



University of Economics - Varna

2026

# HANDBOOK FOR INCOMING GUESTS



Erasmus+

UE  
Varna  
2026



Funded by the  
Erasmus+ Programme  
of the European Union

## HANDBOOK FOR INCOMING GUESTS

This publication has been financially supported by the Erasmus+ Programme of the European Union.

The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Guidebook has been created under the supervision and inspiration of

Assoc. Prof. Radan Miryanov, Ph.D., Vice-Rector for International Relations and Partnership

Assoc. Prof. Vladimir Zhechev, Ph.D., Erasmus+ Institutional Coordinator

Slavena Tsoneva, Ph.D., Head of the International Relations Office

Yordanka Georgieva, Foreign Students Coordinator



## Contents

Introduction to the University of Economics – Varna .....	4
Welcome to Bulgaria .....	5
Getting to Varna.....	7
Getting around Varna .....	8
Methods of payment for parking by the hour .....	8
Getting to the University of Economics - Varna .....	10
Hotels in Varna.....	11
Restaurants and Cafes .....	12
Tourists Attractions .....	13
Some sights, museums and galleries .....	14
Theatre, Opera and Ballet.....	17
Places of natural and architectural beauty near Varna.....	18
Back to history .....	19
Discover the nature .....	20
Additional Tips .....	21
Contacts.....	21
University address:.....	21



## Introduction to the University of Economics – Varna

The University of Economics – Varna (UE–Varna) is one of the oldest institutions of higher education in economics on the Balkan Peninsula with a more than century-long history. The University was established in 1920 by the Chamber of Commerce and Industry in Varna and has adhered to its mission ever since – to develop the science of economics, to train the specialists needed for the prosperity of business in the region and the country as a whole.

Since then more than 160,000 Bulgarian and foreign students have graduated the University and have received higher education diplomas in economics. Today there are over 6,000 Bulgarian and international students at the University. Their training is provided by some 230 staff – doctorate degree holders, professors, associate professors and assistant professors. The University consists of 4 faculties, one college and 19 departments which offer more than 28 accredited majors in four professional divisions: Economics, Administration and Management, Tourism, IT and Computer Sciences. There are 29 master’s degree majors in three forms of study: full-time, part-time and distance learning. The College of Tourism offers training for a professional bachelor’s degree in tourism in three majors.

UE–Varna follows its mission to be a leading educational and scientific institution with an established identity in the European education area, oriented towards providing high quality education in the line with the concept of lifelong learning, conducting significant research and offering competitive solutions with sustainable economic and social impact.

UE–Varna has been traditionally open to exchange of knowledge, educational and research experience with foreign academic centres. The university maintains international contacts and cooperates with over 250 foreign universities. It is a party in different projects like ERASMUS+, CEEPUS and bilateral initiatives.



## Welcome to Bulgaria

Bulgaria is a country with an ancient history and plenty to discover. Today, Republic of Bulgaria is a member of the European Union and NATO.

Bulgaria is located in south-eastern Europe; the country is a neighbour of Romania, Greece, Serbia, North Macedonia, Turkey and has a beautiful seaside along the Black Sea to the east.

**Time zone:** GMT +2; Apr – Sept GMT +3

**Capital:** Sofia

**Largest cities:** Plovdiv, Varna

**Brief profile population:** 7 million

**Area:** 110 993 sq.km.

**Language:** Bulgarian

**Predominant religion:** Eastern Orthodox

**Summer average temperatures:** 26° C ~ 32° C

**Winter average temperatures:** -5° C ~ 5° C

**Country code:** +359



Bulgaria is a country with a **more than 1300 years of history** and many ruins across the country can be a proof of this. On our lands evidence of life and civilizations can be found since the time of the Thracians, the Greek colonization and the Roman Empire. Tourists can visit and enjoy the restored fortresses in the old capitals of the Bulgarian kingdom - Pliska, Preslav and Veliko Tarnovo.

**Seven mountain** ranges across the country attract tourists, mountain bikers and skiers in each season. Bulgarian winter resorts Pamporovo in Rodopi mountain and Bansko in Pirin mountain are places with world fame thanks to the wonderful conditions for skiing, and with a round of world cup of FIS World Cup which takes place in Bansko every year.

**Long sandy beaches and good weather** welcome thousands of visitors to the Bulgarian Black Sea resorts every summer. The foreign visitors enjoy the Bulgarian coast and the beautiful seaside resorts such as Albena, Golden Sands, St. St. Constantine and Helena, Sunny Beach, (at prices that compete well with Western Europe). Even the biggest cities on the Bulgarian Black Sea coast, Varna and Bourgas, have attractive beaches within minutes from their city hearts. Besides the plenty of small cities by the sea like Balchik, Obzor, Kiten, Sozopol, which are well-developed and oriented to summer sea tourism, there are still many undiscovered bays to the north and south of the major centres.





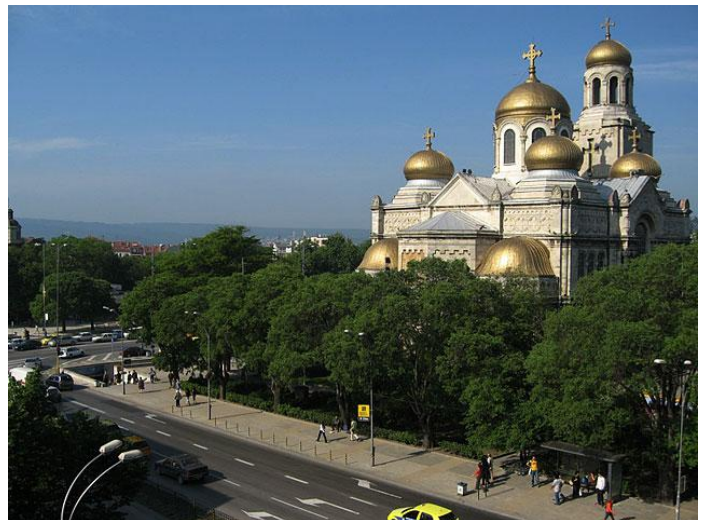
## **VARNA, the Sea Capital of Bulgaria**

**Varna** is the third-largest city in Bulgaria and the largest city on the Bulgarian Black Sea Coast. Situated strategically in the Gulf of Varna, the city has been a major economic, social and cultural centre for almost three millennia. Varna, historically known as *Odessos*, grew from a Thracian seaside settlement to a major seaport on the Black Sea. The city is famous for the oldest gold in the world "Gold of Varna," 6,000-year-old Thracian jewelry discovered in a necropolis, which is displayed inside the Archaeological Museum, along with Greek, Roman and Ottoman antiquities.

The climate is moderate with a few rainy days and not much snow.

The coastal resorts of Golden Sands, St. St. Constantine and Helena, as well as Albena are located nearby Varna.

Varna is one of the biggest cities in Bulgaria with a well-developed economy and offers various opportunities for young people to study, work and have fun. There are 6 universities, and the University of Economics - Varna is the oldest among them.



The cost of living is comparable to other mid-sized cities in central and Eastern Europe. In 2019 Varna was the European City of Sport.

Every year many cultural and sporting events are organized in Varna, such as Varna Summer International Music Festival, Varna Summer International Theater Festival, Varna International Ballet Competition, Film Festival "Love is Folly", many sports events - tournaments and championships such as the World Volleyball League Circles, Tournaments of rhythmic gymnastics, etc.



## Getting to Varna

The city of Varna is a major transportation centre in Bulgaria. There are different options to reach it – by air, by bus, by train or by car. The airport is one of the biggest in the country and has flights to/from most European countries.



### BY PLANE

The visitor can find cheap flights through number of search sites, like <https://www.esky.bg>, etc.

If the visitor is not able to book a flight to Varna, they may fly to Bourgas airport and catch a minibus from there to Varna (it takes about 2 hours). If he/she prefers to fly to Sofia, we would recommend a connecting flight to Varna not a bus.

There are everyday flights of Turkish Airlines from Istanbul to Varna. There is also a regular bus line between Istanbul and Varna and the trip lasts about 9 hours. Another possibility is to fly to Istanbul and book a transfer from there to Varna.

Varna Airport is located 8 km west of the city center.

There is a convenient bus (bus number 409) and taxi connection between Varna airport and the city center as well as the neighboring resorts. If the visitor prefers a taxi, he/she may contact the agent of **"Triumf taxi"** right in the arrivals lounge of the airport and the agent will arrange the taxi.



**BY TRAIN** The central train station is located within walking distance from the city center; there is a bus and taxi connection to the airport, the bus station, and the resorts. Daily services are available from Sofia, Plovdiv. In summer several more destinations and international trains are added.



**BY CAR** Varna can be reached by Hemus motorway (A2) from Sofia, E70 from Ruse (and Bucharest), E87 from Constanta, Romania, and Chernomorets motorway (A3)/E87 from Istanbul, Turkey



**BY BUS** There is a central bus station in Varna, which provides connections to Sofia, Veliko Tarnovo, Burgas, Plovdiv, Istanbul, Greece, Romania, Central and Western Europe. From the bus station, it takes about 20 minutes to reach the University of Economics – Varna via public transport and you can use bus lines number 148 and number 409.

## Getting around Varna

**The public transport** in Varna comprises bus transport and trolley buses. The schedule of all the lines of the public transport could be found online on the following website: [www.varnatraffic.com](http://www.varnatraffic.com).

The price of a ticket for up to 1-hour travel is 1 EURO, and for whole day ticket is 2.05 EURO. You may buy a ticket from a ticket machine on the bus, or buy beforehand from a machine at the bus stop and verify it on the bus. If you have to change the bus within your travel period, you may use the same ticket just by validating it on the next bus you use.

**On foot:** The best way to get around the central part of Varna is by walking.

**By car:** Incoming guests, who intent to visit Varna using their own transportation (a car), should note that in the central zone of Varna, "Blue zone" and "Green zone", **paid parking** exists. It acts every day from 9:00 until 20:00 o'clock. The price is 0.61 EURO with VAT per hour, paid by SMS, for the marked permitted park places, but it is permitted to stay in this zone for no longer than 3 hours for the "Blue zone", and not more than 4 hours for the "Green zone". If you want to use it during whole day it will cost you 8.18EURO (**only through the mobile application**). The "Green zone" is free of charge on weekends.

### Methods of payment for parking by the hour

Parking via the mobile application "M Park"- "Virtual parking meter" (<https://mpark.bg/en/>)

The mobile application allows you to select a period for parking between 30 minutes and 3 hours, as well as an all-day parking option (**all-day parking can only be purchased through the mobile application**). You can also save the numbers of different motor cars for quick access.

### Parking via SMS

Customers of Bulgarian mobile operators send SMS to number **1352** with the number of the motor car as text. The SMS content must reproduce literally the content of the license plate of the respective road transport vehicle. The system accepts Cyrillic and Latin writing with an allowed maximum of **10** symbols.

**Example:**

B 1234 AB – correct  
V 1234 AV - incorrect  
Б 1234 АБ - incorrect

The parking charge with a single SMS is for **1 hour**. The unit price is **0.51 EURO** plus the price of the SMS.

**The payment is successfully made when the customer receives a confirmation message.**

The system sends a warning message about 5 minutes before expiry of the parking time. Customers may send an SMS for the respective vehicle before expiry of the current paid period. In this case the parking time is extended by one more hour. The maximum period of stay is **3 hours for the Blue Zone and 4 hours for the Green zone**. Upon reaching the maximum time the system will not accept and charge any attempts for subsequent payments and the customer may move his/her vehicle outside the area of the blue or green zone. A new 3-hour (4-hour for green zone) period may start after passing of **30 minutes** as of the expiry of the previous period. Upon receipt of an SMS after midnight and before the start of the working hours of the Blue and Green Zone the system registers a “postponed” parking with starting time coinciding with the start of the working hours for the Blue and Green Zone.

**Parking via the website of the Blue Zone – Varna - “Virtual parking meter”**

You can register here: <https://mpark.bg/en/> or use your registration from the mobile application.



## Getting to the University of Economics - Varna

Incoming guests have some options to get to the University of Economics - Varna, which is built in the central area of the city, near the walking area and close to the Seaside Garden.

If the guests come straight from the airport, or from the central bus station, they can catch bus number 409 and travel in the direction of Golden Sands resort to the bus stop "Academyata /Knyaz Boris I/" (13 bus stops from the airport, 5 bus stops from the central bus station) The price of the ticket is 1 EURO for 1-hour.



There is a designated desk at the airport for ordering a taxi, which we recommend you use, in case this is your preferred means of transport. We do not recommend using the taxis waiting outside of the airport building.

Incoming guests arriving at the railway station may catch the buses number 17A or 9 to the bus stop "Academyata /Knyaz Boris I/". As an alternative, they can catch buses number 31, 31A, 7 from the railway station to the bus stop "Ploshtad Saedinenie" (5 stops) and to walk about 200m south.

Here are the phone numbers of some recommended taxi companies in Varna:

**Triumf taxi** – phone: +359 52 644 444;

+359 882 644 444, +359 877 644 444 or online on the following [link](#)

**Omega taxi** – phone: +359 878 38 88 88.



## Hotels in Varna

Varna offers to its guests many opportunities for a stay in the city or in the neighboring resorts St. St. Constantine and Helena and Golden Sands.

Some of the best hotels in town are as follows:

### **Rosslyn Dimyat Hotel Varna \*\*\*\***

Rosslyn Dimyat Hotel Varna is located in the heart of Varna next to the Sea Garden, (500 m from UE – Varna) and 1 km away from the city center.

<https://dimyat.rosslyn-hotels.com/>

### **Plaza Hotel\*\*\*\***

Plaza Hotel occupies the pedestrian area of Varna's bustling city center. Its central location - next to the world famous Festival & Congress Centre and a short distance from the Sea Garden and the beach - makes the hotel a favorite place for both business and pleasure. It is at a walking distance of 700m from UE-Varna.

<https://www.hotelplazabg.com/bg/>

*On request, the IRO of UE – Varna can assist the guests of the university with booking these hotels with special discount for UE – Varna guests (off-season)*

### **Hotel Perfect\*\***

This 2-star boutique hotel is located in the centre of Varna, 200 m from the Black Sea coast, (200 m away from UE – Varna) and right next to the city's main shopping and nightlife street. The hotel takes great pride in the comfort and superb services it offers to its guests.

<https://hotelperfect.bg/>

### **Cherno More (The Black Sea) Hotel & Casino**

The biggest hotel in the heart of Varna at the edge of the pedestrian zone, in 500 m away of UE-Varna. Recently renovated, with excellent views of the city, Sea Garden and the sea.

<https://www.chernomorebg.com/>

### **Hostel Musala\*\***

Very popular among our visiting guests, this hostel is a perfect place for those, who prefer to travel on a budget. Located in the city center, it is located within a walking distance both from the University of Economics – Varna and the beach.

<https://www.hostelmusala.com/>

## Restaurants and Cafes

Varna offers for its locals, guests and tourists many pleasant restaurants and cafés.

There are many popular ethno restaurants and taverns in Varna with traditional Bulgarian food and live Bulgarian folk music like:



- **STARIA CHINAR** (The Old Plane Tree) – chain of six restaurants in Varna, positioned in the most lively places of the city.

The guests of these restaurants will be welcomed with delicious traditional food and other recipes from the Black Sea region.

<http://www.stariachinar.com/>.

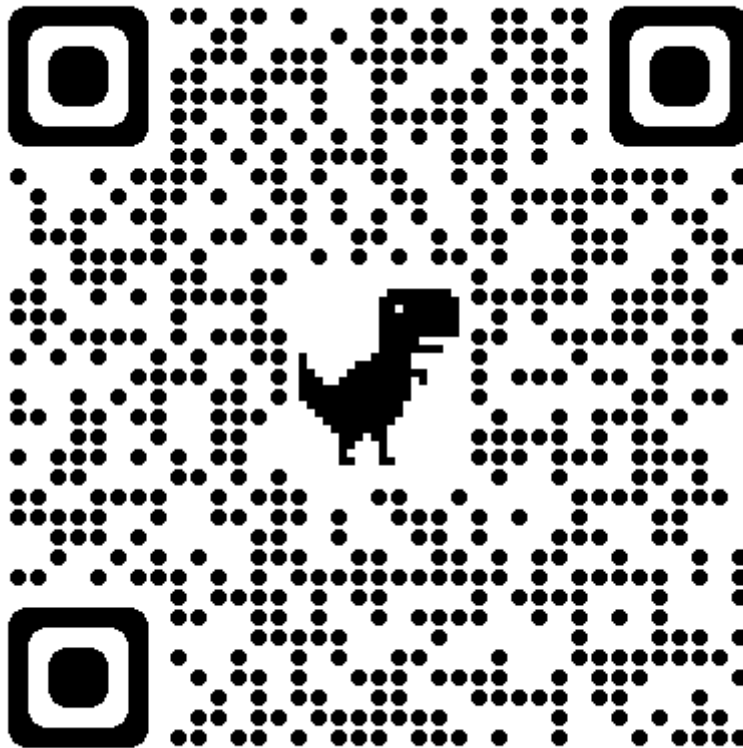
Many fast food cafes in the central walking area of the city, like **HAPPY** bar and grill, **GODZILLA**, offer delicious and not expensive food for every taste. In summer, plenty of restaurants and bars with a sea view, situated along Varna seaside alley, attract tourists and locals with fresh sea products and traditional Bulgarian food.

Varna provides many opportunities for nightlife entertainment in many discos, clubs and bars with live music. In summer, lots of new bars at the seafront open gates to welcome local people, students and tourists, so parties and friendly atmosphere are a must. Don't miss this opportunity and join Varna's nightlife!

## Tourists Attractions

You can use the online and print resources to help navigate the city and resorts, whether you're walking, biking or taking the public transport. You can download a Visitor Map and Official Visitor`s Guides from here: <https://visit.varna.bg/en/maps-guides.html>

With the [Varna city map](#) you'll receive all the information you need about the sights, theatres and museums.



The ["Varna official visitor`s guide"](#) gives you an overview of the entire city and seaside resorts, yet also includes insider tips and day trips.

## Some sights, museums and galleries

Numerous museums in Varna welcome you into their unique atmosphere. All of them have their "stories" to tell and rich historical heritage to show. Varna museums are full of treasures from all periods of the city's history, and will interest both the informed archaeologist and the casual visitor.

You can visit several **museums**:

- **Archeological Museum**

The Archaeological Museum of Varna was established in 1887 by the brothers Karel and Herman Shkorpil (archaeologists and scientists of Czech and Bulgarian origin, founders of the Bulgarian archaeology and museum activity).

The building in which it is housed was constructed in 1892 – 1898 for a school – a Girls High School. The exposition area of the museum is 2, 150 square meters.

The archaeological museum shows original findings from the Paleolithic Age /about 100, 000 years BC/ to the Middle Ages /7th – 8th/ century, many of which are of great significance to the archaeology of Europe and the world.

The most significant exponents in the museum are from the Varna Eneolith necropolis. The golden objects alone, found in the examined tombs, are more than 3, 000. Unique exponents of the Hellenistic age, the Roman age and the Late Antiquity are presented.

A representative part of the rich collection of the museum is presented by 150 icons (14th – 19th century).

**Address:** 9000 Varna, 41 "Maria Luisa" Blvd.

**Opening times:**

June - September: 10:00 - 17:00, without a day-off

October- May: 10:00 - 17:00, Closed on Sunday and Monday



Here are some other museums in Varna, which may be interesting to visit:

## • Roman Thermae

At the end of the 2<sup>nd</sup> c. A.D. thermal baths were built on a territory of 7.000 sq. m. These were the biggest on the Balkan Peninsula. Roman Thermal Baths are the largest ancient building discovered in Bulgaria so far.

**Address:** 13, San Stefano Str.,

**Opening times:**

November- April: 10.00 – 17.00; Closed on Sundays and Mondays

May- October: 09.00 – 19.00; without a day-off



## • Naval Museum

Naval Museum in Varna presents and promotes the maritime and naval history of Bulgaria. For 125 years of existence, thousands of exhibits have been collected. The most important moments and processes of Bulgarian navy activities, the construction of the navy, the participation of our sailors in the war between Serbia and Bulgaria (1885), the Balkan War (1912-1913), the First World War (1914-1918) and The Second World War (1939 - 1945) are presented in the museum's exposition. The samples are placed not only in the covered space of the museum, but there are many exhibits of marine vessels and weapons of the Bulgarian navy exposed outdoors.

**Address:** 2, Primorski Blvd.

**Opening times:**

April-October: 10:00- 18:00, Closed on Mondays

November-March: 09:30- 17:30, Closed on Sundays and Mondays



## • Aquarium

The Varna Aquarium which is situated in the Sea Garden became one of the most popular and frequently visited attractions in the city. Hundreds of species of fish including mollusks, crabs and periwinkles were featured in the aquarium.

### Opening Hours:

June - September: 09:00 - 19:00; without a day-off  
October - May: 09:00 - 17:00; Day-off - - Monday



## • Varna Dolphinarium

Festa Dolphinarium is the only attraction of its kind in Bulgaria. It is situated amidst the greenery of the Sea Garden of Varna and offers a wonderful view over the sea. The Dolphinarium was opened in 1984 and quickly became a symbol of Varna and a landmark of Bulgarian tourism. The Dolphinarium is a permanent site on the agenda of all visitors of the Black Sea coast.

**Address: Sea Garden**

Dolphin shows (45 min.): Day-off: Monday  
October - March: 12:00  
April: 12:00; 15:30;  
May - June: 10:30; 12:00; 15:30;  
July - August: 10:30; 12:00; 15:30; 17:00



There are many other museums and places in Varna the visitors will enjoy to see, such as: **Natural Science Museum, Museum of Varna, Museum of Modern History, National Revival Museum, Planetarium; Varna City Art Gallery Boris Georgiev, ect.**

## Theatre, Opera and Ballet

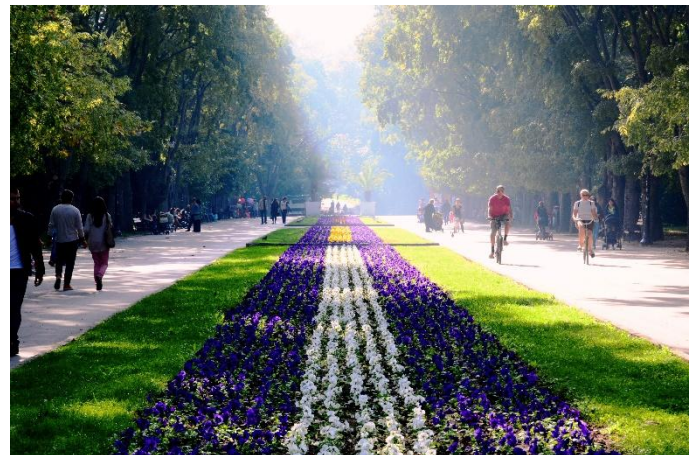
The **Theatre and Opera House** is in the city centre. It was built nearly a century ago after the fashion of the city of Vienna. It houses a theatre, an opera and philharmonic halls.

Not far away from it is **the Puppet Theatre** where the Golden Dolphin Festival of Puppets takes place every three years.



## Sea Garden

Along the beach, guests and locals may find a lot of places where can go. In the **Sea Garden**, the biggest urban park on the Balkan Peninsula, everyone can enjoy a free time walking, jogging, biking or doing other outdoor sports activities. Here is situated **Varna Open Air Theater** where guests and locals can enjoy many concerts, International Ballet Festival, Opera and Dramatic performances during the summer period.



## Cinemas

Films shown in local cinemas (movie theaters, situated in the big trade centers - MALLs) are not dubbed and have subtitles in Bulgarian.

## Places of natural and architectural beauty near Varna

### • Residence Euxinograd

The palace and the park with rare plants are integral components of the Euxinograd complex, which was built as an official summer residence of Bulgarian royal family and later of Bulgarian Government since the end of 19<sup>th</sup> century. Later a winery was added. It is situated in 12km north of Varna on a square of 900 acres.

Address: Varna 9006, Country Euxinograd  
Advanced reservation for visits is required.



### • Aladzha Monastery

Aladzha Monastery is the most famous medieval cave monastery on the Bulgarian Black Sea coast. It was inhabited by hermit monks during the XIII- XIV centuries. The cave monastery is situated in the central part of Golden Sands Natural Park, which is 18 km away north from Varna.



#### Opening

#### times:

May - October: 09:00 - 17:00, without a day-off

November- April: 09:00 - 16:00, Closed on Sunday and Monday

April: 09:00 - 17:00, Closed on Sunday and Monday

### • Pobiti Kamani (Stone Forest)

The natural phenomenon "Stone Forest" is better known with its Bulgarian name "Pobiti kamani" which could be translated as "stones beaten into the ground".

The most famous and impressive is the group named "Center - South". It is located 18 km west of Varna and numbered about 300 large and small columns, up to 6 m high, rising mainly south of the old road to the town of Devnya.



#### Opening hours:

In winter: 10 a.m. - 5 p.m., Days-off - Saturday and Sunday.

In summer: 10 a.m. - 5 p.m., Day-off - Monday

## Back to history

There is so much to see in Bulgaria. It is a country so diverse and rich in interesting sights that one life is not enough to see it all. There are hundreds of historical places – you will travel through time and go back to glorious history.

In and around Varna you could visit numerous sights of history.

Want to find out how did Romans live? **Visit the Museum of Mosaics in Devnya.**

Want to learn more about first Bulgarian rulers? **Go to Madara.**

And do you want to have a walk along a Medieval Fortress? **Go to Provadiya.**

### Museum of Mosaics

It is located in the town of Devnya, some 30km west of Varna. The museum is housed in a specially constructed building in order to preserve the archaeological discoveries. The ancient building dates back to the time of Emperor Constantine I the Great (the end of the 3rd century – the beginning of the 4th century). You can easily reach the museum by [intercity bus lines departing from Varna bus station](#) or [by train at Varna railway station](#).



### Ovech Fortress – town of Provadiya

The fortress is located some 50km away from Varna, near the town of Provadiya. It was built on a magnificent plateau east of the city. You can get to the museum by intercity bus lines departing from Varna bus station or [by train at Varna railway station](#).



### Madara Horseman and “Madara” national historical-archeological reserve

They are situated 75km to the west of Varna. Madara horseman is a medieval rock bas-relief, a model of Early Medieval Bulgarian art, included in the UNESCO World Heritage Sites list. You can reach Madara horseman by car and [by train to Madara village](#).

Not far from Madara horseman you can visit Pliska and Preslav – capitals of the First Bulgarian State, now national historical-archeological reserves open to visitors.



## Discover the nature

There are so many natural sights around Varna. Here you will find only few of them.

### “Kamchia” reserve

It is situated 25km to the south of Varna, along the Kamchia River lower valley. The area was included in the global network of biosphere reserves as a part of the program “Human and Biosphere” of UNESCO for protection of the most representative ecological systems on the planet. To “Kamchia” resort you can get by public bus departing form Varna bus station.

### Kaliakra cape

“Kaliakra” nature and archeological reserve is situated 80km north of Varna, occupies 687.5 acres including wide steppes and impressive steep cliffs as high as 70 meters. The best way to reach the place is by car.



### Tyulenovo

The rocky picturesque shore of Tyulenovo village is located some 90km north of Varna, in immediate proximity to the town of Kamen bryag. The rocky shores to the north and to the south of Tyulenovo village, together with the steppe and sea area, are part of the European ecological network NATURA 2000. The Ponto-Sarmatian steppes are of the greatest importance. They provide habitat for steppe grasslands among which wheat grasses dominate. The area is of great ornithological importance as well. It is situated along Via pontica route – Europe's second largest bird migration route. The best way to reach Tyulenovo is by car.



### Shabla Tuzla (Shabla salt lake)

It is located 95km to the north of the city of Varna. It is a small lagoon-type salt lake, separated from the sea by high dunes and covered with healing mud. It is not an urbanized place but nearby there is an eco-trail where you could observe rare plant species and birds while having a walk. The best way to reach Shabla salt lake is by car.





# University of Economics - Varna



## Additional Tips

The Bulgarian currency is EURO.

At the University of Economics -Varna you can use open access internet: UE-VARNA

## Contacts

University address:

International Relations Office

University of Economics – Varna

1<sup>st</sup> floor

77 Knyaz Boris I Blvd.

9002 Varna, Bulgaria

Phone: +359 52830812

Email: [incomingmobility@ue-varna.bg](mailto:incomingmobility@ue-varna.bg), [international@ue-varna.bg](mailto:international@ue-varna.bg)

