Interreg – IPA CBC
Bulgaria – Turkey

PARTNERSHIP

SUSTAINABLE TOURISM

Project: „ALTERNATIVE TYPES OF TOURISM – A PREREQUISITE FOR INCREASING THE SUSTAINABILITY OF THE TOURISM BUSINESS IN THE CROSS-BORDER REGION“

# *"Guidelines for the development of alternative forms of tourism in cross-border regions"*

Ref. № CB005.2.22.010
Subsidy Contract РД 02-29-138/31.08.20г. financing
by the INTERREG – IPA CBC Programme Bulgaria – Turkey

BURGAS CHAMBER OF COMMERCE AND INDUSTRY – LEAD PARTNER

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This material has been produced with the assistance of the European Union through the Interreg-IPA CBC Bulgaria – Turkey Programme. The contents of this material are the sole responsibility of BsCCI and can in no way be taken to reflect the views of the European Union or the Managing authority of the Programme.

# *„Guidelines for the development of alternative forms of tourism in cross-border regions“.*

## INTRODUCTION

This handbook is intended for all those who aim to create additional knowledge and skills in the development of cross-border alternative tourist routes. The manual may be of interest and be applicable to specialists, experts and managers from the tourism industry dealing with the issue of alternative tourism, incl. specialized types and forms of tourism. In addition, the guidelines provided can be used by representatives of local and state authorities in the Burgas region in developing future regional development strategies.

In recent years, the Burgas region has become a popular tourist destination, attractive to more and more tourists with diverse interests and needs. In this new tourist reality there is a need to analyze the natural and anthropogenic resources of the region, the result of which may be a prerequisite for the development of modern alternative types of tourism such as spa and wellness tourism, cultural, ecological, adventure, hunting and fishing tourism, conference, wine and gastronomic, festival and many more. etc. This in turn will lead to the diversification of tourist services and naturally increase the interest of tourists to certain natural, cultural and historical sites. This statement is not an end in itself, but an upcoming opportunity to attract new market segments, expand the tourist flow, extend the tourist season and employment in the Burgas region. Of course, the question arises about the appropriate use and protection of the types of tourist resources in order to achieve sustainability and competitive development of the destination.

*The project is co-funded by the European Union through the Interreg-IPA CBC Programme Bulgaria-Turkey 2014-2020*
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# PART ONE
# THEORETICAL ASPECTS OF ALTERNATIVE TOURISM

## 1.1. Conceptual characteristics of alternative tourism

As an antipode to the concept of "mass tourism" in tourism theory and practice appears the concept of "alternative tourism". Alternative tourism is usually understood as[1]:

• Tourism supply of specialized tourist products and services by small and medium, predominantly family tourism companies;

• Tourist search for personalized, experience-rich services;

• Types and forms of tourism, providing opportunities for intensive, mutually enriching contacts of tourists with the local community;

• Types and forms of tourism without negative ecological, socio-cultural and economic impacts on the local community and tourists;

Table 1.1 presents the characteristics of

The "old" mass tourism and its alternative - the "new" tourism, which in the broadest sense should be understood as alternative tourism[2].

The implementation and development of tourism is associated with certain destinations to which the tourist flow is formed. The territorially fixed goals of tourist trips, and in particular the locations, depend on the availability and the degree of supply of certain local conditions. The formation of a tourist destination and its positioning on the tourist market is a necessary condition for the existence of tourist demand with a certain volume, structure and specific appearance of a market event. This corresponds to the differentiation, knowledge, proper reporting, if possible- the creation and optimal combination of local conditions for tourism.

From viewpoint of forming a tourist offer of a certain type and with a certain structure, the internal conditions for a given tourist destination should be considered in two aspects. The first includes the primary or the so-called "***natural sources***" of supply, which are:

a) natural conditions - relief, landscape, climate, flora, fauna, mineral springs, geographical location (distance from the emitting markets), etc. ;

b) the cultural-historical heritage - historical monuments, events and traditional cultural values and celebrations, etc. ;

c) political and economic heritage - economic achievements, economic events (fairs, markets, etc.), political achievements and events.

The quality and characteristics of the indicated local conditions make the specific destination attractive and desirable. The considered primary conditions are a necessary, but not sufficient prerequisite for the effective aspect of alternative tourism for the tourist destination. Certain territorially separated spaces become fully desired and sought after by tourists, when along with the primary resources there are also ***derivative ones***.

[1 & 2] Marinov, S., Koprinarov, B. Alternative tourism, Dimant - Burgas, pp. 10-15, 2010.

**"Old" mass tourism and the alternative "new" tourism**

**Table 1.1.**

| Subjects | "OLD "MASS TOURISM | THE ALTERNATIVE: "NEW" TOURISM |
|---|---|---|
| **Tourists** | subject to the lowest price, passivity, encapsulation; | authenticity, activeness, complicity |
| **Industry** | imitation, confection, acquisitions, mergers, alliances, cooperation, standardization, economies of scope, economies of scale; | product diversification; flexible specialization; costumed experiences; increase profits by increasing consumer experiences; ecological orientation; |
| **Local community** | more tourism at all costs; export of income (sheet washers), acculturation; environmental crisis. | destination management; spatial planning; stakeholder interactivity; |

The first group of derived conditions is related to prerequisites at the organizational and managerial level, which are expressed in the existence of specific institutions and rules for their functioning, such as:

a) public - legal: specialized structural unit for tourism at the municipality; state and municipal tourist companies; divisions of the State Inspectorate for Shipping, Regional Inspectorate for Environmental Protection, etc .;

b) private - legal: private tourist companies - sole proprietorships, joint stock companies, etc .;

c) legally - united: tourist chamber; tourist associations; unions of hoteliers, travel agencies, restaurateurs, etc .;

When presenting a tourist destination to the market, the agents of the tourist offer in the respective tourist place should be guided by the principle that they are first partners and then competitors, because it is difficult to gain suitable loyal customers for the respective destination.

The second group of derivative conditions includes all private and public material and technical elements, such as:

a) infrastructure: water supply system, energy supply system; communications; transport arteries and facilities, etc.

b) tourist superstructure: accommodation facilities; establishments for main and additional meals, etc.

c) specific tourist infrastructure: sports facilities, entertainment and entertainment facilities, souvenir trade network; information-reservation centers, amusement and recreation parks, etc .;

d) social infrastructure: libraries, polyclinics; pharmacies; orphanages; educational establishments: official passenger transport, etc .;

The considered material and technical derivative conditions predetermine the alternative in the commercialization of the destination through its quality, internal structure and capacity. Insofar as the structure and capacity of the derived material and technical conditions are determined by the nature, quality and attractiveness of the primary local conditions, the structure and capacity cannot be used as tools in the commercialization of the tourist place. As for the quality of material and technical conditions, on one hand, it is a powerful tool for influencing modern tourist users, and on the other hand, it is entirely within the competence of the institutional tourist factors.

On the basis of the differentiated local conditions the content aspect of the offer of the respective tourist place is formed, i.e. its overall tourism product. Given the limited quantity and attractiveness of the primary conditions, the aim is to achieve maximum economic effect by spending as little money as possible at one's own expense. The coincidence of the economic interest of the participants, forming the offer of the tourist place, is a prerequisite for coordination of their behavior and actions when entering the market. Some non-economic moments related to the formation and implementation of the supply of the tourist place often create contradictions and divergence of interests between certain tourist entities.

In general, the alternative tourist destination should be treated as a whole, which forms a heterogeneous in content, but unified in market-communicative form product, offered purposefully to the emitting tourist markets. From this point of view, the tourist destination is an active participant in the tourist market relations, which requires precise and mostly coordinated actions on the part of the subjects forming its offer.

### 1.2. Development of Alternative Tourism

The development of modern tourism began after the end of World War II. The post-war period of economic growth led to an increase in the income of the population, an increase in leisure time and the development of various modes of transport.

During the stages of development of modern tourism, authors such as Rebecca Torres, for example, use terminology from the industrial sector (Table 1.2.):

The modern tourist industry and the characteristics of the "new tourist" form the image of the modern "new tourism". We can identify some features of the modern tourist[3]:

• Cosmopolitan - without political, ideological and religious-ethnic prejudices towards tourist destinations;

• Mobile - with greater freedom of movement due to the elimination of border formalities and barriers;

• Wealthy - the part of the income set aside for tourism increases absolutely and relatively;

• Intelligent - educated, linguistically and technically literate, navigates and copes in a complex environment of exotic destinations;

• Individualist - with a developed sense of individuality, adjusts from tourism "confection" to tourism "custom";

• Innovative - inventive in tailoring your tourist event;

• Hedonistically oriented - with a high affinity for an attractive, provocative, animated saturated product;

[3] Marinov, S., Koprinarov, B. Alternative Tourism, Dimant - Burgas, pp. 7-10, 2010.

• Complexly motivated - multi-layered by tourist interests during their trip;

• Eco-conscious - with high eco-consciousness, reflecting in eco-criticism and intolerance of ecological compromises;

• Experienced - with extensive tourist experience, with clear criteria and norms for comparison and evaluation of tourist products;

• Pretentious - with high requirements for its comfort in all its aspects: comfort and security of transport, accommodation and residence, food, entertainment, intonation environment;

• Rational - subordinates its consumer choice to the maxim "more consumer value against less monetary equivalent"; (“smart shopper”; “value for money”)

The characteristics of the modern tourist industry are:

• Globality - today's travel companies expand their activities in all emitting and receptive tourism markets;

• Transparency - competition and new information technologies make the market actions of individual companies transparent, especially in terms of price;

• Diversification - the companies individually and as a whole offer a wide variety of tourist products;

• Specialization - individual companies strive to specialize their supply to consumers from selected target market segments;

• Flexibility - companies are extremely flexible to short-term changes in consumer demand or the business environment; skillfully handle price and advertising as a means of short-term market effects;

• Environmental orientation - companies focus on the implementation of "green practices" in their activities in order to protect the environment;

• Public-private partnership - companies seek cooperation and actively participate in joint tourism events with state, municipal and non-governmental institutions;

**Table 1.2.**
**Phases of tourism development [4]**

| FORDIST TOURISM | POST-FORDIST | NEO - FORDIST TOURISM |
|---|---|---|
| Mass tourism | Individualized, specialized, tourism by market niches | Mass tourism by market segments |
| Rigid | Flexible | Flexibly specialized |
| Spatially concentrated | Spatially dispersed | Spatially portioned |
| Undifferentiated products | Differentiated products | Differentiated products |
| Smaller number of products | Greater number of products | Optimized number of products |
| Cheap products | Cheap and expensive products | Optimal price-quality ratio |
| Economies of scale | Economies of scope | Economies of scope and scale |
| Large number of consumers | Controlled number of users | Select users |
| Collective consumption | Individualized consumption | Segment-group consumption |
| Undifferentiated users | Differentiated users | Segmented users |
| Seasonally polarized | Seasonally polarized | Seasonally polarized |
| Demand for "Western entertainment" | Demand for "local entertainment" | Demand for experiences |
| Simulated authenticity | Real authenticity | Directed authenticity |
| Environmentally burdensome | “ Green tourism ” | “Sustainable tourism” |
| “ McDonaldization”; “ Disneyfication” | “De- McDonaldization ” | Flexible / specialized “ McDonaldization ” |

As a result of the relationship between modern tourists and the modern tourism industry, a vision is formed for the future "new tourism", which should be:

• Preservative - protecting the natural and cultural heritage in the tourist places;

• Fair - useful for tourists, businesses and hosts on an equal and fair basis;

• Inclusive - generating positive engagement of all stakeholders - tourists, companies, local people, public institutions;

• Graceful - providing simultaneous economic, social and environmental benefits to society;

*Alternative forms of tourism in their essence complement the tourist palette and diversify the tourist experience. Moreover, the alternative types can in no way displace the mass resorts, but as the tourist demand for these forms increases, it reaches a limit of saturation and turns the respective destination into a mass one.*

*The opinion that the division of tourism into "mass" and "alternative" is an opposition of the two concepts is wrong. It is necessary to think comprehensively and to plan strategically so that the types and forms of "old" mass tourism with harmful effects are replaced by their alternative, namely by types and forms of "new" tourism with positive effects*[5].

The specificity of the alternative forms is reflected in the attitude of tourists to the services and places they visit, most often the form of travel is individual in small and medium-sized groups of people (8-15 people) who expect to learn something new in their vacation. . This implies that the tourist offer should include various activities aimed at building, training and improving the participants. Alternative tourism is the bearer of new messages and hopes in the public space and new ideas for establishing sustainable models for local and regional development, and gives priority to the attitude towards nature, traditions and interests of local communities.

### 1.3. Nature and characteristics of the Tourist route

**The tourist route** is a pre-determined and formally delineated on the geographical map road, on the basis of which a tourist trip is organized and conducted (excursion, pedestrian crossing, etc.). Its constituent technical and organizational components are:

- spatial (geographical) definition;
- designation (marking);
- main places (points) with concentration of tourist resources (attractions), which determine the nature and type of the route;
- length, measured in kilometers or duration (in hours);
- demarcated sections (parts of the road), measured in kilometers or duration (in hours);
- start, intermediate and end point (s).

Tourist routes can be divided into:

a) ***linear***, where the starting and ending points are at different geographical points, with point A usually being the starting point of the route and coincides with the permanent residence of the participants in the journey, point M is the place - final destination of the tourist trip and visit, and point T is possible transit point of the route;

*Option B,* where: point A is identified with the permanent residence but is not the starting point of the route; point B is the starting point of the route; point M is the place - the final destination of the tourist trip and visit, and point T is a possible transit point of the route;

b**) *circular (detour)***, where the start and end points are the same geographical point, which most often coincides with the permanent residence, but may be different from it:

[4] & [5] Milne, Simon. Alternative vs. Mass Tourism: Critical Aspects & Case Studies, // www.southpacific.travel/.../tourism.../altern_vs_mass_tour.pdf, june 2010.

*Option A*, where: point A is the permanent residence and starting point of the route in the majority of cases; points M1., M2, …… .. Mn are the visited tourist places - goals of the tourist trip with concentration of tourist resources;

*Option B*, where: point A is the permanent residence of the participants in the trip, and point M is the starting point of the route in the majority of cases; points M1., M2, …… .. Mn are the visited tourist places similar to option A.

c) ***radial***, where the path to the destination of the visit and back is the same:

*Option A*, where point A is usually the starting point of the route and coincides with the permanent residence of the participants in the trip, and points M1, M2, ..... Mn are different places - goals of (usually short-term) tourist visits;

*Option B*, where: point A is identified with the permanent residence but is not the starting point of the route; point M is the place that is the main purpose of the tourist visit and at the same time the starting (departure) point of the route, and points M1, M2, ..... Mn are different places - goals of (usually short) visits during the stay at point M.

The tourist route is a part of the tourist trip, which in the broad sense of the term is considered and interpreted as a concretization of the spatial and temporal boundaries of each tourist process[6]. In this context, we can distinguish some characteristics: *purpose (motive), period of holding (season), duration, distance, territorial scope, type of transport for implementation, costs, type of establishment for residence, way of planning and organization, etc.* These key characteristics are directly related to those of the tourist route, which is also an important main component in the group of technical and organizational elements of the ***organized tourist trip with a total price.***

**1.5. Classification of tourist trips.**[7]

Tourist trips are classified according to various features, more important for the theory and practice of which are: way of planning, preparation and implementation; content and thematic scope; number and composition of participants; travel-to-stay ratio; type of transport and manner of its use; Location; period and duration of holding, etc.[8]

Depending on the method of planning, preparation and implementation tourist trips are divided into organized and unorganized. Characteristic of the first is that their preparation and implementation is carried out by specialized organizers (tour operators, transporters, hoteliers, clubs, etc.) who develop the idea, plan the route, time, duration, structure and content of the program, calculate economic parameters (costs , profit, total price) of the tourist trip. As a rule, the responsibility for their successful implementation is delegated to a person (guide, guide), who is appointed by the organizer and reports to him.

In the considered type of tourist trips the organizer and the user of the trip are different persons. They can be divided into two subgroups:

a) planned and proposed at the initiative of the organizer, or

b) at the request of the clients.

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[6] Wahab, S. identifies three main elements that make up the "anatomy" of tourism: the individual (the human element), space (the physical element) and time: cf. subd. Wahab, S. Tourism Management. London, 1975, p. 8.9

[7] **Neshkov, M**. Travel agencies and transport in tourism. "Science and Economics", University of Economics, Varna, 2007

[8] Smith, St. Torism Analysis. London, 1994, pp. 24 - 26

In the considered type of tourist trips the organizer and the user of the trip are different persons. They can be divided into two subgroups:

a) planned and proposed at the initiative of the organizer, or

b) at the request of the clients.

The first type is preceded by serious preliminary preparation and maximum coordination between the participants in the service: transport companies, restaurants, catering and entertainment, cultural institutions, etc. For this purpose, the organizer concludes contracts with them. When organizing tourist trips at the request of the client, the requirements and expectations of the latter are specified and their technical-organizational and economic parameters are specified.

In the case of unorganized tourist trips within the framework of the considered classification, it is characteristic that the two subjects (organizer and participant) are integrated in one person, who plans, prepares and realizes only the trip. In other words, the participants themselves carry out the activities of the excursion, including the management of its program. It is also possible that they will appoint someone from their staff to play the role of guide or tour guide. In this case, however, the latter has no official legal status and is not liable to the participants in the trip as in organized excursions.

According to the *content and thematic scope*, tourist trips can be divided into **combined (overview)**, which include various motives and goals, and **specialized (thematic)**, which are subordinated to a specific goal, motive, event or topic. The second group is divided into different subgroups: entertainment, cognitive, educational, culinary, ethnic, nature, art and others. Each of them can be divided into even more specific varieties: cognitive - "green schools", local history, religion, etc .; the historical ones - of cultural-historical, military-historical, ethnographic, archeological (terrestrial, underwater), etc .; educational - in language, music, etc .; nature lovers - on bird watching excursions, ecological tours, photo safaris, etc .; art critics - on theater, music and concert tours, etc..

The classification in question should be accepted with a high degree of conditionality, as the thematic content of tourist trips is characterized by extreme diversity and very often several topics close or different in content are intertwined in the motivation of the same trip.

According to the *number of participants*, tourist trips can be grouped into two main types: **solo** (individual) and **group** (collective). The characteristics of the former include the presence of one or two (family) participants. As a rule, they are not (but at the request of the tourist can be) accompanied entirely by a route or for individual parts of the tourist program (by a museum guide, a professional guide on specialized tours, etc.). It is accepted to differentiate the groups into small (up to 8) and large (over 8 participants), as the number of participants between 20 and 40 people is considered optimal for the latter, depending on the type of trip.4 The criterion for optimality is related to the possibility the group to be covered and served more efficiently by the guide[9].

Group tourist trips are distinguished in two specific varieties: a) with participants gathered at random and b) with the participation of pre-formed groups of tourists. According to the *composition of the participants*, they are for children, youths, adults, with participants from the local population or foreigners, with mixed or monolithic (by professional affiliation, club affiliation, interests, etc.) composition.

[9]Damson, A. Tourism research for travel guide. FernAkademie Touristik, Münster, 2002, S. 80.

Depending on the *ratio between the trip and the duration of the stay in the area* the tourist trips are grouped into **touring** (with predominant dynamic component, or by route) and **stationary** (with the main role of the stay in the process of satisfying the specific tourist need within the destination, respectively the tourist place or object).

According to the type of vehicle used, tourist trips are defined in four main groups and many subgroups: **railway** (attraction trains, retro trains, train cruises, etc.), **automotive** (by motorcycle, car rental, private car, bus, rotel, caravan), **sailing** (by boat or yacht, hydrofoil, submarine, etc.) and **aerial** (with gliders, helicopters, etc.).

Depending on the *duration*, tourist trips can be **one-day** or **multi-day**. The first can be within a few hours (half day without overnight stay or excursions). The latter are organized with a duration in the time range of the extreme weekly days off (weekends) or within 5, 7, 10 and more days depending on the type, purpose and motives of the trip.

Closely related to the group in question is the one according to the *average distance* at which tourist trips are realized. On this basis, they are concretized as **near** or **far**. The former are generally limited to the country or region in which the participant is domiciled. The latter are longer and often cross their national borders in the country where the latter lives. Long-distance tourist trips can also be short-lived, depending on the type of transport used to carry them out (in the case of using an airplane, for example).

According to the *type and nature of the visited place*, tourist trips are: **sea, river, mountainous areas, city and intercity tours**, etc. each of the indicated or not indicated possible variants on the considered feature has its specificity in terms of duration, composition of the participants, motives and goals of the visit, and hence - specific features in the process of its implementation.

The "**tourist package**" is closely related and semantically close to the considered concepts. In the specialized tourist terminology it has been established in the sense of an immediate result of the activity related to the organization of the tourist trip or the specific product of this activity, which bears the characteristics of a ***tourist product***. Usually the tourist package includes goods, the creation of which requires ***tourist resources*** (natural and anthropogenic), material base (tourist superstructure and infrastructure - hotels and restaurants, sports facilities, entertainment, etc.), technical and organizational conditions (technical infrastructure and most -already transport), purposeful and organized (coordinated) flow of consumption of this package, ie the conduct of the tourist trip.

The similarity in the sense of the terms "tourist package" and "tourist product" also refers to their main elements and *content characteristics*, which are the basis for the design of their specific models and varieties. As such they can be defined:

- *territorial determination or distinction (*continent, camp, tourist place*);*
- *time constraint (*duration of consumption or period of the year*);*
- the type of *tourist vehicle used;*
- *consumption goals (*leading consumer motives - recreation, treatment, expansion of knowledge and general culture, social contacts, etc.*);*
- *manner of accommodation and residence (*in a hotel with 1 stars, boarding house, private accommodation, tent, vehicle, etc .;
- *way of organizing the meal (*in a restaurant or alone, full or half board*);*
- *focus on the market segment (*mass, luxury, family, children, etc.);

*additional specific characteristics (*individual or group, organized or unorganized consumption, etc.).

***Natural and anthropogenic tourist resources*** (in short- tourist resources) are *externally conditioned elements of the natural and social environment*, which as a rule determine the purpose and motivation of tourist travel and consumption. They are both *separate tourist sites* and concentrations of natural or man-made conditions and resources. Quite often, in a certain area, they are in combination and interaction, but in their entirety have a strong influence on the parameters of tourism.

The considered resources form the core of the tourist package (product). The different types of tourist services are called to create the necessary conditions for their use and consumption. For the tourist they are important for the formation of motivation and the decision for a tourist trip.

With the choice of resources, it also determines the means of transport, the way of travel, the place of residence, the period and duration of the stay, etc. Thus, it is directed to a *specific organization or enterprise that manages natural and anthropogenic resources and uses them to create its tourism package / product.*

Tourist resources[10] (natural and anthropogenic) play a crucial role in determining: the attractiveness of the tourist place; the quantitative and qualitative parameters of the material elements of the tourist activity; the quantity and quality of the tourist product; the way of functioning and the efficiency of the economic activity of the tourist enterprises, etc.

***Natural (natural-geographical) tourist resources*** are natural conditions and objective facts that have universal significance for the development of the social system and its subsystems - social, economic, cultural, etc. They are not only intended for tourism, but are necessary for its development .

The natural tourist resources provided for the disposal of the creator of the tourist product (the tourist enterprise) become a potential from which a kind of primary material is "extracted" (sun, clean mountain air, mineral and sea waters, snow cover or beautiful landscape). In synthesis with other material, labor, financial and capital resources, they are included in the content, consumer value, value and price of the tourist product, having a significant impact on its quality, especially when it meets the needs of recreation, sports, entertainment, prevention, treatment, etc.

The classification of natural tourist resources is the subject of attention by geographical science. They are "created and changed by natural processes ..." and are distinguished by various features (most often by genetic origin) of: *relief* (mountains, gorges, canyons, caves, rock figures, beaches, etc.), *climatic* (sunshine, temperatures, precipitation, snow cover, winds, etc.), *water* (oceans and seas, tides, lakes, mineral waters, rivers, waterfalls, glaciers, geysers, swamps), *plants* (trees and forests, flowers, herbs, mushrooms and berries, ferns, algae, etc.) and *animals* (butterflies, fish and amphibians, game, birds).

***Anthropogenic tourist resources*** are *"objects and phenomena, the fruit of human activity, with tourist attractiveness."* They are similar to the natural ones in role and purpose for creating and consuming the tourist product. They are also not designed specifically to meet the needs of tourism, but play an important role in carrying out various activities in tourism.

Anthropogenic tourist resources are also identified in different and numerous varieties. The main feature here is their genesis, according to which they are divided into two groups:

a) cultural-historical and business;

b) artificial.

[10]Apostolov, N. Tourist resources. University Publishing House of the University of Economics, Varna, 2003.

The first includes: *historical* (archeological excavations, fortresses and towers, palaces, monuments, ships, native places, etc.); *architectural* (fountains, bridges, buildings, aqueducts, etc.); religious (churches, monasteries, sanctuaries, tombs, holidays, etc.); *ethnographic* (customs, household items, crafts, folklore, cooking, etc.); *cultural and cognitive* (museums, exhibitions, galleries, treasuries, universities and research centers, libraries, etc. The second group includes: *amusement parks* (amusement parks, miniature parks, science and technology parks, recreation centers, bars, discos, etc.) *cultural* (festivals, exhibitions, art performances), *sports* (competitions, stadiums, swimming pools, rowing canals), *historical* (panoramas, reconstructions, monuments, etc.) and *business* (shopping centers, fairs and fairs, global and regional exhibitions, congresses, etc.).

An important part of the tourist route and package is the **tourist site**. The term refers to both natural or anthropogenic resources (the 100 national tourist sites) and (within the meaning of the Tourism Act) shelters, tourist huts, accommodation, restaurants and entertainment, beaches, slopes, balneological (sports) , business, etc.) centers, etc.

For the design and compilation of tourist routes and packages, the tourist site is accepted in its more specific sense - as a landmark (natural, anthropogenic), an attraction that makes it an important component of the route. Its role in shaping the attractiveness and quality of tourist packages within this route is crucial. In this regard, special attention in the practice of compiling and implementing tourist packages is played by the ***passportization of tourist sites.***

### 1.6. Design of tourist routes and packages

In technological aspect, the design of tourist routes and packages, regardless of their nature and type, is carried out as a **technological process**, which aims to determine the *main technical and organizational elements of the package and its quantitative and qualitative parameters*. This process has a preparatory nature and aims to prepare a ***concept and a specific plan*** for organizing the trip on the route. In terms of content, it includes research activities focused on tourism demand (potential or actual) and tourism supply. It can be supported by analysis and assessment of the state of the internal and external for the area of formation of the route environment in which the specific activity of organizing tourist trips is planned (usually by a travel agency)..

The expected findings of the preliminary studies should help to determine:

- the type, nature and profile of the tourist packages within a specific tourist route;
- the quantitative, spatial and temporal characteristics of the tourist routes and packages;
- the assortment structure and the quality characteristics of the offered services within the tourist packages;
- the specific providers of the constituent services of the tourist package, etc..

Demand surveys are a priority and should technologically precede supply surveys. This is because their results can limit, specify, direct or streamline further work on the design of tourist routes and packages.

If, for example, a predominant use of the holidays by the potential clientele is found in the summer, then the travel period will be in line with this season. If the main consumer motive is the cultural-cognitive further research of the offer will be focused on places with concentration of attractive cultural sites, etc.

***Demand surveys*** differ in terms of potential customers and those who already know the route and the objects in it. For different cases, the studies can be differentiated by scope, direction, volume, etc., but not by methodology. In this sense, they usually focus mainly on:

*the motivation* or the main goals and motives for undertaking a tourist trip among the potential clientele or to the motivational behavior of the consumers, who already know the respective region of the tourist offer;

*the objective conditions and limitations* that influence the decision to undertake a tourist trip: financial opportunities (solvency), free time and mode of its use (annually, weekly, frequency and period of use of vacations or school holidays); professional, age, educational and gender structure of consumers, etc.;

*the preferences* of potential or actual customers regarding: the type and manner of use of the vehicles; the nature of the tourist places and sites; the type and category of the establishments for residence and meals; additional opportunities and forms to diversify the stay, etc.

The purposeful and systematic research work in the indicated directions allows the determination of the forecast values and the concretization of the organizational and technical parameters of tourist routes and packages, namely:

- limits of the period for planning and conducting the trip and its duration;
- main and additional supply profiles and on this basis - the ratio between travel and stay (residence);
- manner and type of transport services: variety of vehicles, transport capacities, capacity, quality of transport services, combined transport, etc .;
- focus on one or other destinations, tourist places and sites.

The studies support the development of the concept or **conceptual design** of the tourist routes and packages. In *methodological terms*, they can be done by collecting and processing information from various sources (statistical and scientific publications, family budgets, demographic surveys, etc.) and by applying various methods (surveys and surveys, expert assessments, etc.). In *organizational terms*, demand research can be assigned to specialized units and / or be carried out independently by the tour operator..

***The supply studies*** are carried out in order to find and select suitable transport, tourist destinations, places, sites and contractors-providers of the composite services for compiling the route and the tourist packages on it. In particular, the object of attention are:

*the tourist attractiveness* of the region, the place or the site: the presence of quality (ecologically clean, authentic, etc.) natural and anthropogenic resources, special events, modern achievements in the economy, social sphere and culture;

*transport accessibility* - the quantitative and qualitative characteristics of the means of transport, the road network, the stationary-technical transport facilities;

*the tourist super-infrastructure* - the characteristics of: the establishments for residence, food and entertainment; retail outlets, sports facilities, attractions and fun games; specialized facilities for specific types of tourism (beach, winter sports, medical); domestic tourist transport, etc .;

*the quality level of the tourist offer and service*: the category of the sites, functionality, qualification of the staff, the quality of the individual services and goods, the ratios between price and quality, basic and additional services, etc .;

*price levels and conditions* - for all elements of supply: transport (tariffs and special conditions for transport); accommodation, catering and entertainment establishments; additional and specific services; discounts and reductions for specific target groups of demand, by periods, etc..

In support of the demand and supply studies and in parallel with them, it is expedient to perform an *analysis and assessment of the condition* of:

- the previous activity on the compilation and realization of tourist routes and packages;
- the political, economic and social situation in which the realization of the tourist packages will take place, etc..

Supply studies can be carried out in different ways. Particularly effective are the so-called "expedition trips" on the respective routes. They give the opportunity to the experts from the companies organizing the trips on the spot to study all the quantitative and qualitative characteristics of the offered products and services, to “test” the possibilities and the ways for inclusion of one or another of them in the tourist package.

Other possible methods for researching elements of the offer are the offers of contractors on the spot, the literature descriptions, the results of surveys, the analysis of materials from the Internet, etc. From an organizational point of view, it is appropriate to use contractors (correspondents) in specific tourist places, which can be extremely useful in providing the necessary information for the studies of the primary tourist offer, which are necessary in connection with the design of specific tourist routes and packages.

After the completion of the supply surveys, the results of them are compared with those of the supply surveys. As a result, the final **working design** of the tourist route and package is compiled, still without precisely fixing all its parameters - economic, legal and others. Completion of this stage allows: targeting the selection of specific contractors; establishing contact with them and starting negotiations for preparation and conclusion of contracts; planning of the specific parameters of the deliveries for preparation of the package, etc. All this creates the necessary prerequisites for the implementation of the relevant operations and the calculation of prices.

***Research on competition*** in its current state and behavior is important. It supports the making of specific decisions by the party in connection with the process of designing tourist routes and packages, determining their optimal parameters and limiting the risk associated with their implementation. Accurate and objective information in this direction can reduce costs, increase sales and profits by managing prices, forming new demand, establishing lasting (or strengthening existing) relationships with contractors, etc..

**1.7. Drawing of tourist routes and packages**

The compilation of the tourist route is a technological process, for the effective implementation of which the results of the studies presented in the previous paragraph should be actively used. In its content framework, the following main **technological steps** can be distinguished:

***First,*** processing, systematization and selection of data obtained from demand surveys and their comparison with supply in order to establish the degree of compliance of the potential number of visitors and the capacity of tourist resources (sites, attractions), respectively. the capacity of the existing bed volume;

***Second***, systematization and selection of the results of research of tourist resources (sites, attractions) in order to establish their potential in connection with determining the number, spatial and temporal parameters and type of routes;

***Third***, determining the number and thematic focus of the tourist packages on each of the routes and defining an example advertising motto for each of them.

***Fourth***, compilation of a resource-route and segment-route matrix on the model of those presented in Annexes 1 and 2 for the needs of this project;

***Fifth***, drawing up a program of tourist trips along the established routes and packages with fixing of the main places or sites to be visited (see a sample methodological plan in Annex 3);

***Sixth***, determining the duration of tourist trips on the established routes and packages with fixing the time of departure / return and duration of stays (mandatory and / or alternative at the request of the participants in the trip);

***Seventh***, drawing up a detailed schedule for the trip by days and hours;

***Eighth***, development of a detailed tourist program on the established routes and packages by days and hours;

***Ninth***, mapping and visualizing the route.

When compiling the routes and tourist packages for them, the ***following requirements*** should be taken into account and observed:

- *the developed programs are feasible* without compromising the consumer interest of the participant in the trip (eg not to provide two nights on the bus);

- *the average speed of the vehicle* (on the basis of which the travel schedule is developed) to be consistent with the real conditions offered by the transport network (for example: not higher than 60-70 km / h when traveling by bus on the national road network of first and second class in our country; the daily transition under this condition should not exceed 300 - 400 km, etc.);

- the package must include the most important tourist attractions and landmarks in the area through which the route passes;

- the tourist program to include landmarks and tourist sites that correspond to the previously announced motto (theme) of the tourist trip.

**1.4. Marketing presentation of tourist routes and packages**

After the completion of the preliminary studies, the design and compilation of the routes and the tourist packages on each of them, their marketing presentation should be started. This process covers the following **groups of activities**:

a) *technical processing* of the results of the work within the other technological stages, steps and operations, which includes: preparation and systematization of the information on the various parameters of the tourist packages determined for offer and sale (trips with a total price). This information can be grouped by various characteristics such as:

- areas, tourist places and sites;

- types of trips (assortment and structure) - cultural, business, educational, medical, etc .;

- types and ways of using the tourist transport means (train, bus, etc.);

- periods for conducting tourist trips (summer, winter, main season, pre- and post-season);

- target groups of demand (travel for children, young people, pupils, students or tourists of the "third age"), etc .;

b) *preparation of the project* and the materials for the advertising brochure, prospectus, leaflet, etc. The more specific activities in this case are:

- preparation, editing and printing of the texts of the programs for separate types of trips;
- development of advertising texts;
- production of photo and other types of materials for illustration;
- design and artistic design of brochures and other types of advertising media (colors, fonts, formats, etc.);
- technical design and arrangement of the digital and graphic material (tables with prices, timetables for the movement of vehicles, establishments for residence by categories and type, etc.);

c) *printing of brochures* (catalogues, leaflets) with the general program. This part of the work is assigned for the implementation of specialized enterprises that have professionals and equipment for quality execution of pre-press and printing processing of materials;

d) *distribution* of the printed advertising materials with the general program through the distribution network of the tour operator, sellers and intermediaries, by mail, etc.

**The main requirements** for advertising media are:

* *completeness* - the customer must find in it everything that interests him and that will determine his decision to buy;
* *accuracy and objectivity* of information and advertising;
* *systematic* information for easy and fast customer orientation;
* *high artistic level of workmanship* to arouse interest and stimulate the purchase;
* *optimal combination of information* (text) and advertising elements;
* *economy* (conciseness, accuracy) in the presentation of information and advertising materials to reduce the high cost of manufacturing media.

In practice, many ways are known and used, which are developed and improved together with the technical means. Widespread are, for example: posters, leaflets, advertisements in the press, on radio or television, etc. Some of them do not allow the presentation of the entire travel program, but only parts of it in order to arouse the interest of the potential buyer and send him to the desk of the tour operator for further information.

**The organization of sales** of tourist packages can be carried out in two main forms: direct and indirect[11]. In the case of *direct* (or the use of direct channels for realization) there is a direct connection between the tour operator and the end user of his tourist package. The *indirect form* (using indirect sales channels) involves mediating the relationship between the organizer and the final buyer-tourist with the participation of one or more intermediaries-sellers.

The optimal organization of sales of tourist trips with a total price implies the simultaneous use of both forms described above. The degree and manner of their combination is determined by a number of factors and conditions, namely[12]:

- ratio between individual and group trips;
- size of the market share of the organizer in terms of its offer as a whole and by individual packages / products;
- conditions for participation of different sellers in the market;

[11 & 12] Rakadzhiyska, St. and to-in. Marketing in tourism. University Publishing House of the University of Economics, Varna, 1995, p. 51.

- degree of knowledge of the market segments by the organizer;
- degree of advertising and information penetration in one or other markets, in relation to one or other market segments;
- financial condition and capabilities of the organizer.

In connection with the organization of sales of travel packages, it is possible to use numerous and varied in type direct and indirect channels for the sale of its product. Their choice is determined for each specific organizer depending on the degree of influence of the noted factors.

***Direct channels*** have a number of advantages for the organizer:

- reduction of realization costs;
- maintaining direct contact with the end user and on this basis - the availability of favorable opportunities for monitoring and control of consumer behavior;
- accelerating the overall implementation process;
- avoidance of the long way for movement of materials, advertising means, for realization of communications, payments, etc.

All this makes direct channels more applicable and preferred, especially for smaller and financially weaker tour operators, who generally prefer to make their own sales. In practice, direct implementation channels have many specific options, namely:

* *Use of own branches or offices*.

This option is typical for large companies with the financial ability to maintain their own network of representative offices, which along with their other functions can also carry out commercial activities, respectively. tourist travel sales.

* *Opening of temporary or permanent representative offices and branches* in busy shopping centers, banks, insurance companies, toto-points, etc.

This option is implemented on the basis of contracts with the relevant organizations, companies and institutions.

* *Creating mobile sales offices.*

This option is widely used due to the favorable opportunities to shorten the path to the potential consumer. The dynamics and elasticity of tourist demand, market conditions and other circumstances often shift the "weight" of demand, especially in certain profiles of the supply of tourist packages. In this sense, mobile (outpatient) offices are located where in certain periods mass groups of potential consumers are formed (transport or tourist centers, residential neighborhoods) and after their exhaustion are moved to other places.

* *Use of tourist fairs, fairs and exhibitions.*

This type of direct channels allows communication not only with the end user, but also with his representatives in the face of various intermediaries and sellers of tourist services. In this way, opportunities are created for meeting with clients who have their own individual requirements for the trips organized by the tour operator. The latter can adjust its offer on the spot to meet a wider range of needs.

* *Granting authorizations to certain categories of employees* (tour guides, representatives in different tourist places) for the sale of tourist trips.

* *Maintaining contractual relations* with formations (corporate clients) representing certain categories of tourist demand: industrial enterprises, public organizations, unions, clubs, etc.;

* *Creating the so-called "Virtual agencies"* (Virtual agencies) - a child of modern achievements of scientific and technological progress, in which the tourist through computer technology is "placed" in a simulation environment and gets a visualized idea of the supply of the enterprise. This channel is extremely effective, as it covers a large volume of potential users and ensures the realization of tourist trips at low cost of treatment by the tour operator.

* *Use of mail and other means of communication or reservation forms in advertising brochures*.

Direct mail (direct mailing), sales in systems such as "home-booking", "Internet" and others can be effective in this option. The viability of these channels, related to the use of various "cold intermediaries" in the process of realization of the tourist packages, is also determined by the possibility to print booking messages, which are later used as documentary evidence.

In the case of ***indirect channels*** for realization of the tourist packages the relations of the organizer of the trip with the potential clients are mediated by intermediate units. Depending on their affiliation and the nature of their activity, they can be defined as:

*specialized* when using the mediation of professional travel agents - mandate holders (profiled or not profiled, with or without a license, dependent or free);

*non-specialized* (non-professional), when the mediation of enterprises and units from other branches and spheres of activity (trade houses, shops, bank offices, etc.) is used in the sale of tourist trips with a total price.

The relations between the organizer and the intermediary in the sale of tourist packages are regulated in contracts, which are binding under the Bulgarian Tourism Act. Through them, a travel agency-organizer (called an principal) grants the intermediary (called an agent) rights to sell travel trips in the name and on behalf of the principal. The agreement usually contains instructions for the implementation of the assigned tasks, limits the territory of action, establishes the rights and obligations of the parties, as well as the terms and conditions for payment of commissions.

# PART 2

# ALTERNATIVE TYPES OF TOURISM IN A CROSS-BORDER REGION

## 2.1. Congress tourism

Congress tourism is associated with holding corporate, business meetings and conferences of all types and sizes in comfort and style. Other large-scale events typical of this type of tourism are congresses, Olympiads, etc., where the trip is usually planned and organized in advance, the number of visitors is known.






Congress tourism is a trip related to the temporary residence of the individual outside his permanent residence in order to perform professional / official / tasks and activities. Motives for travel are usually related to training or business contacts and activities.

"Congress tourism includes tourist trips to participate in congress events, unites tourists with common interests subordinated to a specific goal" (Encho Kostov). It is practiced by solvent people with high requirements to the conditions and quality of the offered services. The destinations for congress tourism are mostly big cities, industrialized countries or luxury resorts. This type of tourism is a prerequisite for extending the tourist season in some destinations, unless practiced throughout the year.

Congress tourism is one of the most profitable types of tourism. Its attractiveness is determined by three to five times higher revenues. The reason for the higher profitability is due to the following factors:

- It is practiced by solvent people (business people, politicians, cultural figures, diplomats, scientists, etc.). These people usually have higher requirements for the conditions and quality of the services offered, dictated by their lifestyle and belonging to the socially wealthier sections of society.
- Congress tourism is combined with the classic type of tourism, offering short-term conditions for business and leisure. Apart from the classic type of tourism, it also combines other specific types of tourism.
- Congress tourism extends the tourist season.
- Congress tourism is usually practiced in tourist places with a high category - luxury congress centers, hotels and resorts.

- Congress tourism attracts revenue not only in tourism but also in other sectors of the economy because they use high quality technical means and communication equipment;
- Hobby interests are satisfied.

- Congress tourism is economically efficient in terms of the fact that as a result of the meetings held in the country business contacts are established, foreign investments are attracted, other sectors of the economy are developed as a result of agreements reached.

The expanding economic, political and cultural ties between the countries of the world, the tendencies towards integration and the creation of a single labor and capital market are turning the congress industry into a profitable business without borders.

Congress tourism to a much greater extent than other types of tourism needs government support because of its completely different market and specifics.

The specificity of congress tourism is expressed not only in the purpose of the trip and in the motives, the sources of tourism costs, the subject of the travel decision, the participants in the trip, the period of travel during the year, preferred destinations and others.

**2.2. Health tourism**

Health tourism has existed since ancient times. It was started by the ancient Greeks. They enjoyed public baths called "laconica" as early as the 5th century BC.





In 25 BC, Emperor Agrippa designed and built the first "baths" in Rome. Each subsequent emperor, competing with his predecessor, built more and more extravagant thermal baths not only in the capital, but also in other suitable settlements on the territory of the empire, such as the Roman baths in Varna.

Health tourism became a significant socio-economic phenomenon in the late 17th and early 18th centuries. In Europe, it occurs and develops in places with mineral waters, which are believed to have a healing effect and treat diseases such as gout, inflammation of the liver and bronchitis. The most famous health resorts at the time were Bath, Buxton, Harrogate, and Tunbridge Wells in England; Karlsbad in Germany and Spa in Belgium.

According to the doyen of health tourism in Bulgaria Stamat Stamatov, the rapid development of this type of tourism in recent decades is due to the changed lifestyle of modern man. Urbanization, transport, malnutrition, immobility and environmental problems have a detrimental effect on a person's physical and mental health. These are factors that lead to a rapid increase in cardiovascular diseases - hypertension, heart attack and cerebral infarction, allergic diseases, metabolic and endocrine diseases and others. Modern civilization entails a chronic, massive and costly disease called diseases of modern civilization.

Stamat Stamatov points out that the diseases of modern civilization create anxiety in society and motivate large-scale epidemiological studies in the United States and Europe on large masses of people.

The leading position among the causes of premature death is occupied by the individual lifestyle (nearly 50%). The conclusion is that the individual needs more personal responsibility for his own health. Active health prevention propaganda and large-scale educational work for a healthy lifestyle with a view to preventing morbidity throughout the civilized world (Europe, America, Australia) began. The new health science "health culture" appears, which is the science of the health of the healthy.

Stamat Stamatov summarizes that a significant contribution to the development of the modern concept of personal health culture, also called personal bioethics, was made first by Halbert Dunn, and later by John Travis. In 1959, Dunn launched the idea of a "high level of good health." Further developing Dunn's ideas, in 1972 Travis pointed out that a "high level of good health" could be achieved by going through the following three steps:

- Awareness - to recognize your own lifestyle.
- Training - learning new opportunities.
- Growth - development of good health.

In the context of the concept of personal health culture, health is becoming a leading motive for tourist travel.

In the tourist practice there is a great variety of terms for tourism for health purposes:

- Health tourism;
- Medical tourism;
- Balneological tourism;
- Wellness tourism
- Spa tourism

Health tourism can be defined as “the totality of all relationships and phenomena arising from the travel and residence of people in order to maintain, stabilize or restore physical, intellectual and social well-being through the use of health services in a place other than that of their permanent place of residence and work. "

The concept of wellness tourism originates from the publications of the American doctor Halbert Dunn. In 1959 he gave a series of lectures on a special state of health, including the overall well-being of a person who is seen as a unity of body, spirit and intellect and is dependent on his environment. Dunn called this state "High-Level Wellness," under which he published his book in 1961.

Dunn's ideas became widespread and realized in the 1970s, for which the following events played an important role:

• In 1975, John Travis opened the first wellness center in the United States (Mill Valey, CA). The center and other similar organizations were described in 1976 in Don Ardell's book, which bears the same title as Dunn's 1961 book in recognition of the ancestor of the concept of wellness;

• Elizabeth Neilson created the magazine Health Values: Achieving High Level Wellness, dedicated to Dunn's concept;

• „Charles B. Slack, Inc., the publisher of Health Values: Achieving a High Level of Good Health, is republishing Dunn's book, which reinforces the spread and influence of the concept of wellness in society.

The aforementioned American physician John Travis made a particularly great contribution to the development and realization of Halbert Dunn's ideas. In addition to founding the first resource wellness center in the United States in 1975, he developed the first wellness assessment methodology in the same year, which he called the Wellness Inventory. The wellness inventory is based on a comprehensive personality model that includes 12 dimensions of a person's wellness energy system as follows:

1. self-responsibility and love;
2. breathing
3. feeling
4. nutrition
5. movement
6. sensations
7. thinking
8. playing and working
9. communication
10. sex
11. understanding (meaning)
12. elevation (transcendence, transcending)

Later wellness researchers Hansrudy Müller and Evelyn Kaufmann defined wellness tourism as: “the totality of all relationships and phenomena resulting from the travel and residence of people whose main motive is to protect or enhance their health.

Wellness tourists stay in specialized hotels that provide appropriate professional know-how and appropriate service. They are looking for a variety of service packages, including: fitness, cosmetics, diet, meditation, intellectual pursuits, etc.

In the modern literature on the origin of the term "spa" there are two versions.

One version is that the "spa" originates from the name of the Belgian village of Spa (Spa), known for its healing mineral waters in the Middle Ages (14th century). The name is thought to come from the Latin words "fountain" ("espa") or "bubble" ("sparsa"). From the 17th century the name of the village became synonymous with a health resort in Europe.

The other version is that the term "spa" comes from the Latin terms "Sanus Pro Aqua" ("healthy through water") or "Sani-tas Per Aqua" ("healthy through water").

In both versions, the term "spa" is associated with the use of water for health purposes, which is why in a narrow sense, spa tourism is understood as a visit and stay in a tourist place or site with a healthy water resource.

In modern tourist practice, the meaning of the term "spa" expands, denoting in general places and sites for restoration, protection or improvement of health..

The International Spa Association defines "spa" as "places dedicated to overall well-being through a variety of professional services that help restore a person's intellectual, physical and spiritual strength."

Currently, "spa" means:

• Resort with mineral springs;

• Resort with hydrotherapeutic baths;

• Modern hotel with water treatment center;

• Independent center for sports and rehabilitation procedures using water;

• A bath for relaxation or refreshment, usually equipped with a vortex device

The presented information leads to the conclusion that at the present stage the terms "health tourism", "wellness tourism" and "spa tourism" are synonymous..

• Characteristic subtypes and forms

The typical subtypes of health tourism are distinguished on a motivational basis and are as follows:

• health treatment tourism (inpatient treatment or rehabilitation after treatment);

• health preventive tourism (prevention of specific diseases);

• health wellness or spa tourism (improving well-being by unloading and recharging intellectual, physical and spiritual strength).

The following forms are typical for modern health tourism:

(a) according to the means and technology of health tourism, the following shall be distinguished:

• health tourism in a clinical environment (clinical means and technologies are used in hospital or sanatorium sites);

• health tourism in out-of-clinical environment (hotels, sports and recreation centers);

b) according to the length of stay in the tourist place or site:

• one-day health tourism - a form known as "day spa" (Day Spa);

• short-term health tourism with a duration of 1 to 3 nights in the tourist place;

• long-term health tourism with a duration of 13 to 20 and more nights;

c) according to the place of practice of health tourism:

• health tourism in spa resorts (sea, balneological, climatic such as Albena, Hissar, Yundola, etc.)

• health tourism in sanatoriums (also called "spa destinations");

• health tourism in spa hotels;

• health tourism on spa cruise ships;

• health tourism in spas (separate sites with facilities and staff for water-based sports and recreation services)

❖ Organizational features

Tourists perceive health tourism either as a core or as a supplement to their vacation trip. Studies of spa and wellness enthusiasts show that they have their own characteristics and they are as follows:

• people in good health - the majority of one-day visitors to spas, as well as visitors to spa destinations and spa cruise ships indicate that they are in excellent health;
• spa enthusiasts take vitamins and minerals;
• limit the consumption of fatty foods;
• consider to be of normal weight or overweight;
• agree with the statement "I'm always looking for new ways to reduce stress in my life";
• agree with the statement "I will do everything necessary to look as young as possible";
• take daily walks, ride a bicycle or turn a stationary bicycle (ergometer);

Spa and wellness tourists show the following preferences in terms of spa treatments, services and products:

• massage is the most popular among the procedures;
• There is a great demand for traditional products such as hydrotherapy and mud baths;
• the affinity for non-traditional products created on the basis of oriental philosophies and procedures (Ayurveda, Feng Shui, Zen, etc.) as well as on the basis of fitness components increases;

There are many factors determining the choice of spa or resort, but among the most important are the variety and quality of the offered procedures, as well as the available overall atmosphere. 56% of spa and wellness tourists point to the availability of healthy food as an important factor.

The most preferred conditions, facilities and amenities of the spa and wellness tourists are reduced to:

• highly qualified staff, incl. presence of at least one doctor and personal instruction instructor;
• swimming pools;
• various saunas;
• Jacuzzis and steam baths;
• facilities for healthy eating;
• gyms;
• conditions for spiritual activities;
• sufficient information on health opportunities and topics;
• availability of health advice for use when returning home;
• offering opportunities for activities in nature - cycling, horseback riding, hiking, etc.;
• amenities for the elderly and disadvantaged.

There are no generally accepted rules and standards for the construction and operation of centers (sites) for health tourism. The practice of different countries is different. Most often, branch organizations try to implement standards and rules for certification of health tourism sites. For example, the German Wellness Union (Der Deutsche Wellness Verband) has developed and uses its own system for the assessment and certification of wellness sites. Minimum requirements for obtaining a wellness certificate (hotel, club) from the German Wellness Union are:

1. Clearly distinguishable furniture such as a wellness hotel with emphasized hospitality and quality of service, which are felt in an overall atmosphere of well-being and in the personalized attitude towards the guest.

2. Diverse offer of healthy dishes (delicious vital cuisine and concept for fresh products) and special attention to guests with an orientation towards healthy eating.

3. Modern, large enough wellness center (area) with pool, sauna, steam bath, gym, beauty section, treatment room and the possibility of a pleasant stay.

4. Quality wellness programs with a good price-quality ratio, with understandable explanations for the guests and with a balanced ratio between the passive and active wellness offers. (1 minute of wellness to 1 euro)

5. Unobtrusive offer of activities and activities that stimulate collective experiences.

6. Tips, guidelines and instructions from the wellness programs that guests can take home with them (Gymnastics, Diets, Anti-stress programs, etc.)

7. Availability of adequately qualified staff for consultations, trainings and procedures, holding diplomas in the specialty.

8. Possibility to use the wellness services included in the price of the night 7 days a week. Wellness treatments should be offered at least 6 days a week.

9. Availability of a solid contingent of hotel rooms and public areas in the restaurants and wellness center for non-smokers.

10. Management of the site with a strong ecological focus.

• Current trends in supply and demand

According to Spa Finder, the last decade has seen a rapid development of spa and wellness practices. "Spa" is a hot marketing hit (buzzword). In this context, the demand for spa and wellness is characterized by the following development trends:

• SPA enters the home - inspired spa fans turn the bathrooms at home into spas, use furniture, decorations and lighting typical for the spa centers in the home environment;

• Mobile SPA practice - there is a growing demand for home spa - parties (weddings, bachelor parties, birthdays, or "out of love for the spa")

• Residence in SPA centers - “SPA-Communities” initiate the construction of residential complexes in SPA - resorts, in which mostly elderly people are established for permanent residence;

• Ultra luxury spa practice - the luxury segment of the market becomes even more luxurious in two directions: first, the pursuit of a more exclusive and sophisticated experience and second, the subordination of the "bling" factor associated with the use of creams with diamonds, rubies, emeralds, sapphires, four-handed massages, etc. floor;

• SPA tourists become spa chasers. (Spa-Goers Become Spa "Goal-ers") - tourists choose destinations with a specific purpose - to stop smoking, improve their potency, to detoxify, to recover from an accident, etc .;

• Spa for intelligence ("Spa I.Q.") - more and more people are looking for spas not only for the sake of mysticism, but for educational purposes and to obtain information about what water, preparations, etc .;

• Massification of the SPA - the kitchen - the number of supporters around the world of the “Spa Kitchen” originally launched by Nestle is growing, the demand for spa cookbooks, spa cooking courses, spa cooks is growing;

• Generational change - the gradual generation of Baby Boomers (1946-1964) gave way to a major segment of spa and ulnes tourism in favor of Generation X (1965-1980) and Generation Y (1981-1995). ;

• Online SPA - reservations - 33% of holiday tourists believe that online access to spas is crucial for their choice;

• Bargain quality - more and more spa and wellness tourists are pursuing offers with a favorable quality-price ratio, which increases the segment of "economy tourists" and narrows the segment of "luxury tourists", for whom the price is of secondary importance;

The tourist spa and wellness industry is developing rapidly according to studies and expert assessments based on them. The essential moments in the expansion are the following:

• only in the USA every four years the number of spa sites is doubled or in the last 8 years there is a 20% annual growth in their number;

• the number of spa hotels is above the average growth for the industry;

• revenues from spa and wellness tourism show higher annual growths compared to the growth of total revenues from tourism;

• increase innovations in the spa and wellness industry through the use of advanced equipment, cosmetics and therapeutic preparations and procedural methods;

Spa Finder's research on the supply of the spa and wellness industry shows the following development trends[13]: 16

• Gentle medical spa practice - medical spa practice is thriving as traditional medical centers are saturated with luxury and innovation and become places for health programs, cosmetic, dental and dermatological procedures.

• Exotics in the SPA centers with stay - enrichment with Thai massage, massage with volcanic stones, Indian head massage, Ayurveda (Indian medicine - food, herbs, exercises) shiatsu (Japanese massage), etc .;

• Chemicalization against biologization - there are two polar trends regarding the used SPA products: first, emphasis on the use of high-tech chemical cosmetics and second, orientation towards pure organic substances;

• Prosperity of ECO-SPA centers - the number of ecologically oriented SPA centers is increasing, which share the philosophy that personal health begins with global health. Eco-spa centers use only ecological materials - organic substances, vinegar instead of dishwashing soap, solar batteries for electricity, wastewater treatment with bacteria, fish and snails, etc .;

• Water and water again - many spas return to bathing water and water treatments by rediscovering and repositioning the image of traditional water therapies by adding light, steam baths, synchronous water massages (watsu), massage showers, water parks and more. ;

• Macho, macho spa - the number of spa centers intended only for men and offering typically male products such as traditional barber services, smoking rooms, sports halls, etc .;

• Entertainment in the spa menu - more and more spa sites are transformed into entertainment scenes for socializing group activities such as dance lessons, card games, group therapies, spa parties for singles, etc .;

• "The Yin of Luxury and Yang of Discount" - the spa industry is growing at both poles of the market. While luxury spa hotels offer apartments for over 1000 states. dollars for overnight stays and massages on six hands, then cheap hotels attract spa tourists with massages for 39 states. dollars per hour without prior appointment;

• Online marketing - more and more spa sites are focusing on creating health-oriented websites, e-forums and e-newsletters in order to form virtual communities of proponents of the spa philosophy, which will subsequently become real customers of the spa supply..

### 2.3. Cultural Tourism

The travels of young nobles around Europe, which appeared in the middle of the 17th century in order to raise the cultural and educational level, are usually considered to be the beginning of cultural tourism.

[13] Spa Finder. „Top 10 Spa Trends to Watch in 2009”// http://www.spafinder.com, 2010

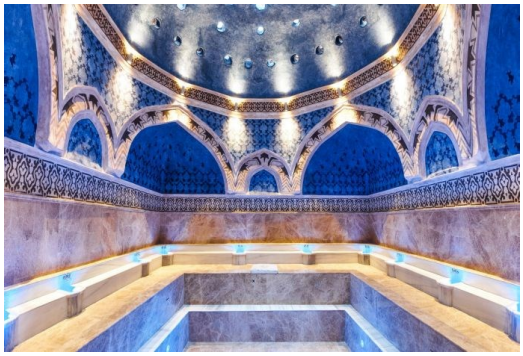
In modern conditions, cultural tourism acquires a new dimension. In the 21st century, it embodies the ideas of intellectual and moral solidarity of mankind and is defined as one of the most promising areas in the field of tourism. In cultural tourism there is an aesthetic experience, spiritual enrichment and a sublime attitude to the cultural and historical heritage of mankind. At the same time, it provides an opportunity for direct communication between people, for understanding and respect for foreign culture in various tourist destinations.

An important prerequisite for the development of cultural tourism are the international documents of the United Nations Educational, Scientific and Cultural Organization (UNESCO), which identify, define and prescribe the use of cultural heritage. The main among these documents are: the International Convention for the Safeguarding of the World Natural and Cultural Heritage (adopted on 16.09.1972 in Paris); Convention for the Safeguarding of the Underwater Cultural Heritage (adopted on 2 November 2001); Convention for the Safeguarding of the Intangible Cultural Heritage (adopted on 17 October 2003)

The International Convention for the Safeguarding of the World Natural and Cultural Heritage defines the terms "cultural heritage" and "natural heritage".

The term "cultural heritage" includes:

- monuments: architectural works, sculptures or monumental paintings, archaeological elements or structures, inscriptions, caves and groups of elements of world importance in terms of history, art or science,





- ensembles: groups of individual or collective structures which, by reason of their architecture, their harmonious unity or their integration into the environment, are of exceptional global importance in terms of history, art or science,

- landmarks: human works or works created jointly by man and nature, as well as areas, including archaeological sites of exceptional global importance in terms of history, aesthetics, ethnology or anthropology.

In turn, the term "natural heritage" includes:

- natural monuments consisting of physical and biological entities or groups of such entities of outstanding global importance from an aesthetic or scientific point of view,

- geological and physiological formations and strictly defined areas that are habitats of endangered animal and plant species of exceptional global importance from a scientific point of view or from the point of view of the need for their conservation,

- strictly defined natural sites or areas of exceptional global importance from a scientific point of view, from the point of view of the need for their preservation or due to their unique natural beauty.

Similar content is included under the Convention for the Safeguarding of the Underwater Cultural Heritage:

a) Underwater cultural heritage means all traces of human existence of a cultural, historical or archaeological nature which have been partially or completely submerged, periodically or permanently, for a minimum of 100 years, namely:

• structures, buildings, objects and remains, as well as their archaeological and natural context;

• vessels, aircraft, other vehicles or any part thereof, with their cargo or other contents, as well as their archaeological and natural context;

• prehistoric objects.

b) Installations other than pipelines and cables laid on the seabed and still usable are not considered part of the underwater cultural heritage.

According to the Convention for the Safeguarding of the Intangible Cultural Heritage, “intangible cultural heritage” means customs, forms of presentation and expression, knowledge and skills, as well as related tools, artifacts and cultural spaces recognized by communities,

groups and, in some cases, cases of individuals as part of their cultural heritage. This intangible cultural heritage, passed down from generation to generation, is constantly recreated by communities and groups depending on their environment, their interaction with nature and their history and forms their sense of identity and continuity, thus helping to promote respect. to the cultural diversity and creativity of humanity. For the purposes of this Convention, only intangible cultural heritage shall be deemed to be intangible heritage which complies with existing international human rights law and which meets the requirements of mutual respect for communities, groups and individuals and of sustainable development. "

The above definitions specify the content of the term "culture" and are the basis for distinguishing cultural tourism. In all cases where one or more of the above elements of tangible and intangible cultural heritage motivate a tourist trip, it should be considered as a manifestation of cultural tourism.

Like the hundreds of definitions of the term "culture", there are many definitions of cultural tourism.

According to the dictionary of the tourism industry, cultural tourism is "a journey to experience the art or history of a destination or a journey to immerse oneself in the language, way of life or culture of a given area."

The Charter for Cultural Tourism of the International Council of Monuments and Sites (ICOMOS) defines cultural tourism as: “a form of tourism whose main purpose is to rediscover monuments and places. He exerts an extremely positive influence on them, insofar as, in order to achieve his goals, he contributes to their maintenance and protection.

According to Sonya Mileva, “cultural tourism is another type of specialized tourism, whose popularity continues to grow. Cultural tourism is any form of tourism in which participation in cultural, educational activities or consideration of cultural heritage is the leading motive in undertaking a tourist trip. "

Encho Kostov's definition presents the essence of cultural tourism "a specialized tourist trip motivated by satisfying socio-cultural needs through the consumption of cultural values."

Based on the presented definitions, Bratoy Koprinarov summarizes the conclusion that the term "cultural tourism" refers to all trips to visit cultural and historical sites, gaining knowledge about the cultural heritage of a destination, which heritage includes architecture, performing and visual arts, literature , festivals, way of life of the local population, local traditions and beliefs.

Cultural tourism allows acquaintance with the historical development of different civilizations over the centuries and with their achievements in various fields of human activity.

The tourist trip with a cultural motive activates cognitive, informative, communication and evaluation functions for perception of the reality in the visited destination. Each trip brings a new acquaintance and touch to a foreign socio-cultural environment. Every tourist, even on a subconscious level, makes a comparative analysis of both foreign and their own culture.

Cultural tourism contributes to the knowledge, study, comparison and preservation of the cultural heritage of nations. The more unique, authentic and valuable a given cultural heritage is, the stronger the attraction and attractiveness of the tourist destination in which it is located.

• Characteristic subtypes and forms

According to the various significant features, the types and forms of cultural tourism can be distinguished as follows:

- On motivational grounds:
- Cognitive tourism - trips to explore the cultural and historical heritage of a destination
- Educational tourism - trips to raise the educational level;
- Religious tourism - trips to explore religious sites and rituals, pilgrimage or missionary work;
- Festival tourism - trips for active or passive participation in festivals of various arts, folklore festivals, etc.

❖ According to the state territorial framework:

- Domestic cultural tourism - the travels of the citizens of a country within the borders of their own country.
- International cultural tourism - the travel of citizens of one country within another country, which crosses state borders. From the point of view of a specific country, international cultural tourism can be inbound or outbound.

❖ By type of transport:

- Cultural tourism by road - bus, car, motorcycle and bicycle.
- Cultural tourism by rail.
- Cultural tourism with water transport.
- Cultural tourism by air.

When practicing cultural tourism in nearby destinations, the preferences are for road transport and especially for the personal car. When traveling to distant destinations, air transport predominates.

- According to the place of visit and residence:
- Stationary cultural tourism - a tourist place is visited, where the cultural-cognitive tourist activity is carried out.
- Excursion cultural tourism - is a tour of several cultural places on a pre-planned route with overnight stay in some of them.

❖ By means of residence:

Cultural tourism uses for its needs mainly objects of hotel and steam hotel industry. The main ones are:

- Cultural tourism in hotels - city hotels with a category of 3 to 5 stars are located, located in the central parts of the city or in close proximity to cultural attractions.
- Cultural tourism in aristocratic dwellings - practiced by highly solvent tourists who reside in restored ancient provincial buildings inhabited in the past by the aristocracy.
- Cultural tourism in para-hotel accommodation facilities - is typical for cultural trips of young people on a budget who spend the night in tourist dormitories (hostels) or private accommodation.

❖ According to the diet:

- ❖ Cultural tourism in sites with service. The most common form of organized tour cultural tourism is full board, where tourists pay and receive a package of services, which includes bed, breakfast, lunch and dinner. Another common variety is half board (bed, breakfast and one main meal - dinner). and full board (bed, breakfast, lunch and dinner). Cultural tourism with catering is sought after by more solvent tourists and is typical of higher category means of residence
- ❖ Cultural tourism in self-service sites. In this form of cultural tourism, the tourist receives as a paid service only the night, while he takes care of his own food. Depending on the available options, he prepares food in the accommodation or uses the services of nearby restaurants and entertainment. The form is typical for cheaper cultural tourism, practiced mainly by young people.
- ❖ According to the length of stay:
- o Short-term cultural tourism - lasting up to 4 days and includes from one to three nights. It is practiced mainly at the end of the week, in which case it is called weekend or weekend cultural tourism. Nearby tourist places are visited.
- o Long-term cultural tourism - includes one or two weeks of travel and stay in the tourist place or places. They visit distant tourist places in the country and abroad.
  - ❖ According to the way of organization:
- o Unorganized cultural tourism. The tourist determines the route of travel, tourist places, vehicles, means of residence, restaurants and entertainment and more. elements of your trip without using the reservation intermediary services of tour operators and travel agents. Tourist services are paid at the place of production and consumption.
- o Organized cultural tourism. The tourist trip is developed in advance by a tour operator or includes services booked in advance by a travel agent. Payment for services is usually made before the start of the trip. In organized cultural tourism, the tourist follows a certain pre-designed program.
  - ❖ According to the number and type of participants:
- o Individual cultural tourism. It is an independent tourist initiative and practice of the individual subject. It most often manifests itself in a family form in which family members take part in the journey. Individual tourism can be both organized and unorganized.
- o Group cultural tourism. The trip involves a pre-formed group of people who may be acquaintances, colleagues or strangers. The characteristic of group cultural tourism is that the groups are much smaller in size than those of mass sea and mountain holiday tourism. The cultural tourism group usually numbers up to 50 people according to the largest possible capacity of a tourist bus, for example. Group cultural tourism is mostly organized and by exception- unorganized.
- o Youth cultural tourism. The tourist trip is a group trip and is organized for young people (often students) who visit cultural tourist destinations in order to enrich their knowledge or education.

On the basis of age, cultural tourism is organized and offered for the "third age", ie for retirees.

- Organizational features:

The basis of cultural tourism are tourists with cultural needs and motivation to take cultural trips.

The profile of the European cultural tourist has the following characteristics:

• men and women between the ages of 39 and 59,

• people with high socio-economic status - high level of education and high income;

• people with relatively more free time that they use for self-improvement;

The tourist demand for cultural tourism is characterized by the following features:

• search for shorter but more frequent cultural trips;

• search for a rich and authentic experience from the visit to the destination;

• search for quality basic and additional tourist services and goods;

• preferences for safe, clean and green destinations;

• active use of the Internet to search for information about the destination and cultural products of interest.

The offer of cultural tourism is carried out by economic and non-economic entities that create and sell the products of cultural tourism. The following institutional subjects play a significant role in the formation of the supply of cultural tourism:

• Cultural institutions.

All cultural institutions that create and offer a socio-cultural product on the cultural tourism market are included. These cultural institutions include museums, galleries, theaters, operas, philharmonics, cinemas, libraries, book publishers, electronic media (radio and television), photo studios, recording studios and others.

The material and technical base and the organization of work of the cultural institutions is of special importance for the offer of quality cultural tourism. Of importance here are features such as:

- quality infrastructure around the cultural site;
- suitable exterior and interior of the cultural site;
- working hours of the site;
- appropriate interpretation system for the needs of the site visitors;
- availability of a visitor flow management system.

• Transport companies.

Thanks to their activity, tourists have access to cultural attractions. The market of cultural tourism is operated by motor transport companies, airlines, and railway transport companies, which are used by cultural tourists.

• Hotel companies.

The hotel sector includes companies offering various accommodation to participants in cultural trips.

• "Intermediary" travel companies;

Their main task is mediation between cultural tourists and all other market actors in order to meet the socio-cultural needs of tourists. Their activity is necessary due to the remoteness of

cultural attractions from the place of residence of tourists. In the field of cultural tourism there are both types of tourist intermediaries - tour operators and travel agencies.

• Ancillary companies.

Auxiliary companies include restaurant companies that produce a specific product needed for the stay and travel of cultural tourists.

Trading companies are also part of the subsidiaries. They offer food and non-food retail. Cultural tourists have preferences for souvenir and antique shops, church shops for monasteries and churches, shops for museums and galleries, as well as boutiques.

• Insurance companies.

Insurance companies carry out their activities directly or indirectly through tour operators. The insurance of organized tourists is included in the lump sum, and for individual tourists it is added to the price of the night.

Current trends:

Research shows that cultural tourism is developing at a rapid pace.

The main prerequisites for the development and establishment of cultural tourism are:

- raising the educational level of the population worldwide;
- raising the living standard and income of the population;
- the increase in the duration of free time;
- the growth of the aging population, which leads to a change in the motivation and interest in taking a tourist trip
- affirmation of spiritual enrichment and inner peace as a personal-psychological dominant;
- the growing self-awareness of the importance of cultural heritage;
- the emergence of low-cost airlines in passenger transport and the removal of bureaucratic and visa restrictions for EU countries.
- According to cultural tourism experts, cultural tourists and their demand will be distinguished by the following development trends:
- increasing interest in creative cultural tourism - more and more tourists will be interested not only in the static elements of cultural heritage, but also in the opportunity to participate in the creation of local culture in the tourist destination;
- the number of "responsible" cultural tourists will increase - the demand for tourist places and sites is growing, where there is a strong concern for the preservation of the cultural and historical heritage and its sustainable use through tourism;
- The demand for specialized cultural tourist trips such as religious, wine, archeological, event, etc. will increase. tours to traditional destinations such as France, Spain and Italy, as well as to developing destinations such as Bulgaria, Romania, Greece, Georgia, Ukraine, etc .;
- the growing demand for business trips will be reflected in an increase in the number of cultural tourists - more and more business tourists will appear as cultural tourists during their business trip;

- the demand for luxury (boutique) cultural trips will increase - private visits to museums, yacht tours to historical sites, underwater archeology, special individual cultural trips, etc .;
- In the near and distant future the following trends will be observed in the supply of cultural tourism:
- competition between destinations and companies offering cultural tourism will increase;
- the orientation towards the use of "creative" and intangible resources as a core of the offered tourist products will be strengthened;
- the specialization of destinations and companies in separate market areas of cultural tourism, for example "cities of the book" will increase;
- the importance of innovations for retention and successful positioning of cultural places, sites and events on the world cultural map will increase - the use of new technologies to create tourist experiences on a virtual basis;
- the informational and marketing role of the Internet (social networks, blogs, ranking pages (tripadvisor.com, virtualtourist.com, gotsaga.com), photos and video sharing pages (youtube.com or flickr.com) about the possibilities will increase for cultural tourism around the world;
- the role of small "boutique" tour operators and tour operators specializing in cultural tourism in a specific destination will be strengthened due to their high professionalism and focus on the cultural identity of the respective tourist place;
- the work of the marketing organizations of the destinations for repositioning and establishing their image as places for cultural tourism will be strengthened.

### 2.4. Adventure tourism

Urbanization, industrialization, demographic processes and environmental problems bring a significant change in the motivation and consumer behavior of modern tourists.





Travels with the main motive of "active vacation", including adventure, are increasingly establishing themselves as a separate type of holiday travel with growing popularity.

The essence and peculiarities of adventure tourism should be sought in the understanding of adventure as an activity and inner experience of a person. The concept of "adventure" is associated primarily with imagination (dreams, fantasies) and emotions. The adventure is an activity in an unusual environment, generating excitement and self-satisfaction.

Specific content-result aspects of the adventure activity are expressed through the many nouns used to denote it in conversational practice, namely: challenge, risk, terror, travel, expedition, audacity, trembling, excitement, excitement, exaltation, fear, adrenaline, success. , victory.

The essential characteristics of adventure as an activity are:

- Uncertain end;
- Danger and risk;
- Challenge;
- Expected prizes;
- Novelty;
- Stimulation and excitement;
- Escape and separation;
- Research and detection
- Deepening and focusing;
- Contrasting emotions;

The listed qualities are interconnected and interdependent, but the more of them are manifested in a given activity, the more adventurous it is.

Two main features of the adventure can be distinguished as follows:

• adventure is an active activity - it involves making physical and mental effort;

• the adventure has a subjective character - it is a subjective experience of a certain active activity and is unique for each individual. What is an adventure for one person may not be for another;

Based on the possible links between tourism and adventure, there are a number of attempts to define adventure tourism.

According to the Canadian Tourism Commission, "a key element of adventure tourism is travel to unusual, exotic, distant or wild destinations."

Millington et al. define an adventure trip as “an entertainment activity that takes place in an unusual, remote or wild destination. It is usually associated with a high degree of effort on the part of the participant and is most often practiced outdoors. Adventure tourists expect to experience varying degrees of risk, excitement and peace of mind and be personally tested. In particular, they are the discoverers of the virgin and exotic places of the planet and seek to overcome personal challenges.

Summarizing the existing definitions, we could define adventure tourism in the broadest sense as “travel and residence outside the place of residence to voluntarily make unusual physical

and / or mental efforts to overcome unusual challenges in an unusual environment for self-satisfaction."

- Typical subtypes and forms

The rich content of the concept of "adventure" determines the great variety of types and forms of adventure tourism. According to the various significant features, many types and forms of adventure tourism can be distinguished as follows:

✓ Motives for participation in an adventure trip

The motives for participating in an adventure trip are mostly internal and correspond to higher human needs for socialization, status and self-improvement. Dozens of types and subtypes of adventure tourism can be distinguished on a motivational basis, some of the main ones being:

- Discovery adventure tourism. The trips are motivated by a desire to discover and study wildlife or original cultures. (expedition trips, cultural and cognitive trips, etc.). Discovery tourism requires both great physical effort and mental effort.
- Spiritual adventure tourism. The main motive for the trip is the pursuit of spiritual enlightenment on a religious or ideological basis (pilgrimage tourism, Orphic tourism and other specialized trips with a cultural motive). Spiritual tourism corresponds mainly to mental energy and requires minimal physical effort.
- Extreme adventure tourism. The dominant motive for the trip is strong emotions, self-experience and self-satisfaction through practicing activities (mostly sports) with a high degree of risk. In practice, extreme adventure tourism includes various extreme sports. According to the Adventure Travel Trade Association (ATTA), adventure tourism includes activities or sports such as yachting, underwater safari and underwater archeology, river canoeing, rafting, adventure, mountain and road cycling, horseback riding, survival programs, climbing with mountain guide, mountain hikes of varying difficulty, including hiking with cross-country skis, cross-country skis, snowshoes or dog sleds, extreme skiing, snowboarding, paragliding, speleology and more.
- Hedonistic adventure tourism. The pursuit of enjoyment of life is a major motive for this type of adventure tourism. (gambling tourism, gourmet tourism, wine tourism, sex tourism, gay tourism, etc.)
- "Charity" adventure tourism. People with charitable motives participate in adventure tourism, and the sponsorship of the trips themselves is a source of charitable funds for various causes.

Depending on the desired strength of the experience, respectively the difficulty of the practiced activities, there are two main types of adventure tourism - "hard" and "soft".

- "Hard" adventure tourism. It is performed in a natural or artificial environment, outdoors or indoors. It includes activities that require relatively large physical and intellectual effort on the part of the participants. The degree of risk is high, which requires special knowledge and skills to participate. (for example: cave tourism, rock climbing, mountaineering, etc.);
- " Soft "adventure tourism. It is performed in a natural or artificial environment, outdoors or indoors. The practiced activities are very low risk and do not require much effort or special knowledge and skills of tourists. (hiking, gambling, etc.).

- ❖ State territorial framework of adventure tourism.
  - o Domestic adventure tourism - the travels of the citizens of a country within the borders of their own country.
  - o International adventure tourism - the travel of citizens of one country within another country, where they cross state borders. From the point of view of a particular country, international adventure tourism can be inbound or outbound.
  - o Type of transport used.

In adventure tourism, some types of basic means of transport (car, plane, train, ship) are usually used for arrival and departure to / from the destination and other specialized types of vehicles in the practice of the adventure activity itself (bicycle, horse, ski, canoe, bathyscaphe). , balloon, hang glider, paraglider, etc.)

- ▪ Adventure tourism by bicycle.
- ▪ Adventure tourism by road - bus, car, motorcycle.
- ▪ Adventure tourism by rail.
- ▪ Adventure tourism with water transport - ship, yacht, ferry, etc.
- ▪ Adventure tourism by air.
- ▪ When practicing adventure tourism in nearby destinations, the preferences are for road transport and especially for the personal car. When traveling to distant destinations, air transport predominates.

❖ Place and environment of visiting, staying and practice.

Number of places visited.

• Stationary adventure tourism - a tourist place is visited, where adventure tourist activity is carried out;

• Adventure tour - is a tour of several destinations on a pre-planned route with an overnight stay in some of them.

❖ Geographical nature of the place of practice.

- • Mountain adventure tourism.
- • Coastal adventure tourism.
- • Urban adventure tourism.
- • Rural adventure tourism.

❖ Practice environment.

- • Adventure tourism on land.
- • Adventure tourism in water.
- • Adventure tourism in the air.

❖ Shelter and accommodation.

Adventure tourism uses for its needs mainly objects of hotel and parahotel industry. The main ones are:

- o Adventure tourism in hotels - hotels with different category from 1 to 5 stars, located near the places for practicing adventure, are preferred.
- o Adventure tourism in parachut hotel accommodation - is typical for the adventure trips of young people on a budget who spend the night in tourist dormitories (hostels) or private accommodation.

- ❖ Tourist feeding arrangements.
  - o Adventure tourism in sites with service. In adventure tourism there are all the main forms of catering - only breakfast, full board for organized adventure tourism (breakfast, lunch and dinner); half board (breakfast and one main meal - dinner). Adventure tourism with catering is sought after by more solvent tourists and is typical of higher category means of accommodation.
  - o Adventure tourism in self-service sites. In this form of adventure tourism, the tourist receives as a paid service only the night, while taking care of his own food. Depending on the available options, he prepares food in the accommodation or uses the services of nearby restaurants and entertainment. The form is typical for cheaper adventure tourism, practiced mainly by young people.
- ❖ Duration of stay.
  - o Short-term adventure tourism - lasting up to 4 days and includes from one to three nights. It is practiced mainly at the end of the week, in which case it is called weekend or weekend adventure tourism. Nearby tourist places are visited.
  - o Long-term adventure tourism - includes one or two weeks of travel and stay in the tourist place or places. They visit distant tourist places in the country and abroad.
- ❖ Manner of organization.
- ❖ Unorganized adventure tourism. The tourist determines the route of travel, tourist places, vehicles, means of residence, restaurants and entertainment and more elements of your trip without using the reservation intermediary services of tour operators and travel agents. Tourist services are paid at the place of production and consumption.
- ❖ Organized adventure tourism. The tourist trip is developed in advance by a tour operator or includes services booked in advance by a travel agent. Payment for services is usually made before the start of the trip. In organized adventure tourism, the tourist follows a certain pre-drawn program.
- ❖ Number and type of participants in the extreme trip.
  - o Individual adventure tourism. It is an independent tourist initiative and practice of the individual subject. It most often manifests itself in a family form in which family members take part in the journey. Individual tourism can be both organized and unorganized.
  - o Group adventure tourism. The trip involves a pre-formed group of people who may be acquaintances, colleagues or strangers. The characteristic of group cultural tourism is that the groups are much smaller in size than those of mass sea and mountain holiday tourism. The adventure tourism group usually varies between 10-15 people. Group adventure tourism is mostly organized and exceptionally unorganized.
  - o Youth adventure tourism. The tourist trip is a group trip and is organized for young people (often students) who visit tourist destinations for adventures of different nature.

On the basis of age, adventure tourism is organized and offered for middle-aged people, as well as for people in the "third age".

- ❖ Season of conduct
  - o Seasonal adventure tourism (skiing, snowboarding, etc.);
  - o Year-round adventure tourism (hiking, gambling, sex tourism, etc.);
- ❖ Organizational features

The basis of the tourist demand for adventure tourism are tourists with their user profile.

Demographically, adventure lovers are mostly people between the ages of 24 and 64, followed by a group of young people between the ages of 16 and 24.

A certain predominance falls on women who travel alone or in the company of a friend. Adherents of adventure tourism of male sex are dominated by "young" retirees of active age. Almost all lovers of adventure tourism have at least secondary or secondary special education, and the share of people with higher education is relatively high. The higher education of adventure tourists corresponds to high incomes, and hence to high costs for adventure tourism activities. An exception in this respect is the segment of young people between 16 and 24 years of age, whose incomes are not particularly high and who are looking for cheap options for adventure travel.

Approximately 50% of adventure travel is a holiday trip option, ie. tourists combine vacation with adventure activities. For 20% of adventure tourists the combination is between visiting relatives and friends and adventure activities, and for 10% of tourists adventure activities accompany business trips.

Over 50% of the participants in adventure tourism travel alone, 30% are married couples and 20% travel in the company of relatives and acquaintances.

The majority of adventure tourists use word of mouth, mostly from their relatives and acquaintances, and do not trust the offers and advertising of large tourist corporations.

Adventure tourists show a strong interest in activities such as: fitness; immersion in a specific historical or cultural atmosphere; contact with wildlife; support for charity events, etc. They prefer small travel companies, providing full personalized service at a high professional level. They choose non-traditional but safe destinations with a wide variety of adventure opportunities. They expect and demand individual attention and competent answers to their numerous questions.

Research shows that tourists expect and benefit from participating in an adventure trip.

Tourist destinations, tourist sites and the adventure tourism industry ("adventure tourism industry"), consisting of various enterprises and organizations, take part in the formation of the offer of adventure tourism.

In a specific aspect, almost every country in the world claims to be a destination for adventure tourism. The Association of Adventure Tourism Industry plays a significant role in differentiating and evaluating the supply of adventure tourism by country. (APTI).

The Adventure Tourism Development Index (IRPT) is calculated on the basis of 10 pillars (criteria), which are:

1. Sustainable development policy
2. Safety and security
3. Tourist infrastructure
4. Natural resources
5. Cultural resources
6. Adventure activities (cycling, climbing, rafting, etc.)
7. Entrepreneurship
8. Humanitarianism
9. Health
10. Image

Practicing many types of adventure tourism is an expensive pleasure due to the need to use complex and expensive equipment, such as rafting, scuba diving, water / river canoeing, mountain climbing, skiing and snowshoeing. The development of adventure tourism depends on the construction of a specialized base and facilities such as tracks, ski lifts, scuba diving facilities, artificial climbing walls and more.

Innovative processes in the construction of super- and adventure tourism infrastructure are extremely important for the "attractiveness" of this tourist product. Many funds are invested in preserving the environment in order to preserve the natural conditions for sports and tourism.

According to experts, the demand for adventure tourism has been growing steadily in recent decades. More and more people in good physical shape are taking part in adventure trips. There are a growing number of supporters of organized forms of adventure tourism. People with funds, but with limited free time, prefer to buy short package adventure trips with guides and equipment included, rather than invest in personal skills and their own equipment.

The adventure tourism industry differentiates its offer in two directions. On one hand, it focuses on offering a small number of expensive products that require special equipment and are created in preserved areas. On the other hand, it offers a large number of cheap, non-specialized products for the mass consumer.

There is an increase in luxury in adventure travel. Tourists with backpacks are transported by more comfortable buses.

The chalets in wild natural areas for heli-skiing (off-piste skiing) and diving are equipped with spas. Operators of boats and helicopters for scuba diving, surfing and heli skiing offer private charters with luxury amenities. Expedition cruise ships have apartments with outdoor balconies, submarines and helicopters.

There is a growing number of destinations trying to market themselves as adventurers and highlight their adventure capital. Most of these destinations are traditional for tourism, eager to change their marketing strategies and diversify their offer with new adventure tourism products. Others are small and new to tourism countries trying to embark on the path of tourism development through adventure products. Almost all tourist destinations make extensive use of

adventure events of various types and sizes as a marketing tool to improve and promote their tourist image.

The number of tour operators offering a portfolio of similar adventure products in many different destinations is increasing. The supply of travel agents - retail distributors, offering local adventure products to an international clientele is also growing.

It is an increasingly common practice for a single tour operator to offer a wide variety of adventure activities in a specific destination. These are usually cheap individual travel packages marketed as a "combined" product. Most combined products are the result of union marketing, in which the individual adventure activities included in the package are provided by individual independent companies.

The cases of takeovers and mergers of the companies horizontally and vertically of the combined adventure activities in the respective destinations are becoming more frequent.

Cross-marketing is widely used in adventure tourism. Cross-marketing links between adventure products and other products consumed by adventure tourists are growing. The connections are realized through print and electronic media, through entertainment centers, interest clubs, etc.

The practice of offering "exploratory" adventure trips is expanding, which are not necessarily the first and new for the planet ascents, descents or overcoming obstacles, but are necessarily new as a route or as a product in the portfolio of the particular operator. The terminology is used for two purposes. The first goal is to advertise the adventurous nature of the trip. Secondly, the aim is to avoid legally regulated penalties (complaints) by warning and preparing the client that there is a possibility that the trip will not go smoothly and according to plan.

There is an increase in offers for flexible programs and routes, which flexibility is advertised as part of the adventurous nature of the trip. Such offers are increasingly common in both cheaper and more mass-produced products, as well as in expensive specialized products such as polar expeditions.

Within the adventure tourism industry, cases of rapid copying and imitation of innovative adventure products between competitors are becoming more frequent.

The presence of an increased risk for the health and life of the participants in the adventure tourism causes an increase in the awareness of the legal responsibility of the organizers of the trips and of the participants in them.

This leads to enrichment and detailing of the preliminary instructions for the clients, to contractual binding of voluntary waiver of rights as well as to increase of the insurance premiums. The additional costs of legal regulation and insurance make the creation and implementation of adventure travel more expensive and have a strong impact on the development of the adventure tourism industry in individual countries and in the world as a whole..

## 2.5. Rural tourism

In the developed world, the rural environment has long played an important role in the use of leisure and tourism.





The emergence and development of rural tourism is a result of the interaction between the specific manifestations of tourist demand on the one hand and the profiling and specialization of tourist supply on the other.

With its needs and behavior, the "new tourist" goes beyond the traditional mass sea and mountain holiday tourism, practiced in tourist enclaves. A number of representatives of the new category are dominated by the desire for something new, different, real and giving the opportunity for real mental and physical rest.

There is a need for direct contact with nature in the absence of large and disturbing groups of tourists. The love for the peaceful and natural life in a rural environment is awakened. The ancient tradition of spending the vacation in a village is designed in a tourist form and so on this motivational basis rural tourism arises and develops.

Apart from the presence of tourist demand, an important role for the development of rural tourism is played by the offer of opportunities for its practice. The supply of rural tourism is formed and realized differently in different countries depending on the ownership of land and forests, the organization of agriculture and forestry, traditions and relations in rural society, the relationship between town and country, etc.

According to the definition adopted by the European Community in 1987, rural tourism refers to "the overall tourism activity in a rural environment, which may include farm tourism, small-scale rural hospitality or tourism on the initiative of rural municipalities".

In the English-language literature there are a number of terms within which tourism in the rural environment is explained and which have passed into the Bulgarian tourist literature. These are "rural tourism", "agritourism", "farm tourism".

As a summary of the interpretations of the term "rural tourism" its bilateral nature can be emphasized. On the one hand, the tourism in question includes the residence of tourists in a rural environment and their passive or active interaction with it through the exercise of various activities and the consumption of various services and goods. On the other hand, it is a set of material amenities, activities, processes and products provided by farmers or villagers in order to attract and retain tourists in their area and generate additional income for their business.

- Typical subtypes and forms

According to the theory of tourism, the types of rural tourism should be distinguished on the basis of its internal characteristics, and these are the leading needs and motives that give rise to it. The forms of rural tourism are determined by its external features such as the nationality of the tourists, the type of transport used, the place of residence, the means of residence, the way of eating, the degree of organization, etc.

According to motivation:

Despite the complex motivation of participation in rural tourism, studies on its practice in different countries allow to specify the dominant motivations and to distinguish its main types such as:

1.1. Recreational rural tourism. It is based on the need for rest, necessary to restore the physical and spiritual strength of the individual. The tourist prefers inaction in a quiet rural environment or immersion in activities other than those in his work and home life (agricultural work, crafts, etc.).

1.2. Rural sports tourism. The need to practice a certain sport in a rural environment prevails. On this basis, a distinction is made between hunting tourism, fishing tourism, cycling tourism, hiking, horseback riding, etc.

Cultural and cognitive rural tourism. It is related to the need to expand knowledge about rural culture, life and traditions or about the flora and fauna in a particular rural area.

Healthy rural tourism. It is practiced mainly as a preventive health tourism and is based mainly on the consumption of ecologically clean and healthy agricultural products. Its more important subtypes are fruit therapy and milk therapy.

Event (public) rural tourism. It is dictated by the need to visit and passively or actively participate in village fairs, folklore festivals, holidays and more.

In reality, the different types of tourism do not oppose each other, but most often complement and merge into each other within the framework of a specific tourist trip.

Rural tourism can be carried out in various forms, and in practice the predominant among them are:

According to the state territorial framework:

Domestic rural tourism. Covers the travel of citizens of a country within their own country.

International (foreign) rural tourism. Refers to the travel of citizens of one country within another country, where state borders are crossed.

By type of transport:

- Tourism by road - bus, car, motorcycle and bicycle.
- Tourism by rail.
- Water transport tourism.
- Tourism by air.

In the practice of rural tourism, the preferences are for road transport and especially for the personal car. The next most important transport is the railway. Air and water tourist transport are mainly used in international rural tourism as the initial transport link between the issuing country and the receptive country.

According to place of residence:

Farm tourism. The main point here is the possibility of direct contact with farm production. The residence is in a working farm. The means of shelter used must be located on the farm.

Tourism in a "green holiday resort". The term "green holiday resort" originates from France and means a rural municipality with a population of up to 10,000, which has attractive natural resources, a tourist hotel, a campsite, a swimming pool and sports grounds.

In other words, this is a specific, populated rural area with a certain minimum of conditions for practicing tourism. Without bearing the same name, numerous places of this species are found in all developed countries. For example, in France there are nearly 500, in the UK only one of the largest organizers of rural tourism such as Hoseasons offers 206 such rural areas. A number of rural municipalities in Bulgaria are also beginning to take shape as "green holiday resorts" - Kresna, Lucky, Malko Tarnovo, Dolni Chiflik, Apriltsi, Belogradchik, Chiprovtsi and others.

Tourism in a holiday nature park. Holiday parks are places with great diversity and beauty of nature, as well as good opportunities for active and passive recreation. They are usually located near or on legally protected areas excluded from industrial or agricultural production such as national parks, nature parks, reserves and others. Tourist activity in these places is also strictly regulated.

Round trip rural tourism. It is a tour of beautiful places and villages with an overnight stay in some of them. In Ireland, for example, rural bicycle tours are widespread. Walking tours dominate in the UK. Horse-drawn carriages used to be organized in Bulgaria.

- Contemporary trends

- The trends in the development of rural tourism are determined by the changes in the tourist supply and demand. Presented in summary form they are as follows:
- Tourist demand for rural tourism has great potential, as a result of which in most countries there is a steady increase in the number of participants in various types and forms of tourism in rural areas;
- The potential of the demand for rural tourism is increasing among people aged 25-54, mainly family with incomes around the average or above the average;
- The requirements of the consumers of rural tourism regarding the quality and variety of the offered products are increasing - the expectations for active experiences during the vacation in a rural environment are increasing - cycling, walking, fitness, etc .;
- The price sensitivity of the consumers of rural tourism increases, but on condition that these are products of the required quality;
- The competition between the destinations and the companies offering rural tourism and those offering other types and forms of holiday tourism is intensified;
- There is a diversification of the goods and services offered by rural tourism companies in order to cover a wider range of consumer motives, needs and expectations;
- There is a continuous improvement of the quality of the offered products by innovating the material conditions and the technology of service in the sites for rural tourism (renewable energy sources are used, energy saving and waste-free technologies are introduced, etc.);
- The application of certification practices in the field of rural tourism is expanding.
- Shaw refers to farm tourism as a type of rural tourism, in order to meet the demanding tourist demand, farmers take the following actions:
- Reconstruct old barns and barns in camping places or in tourist dormitories;
- Add value to their products by diversifying them with new entertainment opportunities such as: farm trails; micro-dams for fishing; craft workshops; bicycle routes and bicycle rental; horse bases, etc.
- Renovate shelters and entertainment facilities, preserving the unique character of the local architecture and the local landscape;
- Improve the supply of local cuisine with an emphasis on local food products;
- Introduce new information technologies in their business in order to increase the efficiency of communication with consumers;

- Develop and initiate the positioning of the trademark of the respective destination for farm tourism through national systems for categorization of tourist sites and through national communication campaigns.

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