazebos outside the fortress will not destroy the architectural structures. Building them facing the fortress will allow visitors to rest and contemplate the view that will open before them. There is also an area for the construction of light wooden structures, even as sheds, which are close to the sports field. The opportunity to create a park complex is imminent. An Archeological park, a walking park and a sports field are in the immediate

vicinity and on the territory of the late antique fortress. Weeding of the areas around the pedestrian walkways and the park is mandatory and is included in the prepared architectural project for the Archeological park.

4.5 Required Infrastructure and Services

The success of an Archeological park depends above all on visitor satisfaction. This sub-chapter describes the basic infrastructure and services that must be available to maintain unhindered visitor interest in the heritage represented. One of the main priorities must be safety – both safety for visitors and safety for the Archeological heritage. While the means of safely presenting the heritage to avoid its deterioration is discussed in sub-chapter 4.3, the general safety and protection of visitors will be discussed here.

For a pleasant experience, some things need to be properly arranged already outside the park itself. For example, the location of the Archeological park should somehow be incorporated into the public transport system – either by modifying the current options or by creating new public transport routes that will include stops at or near the park. Traditional public transport options (buses, trams and trains) can be supplemented by special shuttle lines and various options for booking or renting transport vehicles through mobile applications (bicycles, motorbikes, electric cars, taxis, etc.). Having a place to rent near the park can attract even more visitors.

Some visitors will not choose public transport when coming to the Archeological park. In this case, car parking spaces will be needed, and at least some of them should have charging stations for electric cars. Charging stations for electric bicycles and scooters can also be installed. Building a dedicated parking area for the park itself could be a logistical and financial challenge, so it might be easier to discuss the possibility of using the existing parking and recharge areas near the Archeological park.

In the case of Archeological parks that are not freely accessible, ticket booths should be placed at the entrance(s). The booth can be integrated into a larger facility, e.g. visitor center. The entrance/s to the Archeological park should be in a very accessible location and clearly marked so that visitors have no trouble finding them. Optional, but highly desirable, is to provide free Wi-Fi access at least at the entrance to allow visitors to download possible apps or other information related to the park. Charging stations for smartphones and other electronic devices would be an added value.

When entering the park, visitors should be able to easily identify the route to follow by using dedicated indicators or appropriate trail/route layout. Aspects related to the construction and location of the paths are described in subchapter 4.4, while the focus here will be on the practical aspects. Visitors are generally dressed casually, so the paths/routes should be suitable for all types of footwear and accessible to visitors with wheelchairs or prams. Pathways should be clearly visible and illuminated if

the park is open at night or when natural light is poor. Depending on the size and complexity of the Archeological park, it is necessary to place proper directions so that visitors can focus solely on enjoying the exhibits and not worrying about the correct directions. For a pleasant experience, it is recommended to install rest areas. Simple benches placed at regular intervals (along with waste bins) may be perfectly adequate, but a wider resting place built in a particularly desirable area can change the way visitors perceive the site.

The safety of visitors must be taken seriously, especially in areas where Archeological remains are in some way dangerous. In such areas, protective fences should be placed with warning signs clearly prohibiting access. If there is any doubt about the safety of Archeological remains, a professional safety engineer should be consulted regarding the necessary precautions and relevant legislation.

For obvious reasons, the provision of sanitation is an important feature of any Archeological park. Restrooms should be placed at regular intervals in accessible locations, but should also be integrated into the park in a way that does not spoil the overall landscape. Free drinking water fountains should also be considered. Adequate litter bins should be installed at regular intervals along the walkways and next to the restrooms and rest areas. If you consider the park to be pet-friendly (allowing pets - mostly dogs), dog waste bins and bag dispensers will also be a necessity.

Regular maintenance will be a necessity if the Archeological park is to remain in the condition it was in when it first opened. Basic maintenance activities include regular grass cutting, trimming of trees and other vegetation (both ornamental and unwanted), emptying of litter bins and disposal of litter, maintenance of toilets, walkways, fences, benches, etc. From time to time, major repairs will be required. Regular maintenance is also required for the Archeological remains, information and interpretive panels, interactive devices and digital tools (e.g. updates to the web page or applications).

4.6 Interpretation and Interpretive Environment

The Archeological remains represent only a small fragment of the past and of the societies that lived there. These fragments can be reconstructed using scientific research to tell a more complete story of the site. For a wider audience, this story may be difficult to understand, especially if only scholarly publications are available. To bring the site, its remains and stories to life and bring it closer to your audience, you will need to use interpretation and an interpretive environment. The interpretation of the Archeological remains will focus mostly on what is missing and what the audience cannot see but must imagine for themselves. Because of this, most non-expert visitors to the site will struggle to understand the Archeological remains without proper interpretation. Different types of interpretation may be appropriate for the site, although some form of visual reconstruction of the past is always welcome (illustrations, 3D reconstructions, films, etc.).

4.7. Making replicas of a ram, hellepolis/ battle tower or the western gate with pentagonal towers/ and catapult as a visitor attraction.

The purpose of the **battering ram** was to breach the integrity of city gates or walls. For this purpose, it was equipped with a flywheel driven piston, the tip of which was usually a conical shaped tree with a metal/stone head. The overall structure consisted of a wooden scaffolding with wheels powered by the human power of 6-8 people. As the usual countermeasures of the besieged garrison against this machine was to set it on fire with flaming arrows, a roof of untanned animal skins began to be applied, the moisture of which prevented the fire from spreading over the structure.

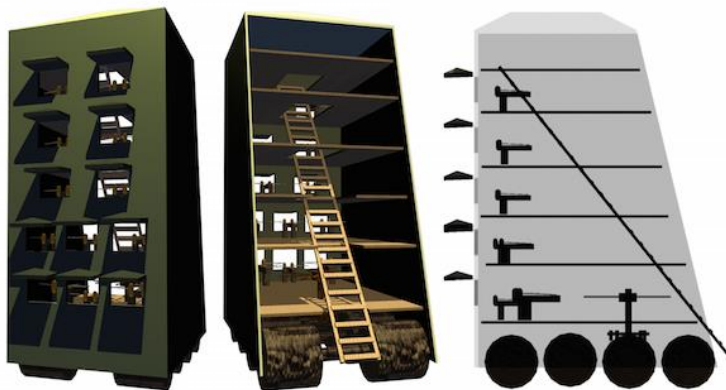
Under these conditions, the defenders were forced to use sticky liquids such as tar to coat the surface of the siege engine's roof before attempting to set it on fire. This strategy gradually led to the further improvement of the ram's protection by placing metal tiles on its roof to prevent tar retention. Because of the risky position that the battering ram occupied at the very front of the siege, the operators of the siege machine were often prisoners or prisoners of the enemy army. They were chained to the piston of the facility. Although we have no source data to claim that the Bulgarian military leaders used this strategy, it is logical to assume their desire to spare their own fighters the risks. According to some medievalists, the use of prisoners to drive the battering ram also served another purpose - demoralizing the enemy, who was forced to fire on his own men.



A battering ram with a classic ram's head

The Hellepolis was a multi-purpose combat platform, which, according to the needs, was arranged to take on the performance of various functions during a fortress siege. Similar devices were used even in Antiquity, and their first debut in the siege was in 305 BC. in the siege of the city of Rhodes. In its design and equipment, the Hellepolis was a true tank of its time. The structure was made of

solid wood, divided in key places by iron armor plates with embrasures, which made it possible to fire against the garrison of the besieged fortress. Raw animal skins were often attached to the structure, which prevented the spread of fire. The conning tower rose on eight massive wheels set in motion by a human-operated capstan and a system of pulleys and gears. The equipment, size and number of crews of the hellepolis varied according to the height and thickness of the enemy fortifications and the number of the enemy garrison. The equipment of the battle tower could have included a massive battering ram at the base of the structure, at least several catapults with a diverse array of ammunition and ballistae, launching grappling hooks or heavy spears. However, the main function of the Hellepolis was to provide the fighters hidden in it with safe passage along the battlefield and reaching the fortress walls. After achieving this objective, the battle tower crew would lower one of the many bridges built along the height of the tower and allow a special assault team to attack the enemy fighters entrenched on the walls. The main weakness of the battle tower was its difficult to move structure. The successful use of hellepolis strongly depended on the passability of the terrain and even on the atmospheric conditions.



Structure and internal arrangement of Hellepolis

catapult or onager, on the other hand, was a much more complex device, firing along a ballistic curve and intended for combat against city walls or groups of targets. The operating principle of the catapult also relied on the bending arms of a bow, but their tensioning was done by a human-operated winch. At the base of the drawn bow was a shoulder, ending in a cup-shaped tip, in which the projectile was placed. Usually its role was performed by an 80-kilogram rolling stone, but there are also documented cases in which the besiegers used their catapults to throw human and animal

corpses into the fortress, hoping in this way to spread contagion among the enemy garrison. The only Bulgarian fortress with uncovered remains of catapults and stone cannons is Cherven, a massive fortified center from the period of the Second Bulgarian Kingdom.



Replica Catapult

Proposal for an Interpretation Program:

Day part interactive museum:

- Virtual exhibition with landscapes from the Late Antique fortress of Balchik" . through projections on a screen lasting 25-30 min.; on plasma screens, which tells about the origin of the object - duration 10-15 min.;
- Sound picture, music and sound effects provided by the loudspeakers in the hall - announcer's voice, music and sound effects;
- Creation of an animation for the visitors who will "leaf through" a virtual book of the exposition (touch screen tables)
- Virtual exposure.

Evening part:

Audiovisual spectacle, first part, lasting 15-20 minutes, which with light effects, game miniatures, computer animation, 3D reconstructions, music and sound effects tells about the life, customs and holidays of the people of these places connected to water since ancient times till present days. The programs should be recorded and edited with a voice-over text, being made in 3 languages – Bulgarian, English and Russian. The presentations should be accompanied by appropriate music and noise effects related to the presented activities.

- Audiovisual performance part two, for example: "Dionysopolis tells...", lasting 30-35 min., containing light sketches and play episodes that tell the history of the civilizations of the region, being projected on the very walls of the fortress, in an amphitheater shaped on openly.

The film can offer a narrative of real events and personalities from the history of Balchik and the region.

- The film to be projected on the fortress wall or screens in different areas;
- The audio-visual performance should be produced using the methods of computer animation;
- The presentation must be consulted and approved by the Municipal Museum - Balchik;
- The film must be recorded and edited with a voice-over text, being produced in three languages - Bulgarian, English, Russian, Russian;
- To be replicated on a digital medium;

After the end of the audio-visual spectacle, the spectators have the opportunity to take part in thematic reenactments of the relevant historical periods, for example:

- Reenactment of rituals related, for example, to: the spring equinox, the goddess Cybele, the god Dionysus, the new moon, such as the audiovisual spectacle in an interactive form (with the direct participation of actors and spectators); Requirements for auxiliary materials: furniture, clothing, lighting.

Model - a puzzle of the Late Antique fortress to be assembled.

Organization of cultural events:

The organization of the event includes: - Preparation of appropriate scenarios to present tourist products in an attractive way;

- The event must have a presenter;
- To have a concert of a musical group;
- The event should be held in a suitable hall (with a capacity of at least 100 people) or in a suitable open space - depending on the season;
- To have organized catering for 100 people
- Depending on the scenario, costs for renting costumes, sets and other types of props can be provided,

- To provide requirements for sound, lighting and presentation equipment;

This program can take place both inside the hall of the museum and, in good weather, outside on a built wooden amphitheater stage.

- It is possible to hold an annual festival - "Dionysopolis - wine and love" and, in addition to an interpretive program and cultural events, include wine cellars and wine producers to present their products.

You cannot have cultural tourism without interpretation. Heritage tourism and especially Archeotourism depend on the history of the site and the willingness of visitors to want to travel to see, learn and experience the site.

4.8 Communication, Branding and Promotion

Historical Museum - IM will be the institution that, with the help of Balchik Municipality, will manage the Archeological park.

IM - Balchik is a cultural and scientific institute that is part of the modern museum network in Bulgaria, its main functions are related to the search, preservation, protection and popularization of cultural values. A dynamic change of his vision related to the needs of the modern audience is needed. The most generally formulated trends and possibilities for the development of the museum are:

- The successful partnership with Balchik Municipality and public organizations ;
- An opportunity to form and offer a diverse product based on cultural and historical heritage in the fields of "Culture" and "Tourism" as a tool for sustainable development of the area. An example in this regard is the Tourism Development Program developed by the Municipality of Balchik together with the museum;
- Digitization of funds - a necessity that will reveal new possibilities for processing, research and presentation of cultural values and will reduce the risk of wastage in physical contact with the exhibits;
- The trends in exposure are determined by the demands of the audience in the modern reality of globalization and modern technologies. Despite the successes of the museum in this direction (virtual tour of the expositions and virtual exhibitions) , it is necessary to include more and more new interactive technologies;
- The use of the Internet opens up new perspectives for museum communication policy. IM - Balchik has its Facebook page and you tube channel in social networks, as well as a museum website - www.balchikmuseum.bg
- IM - Balchik has an undeniable potential in his work with children, and this is evident from his successful educational projects. The efforts of museum specialists should be directed to the creation of new products in this activity.

- The practice of sustainable relations with local, regional and national media should continue, because they are not only an opportunity to popularize the activities of the museum, but also a means to implement its educational and cultural program;
- Working with volunteers increases the image of any organization and legitimizes it before the public. An example in this regard are the successfully implemented volunteer initiatives (the "Closer - Stronger" project, the Erasmus program, with the assistance of the "Path of the Thracian" foundation) related to Archeological research, which can be continued and expanded . Volunteering is also reflected in other activities of the museum ;
- The accumulated image is a condition for finding new forms of financing and realizing own income. A good example in this regard are the permanent contacts of IM - Balchik with donors, in the form of local private businesses, which support the activities of the museum. Undoubtedly, this is a good and fruitful collaboration that should continue;
- The permanent cooperation with the museums in the country arranges the museum within the national museum network. IM - Balchik proves a good partnership with all of them.
- The creation of new exhibition products and their export abroad in order to attract and increase the flow of tourists, both in the sites of IM - Balchik, and in the city, meeting its resource potential for the development of cultural tourism;
- Leaving the institution outside the museum halls "in the open"; inclusion and cultivation of lasting interest among young Balchiklians in the history of their hometown and country ; making of volunteering habits useful for the cultural institution;
- Raising the scientific authority of IM - Balchik and the specialists working in it , increasing their qualifications and increasing their scientific output;
- Strengthening the publicity through massive advertising, in order to increase the tourist flow;
- Preservation of the movable cultural values in a form that complies with the normative acts; reducing financial costs related to heating and lighting; maintenance of real estate values and their socialization - a prerequisite for higher attendance;
- Financial stability of the institution - avoiding financial obligations to suppliers of products and services, generating additional income in order to carry out activities related to museum work - repairs /planned and emergency/, renovation of permanent exhibitions and creation of new attractive museum products, aimed at increasing the flow of visitors ;
- Implementation of started projects for external financing and development of new ones;

The main priorities and ways to achieve the set goals are

- The reasonable management of finances - development of strategies to increase own income - sale of museum products, attraction of more public, implementation of joint initiatives and public-private partnership, participation in projects;
- Search for ways and means to improve the material and technical base of the museum by using the potential of regional, national and European programs;
- Responsible and reasonable attitude towards the human resource, who will be motivated to perform their functions and tasks; teamwork, positive and transparent relations and sharing of responsibilities;
- Socialization of the museum's cultural product through: education, research, innovative technologies, digitization, presentation and promotion; involvement of the local community, civil sector and business in the entire process of preservation and promotion of cultural heritage; attracting new and engaging existing audiences through various educational initiatives; deepening the cooperation with other museums in the country and abroad .
- Creation of temporary exhibitions on a collection basis, especially after thematic donation drives, field Archeological surveys and historical-ethnographic expeditions;
- Thematic exhibitions for certain events - anniversaries; religious, calendar, national and city holidays;
- Cooperation of the Museum with other cultural institutions in the city, with the aim of creating common exhibition products.

5. ABBREVIATIONS

A - Archeologia, Sofia (in Bulgarian).

AA - Archäologischer Anzeiger.

AB - Archeologia Bulgarica.

AEM-Archäologisch-epigraphische Aus Mitteilungen Österreich-Hungary. Vienna.

AOR-Archeological discoveries and excavations (Arkheologicheski otkritiya az razkopki - Archeological discoveries and excavations) (in Bulgarian).

IAI / Ibai - News of the Archeological Institute (Izv NA Arkheologicheskiya Institut - Reports of the Archeological Institute), Sofia (in Bulgarian). Also there - News of the Bulgarian Historical Society (Sofia) [Izv NA Balgarskoto istoricheskoto drujestvo (Sofia) - Reports of the Bulgarian historical society (Sofia)], Sofia (in Bulgarian).

IGBR I - see Mihailov, G. 1970.

IGBR V - see Mihailov, G. 1997.

ISM I - see Pipidi, D. 1983.

ISM III - see Avram, Al. 1999.

IVAD-Notices of the Varna Archeological Society (Izv NA Varnenskoto arkeologicheskoto drujestvo - Reports of the Archeological Society - Varna), Varna (in Bulgarian).

INMB - News of the Burgas National Museum. (Izv NA narodniya muzey - Burgas - Reports of a popular museum - Burgas), Burgas (in Bulgarian).

INMV-Notices of the National Museum Varna Izv NA narodniya muzey - Varna - Reports of a popular museum - Varna), Varna (in Bulgarian).

MPK - Museums and monuments of culture (Muzei az smavitsi na kulture - Museums and monuments of culture), Sofia (in Bulgarian).

RBelgN - Review Belge for Numismatique.

RPH-*Revue de Philologie for Littérature et d'Histoire Anciennes.*

SbNUNK - Collection of folk wisdom, science and literature (Collection of folk Za umotvoreniya, nauka and knizhnina - Bulletin of popular wisdom, science and literature), Sofia (in Bulgarian).

SCIV / SCIVA - Studii și ceertari di istorie vece și Archeology.

SCN - Studii și cereutari for numismatica.

StCl - Studii classice.

Tab - Terra Antiqua Balkanica.

VDI - Vestnik drevnei istorii (DV Drevnej Realizitei - newspaper of ancient history), Moscow (in Russian).

6. DESCRIPTION OF APPLICATIONS

Appendix #1 - History of the fortress - LAPs from different historical periods

Appendix #2 - Monument environment and existing situation - LAP images

Appendix No. 3 – Architectural photography of the Archeological park

Appendix #4 – Architectural photography – sections of the Archeological park

Annex #5 - Architectural photography - views of the Archeological park

Annex #6 - Plan of the fortress - conservation

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