

DIGITAL TRANSFORMATION IN REGIONAL DEVELOPMENT: A DYNAMIC WEB PORTAL FOR THE PROMOTION AND SUSTAINABILITY OF THE WESTERN RHODOPES

Valia Arnaudova, Rosen Hristev, Angel Urilski, Dzhaner Mehmed

Abstract. *The study examines the use of modern ICT for creating web solutions that support sustainable development and the promotion of regions with rich heritage. As a research example, a pilot project for a web portal of the Western Rhodopes, built with HTML5, CSS3, JavaScript, Bootstrap, and WordPress, is analyzed. The architecture, features, and interactive sections for science, education, tourism, and other areas are presented. Accessibility, rights management, and future directions – such as SEO and security enhancement – are also discussed.*

Key words: Digital Transformation, Dynamic Websites, WordPress, Sustainable Development, Western Rhodopes, Web Accessibility, CMS, SEO.

Acknowledgments

This study is supported by the projects MUPD25-FMI-013 “Innovative Research and Technological Solutions in the Field of ICT” and FP25-FMI-010 “Innovative interdisciplinary research in informatics, mathematics and educational pedagogy” at the Paisii Hilendarski University of Plovdiv.

Valia Arnaudova¹, Rosen Hristev¹, Angel Urilski¹, Dzhaner Mehmed¹

¹ Paisii Hilendarski University of Plovdiv,

Faculty of Mathematics and Informatics,

236 Bulgaria Blvd., 4003 Plovdiv, Bulgaria

Corresponding author: varnaudoval@uni-plovdiv.bg