

Scenario: Your teacher is a customer who has approached your travel agency to find them an 'alternative' holiday in Bulgaria. They don't want to have a traditional 'sand and sea' or ski holiday. You have decided that you will offer them the following holiday...

Group 1: Eco-accommodation holiday



You must tempt them with this option by coming up with an itinerary (about 7 days) that they won't be able to refuse! You will research this type of holiday in Bulgaria, and then plan their itinerary before presenting your ideas to them at the end of the lesson...

Where to start

- http://balkaninsight.com/en/main/life_and_style/16177/ gives a list of 10 eco-hotels and guest houses in Bulgaria.
- Hotel Tomain in the south eastern city of Sliven has been named the first 'Green Lodge' in Bulgaria. Find out more at www.bulgariahotels.com/en/first_bulgarian_green_lodge_welcoming_guests_in_sliven.html
- Tempt them with the idea of a holiday with a conscience that is off the beaten track.
- Whichever hotel(s) you choose for their itinerary, find out what they can see and do in each place.

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Group 2: Bird-watching holiday



You must tempt them with this option by coming up with a itinerary (about 7 days) that they won't be able to refuse! You will research this type of holiday in Bulgaria, and then plan their itinerary before presenting your ideas to them at the end of the lesson...

Where to start

- Have a look at this holiday for some ideas: www.responsibletravel.com/Trip/Trip902176.htm
- Or this one: www.sunbirdtours.co.uk/Bulgariainautumn.htm
- Tempt them with how they'll really get to see some of the 'real' Bulgaria away from the hustle and bustle of the resorts.
- Tell them some of the things they might see and also why Bulgaria is an important spot for birds.

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Group 3: Cycling tour



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Where to start

- www.cyclingbulgaria.com/ - use this website to help you choose a tour (imagining that they're not massively experienced).
- Include information about what the company does for nature conservation.
- Tempt them with information and images of what they will see and do on their tour, and how this type of tour will give them an experience of the 'real' Bulgaria.

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Group 4: Volunteer holiday



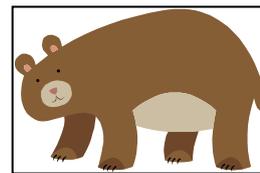
You must tempt them with this option by coming up with an itinerary (about 7 days) that they won't be able to refuse! You will research this type of holiday in Bulgaria, and then plan their itinerary before presenting your ideas to them at the end of the lesson...

Where to start

- Have a look at this holiday for some ideas: www.responsibletravel.com/trip/Trip100201.htm -
- Or this one, run by the British Trust for Conservation Volunteers: http://www2.btcv.org.uk/display/int_bul_info2
- Tempt them with images of the location you decide on and tell them how their good work will benefit Bulgaria.
- Persuade them that this type of holiday will really immerse them in the culture and environment of country and that they will also be giving something back to the community in which they are working.

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Group 5: Brown bear–watching holiday



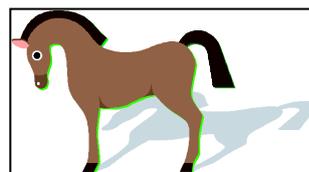
You must tempt them with this option by coming up with an itinerary (about 7 days) that they won’t be able to refuse! You will research this type of holiday in Bulgaria, and then plan their itinerary before presenting your ideas to them at the end of the lesson...

Where to start

- Have a look at this holiday for some ideas:
www.responsibletravel.com/Trip/Trip902175.htm
- Add a further two days to the holiday by finding them some ethical accommodation (try this website for ideas:
http://balkaninsight.com/en/main/life_and_style/16177/).
- Tempt them with the fact that this is a unique and rare experience, and tell them how they will be helping conservation efforts.

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Group 6: Horse–riding holiday



You must tempt them with this option by coming up with an itinerary (about 7 days) that they won’t be able to refuse! You will research this type of holiday in Bulgaria, and then plan their itinerary before presenting your ideas to them at the end of the lesson...

Where to start

- Have a look at this holiday for some ideas:
www.responsibletravel.com/Trip/Trip902172.htm
- Or the holidays here: www.equitour.co.uk/showCountry.asp?countryid=106
- Tempt them with images and information about what they’ll see along the way.
- Mention that they will get to see the country from a different perspective, and will be able to get ‘up close and personal’ with wildlife and scenery off the beaten tourist trails.