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Tourism opportunities, Bulgarian hospitality, authentic kitchen were among the themes presented by Governor Cholakov during a meeting with representatives of Russian mass media – participants in an advertising journalese tour. The delegation visited Burgas region on initiative of a large tourist company and with the support of Jivko Tabakov – Advisor to the Minister of Tourism and municipal councilor. Both him and the Governor of Burgas welcomed today the Russian journalists and made them acquainted with the ancient history and the cultural-historical heritage of Burgas region, with the nature sites and mineral terms, which make our country a preferred destination for excursion trips and travels with a healing purpose as well. According to the program after the meeting with Mr Cholakov the delegation will visit culture sites in the municipalities of Burgas, Nesebar and Pomorie. This advertising journalese tour aims through media releases to rouse the interest of the Russian audience in travelling to Bulgaria beyond the active holidays seasons. The idea is to show the opportunities of the regions for developing of cultural-historical, balneological-healing, sea and rural tourism. The Russian journalists will visit balneo-hotels, restaurants, wine-cellars and taverns, which cleverly combine history with new opportunities for tourism developing.