

Summaries

of the reviewed publications of Assoc. Prof. Mariana Assenova

Indicator C.3. Habilitation work – monograph

C.3.1. Асенова, М., В. Маринов, В. Николова, Е. Петкова, Р. Митова, Ч. Истаткова (2021) Между културата и туризма: туристическите атракции, основани на културното наследство. Унив. изд. "Св. Кл. Охридски" ISBN 978-954-07-5167-2 (електронно издание), (под печат).

Between culture and tourism: tourist attractions based on cultural heritage

In recent decades, there has been a convergence between tourism and culture, dictated by the growing interest of tourists in cultural values and experiences, on the one hand, and on the other - due to opportunities for local development and maintenance of local identity. Thus, tourist attractions based on cultural heritage are a cross-section of two sets: cultural heritage and tourist attractions. This presupposes to analyze the nature and scope of the cultural heritage and the tourist attractions, as well as the approaches to their classification, which is the subject of the analysis in the presented monograph. The main goal of the study is to provide key stakeholders with a theoretically sound, workable and acceptable typology of attractions based on cultural heritage in support of their proper and sustainable management. In addition, the typology underpins its own empirical study of cultural heritage attractions for testing, ensuring that it covers, if not all, then at least most types of attractions. The research methodology is based on an in-depth review of the scientific literature on tourist attractions and their typology, as well as on the relevant legislation and strategies in Bulgaria. The testing of the developed typology was performed through field studies in June-July 2019, along a predetermined route in the country, to cover different types of cultural heritage attractions, using the following methodological tools:

- Cabinet study of the studied attractions based on secondary sources of information;
- Semi-structured interview with “operators” of tourist attractions, presented by their directors / managers or employees with the necessary competencies (46 sites are covered, 26 of which have the status of immovable cultural values of national and global importance) in order to analyze the supply;
- Investigation of the presentation of the researched tourist cultural heritage attractions, in the Internet environment according to specially developed methodology and indicators for evaluation;
- Survey among the visitors of tourist cultural heritage attractions on a specially prepared standardized questionnaire (face-to-face interviews were conducted with 668 respondents at 30 sites) in order to analyze the state of demand;
- Expert observations and evaluations.

The research focus is primarily on attractions based on immovable tangible heritage, although some aspects of movable and intangible heritage have also been explored through the visitors’ survey. In addition, on the basis of secondary sources, information related to the management, monitoring and financing of cultural heritage attractions is systematized and

analyzed, and good practices of management and financing of cultural heritage attractions are researched and presented.

The potential contribution of the research is both theoretical - improvement of the existing definitions and typology, and practical - improved focus of public policies, respectively the distribution of public funds for the transformation of cultural heritage into tourist attractions.

Indicator D.6. Articles and papers published in scientific journals, referenced and indexed in world-famous databases of scientific information

D.6.1. Matev, D., M. Assenova. (2012) Application of corporate social responsibility approach in Bulgaria to support sustainable tourism development. *Clean Technologies and Environmental Policy*, Volume 14, Issue 6, Springer, pp 1065-1073.

Application of corporate social responsibility approach in Bulgaria to support sustainable tourism development

The rapidly developing tourism industry in Bulgaria in the last 15 years, especially at the Black sea coast, contributed to an entire change in the accommodation sector. The growth was due to unseen construction of new accommodation facilities and entire renovation of the existing ones. At the same time the tourism industry suffers from many social problems: lack of staff, shortage of qualified staff especially in the high-star hotels, very high rate of turnover, flow of Bulgarian staff abroad. The bigger mobility of the employees is facilitated by the seasonal character of the industry, knowledge of foreign languages, difference in payments, as well as in the nature of work. Overall, this leads to lost training investments, reduces the incentives for employers to provide training, causes lower quality services in hotels, and finally impacts negatively the competitiveness of the hotel sector in Bulgaria and its sustainable development. The paper presents the practical experience and conclusions from a corporate social responsibility (CSR) assessment in 25 Bulgarian hotels regarding the social issues of the CSR: human resource management, occupational safety and health, human and labour rights, stakeholder and community involvement, customer satisfaction. The most important social problems identified are: deficiency in management skills, deficiency in organised (external) stakeholder dialogue, lack of qualified staff in certain professions, lack of investment in training, high turnover, low motivation, conflicts related to wage levels, overtime, etc. A set of key performance indicators related to social responsibility is suggested and analysed. The benchmarking process is discussed and exemplary benchmarks are quoted. The most frequently proposed measures by the hotel CSR teams to improve the social responsibility in the hotels are reviewed.

D.6.2. Assenova, M., V. Marinov, V. Yaneva. (2015) Patterns of development of mountain tourist centers in Bulgaria. In: *Climate Change Impacts on High-Altitude Ecosystems*. Springer International Publishing, p. 609-625. ISBN 978-3-319-12858-0; ISBN 978-3-319-12859-7 (eBook); DOI 10.1007/978-3-319-12859-7

Patterns of development of mountain tourist centers in Bulgaria

Mountain areas in Bulgaria occupy about 48 % of its territory (Michailov, 1989). Tourism in the mountains begins in the end of the 19th and the early 20th century, and at the fall of the millennium the number of tourist centers in the mountains is more than 50 (Marinov et al., 1998). The historical development of mountain tourism centers largely reflects the socio-economic transformations in the country - the dramatic change after World War II with the nationalization and the introducing of centralized system of planning, construction and management of resorts, through the phase of privatization of tourism enterprises and separate facilities in the 90-s after the fall of socialism in 1989, and the period of transition to market economy with the boost of private initiative in tourism till nowadays.

The aim of the paper is to identify and analyze the existing patterns of development of mountain tourist centers in Bulgaria. The patterns are defined based on a number of criteria, set in groups to outline respectively their physical structure – genesis and type (resort, resort area, complex, settlement), altitude and size, environment (tourist resources in use and specialization) and spatial structure (planning and development), capacity of tourism facilities; the economic structure - level of tourism development and market significance, type of privatization and property structure, origin of investment (endogenous and exogenous), distribution of costs and benefits of development, management and marketing; the socio-cultural structure – origin of employees, local community involvement, etc. The positive and negative characteristics of the patterns identified are pointed out. Some political factors limiting or supporting the development of mountain tourist centers are discussed, as well as the existing conflicts in regards to the lack of balance between development and conservation, between the capacity for accommodation and the ski zones, etc. Recommendations are made about the future development of mountain tourist centers in the country.

D.6.3. Marinov, V. M. Assenova, E. Dogramadjieva (2016) Small-Scale Mountain Tourism in Bulgaria: Development Patterns and Sustainability Implications. In: B. Koulov, G. Zhelezov (eds) Sustainable Mountain Regions: Challenges and Perspectives in Southeastern Europe. Springer International Publishing Switzerland, DOI 10.1007/978-3-319-27905-3_8, p. 107-122; http://link.springer.com/chapter/10.1007%2F978-3-319-27905-3_8

Small-Scale Mountain Tourism in Bulgaria: Development Patterns and Sustainability Implications

Bulgarian mountain tourism locations show great variety in terms of their size and the facilities offered, the type and level of product and market development as well as in the patterns of economic structures, local communities' involvement and tourism impacts. This paper presents results of a wider project dedicated to identification of tourism development models in mountain areas and related supporting policies. The research is focused on three small destinations in the Central Balkan Range and the Rhodope Mountain. Different patterns of local tourism development are identified based on current business practices. Their sustainability implications are discussed in terms of general development approach, policy implementation and tourism impacts. The study results confirm the idea that two types of preconditions are needed for successful tourism development: 1) “necessary” - pull-factors and 2) “sufficient” - the will to develop tourism industry

through investments in accommodation and infrastructure. The latter refer not only to the entrepreneurship but also to the crucial role of local authorities.

D.6.4. Assenova, M., Z. Georgiev, B. Dunjuc (2016) Application of Resource Efficient and Cleaner Production Approach in the Accommodation Sector of the Balkan Region. *European Journal of Sustainable Development*, Volume 5, No 4, ECSD, Rome, 2016. ISSN 2239-5938 (print), ISSN 2239-6101 (online), p. 431-442; Doi: 10.14207/ijds; <http://ojs.ecsdev.org/index.php/ejsd/article/view/420>

Application of Resource Efficient and Cleaner Production Approach in the Accommodation Sector of the Balkan Region

The aim of the paper is to present the results of the application of the RECP methodological approach in the accommodation sector of countries from the Balkan region – Croatia, Serbia, Montenegro and Albania. It is based on the experience from 2015 in 20 hotels (5 in each country), undergone detailed in-plant assessments. The methodology lays down on the understanding that RECP is a continuous application of an integrated preventive environmental strategy applied to processes, products and services to increase overall efficiency, and reduce risks to humans and the environment. Based on the obtained data for the material and energy flows, the paper provides a summary and analyses of the most often proposed and implemented measures. A set of absolute and relative indicators (KPIs) for resources use (energy and water consumption) and pollution generated (air emission and waste water) is used and the expected change due to the implementation of the accepted options is calculated. The performance of the accommodation facilities is compared to the international benchmarks available. The results of the study come to show the great potential of the accommodation sector for more sustainable production and outline the focal points of intervention needed.

D.6.5. Marinov, V., M. Assenova, E. Dogramadjieva (2017) Key Problems and Gaps in the EU Funds Absorption for Heritage Attractions Development: the Case of Bulgaria. *Almatourism - Journal of Tourism, Culture and Territorial Development*, Vol 8, No 7 (2017), p. 178-197; DOI: 10.6092/issn.2036-5195/6768; <https://almatourism.unibo.it/article/view/6768>

Key Problems and Gaps in the EU Funds Absorption for Heritage Attractions Development: the Case of Bulgaria

Heritage tourism has always been considered an important part of Bulgarian tourism portfolio and a significant regional development driver. It is officially set as a priority in a number of strategic documents at a national, regional and local level. Substantial financial resources for heritage socialization have been allocated after the accession of the country to the EU in 2007. A special scheme for tourism attractions development was implemented within the Operational Program “Regional Development” (OPRD) 2007-2013, with approved funding for a total of 120 heritage sites throughout the country. Yet, the EU funded projects have raised a fierce public debate regarding the delicate balance between heritage commodification and conservation as well as the disputable costs and benefits in terms of heritage protection, tourism development and its regional impacts. Based on the understanding that attractions are the core element of a competitive

tourism product, the paper presents a brief review of the OPRD 2007-2013 supported projects and analyzes the experience gained in the process of projects' selection and implementation.

Indicator D.7. Articles and papers published in non-peer-reviewed journals with scientific review or published in edited collective volumes

D.7.1. Hernáez, O.; Zugasti, I; Waltersdorfer, G.; Matev, D.; Assenova, M.; Jonkute, G; Staniskis, J; Schoenfelder, T; Bogataj, M; Møller, Jacob Daniel; Hirsbak, Stig; Schmidt, Kirsten; Christiansen, K; Fondevila, M; Aranda, J. (2012). Corporate Social Responsibility on SMEs. In: Proceedings of the European Roundtable on Sustainable Consumption and Production, Bregenz, Austria, May 2-4, Austrian Institute of Ecology, p. 222-231.

Corporate Social Responsibility on SMEs

The recently developed ISO 26000 Guidance Standard, created as a result of the strong demand for a globally acceptable and united document in the area of CSR, defines business responsibility as “accountability for impact of business decisions and activities on community and its environment”, with respect to transparent and ethic attitude towards balanced development and wellbeing of society, but also expectations of parties involved. However, how involved are SMEs on CSR strategies? Do they have competences to be socially responsible? Which training tools are available for them? This paper will identify and analyze the existing SME’s activities, needs and perspectives (including tourism), along with VET institutions and Universities’ training offer and materials in the field of CSR, within 7 European countries:

- There is a lack of strategic vision regarding CSR; ad hoc approach vs systematic approach.
- CSR is a new concept for SMEs; lack of awareness or understanding of the CSR.
- SMEs do not see the beneficial/economic output of the investment on CSR implementation
- Efforts and results are not measured and monitored.
- Training offer is not adapted to SMEs targets.

D.7.2. Асенова, М., Г. Коларска. (2012) Ефективност на участията на България в туристически изложения и борси. В: Сборник с научни доклади от международна научна конференция „Предизвикателства пред туризма през XXI век”, УНСС, София, с. 357-366.

Effectiveness of Bulgaria's participation in tourism exhibitions and fairs

The aim of the paper is to measure and evaluate the effectiveness and efficiency of the participation of Bulgaria in selected tourism fairs in 2010 and 2011. A review of known methods and indicators respectively for measurement and analysis of effectiveness and efficiency is made. Appropriate indicators are defined and quantified based on primary and secondary data. The analysis covers the participation in the most important events - WTM in London, ITB in Berlin and MITT in Moscow, in terms of national goals and public costs.

D.7.3. Assenova, M. (2013) Models of rural tourism development in mountain villages. Ankara University Journal of Environmental Sciences, Volume: 5, Number: 1, Ankara university, Ankara, p. 35-47.

Models of rural tourism development in mountain villages

The approach to derive models of tourism development in three studied villages in a border mountainous region of Bulgaria adheres to some known literature models - the tourism system of tourist destinations (Marinov, 2003) and other models of tourism development - Vodenska (2001), Gunn (1994) and others. It is based on a comparison against a set of 25 characteristics for which it is assumed they may show differences. The leading factors that determine the specificity of development are the basis for the distribution of characteristics selected for analysis in the following groups: status of the village and population characteristics, tourism supply, tourism demand, local environment, management and marketing of tourism.

Despite the similar stage of tourism development in the three villages they demonstrate differences that point to the existence of three different models relative to tourism development in terms of current business practices: 1) Visiting the locals – combination of elitist commercial tourism (in the houses of locals) with commercialized, institutionalized and professionalized tourism; 2) Typical hotel - commercialized tourism in collective accommodation establishments, tourists' contact with local people is minimized; 3) First stage of diffused hotel - non-institutional (non-commercialized) tourism, detached houses for accommodation of different ownership, with a common reception and servicing.

D.7.4. Assenova, M., D. Matev. (2013) Corporate Social Responsibility in an Hotel. In: International Case Studies for Hospitality and Tourism Management Students and Trainees. Editura Tehnopress, Iasi, p. 58-63.

Corporate Social Responsibility in an Hotel

The developed case study focuses on the following points for discussion:

1. Social responsibility focuses (according to ISO 26000 on Social Responsibility) on the following 7 core subjects: organizational governance, human rights, labour practices, fair operating practices, consumer issues, community involvement and development and the environment.
2. Recruitment policy – there are several methods for recruitment of new personnel: (i) looking in the local labour office; (ii) hiring a recruitment agency; (iii) advertising in the local/national media; (iv) putting a message on the internal information board (word of mouth); (v) others. Describe the advantages and the disadvantages of the different approaches (comparative analysis).
3. Training policy – there are two types of training the staff – (i) induction training after hiring the person; (ii) raising the qualification of the personnel;
4. Stimulation policy – (i) material stimulation – discuss the different systems of remuneration – with fixed wage/salary, with wage/salary and bonuses, only tips, etc. as well as different levels

of remuneration for one and the same position depending upon various criteria; (ii) moral stimulation – discuss the different forms of immaterial stimuli.

5. Customer satisfaction – the consumer issues include fair marketing development, factual and unbiased information and fair contractual practices, protecting consumers' health and safety, consumers' service, support and satisfaction, education and awareness, etc.

D.7.5. Assenova, M., V. Marinov. (2013) Tourism potential of Bulgarian Danube limes sites. In: International Scientific Conference “Cultural Corridor Via Diagonalis. Cultural Tourism without Boundaries”, 03.10.-06.10.2013, Sofia-Belgrade. Gea libris, Sofia, pp. 237-242.

Tourism potential of Bulgarian Danube limes sites

The potential of the Danube Limes sites for the development of cultural tourism is revealed based on the assessment and classification of each of the identified sites along the Bulgarian section of the Danube. The scope of the evaluation includes not just the sites themselves, but the relationship between the sites and the objective of the assessment, related to their development as tourist attractions. Thus, the survey is carried out from the point of view of tourism organizers - tour-operators, travel agencies, etc., who have the real opportunity and may wish to include one or more sites in tour itineraries in the area. For that reason the assessment includes not only the evaluation of the attractiveness of the sites themselves, but the availability of tourist services providers, the socialization and adaptation of sites for tourist visits and the possibility for combined visits together with other tourist attractions in the area.

The detailed assessment of Danube limes sites revealed that only a small number of them (4) are featured by both high attractiveness and high level of tourism preparedness (Durostorum, Bononia, Sexaginta Prista, Novae). On the other hand there is a large group of sites with both low attractiveness and low preparedness (28). Finally, there is a significant group of sites (7) with medium to high attractiveness and medium tourism preparedness that seems to be a priority for further interventions (proper excavation and exposure to encourage tourism organizers to include them in their itineraries).

D.7.6. Лалев, Л., М. Асенова. Потенциал за развитие на туризма в община Луковит. (2013) В: Съвременният модел на Европейския съюз и мястото на България в него, Изд. на МБВУ, Ботевград, с. 374-395.

Potential for tourism development in Lukovit Municipality

The aim of the study is to analyze the current state of tourism development in Lukovit Municipality and to assess the potential for the development of different forms of tourism within its territory. The paper examines the elements of the local territorial tourism system, as well as the conditions and factors of local environment. On that basis, conclusions are made about the maturity of the destination and the possibilities to create a competitive tourism product through active interaction of all stakeholders.

D.7.7. Маринов, В., М. Асенова, Е. Дограмаджиева. (2014) Анализ на веригата на доставките в туризма в планински територии. В: Сборник доклади на научна конференция с международно участие „География и регионалистика” 30-31 октомври, 2014, Пазарджик. ТерАрт, София, с. 164-172.

Tourism supply chain analysis of mountain territories

The aim of this paper is to analyze the supply chain and the value added chain in the process of creating a tourism product in mountain destinations. Based on the adopted common supply chain models in tourism the specific linkages in the creation of the product are presented and analyzed and the chain value added is assessed. On that ground economic benefits for stakeholders in the destination are commented, based on the example of “Gorna Arda” tourist destination.

D.7.8. Маринов, В., М. Асенова, Е. Дограмаджиева. (2014) Използване на европейските фондове за развитие на туристическите атракции в България – поуки и предизвикателства. Инфраструктура & комуникации, год 4, кн. 9, УНСС, София, с. 58-70.

EU funds in support of cultural tourism development in Bulgaria – lessons learned and future challenges

Cultural tourism is set as a priority in a number of strategic documents for tourism development in Bulgaria. Financial support for socializing cultural heritage was envisaged through the operational programmes for the period 2007 – 2013. Special scheme in support to tourism attractions is under implementation within the Regional Development Operational Programme, with approved financing of totally 120 cultural attractions throughout the country. Based on the understanding that attractions are the core element of competitive tourism product development, the paper presents a brief review of the supported projects by the cited programme and analyses the experience gained in terms of projects selection and implementation. The need for pre-selection and post-implementation evaluation of project results and their wider impact is justified, especially for the purpose of better performance in the next programming period.

D.7.9. Marinov, V., E. Dogramadjieva, M. Assenova, E. Petkova, B. Baikov. (2015) Tourism product development and marketing of Sofia metropolitan area: business perceptions and priorities. In: Metropolitan Tourism Experience Development, Selected studies from the Tourism Network Workshop of the Regional Studies Association, held in Budapest, Hungary, 2015. Published by the Department of Economic Geography and Futures Study, Corvinus University of Budapest, p. 51-67.

Tourism product development and marketing of Sofia metropolitan area: business perceptions and priorities

Grounded on the understanding that tourism policy-making should wisely consider business perceptions and expectations, the paper reveals destination product development and marketing priorities as seen by the representatives of the accommodation and the intermediary tourism sectors in Sofia Metropolitan Area, Bulgaria. It discusses specific results of a wider questionnaire-based survey conducted in 2013, which is an example of successful collaboration between the academics, the local authorities, and the tourism business in the pursuit of a more

informed destination management policy. Based on the comparative analysis of the opinions expressed by the two target groups, conclusions and recommendations are drawn regarding the future activities of Sofia local authorities in the field of destination product development and marketing. Yet, the survey results should be farther considered for compliance with the views of other stakeholders, as well as in terms of the balance between public benefits and costs.

D.7.10. Маринов, В., П. Еврев, М. Асенова, Е. Дограмаджиева. (2015) Концепция за туристическо райониране на България: теоретични постановки, законови изисквания и практически следствия. „Проблеми на географията”, кн. 1-2, БАН, София. 31-43. http://www.niggg.bas.bg/wp-content/uploads/2015/10/12_2015.pdf

Concept for tourism regionalization of Bulgaria: theoretical requirements, legislative provisions and practical implications

Tourism regionalization has been a subject of academic debate in Bulgaria since the late 1960s and a lot of theoretical, methodical and practical experience has been acquired in the field of working out tourism regionalization schemes. However, none of these schemes has been officially recognized and despite of the renowned practical necessity of defining up-to-date tourist regions, the elaboration of a new scheme during the past decades has been constantly accompanied by tension and conflicts between the urgent political needs and both the theoretical and methodological challenges of tourism regionalization. The establishment of tourist regions was officially set for the first time in the new Tourism Act in 2013. Implementing the law a Concept for Tourism Regionalization of Bulgaria was developed in 2014 with the participation of the authors of the current paper. The paper presents the core principles and criteria applied in the Concept for Tourism Regionalization of Bulgaria (2014) delineating the country's nine tourist regions. Emphasis is placed on the pragmatic approach of combining theoretical rationales with legislative provisions concerning the formation of tourist regions for marketing purposes and the establishment of regional destination management organizations. Stressed is the need for finding the point of intersection between the strict academic requirements and compromise practical solutions in defining the tourist regions to achieve both methodologically robust and feasible result acceptable to a wide range of stakeholders.

D.7.11. Marinov, V., M. Assenova, E. Dogramadjieva. (2015) Attitude of tourism business to cooperation with local authorities: The case of the Danube region in Bulgaria. Сп. „Инфраструктура & комуникации“, год. 5, кн. 10, УНСС, 30-34.

Attitude of tourism business to cooperation with local authorities: The case of the Danube region in Bulgaria

Partnership between public and private sector is recognized as a key success factor in tourism destinations' development. In contrast to this the research and data in the specified area are limited. The aim of the study is to gather and analyse empirical data on the attitude of tourism business to cooperation with local authorities. The data is based on a survey of nearly 200 tourism enterprises in 6 municipalities of the Danube region of Bulgaria and is focused on 4 aspects: general interest of the business to joint activities with local authorities, willingness to pay,

preferred form of co-financing and real participation in joint activities. It concludes that the level of positive attitudes towards cooperation with local authorities is relatively high, although a substantial potential exists for widening the partnerships between local authorities and local business. The business attitudes to cooperation with local authorities depends strongly on some local circumstances, incl. the attitudes and activities of local authorities themselves.

D.7.12. Маринов, В., М. Асенова. (2015) Мониторинг на устойчивото туристическо развитие в Дунавския район. В: Туризмът в епохата на трансформация. Сборник доклади от юбилейната международна конференция, посветена на 50-годишнината от създаването на специалност „Туризм“ в Икономически университет – Варна, Изд. „Наука и икономика“, Икономически университет – Варна, с. 191-200.

Monitoring of sustainable tourism development in the Danube region

Monitoring is considered to be one of the key challenges in implementing the concept of sustainable development. The report presents the results of the pilot testing of the European indicators system for sustainable tourism development (ETIS) in the Danube region of Bulgaria. The system includes 67 indicators and is designed to contribute to sustainable destination management by monitoring different aspects of sustainability at destination level (municipality, tourist region). 89% of the main and 85% of the additional indicators were monitored. A comparative analysis of the situation by groups of indicators of the surveyed municipalities and the Danube region as a whole was made. The obtained data outline a favorable picture of a significant part of the indicators, in particular high overall satisfaction of visitors, positive attitude of the local population to the development of tourism and expected benefits, significant average daily costs of visitors, implementation of measures by tourism enterprises for efficient use of resources (energy and water), etc.

D.7.13. Marinov, V., M. Assenova, V. Nikolova (2016) Participation in contracted research projects as an incentive for tourism students. In: BITCO conference proceedings: “Tourism education in 21st century: policies, practices, internationalization”, Belgrade, 18-19 March, 2016, College of Tourism, Belgrade, pp. 305-318.

Participation in contracted research projects as an incentive for tourism students

The aim of the paper is to present the approach and the results of the joint participation of teams of professors and students from the Tourism Department in research projects and to outline the benefits of the various stakeholder groups, in particular for the scientific and practical training of bachelor degree students. The projects were fulfilled in 2014 and 2015 and were directed towards the study of cruise tourism in the Bulgarian section of the Danube and the implementation of the European indicators for sustainable tourism development in the Danube region of Bulgaria. The methodology of the studies with students' involvement included briefing and introduction into the specifics of marketing research and techniques of surveys, supervised field research and questionnaire survey of students' satisfaction on the work done. Analysis of the results leads to the conclusion that participation in research projects gives young people the chance to be actively involved in the process of obtaining primary data, to analyze and draw conclusions about the

current status and development of tourism in different destinations and regions. In general, students expressed their satisfaction with the general idea and the approach applied to the fieldwork, the overall experience, the work done and the results achieved, and the entertaining moments.

D.7.14. Асенова, М., В. Маринов, Е. Дограмаджиева, В. Николова, А. Казаков, В. Янева (2016) Прилагане на Европейската система от индикатори за мониторинг на устойчивото туристическо развитие – ползи и предизвикателства. В: География и приятели (Сборник под ред. на В. Бояджиев), Изд. „Парадигма“, София, стр. 387-399.

Implementation of the European Tourism Indicator System for monitoring sustainable tourism development - benefits and challenges

The article presents the methodology of ETIS, the benefits of using the system and the challenges for those interested in its implementation, based on the experience of its full implementation in the Danube region in 2015. The application of the European Tourism Indicator System allows to draw the following conclusions: ETIS is appropriate for use at the municipal level (considered as a tourist destination), as well as at the higher regional destination level; It contains an optimal number of indicators, it is relatively easy to apply and allows flexibility in the use of core and additional indicators, which can be applied as a stand-alone system or integrated into other monitoring systems; The collected information allows to assess the current state of tourism development in various aspects of sustainability, while presenting in a concentrated form the various impacts of tourism. The quantitative parameters of the indicators may serve as a baseline for comparison in tracking the development, but also for comparison with other destinations that have applied the same methodology; The system helps to identify problem areas, prioritize future actions by developing an action plan and setting targets for a certain medium-term period; The positive achievements in the sustainable development of tourism can be used for the purposes of destination marketing; The effective implementation of ETIS requires the active involvement and leadership of local (regional) stakeholders in cooperation with the expert community.

D.7.15. Асенова, М. (2017) Оценка на устойчивостта на туристическото развитие в Столична община. Годишник на СУ „Св. Кл. Охридски“, ГГФ, Книга 2 – География, Том 109, София, Университетско издателство „Св. Кл. Охридски“, р. 251-268. [file:///C:/Users/Mariana%20Assenova/Downloads/18_Ann_Tom_109_geography_251-268%20\(1\).pdf](file:///C:/Users/Mariana%20Assenova/Downloads/18_Ann_Tom_109_geography_251-268%20(1).pdf)

Sustainability assessment of tourism development in Sofia municipality.

The paper presents the main approaches and results of the implementation of the European Tourism Indicator System in Sofia Capital Municipality. On the basis of secondary and primary information and using the tools of the system a picture of the current situation of the sustainability aspects of tourism development is outlined. Four groups of indicators are discussed and analyzed illustrating the destination management for sustainability, as well as the economic, social and environmental impacts of tourism development. The strengths and weaknesses of Sofia

Municipality in the context of sustainable tourism development are identified and some recommendations are made in regards of the future sustainable tourism development monitoring.

D.7.16. Маринов, В., М. Асенова (2018) Предизвикателства пред устойчивото развитие на туризма в планинските райони на България. В: Устойчиво регионално развитие на България. Втора международна научна и бизнес конференция (сборник доклади), ноември 2016. СУ „Св. Кл. Охридски“, ГГФ, ЕТ „Георги Ласков“, 2018, с. 10-23.

Challenges for Sustainable Tourism Development in Mountain Regions of Bulgaria

The importance of mountain areas for contemporary tourism development in Bulgaria is determined by their significant territorial scope and tourism capacity, their diverse tourism potential and opportunities for year-round use. At the same time, tourism is regarded as a tool for mountain areas development. The aim of the paper is to comment on some challenges for sustainable tourism development in mountain regions of Bulgaria: the problems associated with the delimitation of the scope of mountain tourism and mountain areas, the assessment of current status and trends in mountain tourism, as well as the demand for mountain and ski tourism, and the risks arising from climate change. The conclusions indicate the need to diversify supply through a stronger focus on summer use and to consider tourism development with a greater beneficial effect on local mountain environment.

D.7.17. Assenova, M. (2018) Change in Business Models and Implication on University Education in Tourism. Год. на СУ „Св. Кл. Охридски“, ГГФ, Книга 2 – География, Том 110, София, Университетско издателство „Св. Кл. Охридски“, 2018, р. 265-275.

Change in Business Models and Implication on University Education in Tourism

The paper presents the emerging new business models and provides examples for their evidence in tourism industry. The new business models discussed include those based on sustainability and on the principle of circular economy, the sharing economy and collaborative consumption patterns, co-creation and dematerialization of product, etc. The change in business models requires adaptation of the learning objectives in terms of knowledge, skills and competences of students. On that bases current changes in the curricula for the education and training at Sofia University and the needs for future changes are discussed.

D.7.18. Асенова, М. (2018) Методика за маркетингово проучване на музеи и галерии. В: Културната памет във времето и пространството. Сборник, посветен на 65-годишния юбилей на проф. д.изк.н. Симеон Недков. Университетско издателство „Св. Климент Охридски“, София, 2018, с. 349-359.

Methodology for marketing research of museums and galleries

Museums and galleries are created for cognitive, educational and aesthetic purposes, and from the point of view of tourism can be considered as tourist attractions. In order to effectively reach the desired segments of visitors and meet their expectations, increase their number and scope,

it is imperative to apply a marketing approach in their management. The marketing research of museums and galleries arouses interest among the students in the master's programs in tourism, offered by the Department of Geography of Tourism at Sofia University "St. Kliment Ohridski", when choosing a topic for a thesis. This article aims to summarize the experience gained and to present a methodology for conducting marketing research of museums and galleries, needed for developing their marketing strategies and programs.

D.7.19. Маринов, В., Е. Дограмаджиева, М. Асенова (2018) Еволюция на туристическото райониране в България: цели, подходи, резултати. *Journal of the Bulgarian Geographic Society*, volume 39 (2018), 3-10.

Evolution of tourist regionalization in Bulgaria: goals, approaches, results

The aim of the article is to review and provide comparative analysis of the existing schemes for tourist regionalization of Bulgaria. This allows to trace the evolution of tourist regionalization and to highlight the main theoretical gaps and underestimation of scientific principles and approaches that underlie their practical inapplicability to date. Only publications that offer a specific scheme of tourist regionalization are subjected to the comparative analysis, taking into account the relevant justification. For the purposes of the comparison 9 criteria have been selected, which refer both to the approach and the objectives, as well as to the specific schemes and their compliance with the basic requirements to make them practically applicable. For greater clarity, the results of the comparative analysis are presented in tabular form.

D.7.20. Николова, В., М. Асенова, В. Маринов, А. Казаков, Р. Митова, Е. Петкова (2019) Кулинарните празници и фестивали в България като културно-туристически атракции. В: МІСЕ туризъм: фестивали, инсентиви, конференции, изложения. Дванадесети Черноморски туристически форум, Варна, 2019. Славена, В. ISBN 978-619-190-149-4, с. 183 – 197.

Culinary holidays and festivals in Bulgaria as cultural and tourist attractions

On the map of culinary destinations in the world Bulgaria is not among the most famous countries. However, the country has interesting and authentic culinary traditions and practices that can make it a potential culinary destination. The rich culinary traditions in Bulgaria and their regional features are the basis for creating country-specific culinary holidays, festivals and fairs, which are an important tourist attraction and attract many visitors. The aim of the presented research is to study the culinary holidays and festivals as cultural and tourist attractions, representing an element of the product of culinary tourism in Bulgaria and to outline their regional specifics.

D.7.21. Маринов, В., В. Николова, М. Асенова, Е. Петкова (2020) Туристическо търсене на атракциите, основани на културното наследство, в община Велико Търново. В: Сборник от Юбилейна научна конференция „Туризмът – отвъд очакванията“, Изд. комплекс – УНСС, С., 2020, стр. 558-571. ISBN 978-619-232-297-7. <http://departments.unwe.bg/Uploads/Department/TOURISM%20-%20BEYOND%20EXPECTATIONS.pdf>

Tourist demand for cultural heritage attractions in Veliko Tarnovo Municipality

Veliko Tarnovo Municipality is one of the most prominent examples of a cultural tourism destination in Bulgaria. The study of the tourist demand for the cultural heritage attractions offered in the municipality provides an opportunity to draw conclusions about the current state and development of cultural tourism in the area, the market segment, the attitude of visitors to the product offered and the quality of service, as well as to identify some emerging problems. The aim of the study is to perform, through tourist demand analysis, a quantitative assessment of the visitation and a qualitative assessment of visitor satisfaction from the cultural heritage tourist attractions.

D.7.22. Маринов, В., М. Асенова, Р. Митова (2020) Клъстери на туристическо търсене на атракции, основани на културното наследство. В: Сборник от Юбилейна научна конференция „Туризмът – отвъд очакванията“, Изд. комплекс – УНСС, С., 2020, стр. 149-162. ISBN 978-619-232-297-7.

<http://departments.unwe.bg/Uploads/Department/TOURISM%20-%20BEYOND%20EXPECTATIONS.pdf>

Clusters of tourist demand of cultural heritage attractions

Secondary data on tourist demand for cultural heritage attractions do not reveal the true picture of visitors' behavior when staying in areas with a concentration of attractions. The purpose of the study is to fill in the gap of primary information and to reveal the territorial concentration of tourist demand for cultural heritage sites along a selected route in 4 areas of the country, by identifying the immediate catchment area of attractions and the interconnection of cultural heritage tourist attractions. The research was conducted in the form of a questionnaire survey with visitors at selected cultural and historical attractions. The results demonstrate the formation of clusters of tourist demand, with clearly outlined hubs and their periphery.

D.7.23. Marinov, V., M. Assenova, V, Nikolova, A. Kazakov, R. Mitova, E. Petkova (2020) Profile of Visitors to Cultural Heritage Attractions in Bulgaria. In: Proceedings of 6th International Scientific Conference GEOBALCANICA 2020, 12-13 May 2020, Ohrid, North Macedonia, Geobalcancia Society – Skopje, North Macedonia, p. 389-406. ISSN 1857-7636, DOI: <http://dx.doi.org/10.18509/GBP.2020.44>; <http://geobalcanica.org/wp-content/uploads/GBP/2020/GBP.2020.44.pdf>

Profile of Visitors to Cultural Heritage Attractions in Bulgaria

The overall objective of the study is to collect empirical information on the supply and demand of cultural heritage attractions in Bulgaria, and the specific objective is to outline a detailed profile of visitors to tourist attractions based on cultural heritage. The methodological toolkit includes preliminary desk research of the selected attractions, semi-structured interviews with the “operators” of cultural heritage attractions, questionnaire survey of visitors to cultural heritage attractions, as well as observations and expert assessments. The visitor typology is based on the methodology proposed by McKercher (2002). It aims to create a more precise classification (segmentation) of "cultural tourists" and is based on a combination of two dimensions - the

importance of cultural motives (cultural tourism) in the decision to visit the destination and the depth of experience associated with the culture and heritage of the destination. Altogether 668 visitors were interviewed at 30 sites, identified as cultural heritage tourist attractions.

The questionnaire design and the data obtained allow the outlining of a detailed profile of visitors in terms of their socio-demographic characteristics, and the characteristics of the trip, respectively of the tourists' behavior. A visitor typology in terms of cultural tourism is elaborated, including the profile of each of the distinguished types. Their relationship with visitor and travel characteristics is revealed and analysed. The results indicate that the cultural tourist type in most cases is a variable that explain the differentiation in visitors' behaviour better than the typically used socio-demographic characteristics.

D.7.24. Mitova, R., E. Petkova, M. Assenova, V. Marinov (2020) Online Reputation of Cultural Heritage Attractions in Bulgaria. In: Proceedings of 6th International Scientific Conference GEOBALCANICA 2020, 12-13 May 2020, Ohrid, North Macedonia, Geobalcancia Society – Skopje, North Macedonia, p. 337-349. ISSN 1857-7636, DOI: <http://dx.doi.org/10.18509/GBP.2020.38>; <http://geobalcanica.org/wp-content/uploads/GBP/2020/GBP.2020.38.pdf>

Online Reputation of Cultural Heritage Attractions in Bulgaria

In the context of the increasing importance of new technologies, digital marketing is an issue of utmost significance in the field of tourism and is particularly relevant in the scope of cultural tourism. Based on the information published on the Internet about selected 46 Bulgarian cultural heritage attractions, the aim of the study is to evaluate their presentation in the context of promoting and building a positive attitude towards the Bulgarian cultural heritage. The study is conducted using a specially developed methodology, simulating the presumptive online behaviour of a potential user, seeking information on the network for a specific object. The methodology seeks to gather and analyse information about the presence and distribution of content on the Internet for the sites under study, with focus on their online identity and image, resulting in and affecting the online reputation. The study revealed significant gaps and challenges with respect to the construction of online identity of cultural heritage attractions presented in detail in the paper and the serious impacts of informal electronic communication channels on their online image. Nevertheless, the online reputation of the Bulgarian cultural heritage attractions does not depend on the amount of information disseminated on the Internet and it is predominantly formed in real rather than in virtual environment.

D.7.25. Marinov, V., M. Assenova, V. Nikolova, E. Petkova, R. Mitova, A. Kazakov, Ch. Istatkova (2020) Typology of cultural heritage attractions in Bulgaria: theoretical and management implications. In: International Tourism Conference Dubrovnik, 2019 “Tourism in the VUCA World: Towards the Era of (Ir) Responsibility”, Proceedings book (Eds. I. M. Vukadin and D. Krešić), Publisher: Institute for Tourism, Zagreb, Croatia, 2020, pp. 125-138. ISBN: 378-953-6145-45-4; <https://itcd.hr/>; [http://www.iztztg.hr/UserFiles/file/publication/International-Tourism-Conference-Dubrovnik_TOURISM-IN-THE-VUCA-WORLD-TOWARDS-THE-ERA-OF-\(IR\)RESPONSIBILITY_2019.pdf](http://www.iztztg.hr/UserFiles/file/publication/International-Tourism-Conference-Dubrovnik_TOURISM-IN-THE-VUCA-WORLD-TOWARDS-THE-ERA-OF-(IR)RESPONSIBILITY_2019.pdf)

Typology of cultural heritage attractions in Bulgaria: theoretical and management implications

Currently the tourist attractions are not well defined in the country despite of the recent significant financial public support for the adaptation and socialization of the rich cultural heritage for tourism purposes. The Ministry of tourism has launched an e-register of tourist attractions, festivals and events without clear guidance for local authorities on the selection of tourist sites and events to be inscribed and how they have to be classified. At the same time some policy documents are in process of elaborating - a Strategy for the development of Bulgarian culture and a master plan for cultural tourism development, requiring a practical typology of tourist attractions in order to mainstream the future activities. Thus, the main aim of the research is to provide to key stakeholders a theoretically sound, workable and acceptable typology of cultural heritage attractions to support their proper and sustainable management. In addition, the typology should guide the own empirical research of cultural heritage attractions ensuring that most if not all of attractions types are covered. The methodology of research is based on a thorough review of scientific literature on tourist attractions and their typology as well as of relevant legislation and strategies in Bulgaria. The proposed typology was tested through field research including semi-structured interviews with attractions' operators and questionnaire surveys of tourists. The contribution is both theoretical – further development of existing definitions and typology, and practical – improved focus of public policies and allocation of public funds for conversion of cultural heritage into tourist attractions.

D.7.26. Милева, С., М. Асенова, Е. Петров, В. Гяурова (2020) Геймифицирани приложения за София, популяризиращи културно-историческото наследство на столицата. Научна онлайн поредица „Културно-историческо наследство: опазване, представяне, дигитализация“, т. 6, бр. 2 (9)/ 2020, Институт по математика и информатика при Българска академия на науките, с. 49-63. ISSN 2367-8038 <http://www.math.bas.bg/vt/kin/book-6/05-KIN-6-2-2020.pdf>

Gamified applications for Sofia, promoting capitals' cultural heritage

Gamified applications are gaining increasing popularity for marketing reasons. The paper explores the specifics of gamed applications for Sofia as a tourist destination based on the cultural and historical heritage of the city. As a result, leading good practices in Europe have been studied and a detailed analysis of the most popular applications for Sofia, their capabilities and limitations has been carried out.

D.7.27. Милева, С., М. Асенова, Е. Петров, В. Гяурова (2020) Възможности и ограничения на геймификацията като инструмент за популяризиране на София като туристическа дестинация. Сборник с доклади от юбилейната научна конференция с международно участие "ТУРИЗЪМ И СВЪРЗАНОСТ", 30-31 октомври, 2020, Варна, с. 248-258. DOI: <https://doi.org/10.36997/TC2020.248; 978-954-21-1052-1> (online) (pdf)

Opportunities and threats of gamification as a tool for promoting Sofia as a tourist destination

The paper presents results from the conducted research of the available gamified applications promoting Sofia city as a tourist destination. The aim of the research is to study the

opportunities and the limitations of gamified location based applications as a marketing tool by applying the qualitative research technique of key informants, providing the expert source of information and a deeper insight to the current and potential practices in the research area and their effectiveness. The results indicate that the highest is the potential for greater engagement of users and co-creation of products and services as well as for creating positive attitude towards the destination. Commenting on the main limitations, the key informants point out the fact that they are a relatively new and little-known marketing tool in the field of tourism, which predetermines the lack of sufficient knowledge and experience for their use and promotion.

Indicator D.9. Studies published in non-peer-reviewed journals with scientific review or published in edited collective volumes

D.9.1. Дограмаджиева, Е., М. Асенова, В. Маринов, М. Воденска, М. Пунева. (2013) Модел за проучване на туристическото развитие и управлението на туризма на местно ниво: сравнителен анализ на селата Долен, Лещен и Ковачевица. Годишник на СУ „Св. Кл. Охридски”, ГГФ, Книга 2 – География, Том 105, София, Университетско издателство „Св. Кл.Охридски”; с. 317-350; https://www.unisofia.bg/index.php/bul/universitet_t/fakulteti/geologo_geografski_fakultet/oficialni_izdaniya

Model for research of tourism development and management on local level: a comparative study of the villages Dolen, Leshten and Kovatcheviza

The paper addresses the existing gaps in official information about tourism development on local level and presents a research model, combining quantitative and qualitative techniques for gathering and analysing primary and secondary data. The model is tested in 3 villages – Kovachevitsa, Leshten and Dolen, and is assessed as appropriate for researching small tourist centers in peripheral, rural and mountain areas. Specific results reveal that all villages are in the initial phase of the destination’s life-cycle. However, despite their close location and the similarities in the context and parameters of tourism development, they are following different models of tourism development, especially regarding the established business practices.

D.9.2. Assenova, M. (2013) Problems of sustainable tourism development in Strandzha Nature Park. Journal of Environmental and Tourism Analyses, vol. 1 (1), Bucharest University, Romania, 43–63.

Problems of sustainable tourism development in Strandzha Nature Park

Strandzha Nature Park is the largest protected natural area in Bulgaria, established to preserve unique ecosystems and biodiversity, as well as the cultural heritage of the mountain. Strandzha Mountain is the only Bulgarian territory included in the five priority conservation areas in Central and Eastern Europe. It is situated on the second largest migratory path of birds in Europe - Via Pontica. The total number of species habitats is 121 and in this indicator the park is foremost among the protected areas in Europe. During the last 15 years many people in the area started to look for alternative sources of income and at present there are hundreds of tourism establishments that offer accommodation, food and sightseeing in the area. A regional trade mark has been developed and launched to distinguish those accommodation providers and other tourism services

suppliers, that cover certain requirements for sustainability, developed in a system of principles and concrete criteria, based on the concept of sustainable tourism development. The current status of tourism development in the park is presented including tourism supply and tourism demand, the potential and carrying capacity of the resources, and some data on resource efficiency are provided as well as. Problems related to territorial development, conflicts in territorial planning and management are also discussed.

D.9.3. Асенова, М., В. Маринов. (2014) Потенциални маркетингови туристически райони на България. Годишник на СУ „Св. Кл. Охридски”, ГГФ, Книга 2 – География, Том 106, София, Университетско издателство „Св. Кл. Охридски”, с. 253-276 https://www.uni-sofia.bg/index.php/bul/universitet_t/fakulteti/geologo_geografski_fakultet/oficialni_izdaniya

Potential marketing tourism regions of Bulgaria

The article presents a scheme of potential marketing tourism regions of Bulgaria outlined on the basis of the established agreements among municipalities in relation to the implementation of projects related to regional tourism product development and marketing of destinations, financed by the Regional Development Operational Programme 2007-2013. Considering the contracted projects and their territorial distribution as well as statistical data and other information regarding territorial development of tourism in Bulgaria, a scheme of tourism regions with defined boundaries and specialization is suggested and discussed. Conclusions are made about the scientific justification of the scheme and its appropriateness for the delimitation of tourism regions in the country as required by the recently adopted legislation on that topic.

D.9.4. Асенова, М. (2016) Особенности и проблеми в туристическото търсене и предлагане на община Видин. Годишник на СУ „Св. Кл. Охридски”, ГГФ, Книга 2 – География, Том 107, София, Университетско издателство „Св. Кл. Охридски”, с. 283-303; https://www.uni-sofia.bg/index.php/bul/universitet_t/fakulteti/geologo_geografski_fakultet/oficialni_izdaniya

Features and problems in tourism demand and supply of Vidin Municipality

This article aims to present a situational analysis of tourism demand and tourism supply in the municipality of Vidin and to highlight their features and problems. The study is conducted based on data from the National Statistics and the National Tourism Register, as well as through field study of tourist sites and attractions. The main feature of tourism development is the high share of foreign visitors without overnight on land, organized by cruise companies and embarking at the port of the city for a short program in the region. In this context the main problem is associated with low added value of local tourism product consumption and insignificant contribution to the local economy. This is due to insufficiently developed local tourism supply and the lack of provision of additional services.

D.9.5. Маринов, В., М. Асенова, М. Воденска, Е. Дограмаджиева, Р. Минковски, В. Янева, В. Николова, А. Казаков (2017) Производственият стаж в обучението по туризъм в Софийския университет „Св. Климент Охридски“. Университетско издателство „Св. Климент Охридски“, София, с. 87. ISBN - 978-954-07-4247-2; COBISS.BG-ID – 1280512996

The industrial placement of tourism students at Sofia University “St. Kliment Ohridski”

The aim of this book is to present detailed analysis and assessment of the Geography of Tourism Department's experience in providing industrial placement based on the available documentation for a period of nearly 20 years (1997-2015). For this purpose the following activities were carried out: Review and systematization of the available documentation on the industrial placement, particularly employers' registration and evaluation forms, and trainees' reports; Designing a database for quantitative data processing (SPSS and Excel); Processing and analysis of results. Much of the information is obtained from the free answers and comments provided in the employers' evaluation forms and trainees' reports. They are classified based on their content and are also subjected to quantitative analysis (Excel). This applies in particular to: Specific activities of the trainees during the internship; Evaluation by the employers of the trainees' personal and professional characteristics; Evaluation by the employers of the trainees' job performance till 2009 (since 2010 quantitative evaluation has been included); Self-assessment of trainees; Recommendations of employers and trainees. The information available for 60% of apprenticeships has provided a reliable basis for analysis and assessment of the industrial placement organization and conducting as well as the students' performance.

D.9.6. Маринов, В., М. Асенова, Е. Дограмаджиева, П. Еврев, С. Мотев, Р. Охридска-Олсон, М. Иванова, М. Новакова, П. Вълчев (2017) Новото туристическо райониране на България: подходи и резултати. Годишник на СУ „Св. Кл. Охридски”, ГГФ, Книга 2 – География, Том 108, София, Университетско издателство „Св. Кл. Охридски”, р. 17-36. https://www.unisofia.bg/index.php/bul/universitet_t/fakulteti/geologo_geografski_fakultet/oficialni_izdaniya

The new tourism regionalization of Bulgaria: approaches and results

The paper presents the main approaches and results of the work on the Scheme for tourism regionalization of Bulgaria in which the authors took part, although in different roles. On the basis of the existing experience in Bulgaria and some other countries a scheme of tourism regions is proposed to serve as a tool for marketing and establishing regional destination management organizations as required by the new Tourism Act of 2013. Emphasized are the requirements and criteria for delineating the tourism regions as well as the process of consultation as a tool for mitigating the conflicts and achieving of politically acceptable and implementable in practice decisions.

D.9.7. Assenova, M., V. Marinov, E. Petrov (2019) Destination Management Systems in Bulgaria: Current Situation and Challenges. Год. на СУ „Св. Кл. Охридски”, ГГФ, Книга 2 – География, Том 111, София, Университетско издателство „Св. Кл. Охридски”, 2019, с. 153-178.

Destination management systems in Bulgaria: current situation and challenges

The article aims to present the process of transformation of destination management systems (DMSs) influenced by the development of information and communication technologies and their application in tourism. The evolution of functions of DMSs and stakeholders' involvement are chronologically discussed. The current situation and the developments in Bulgaria following the legislative changes in terms of destination management, as well as good examples of contemporary technological solutions are presented. Challenges to the future development of DMSs in Bulgaria are outlined.

D.9.8. Асенова, М. (2019) Преглед на проучванията за развитието и управлението на туризма в планинските територии на България. Год. на СУ „Св. Кл. Охридски”, ГГФ, Книга 2 – География, Том 112, София, Университетско издателство „Св. Кл. Охридски”, с. 284-322.

Review of research on tourism development and management in the mountain territories of Bulgaria

The aim of the article is to review the studies carried out to date on tourism resources and tourism development in mountain regions of Bulgaria and to outline the areas with the highest degree of knowledge, as well as to systematize the approaches to regional tourism studies in Bulgarian mountains. The chronological approach is applied and the collected information is systematized on spatial and thematic basis too. In conclusion the territorial studies of mountain settlements, resorts, municipalities and regions are divided into groups based on the scientific approach and the research methods applied.

D.9.9. Маринов, В., М. Асенова, В. Николова (2020) Квалификация на заетите в туристическите атракции, основани на културно-историческото наследство – състояние и проблеми. Год. на СУ „Св. Кл. Охридски”, ГГФ, Книга 2 – География, Том 113, София, Университетско издателство „Св. Кл. Охридски”, 2020 (под печат)

Qualification of staff in cultural heritage attractions - status and problems

The aim of the article is to analyze the current status of preparedness of staff in cultural heritage attractions in Bulgaria in terms of their education, qualification and abilities and to identify the existing problems in the specified aspects. The analysis is based on surveys among key stakeholders, namely the operators of cultural heritage attractions, the visitors and the certified tour guides, carried out in 2019 and 2020. The results demonstrate the satisfactory level of the preparedness of personnel but some deficiencies in broader knowledge, manner of information provision and interpretation as well as foreign language proficiency are evident.

Indicator D.10. Published chapter of a collective monograph

D.10.1. Assenova, M., S. Nedkov, A. Assenov. Cultural Ecosystem Services of the Urban Landscapes of Bulgaria. In: Traditions and Innovations in Contemporary Tourism (Eds. Marinov, Vodenska, Assenova and Dogramadjieva), Cambridge Scholars Publishing, 2018, p. 238-258.

Cultural Ecosystem Services of the Urban Landscapes of Bulgaria

The research is based on the understanding that ecosystem services describe the relationship between nature and human beings and refer broadly to the benefits people can obtain from urban ecosystems and thereby linking the social and the ecological systems. The cultural services include all non-material ecosystem outputs that have symbolic, cultural or intellectual significance. The paper focuses on the potential physical and intellectual interactions with biota, ecosystems and landscapes. It presents the results from the assessment and mapping of the recreation, scientific

and educational, and cultural heritage ecosystem services of the urban landscapes of Bulgaria, classified in 10 urban sub-types.

D.10.2. Marinov, V., M. Vodenska, N. Popova, M. Assenova, E. Dogramadjieva (2018) Bulgaria. In: Hospitality and Tourism in Transition in Central and Eastern Europe: A Comparative Analysis. (Ed. M. Vodenska). Cambridge Scholars Publishing, 2018, p. 47-92.

Bulgaria

The book is dedicated to the process of transformation in the tourism sector in the countries of Central and Eastern Europe. When presenting the development, a unified structure is followed in order to cover the various aspects of this process. The chapter on Bulgaria presents general information about the country, focuses on the historical development of tourism from its inception to the years of transition (focusing on the period of the planned economy), presents the economic importance of the industry and its contribution to GDP. Special emphasis is placed on tourist demand and tourist supply. The supply analysis demonstrates the changes in the creation and provision of the main tourist services - transport and accommodation, as the changes are tracked both in time and space (leading destinations, tourist regions with their specialization). The main tourist products of the country and the offered tourist packages are presented and shortly described. Attention is also paid to the development of human resources in the country, including the available opportunities for education and training in the field of tourism. On this basis, the changes in the tourist policy of the country, the management of tourism and its marketing and the impact of political changes on the tourist supply and tourist demand are presented and commented. The economic, social and ecological impacts of tourism in the transition period are traced.

D.10.3. Асенова, М. (2021) Предизвикателствата на кризата в областта на туризма, политики и мерки за преодоляването им. В: Кабаков, И., В. Маринов, М. Асенова, В. Николова, Е. Петкова, Р. Митова, Н. Стоева, М. Станева, П. Петров (2021) COVID-кризата в културата и туризма, основан на културно наследство: идеи за изход от ситуацията. Унив. изд. "Св. Кл. Охридски", С., 248 с. (под печат)

The challenges of the crisis in the field of tourism, policies and measures to their overcoming

The study presented in the monograph was carried out within the framework of the National Scientific Program "Cultural Heritage, National Memory and Social Development", which was modified during its implementation to meet the challenges posed by the COVID-19 pandemic and the actions taken in response. Its aim is to assist quickly enough, but also reliably and reasonably enough, in creating the preconditions for an evidence-based policy in the field of culture and cultural tourism, addressing not only the direct effects of the crisis but also the recovery and development of these sectors in medium-term perspective. In this regard, the following tasks are set:

- To present a brief overview of the development of the COVID crisis and its consequences in the field of culture and tourism;
- To systematize and analyze the undertaken measures and initiatives, as well as the intentions for measures and policies in these two areas;

- To examine the opinions, attitudes and perceptions of representatives of key stakeholders regarding the consequences of the effects of the pandemic, the measures taken and possible future measures and policies;
- To analyze the available foreign experience;
- To propose guidelines for policies and measures, including models.

The methodological tools of the research include analysis of literature sources (scientific and media publications, regulations, etc.) and online survey of key stakeholders. The research was conducted in the period June-November 2020, in particular the online survey - in the period July 15-September 30. The concrete results, conclusions and recommendations reflect the state of the problem and the attitudes towards September-October 2020, before the second wave of the pandemic and the respective reactions - new "tightening" of the anti-epidemic measures, new (modified) support package, new expectations, related to the approval of vaccines. Nevertheless, its results remain valid and up-to-date, as the ongoing addressing of the consequences for culture and cultural tourism, and in particular the recovery of the two sectors, will be neither quick nor easy.

The chapter on the challenges of the crisis in the field of tourism, policies and measures to their overcoming presents in a systematic and synthesized form the government's efforts to address the consequences in the most affected economic sector - in terms of obligations of tour operators to tourists, job preservation and promotion of employment, support of domestic tourism, tour guides and other tourist activities, development of uniform rules (instructions) for work in tourist sites, etc.

Indicator F.20. Published university textbook or textbook used in the school network

F.20.1 Воденска, М., М. Асенова. (2012) Туризмъ. Въведение в професията. МАТКОМ, София, 160 с.

Tourism. Introduction to the profession

The textbook is written according to the requirements of the Ministry of Education and Science and is intended for schools with a professional focus in catering, hospitality and tourism. It is structured in three sections. In the first section tourism is presented as a branch of the national economy - the basic concepts and definitions related to tourism, the sub-branches of tourism (accommodation, catering and transport) and the relationship between them are considered. The second section reviews the positions in tourism, the nature and content of the job description, presents the features of work in tourism, the main groups of activities in the hotels and restaurants, tour guiding and tourist animation, as well as the relevant staff requirements. The third section, authored by Mariana Assenova, presents the practical work in the travel agency - the cycle of creating the travel product, the organizational structure of the travel agency, the classification of positions and personnel management. The activities of the travel agency are successively presented depending on the function - tour operator and/or travel agent, as well as the contractual relations through the distribution channel.