

50 Years Bulgarian Science for Tourism

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Abstract

This research article shows the main efforts of Bulgarian leading scientists to contribute to the development of contemporary tourismology. A brief presentation is made of a few monographs and research projects in the period 2000-2018. Some summarizing comments and conclusions are made.

Key words: Bulgarian tourismology, monograph publications, research projects, research findings

Introduction

Bulgaria as a destination is on the international tourist market from the sixties of the past century. In the end of sixties and the beginning of seventies, it achieved 1.91% market share of the international arrivals and 0.35% of the realized revenue. In 2017, the market share of the country with regards to the tourist arrivals worldwide is 1.3%, and with regards to the realized revenue - 0.8% (See Table 1).

Table 1: Tourist arrivals (visits) in million numbers and accumulated income in billion US\$, including market shares worldwide, EU-28 and Bulgaria for 2010, 2015 and 2017

1 – arrivals by regions /mil./; 2 – income /bil. US\$/	2010 /1/	2015 /1/	2017 /1/	Market share % /1/2017	2010 /2/	2015 /2/	2017 /2/	Market share % /2/2017
World	952	1,195	1,323	100	961	1,221	1,340	100
EU - 28	383	478,6	537,6	41	343,8	390,3	438,4	33
Bulgaria	6,047	7,100	8,883	1.3	3,407	2,873*	4,045	0.8

Source: UNWTO Highlights, 2018, pp.5, 7; *in Euro

The structure of revenue from the standpoint of direct contribution of tourism to GDP for the destination Bulgaria reveals a 74.1% share of the holiday travels vs. 25.9% of business travels. Share of expenses of local tourists is 23.3% vs. 76.7% - of foreign ones.² For world GDP the data is respectively 77% of holiday travels vs. 22.5% of business travels. The share of expenses of local tourists is 72.3%, and that of foreign tourists - 27.3%.³ The data shows that Bulgaria is primarily a holiday destination for foreign tourists. According to the Index of competitiveness (WEF, 2017), from 186 destinations, Bulgaria occupies the 45th position with a score of 4.14, moving forward by 4 positions.

The participation of tourism in the formation of the country's GDP in different periods is between 10% and 13%. The understanding that tourism could be a solid economic sector with positive impact on the well-being of the country's population and on the country's international image, maintains the ambitions for an all year round, multifaceted, sustainable development of domestic and international tourism. For the implementation of these intentions actively work a number of Bulgarian scientists, devoted to researching the multilayered phenomenon, which is tourism, and to finding solutions for overcoming the problems which arise during its development in the country.

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²WTTC, Travel and Tourism Economic Impact – Bulgaria, Issues, 2017

³WTTC, Travel and Tourism Global Economic Impact, Issues 2017; Travel and Tourism Economic impact – Europe, Issues 2017

For a starting point of the Bulgarian science of tourism – Bulgarian turismology⁴, 1968 is adopted, when the first scientific conference was held, dedicated to the problems of international tourism development in Bulgaria.⁵ Attention was focused on four main topics: state and problems of international tourism development; trends in hospitality and hotel services; thalassotherapy, spa services and opportunities for attracting foreign tourists; training of professionals with specialized knowledge and skills for all levels of management and operation of tourist venues. From the very beginning of the development of mass international sea holiday tourism in Bulgaria, which at that time was fashionable all over the world, the milestones of the fundamental scientific problematics, which are still current today, were placed.

Bulgarian turismology is developed mostly by university professors – researchers.⁶ There are two main factors for that. On the one hand is the necessity to seek scientifically sound, effective solutions for the large-scale development of tourism in the country. On the other hand, the development of the science for tourism is related to the academic career of university professors for whom research work is a compulsory element, including the writing of a dissertation and the acquisition of a doctor degree. The formation of specialized departments for the education of students with high qualification for the needs of tourism development⁷ groups the main authors-researchers, approximately 60-70 people, in the respective departments, representing the habilitated, doctoral and assistant academic staff.

Structurally, the scientific papers and publications of Bulgarian authors on the problems of tourism can be presented in two main groups. The first group can be defined as "operational research". It includes articles and reports published in specialized scientific journals or presented at scientific forums. Usually these studies treat in a synthesized form (8-20 pages) extremely topical issues that are in line with the profile of the respective journal and the defined topic of the scientific forum. Rakadzhyska and Yancheva (2018) explore this group of publications by Bulgarian authors by monitoring 477 publications for a period of three years (2015, 2016 and 2017) related to the conducting of scientific forums with international participation. The authors' arguments for this choice are based on the understanding that these forums usually deal with topical issues for the time when they are held, including also future periods. Another important argument is that different scientific and scientifically applied solutions by a sufficient number of researchers to relatively common problems, posed by the leading topic of the international forum, can be revealed and compared. The monitoring assessed the "operational research" in several aspects. It was found out that the publications usually describe an author's thesis based on the international level of theoretical knowledge or on a leading author in the respective field. The research problematics are closely related to major problems of the development of Bulgarian tourism. Thematically prevalent are researches about management - 22%, types of tourism - 14%, theory - 12%, human resources - 11%, marketing - 10%, hotels and restaurant operations - 10%. Economic problematics have a 7% share, those of tour-operators' and agents' activities and transport - 6%, tourist resources - 5% and innovations - 3%. Scientific criticism in publications is poorly covered. Typically, the authors develop their own ideas to build upon chosen from specialized literature theoretical formulations and / or practical solutions, i.e. good practices. The second group of scientific papers and publications is defined as "strategic".

⁴Neshkov, M. "Tourism science and tourism policy..." in Yearbook of Varna University of Economics, 2012, pp.66-120

⁵At that time Bulgaria is a new destination for the international tourist market. The country belongs to the states of the socialist block but for the state policy international tourism is a priority for the development of the country. On the Black sea coast the new holiday resorts are offered: Golden Sands and Droujba, now St. Constantine and Elena, near the town of Varna, Sunny Beach, near the town of Burgas, and Albena, near the town of Balchik. Mountain tourism for foreign tourists is developed mainly in the Borovets and Pamporovo resorts. A one sided no visa regulation is offered for the tourists who wish to visit Bulgaria, especially for those from the main emitting markets – Germany, United Kingdom, Scandinavian countries, Austria, Italy, etc. Special state guarantees secure the partnership of the leading then and today European tour-operators.

⁶In a short period of time, at the end of eighties and the beginning of nineties of the past century, also a specialized research center operated with the purpose of offering scientifically justified solutions to solve practical problems of the Bulgarian tourist practice.

⁷In Bulgaria, departments for specialized education and research activities on the problems of tourism operate at universities, higher schools and colleges. The first ones are in the cities of Varna (1965) - at the University of Economics, and Sofia (1967) - at the Sofia University. After 1990, such departments were established at the University for National and World Economy and New Bulgarian University – Sofia, universities in Blagoevgrad, Plovdiv, Bourgas, Veliko Tarnovo and Botevgrad, Varna Free University and the Higher School of Management - again in Varna.

It includes works in which thoroughly, from many angles, in a theoretical and / or practically applied aspect, a specific problem and its object is examined in the form of a monograph (dissertation), i.e. there is a scientific contribution generated to tourismology and tourism practice.

This group of scientific research and publications of Bulgarian researchers, which we define as the "backbone" of tourism knowledge and the opportunities to solve the problems associated with tourism development, has never been assessed. Exactly this assessment is the subject of the present study. The aim is to highlight the lasting aspects of development of Bulgarian tourismology and its achievements. The other aim of the study is to acquaint the international research community, dealing with the problems of tourism, with well-established Bulgarian authors. Unlike the articles and reports that authors usually publish in English, their monographic publications and major research projects are usually published⁸ in the Bulgarian language.

Data and methodology:

Overview researches serve as milestones for quick orientation of every researcher about scientific achievements on the problems that interest him/her, this way saving him/her time and effort and directing him/her to the theoretical and methodological argumentation of his/her own research.

By analogy with applied methodology in overview studies such as those of B. Wu et al (2001); Mariana de Queiroz Brunelli et al (2010); Kwangmin Park et al (2011) and Greg Richards (2018), in the present article the factual data are collected on the basis of monitoring the research activities on problems of tourism by leading Bulgarian university professors-researchers.

Subject of the study are monographic works as well as team produced programs-based research projects developed on the basis of author's ideas or by assignment of European programs, state institutions, public organizations and business structures. The study covers 13 prominent professors-researchers, presented in alphabetical order of the first name. Each author is presented with one monographic publication and one program-based research project selected at his / her discretion. The restrictive period 2000 - 2018 aims to present up-to-date works. At the same time, the period is long enough to be able to outline lasting characteristics of Bulgarian tourismology. The monitoring covers 9100 pages of text (without annexes) in a ratio of 5,200 pages of monographic publications and 3,900 pages of research projects. In Table 1 authors, years of publication and titles of monographs and research projects are presented.

⁸Only three Bulgarian monographs are published in English: "Cultural Tourism Without Boundaries", Issues 2011 – 2018 (8 books in coauthoring), SWU "Neofit Rilski" Publ. House, Bulgaria; Rakadzhyska Sv., T. Dyankov, Kr. Yancheva, "Bulgaria – Tourism Higher Education", LAP LAMBERT Acad. Publ. Germany, ISBN:978-3-659-94050-7, 2016; Vodenska M. (Editor), "Traditions and Innovations in Contemporary Tourism", Cambridge Scholars Publishing Ltd England, ISBN(13):978-1-5275-0829-3, 2018

Table 1 Author, year and titles of monographs and research projects

Author	Year	Title of the Monograph Publication	Title of the Research Project
Georgi Georgiev Project Team: Georgi Georgiev et al	2010 2014- 2020	Nature under protection, Publ.House “Gea Libris”, Sofia,2010	Improving the Conservation Effectiveness of Wetlands/Wet Main Areas ”Balkan- Mediterranean”, 2014-2020
Vasil Marinov et al Project Team: Vasil Marinov et al	2000 2009	Monitoring tourist demand. Regional information system for monitoring of tourism demand in the Pirin mountain tourist region. Sofia University Press “St. Kliment Ohridski”, 2000	PHARE BG2004/016-711.11.02. Phase 1: “Support for preparing good quality strategic documents, promotion of partnership and cooperation and assistance for project development capacity”, University Press “St. Kliment Ohridski”,2009
Ivan Markov Project Team: Ivan Markov & 8 partners from Romania and Bulgaria – 4 Mini-stries, 2 non- government organizations, 2 universities	2012 2011- 2014	Territorial development of viticulture in Bulgaria, Plovdiv, ASTARTA publ, 2012, ISBN 978-954-350-133-5	Joint Risk Monitoring during Emergencies in the Danube Area Border, funded by Romania- Bulgaria Trans Boundaries Partnership Program; Project N2s- 2.2-1, MIS-ETC,Code:166, 2011- 2014
Manol Ribov Project Team: M. Pibov, M.Stankova, E. Alexandrova, M . Yaneva, J. Trifonova, B.Stankova, V.G. Karadjova, I. Emilova, L. Martinova, E. Velikova, B. Koleva, M. Dimitrova, L. Hristova, D. Suleva	2003 2005	Tourism in the era of quality, Trakia-M publ., 2003	Strategic choice in tourism, Trakia- M publ.,2005
Maria Vodenska – EDITOR Project Team: Maria Vodenska & Native Researchers from 11 countries (in alphabet order): Albania, Bulgaria, Croatia, Czech Republic, Hungary, Latvia, Macedonia, Montenegro, Romania, Serbia, Slovenia	2018 2014- 2018	Hospitality and Tourism in Transition in Central and Eastern Europe. A Comparative Analysis Cambridge Scholars Publishing, UK, 2018	Hospitality and Tourism in Transition in Central and Eastern Europe. A Comparative Analysis funded by La Foundation pour la “Formation Hôtelière “ based in Switzerland 2014 - 2018
Marin Neshkov Project Team: Marin Neshkov, Stoian Marinov, Dimitar Dichev, Georgi	2012 2013	Tourism policy: historical transformations, modern state and guidelines for the development in Bulgaria. “Nauka i Ikonomika” Publ. House, Varna, 2012.	„Cultural Values and Leisure Environments Accessible Roundly – For All” (CLEAR) Transnational Cooperation Program “Human resources in Southeastern Europe 2007-2013, EU

Shipkovenski			
Nikolina Popova Project Team: Nikolina Popova, Stela Baltova, Stoyan Marinov, Yana Spassova	2012 2008	Territorial Development of Tourism, Avangard Prima, Publ. House Sofia, 2012	Development of a Network of Tourist Information Centers (TIC) functioning by Unified Standards BG P0001/3.3-1.1 /2008
Svetla Rakadzhyska (some time transcribed as Rakadjiiska or Rakadjiyska) Project Team: Atanas Kovachev, Konstantin Kalinkov , Svetla Rakadzhyska et al	2007 2013	International Tourism Market and Bulgaria as a Tourist Destination through the period of 'Transition", Nauka i Ikonomika Publ. House Varna, 2007	THE CITY – Bulgarian, inter institutional scientific project on the problems of urbanization and urban tourism, "Gea Print" Publ. House, Varna, 2013.
Sonia Varadinova Mileva Project Team: Sonia Mileva, Boryana Dimitrova et al	2015 2009- 2010	Analysis and evaluation of structural changes and development growth of Tourism under the impacts of globalization, Avangard Prima Publ. House, Sofia, 2015	Evaluation and analysis of national marketing effectiveness, conducted by the Ministry of Economics, Energy and Tourism, Bulgaria, 2009-2010
Stanislav Ivanov Project Team: Stanislav Ivanov Craig Webster	2014 2018	Hotel revenue management – from theory to practice. Zangador Publ. House, Varna, 2014	Robots in tourism – a global study(in working stage), 2018
Stoyan Marinov Project Team: Stoyan Marinov, Marin Nwshkov, Velina Kazandzhieva, Todor Dyankov, Galina Ilieva	2015 2014	Tourism Destination Management, Nauka i Ikonomika Publ.House, Varna, 2015.	Research on the Competitiveness of Varna Region as a Tourist Destination, initiated by Varna Municipality, Nauka i Ikonomika Publ. House, 2014.
Tanya Dabeva Project Team: Tanya Dabeva, Georgina Lukanova ; Elena Klateva,	2013 2016	Hospitality and restaurant Franchising, Nauka i Ikonomika Publ. House, Varna, 2013.	Possibilities of time share implementation in the hotel industry of the Bulgarian black sea coast, 2016.
Prof. Tanya Parusheva, PhD Project Team: Prof. Tanya Parusheva, PhD; Sozopol Foundation, Bulgaria; Ring of Balkans Foundation, Serbia	2017	Cultural Tourism: Markets and Strategies, Avangard Prima Publ.House, Sofia.	International project "The Kuker tradition in Bulgaria and Serbia – Cultural Tradition of Two Neighboring Nations", funded under the UNESCO Program and co-funded by the Sozopol Foundation, Bulgaria.

Brief content and key findings of the monograph researches by the authors are presented in Table 2.

Table 2: Title, brief content and key findings of the monograph publications.

Title	Abstract	Research Findings
Nature under protection	The monograph deals with the emergence and development of different categories of protected areas in individual countries and continents as well as international cooperation in this respect. Opportunities for recreational utilization of the national and natural parks in Bulgaria are discussed.	The basic concepts used in relation to the protection of biodiversity are defined, the protected territories are classified and their structure and management are explained. A classification of protected areas in Bulgaria was made in bio-geographical regions and sub-regions. The possibilities of recreational utilization of the different categories of protected areas are considered.
Monitoring tourist demand. Regional information system for monitoring of tourism demand in the Pirin tourist region.	As a reaction to the acute gaps of information on tourism development at local and regional level, and especially on the volume and structure of visitors and the estimates of tourist expenditures and the economic impact of tourism, a regional information system for monitoring tourist demand was pushed forward. Data on about 30 variables related to the volume, structure and dynamics of tourist flow of Bansko mountain resort, features of the trips as well as the satisfaction with a range of destination attributes were collected and analyzed.	A methodology for collecting and analyzing data on tourism demand at regional and local level that could serve as a basis for a regional monitoring information system was elaborated and tested; Comparative assessment of the advantages and disadvantages of methods for data collection on visitors and their behavior at local level in a specific national context was done; Detailed information on the features of tourism demand and development of municipality of Bansko was collected, significant part of which was used for the elaboration of the master plan for the ski-area of Bansko.
Territorial development of viticulture in Bulgaria	Factors and conditions for viticulture development are analyzed. Particular attention is paid to regionalization and micro regionalization as a condition for quality grape and wine production and development of wine tourism.	By <i>correlation and regression analysis</i> , it is concluded that 65,78 % of all possible factors and conditions which impact on grape production are due to “harvested areas”. Micro regionalization of viticulture potential is crucial for the production of quality grape and respectively wines that are at the core of wine tourism. The spatial development of wine tourism in Bulgaria is revealed.
Tourism in the era of quality	The problems of the quality of the complex tourist product are subjected to a theoretical analysis. The links between the competitiveness of the tourist product and its quality are indicated. Weaknesses are revealed, related to the management of quality of the tourist product from the position of the modern economy and the development of the technologies.	Theoretical-methodological links are formulated between the resource provision of tourism activities and the quality of the tourist product as a result. A system of criteria and indicators is proposed, for determining and assessing the quality of the tourist product. Systems for management of quality of the tourist product are offered, on the basis of standards and process approach for creating an added value.
Hospitality and Tourism in Transition in Central and Eastern Europe. A Comparative Analysis	This book is a result of the joint efforts of hospitality and tourism academicians of 11 countries in Central and Eastern Europe - all of them members of La Fondation pour la Formation Hôtelière based in Switzerland, which for more than 20 years has supported the development and the evolution of	A historical overview of hospitality and tourism development in Central and Eastern Europe in the period of transition (1990-2015); A comparative analysis of contemporary hospitality and tourism development in 11

	<p>hospitality and tourism education in 39 educational institutions across CEE.</p> <p>The book analyses hospitality and tourism development in the studied countries in the period of transition (1990-2015). Its main advantage is that the analysis is done by native hospitality and tourism researchers and specialists from each country.</p>	<p>CEE countries;</p> <p>Identification of main achievements and gaps in hospitality and tourism development in former socialist countries in Europe.</p>
<p>Tourism policy: historical transformations, modern state and guidelines for the development in Bulgaria.</p>	<p>The monograph is the first of its kind in Bulgaria, dedicated to the problems of the formation and development of the tourism policy and the guidelines for its improvement in Bulgaria. It is related to the changes in the system of regulation and management of this significant phenomenon at international, national, regional and local levels. The focus of the survey is on the integral nature of tourism policy and its systemic characteristics and peculiarities. Its time span is from 1879 to 2012 with predominant focus on the last two decades and the influence of the Bulgarian transition on the system of tourism policy.</p>	<p>Developing the theory of tourism policy and determining its place in it</p> <p>Use of validated positive sides and chances and limitation of the occurrence of negative sides and hazards of the tourism policy in Bulgaria, based on SWOT analysis;</p> <p>Further development of the tourism policy in Bulgaria.</p>
<p>Territorial Development of Tourism</p>	<p>The inter-regional relations play a significant part in the studies of the territorial development of tourism and serve a basis for an integrated approach to tourism policy formulation, planning and development.</p> <p>The economic nature of a tourist region, consists in its participation in the distribution of the resources when planning the complex development of regions.</p>	<p>A general idea of tourism as an integral territorial structure;</p> <p>An integrated approach to the analysis of tourist territorial structures;</p> <p>A set of indicators for outlining tourist territorial structures at regional level.</p>
<p>International Tourism Market and Bulgaria as a Tourist Destination through the period of Transition</p>	<p>The international tourist market is explored in its entirety of specific relationships between supply and demand. A system of indicators is being explored, which reveal a loss of market positions by Bulgaria and inadequate attitude to the ongoing processes by the state. The reasons for the reduced competitiveness of Bulgaria as tourist destination are pointed out.</p>	<p>Theoretical and methodological justification of the international tourist market as a subject of research from the position of the relationship between demand and supply;</p> <p>It is proved that the transition to a market economy adversely alters the local environment for development of tourism, contrary to the trends of the international tourist market;</p> <p>Justified guidelines are shown, for correcting Bulgaria's position on the international tourist market, improving of its image and competitiveness.</p>
<p>Analysis and evaluation of structural changes and development growth of Tourism under the impacts of globalization</p>	<p>The impacts of globalization on structural changes and growth of tourism is researched, including factors, criteria and indicators for evaluation of its expression under different levels - global, regional (EU-27) and national. Conceptual model and comprehensive integrated methodology are developed for analysis and evaluation of structural changes and the growth of tourism, during the period from 1990 till 2014 which is covering the main stages of transformation and transition</p>	<p>Various forms of globalization and their impact on tourism are identified.</p> <p>A model for evaluation of main factors and structural changes in tourism due to the globalization impacts is elaborated.</p> <p>A methodology, transforming global trends into factors and conditions, affecting the company level is presented.</p> <p>A system of criteria and indicators assessing the impact of globalization on the economy of the tourism enterprise has</p>

	in Bulgaria.	been developed. The globalization impact on tourism in Bulgaria is evaluated
Hotel revenue management – from theory to practice	This monograph aims at developing an integrative framework of hotel revenue management. It elaborates the fundamental theoretical concepts in the field of hotel revenue management like the revenue management system, process, metrics, analysis, forecasting, segmentation and profiling, and ethical issues. Special attention is paid on the pricing and non-pricing revenue management tools used by hoteliers to maximize their revenues and gross operating profit. The monograph investigates the revenue management practices of accommodation establishments in Bulgaria and provides recommendations for their improvement.	This is one of the first books that comprehensively discusses all theoretical and practical issues related to hotel revenue management; It introduces the 3D pricing model; The book investigates the revenue management practices of hotels in Bulgaria.
Tourism Destination Management	The monograph interprets the tourism destination in the context of the general theory of tourism and particularly of tourism management. The tourism destination is presented as a fundamental dimensional unit-focused point for tourist products and tourism influence. Practical management tools are shown for its sustainable development.	A basic system model of a tourism destination is offered, stressing on the marketing management and on its competitiveness. A proposal of system of specific methods, indicators and algorithm is constructed for tourism destination comparative assessment.
Hospitality and restaurant Franchising	Within 5 chapters the book presents the characteristics of the hotel and the restaurant industries seen as major tourism activities; brands and branding within the two sectors. It discusses the essence and the specifics of the franchise in the hotel and restaurant industries, the relationships between the involved in the agreement participants, the current trends. The book analyzes the already existing and the possibility for new implementation of hotel and restaurant franchises in Bulgaria.	Definition of the terms "brand" and "branding" for the hotel and restaurant industries and systematization of their specifics; Description of the characteristics of the franchise and the franchise agreements for the hotel and restaurant industries; Presentation and analysis of the factors influencing the development of hotel and restaurants franchises in Bulgaria.
Cultural Tourism: Markets and Strategies	The popularity of cultural tourism is growing steadily. Due to increasing competition, cultural tourism has been instrumental in achieving differentiation and profiling. Cultural tourism evokes the desire of tourists to explore the diversity of cultural heritage. In the context of globalization, cultural tourism is very important to form a new cultural system in the inhabitants of the planet, which is more hybrid. Cultural crossing is at the service of a higher community identity.	The potential markets for cultural tourism are defined; The policy of developing cultural tourism at different levels - local, regional, national and international - has been studied; Benefits of developing a strategy for cultural tourism - goals, tasks and dependencies are analyzed.

The research activity of Bulgarian authors, related to different projects, is usually specific and is tied to the solution of strategic and / or tactical problems of tourism development in Bulgaria. Brief content of the works and the expected results from them are presented in Table 3.

Table 3: Title, brief content of the research work and expected basic results.

Project Title	Abstract	Research Findings
Improving the conservation effectiveness of wetlands / Wet Main Areas, “Balkan-Mediterranean 2014-2020”	The Wet Main Areas project addresses the transnational challenges by promoting ecological connectivity and transnational ecosystems’ integration focusing on wetland conservation and scientific policy improvement.	Mapping and assessment of wetland ecosystems (NATURA 2000, Ramsar sites) across the whole Balkan-Med translational territory. Contribution to the implementation of NATURA 2000 network and respective legislation. Update on the status of wetlands (satellite-derived maps with Sentinel-2 images and in-situ measurements) over the Balkan-Med territory. Demonstration at 4 pilot sites of joined-up wetland conservation techniques to enhance ecological connectivity and transnational ecosystems’ integration.
PHARE BG2004/016-711.11.02. Phase 1: “Support for preparing good quality strategic documents, promotion of partnership and cooperation and assistance for project development capacity”	The project was implemented in 2006-2007 with the aim to support the elaboration of EU co-financed Operational Program for Regional Development in Bulgaria 2007-2013 (worth of 1,3 billion EUR) and to strengthen the capacity for its implementation (incl. through establishing a project pipeline and provision of further technical support for project promoters). The specific tasks were: to elaborate the analysis of tourism development in Bulgaria; to review and redraft the overall strategy section of the program; to elaborate the priority axis supporting tourism development; to contribute to the elaboration of a methodology for assessing (forecasting) project demand for different program components; to participate in the respective assessment, especially of tourism related project ideas. The project mapping methodology applies a marketing approach in two aspects: a) clear distinction between needs and project demand that expresses these needs; b) identification of the gaps between supply (programmed resources) and demand (project proposals) to ensure a better supply-demand match.	Up-to-date and relevant to programming needs analysis of tourism development of Bulgaria with emphasis on reasons preventing product diversification and more balanced spatial development of tourism in Bulgaria Programmed support for tourism development through the OP Regional Development – Priority Axis 3 “Sustainable Tourism Development“(worth of > 200 million EUR), incl. the design of 3 specific operations: 3.1. Enhancement of Tourist Attractions and Related Infrastructure; 3.2. Regional Tourism Product Development and Destinations Marketing; 3.3. National Tourism Marketing Developed and implemented methodology for assessment of project demand focused on project ideas relevance, feasibility and readiness; identified gaps in project development capacity and program design with specific recommendations for changes in the program (e.g. financial allocation, eligible activities and costs, size of projects, etc.).
Joint Risk Monitoring during Emergencies in the Danube Area Border	Establishment of joint model for sustainable management of flood risk in the Danube area border.	Enhanced cooperation for sustainable management of flood risk and environmental protection in the Danube area border; Enhanced management of flood risk for better development of tourism; Increased capacity of institutions and communities for joint risk management.

The strategic choice in tourism	The necessity is explored for a tourist enterprise to make a strategic choice for the different aspects of activity under the influence of tourism globalization. Possible options of strategic choice about integration processes, consumer requirements and advertising are described. Recommendations to the behavior of the tourist enterprise are formulated.	Mechanisms for management of integration processes when choosing a partnership are proposed. Opportunities to use the new technologies for making an informed choice are brought out. Several advertising strategies for choosing by the tourist enterprise are recommended.
<p>Hospitality and Tourism in Transition in Central and Eastern Europe. A Comparative Analysis</p> <p>2014 - 2018</p> <p>Funded by La Fondation pour la Formation Hôtelière based in Switzerland, which for more than 20 years has supported the development and the evolution of hospitality and tourism education in 39 educational institutions across CCE.</p> <p>Countries (in alphabet order): Albania, Bulgaria, Croatia, Czech Republic, Hungary, Latvia, Macedonia, Montenegro, Romania, Serbia, Slovenia</p>	The project aims at the comparison of hospitality and tourism developments in 11 Central and Eastern European countries in the period of transition (1990-2015). Various aspects such as supply (incl. resources, accommodation, transport, services, etc.), demand (in all its spatial and structural aspects), marketing, management (esp. hospitality services operations), tourism impacts (economic, social and physical) and seasonality are analyzed first country by country. Subsequently, a comparative analysis is conducted, and conclusions are drawn, with a view to identifying both gaps and best practices, illustrated by success stories.	<p>A historical overview of hospitality and tourism development in Central and Eastern Europe in the period of transition (1990-2015).</p> <p>A comparative analysis of contemporary hospitality and tourism development in 11 CEE countries.</p> <p>Identification of main achievements and gaps in hospitality and tourism development in former socialist countries in Europe.</p>
<p>„Cultural values and environments accessible roundly – for all”.</p> <p>Transnational Cooperation Program “Human recourses in Southeastern Europe 2007-2013, EU</p>	CLEAR aims to serve as a kick-start mechanism for generating a better attitude towards Cultural Values (CVs), rendering them accessible to all and so seen as assets to local development. The current inadequacy of accessibility and poor management of CVs in SEE countries results in a growing tourist market being ignored, a market represented by senior citizens, people with a disability or an impairment. The project partnership is composed of different players all relating to CV accessibility themes: final users, media, art and training.	<p>Improvement the CV accessibility for senior citizens with a disability or an impairment in SEE;</p> <p>Enhancing the cooperation and partnership between non-profit organizations, representing final users;</p> <p>Fostering local planning and development both economically and socially.</p>
<p>Development of a Network of Tourist Information Centers (TIC) functioning by Unified Standards</p> <p>BG P0001/3.3-1.1 /2008</p>	Achievement and maintenance of a quality level of provision of information services to potential and effective tourist demand in Bulgaria.	<p>A methodological and normative framework for the operation of TIC in Bulgaria;</p> <p>Defined three groups of standards related to a)access, design and equipment; b)operation and finances; c) level of service;</p> <p>A Handbook for TIC’s Operations.</p>
„THE CITY”	Nowadays every city is a limited territory with an increasing concentration of functions and population because of its growing economic influence. The complicated	Different proposals, according to the New Charter from Athens (2003), are formulated in three main directions: protect cultural wealth and diversity; contribute decisively to the welfare of

	relations among different functions and activities worsen the ecological balance between natural and anthropogenic environment and sustainable urban development. This is valid for urban tourism development too. A deep analysis of different aspects of urban problems and tourism development is done.	residents; integrate the artificial and natural elements of the environment. The sustainable development of urban tourism have to achieve an acceptable socialization of natural and anthropogenic resources; valorization of tangible and intangible heritage; a new quality of life of local population and tourists; programs for tourist resources protection, cooperation of efforts to reduce costs.
Evaluation and analysis of national marketing effectiveness conducted by the Ministry of Economics, Energy and Tourism (Bulgaria)	Developing the methodological tools for evaluation of national marketing effectiveness. Evaluation of national marketing in Bulgaria. Conceptualization and theoretical apparatus. Development of a concept and approaches for evaluation methodology.	Developed concept of evaluation of national marketing effectiveness. Developed tools for evaluation. Evaluated national marketing effectiveness of Bulgaria.
Robots in tourism – a global study	Robots have arrived. They have been widely used by manufacturing companies (i.e. industrial robots), but they now enter the services. Tourist companies have just started using robots, but mostly at testing stage. They are very cautious in their adoption of this new technology. This research is important because it will help companies identify the activities/tasks that customers would accept to be delivered /performed by robots. Furthermore, this research will help tourist companies to monetize the adoption of robots by setting the appropriate prices for the robot-delivered services. Currently the academic literature on robots in tourism is extremely limited and this research project will fill major gaps in it.	The project identifies people's attitudes towards robots in travel, tourism and hospitality industry and the factors that influence them The project measures people's willingness to pay for robot-delivered services in travel, tourism and hospitality. The project identifies how national culture shapes the acceptance of service robots. The purpose of this study is to evaluate people's attitudes towards the (potential) use of robots by tourist companies (airlines, passenger trains, buses, rent-a-car, hotels and other accommodation establishments, restaurants, tourist information centers, travel agencies, tourist guides, museums, galleries, theme parks, amusement parks, events, etc.). To identify the specific tasks and activities in tourist companies which respondents find as acceptable for being performed by robots; to measure respondents' willingness to pay for robot-delivered services.
Research on the competitiveness of Varna region as a tourist destination	Analyzing Varna region as a coastal maritime tourist destination, this project research shows lower and decreasing competitiveness in comparison with its main competitors.	A methodology and tools for measuring, analyzing and assessing the competitiveness of a coastal maritime tourist destination, as Varna region were proposed; Strategic priorities, specific objectives and projects for enhancing Varna region competitiveness as a tourist destination were elaborated.
Possibilities of time share implementation in the hotel	The project is dedicated to the study of the current state and the possibilities of	A book containing theory and results from the project survey regarding time

industry of the Bulgarian black sea coast. 2016	development of one of the less familiar ways of exploitation of the hotel superstructure-time share. For this purpose surveys were conducted among the consumers (tourists) and managers of vacation /holiday apartments in order to study their attitude towards the use of time share. Based on the results a proposal for the implementation of time share in the hotel industry in the Bulgarian black sea coast is made.	share was published. Analysis of factors, influencing the implementation of time share in the hotel industry of the Bulgarian black sea coast was made; An analysis, regarding the attitudes of the customers and hotel managers towards the use of time share in the hotel industry was made for the first time in Bulgaria.
International project “The Kuker tradition in Bulgaria and Serbia – Cultural Tradition of Two Neighboring Nations”, funded under the UNESCO Program and co-funded by the Sozopol Foundation, Bulgaria.	The Kuker tradition is a part of the World Intangible Cultural Heritage. The Surva International Festival is included in the UNESCO List of Intangible Cultural Heritage in 2015. The Kuker tradition is the expression of traditional folk games and customs with masks. Participants and guests share the magic of masks. By touching them, they call themselves health, fruitiness and good luck all the year round. The Sozopol Foundation, as a leading non-governmental organization, continues to promote the Kuker tradition, the spirit and the ancient traditions of the two neighboring peoples - Bulgaria and Serbia. As Ambassador of UNESCO in Bulgaria, the Sozopol Foundation affirms the dissemination of the World Intangible Cultural Heritage.	Promotion of the Kuker tradition as a part of the World Intangible Cultural Heritage of the United Nations Educational, Scientific and Cultural Organization (UNESCO). Preserving the national identity of the two countries - Bulgaria and Serbia. Strengthening good cultural cooperation between the two neighboring peoples.

Findings and commentary

According to the presented titles, summaries and achieved (expected) results in the published monographs and the implemented research projects, it can be stated that in terms of content, Bulgarian tourismology covers many and different problems, similar to those worked on by the researchers of tourism all over the world. In line with the tendency for a more pragmatic orientation of the scientific research to solve specific problems from the local tourist practice, Bulgarian authors put an accent on the development of tourism in Bulgaria and the opportunities for its improvement. The problems of Bulgarian tourism, their theoretical and practical explanation, including the identification of possible ways for their solution, are a priority in the research work of Bulgarian scientists. Adapted models are being proposed, applicable methodologies are being developed, indicator systems are being established, in order to guarantee a possibility for an in-depth understanding of the specifics of tourism as well as respective adequate behavior of the various subjects in undertaking real actions.

Based on the emphasized key words in the presented works, three directions of development of Bulgarian tourismology are lastingly outlined: exploration of tourism as a system; exploration of the economy of tourism and tourism marketing; and exploration of tourist and hotel management. (See Table 4)

Table 4: Keywords in published monographs and research projects

Tourism as a system	Tourism and hospitality management	Tourism economics and marketing
Definitions of tourism, tourism concepts, elements and structural changes in the tourism system, tourism impact, tourist resources, wetlands, Ramsar Sites, NATURA 2000, cultural, wine and urban tourism, tourism product quality, indicators and methods for tourism research, evaluation of tourism development, digitalization and robotization of tourism.	Policies, regulations, standards, organization, zoning, management of a tourist destination, strategic choice, franchising, time-share, yield management, hotel revenue management, monitoring.	Economic results, investments, Satellite account, economic efficiency and impacts, international tourist market, tourist demand, tourist supply, tourist behavior, tourist satisfaction, marketing of a destination, marketing communications, brand identity, destination competitiveness

Prevailing is the research related to the specific nature of the tourism phenomenon and its multi-layered manifestations (definitions, elements, types, resources, products, quality, globalization, structures, methodologies, sustainability, innovation, digitalization and robotization). These studies have a share of 41% of those presented. With a share of 33% follow publications and projects dealing with management problems (strategies, policies, regulators, metrics, regional development, franchising, monitoring). To the economic and marketing problematics, including: Satellite accounts, efficiency, demand, supply, pricing, competitiveness, branding, marketing communications, are dedicated 26% of the presented monographs and projects.

The scientific level of the presented publications and projects is analogous to the research of the foreign authors on the respective issues. Practice is that any research work on an originating idea and / or problem will include a historical situational analysis from a position of already existing knowledge, scientific criticism with arguments and development of author's concept. Knowing and using of the accumulated knowledge of the international research community on tourism problems is evident from the numerous citations of both world-renowned authors and lesser known.⁹ In the last three, four years, increasing attention has been noticed towards the economic and marketing problems of tourism development in Bulgaria, regardless of the smallest share of research related to them. In fact, almost in every publication or project there is a distinct part addressing these issues, even though they are not reflected in the titles.

More and more of the subjects interested in the development of tourism in the country understand that the implementation of adequate marketing creates the prerequisites for sustainable development of the destination and improves the economic results. From the research papers presented, it is clearly evident that there is a strong cause-and-effect dependency between an emerged problem or a revealed need to research into a phenomenon or an idea (for example: over-tourism, the idea of "sustainable dynamics" of tourism development, the shared economy and the prospects of the tourism business, digitalization and robotization, etc.), expanding knowledge related to the above, and increasing the degree of applicability of that knowledge. The best of the world experience is sought and solutions are proposed for its adaptation to the local specificity of tourism development in Bulgaria (See the results of the Tables 2 and 3).

The teamwork system is highly developed (See Table 1). Authoritative authors, who have accumulated research experience, integrate young researchers, thus creating their followers and ensuring continuity in research activities. This provides an opportunity also for the career development of young university professors as well as for the formation of a basis for developing a consulting business on tourism problems.

⁹Most cited authors in the presented publications are: J. Krippendorf, S.Wahab, W. Freyer, H. Schmidhauser, Cl. Kaspar, J. Mazanec, M. Frish, R. MaCintosh, D. Pearce, V.T. Middleton, A.M. Morrison, G. Crouch, A. Poon, Ch. Cooper, D. Lundberg, L. Lumsdon, D. Buhalis, A.J. Burkart, S. Medlik, Ch. Ryan, R. Richie, J. Butler, Fr. Buttle, N. Vanhove, A. Lockwood, J. Swarbrooke, Y. Reisinger O'Neill, S. C. Plog, D.R. Hall, D. Scott, H. Schonberger, J.L. Barma, A. Parenteau, A. Collier, A. Piatier, R. Baredje, Fr. Vellas, G. Gazes, G. Toquer, M. Zins, L. Montinho, M. Velasco F. Tabares, J. Montejano, J. M. Buendia

As a middle-sized European country, Bulgaria can develop effectively as a tourist destination only according to the potential of the tourist resources and their preservation. This circumstance requires that the tourist practice must be more closely linked to scientifically justified solutions for expansion and intensification of tourism activities. The comparison of results from the scientific research and the real results from the tourism development in the country shows that, at this stage, the scientific achievements are not sufficiently utilized. More efforts need to be made for a partnership between science and practice. It is important that scientifically justified proposals, stemming from the European and world experience in tourism development, find their equivalent application in local tourism practice. It is also important that science-based solutions find immediate implementation in tourism practice.

On the basis of the presented publications and projects of established Bulgarian scientists it can be concluded that Bulgarian tourismology has a solid basis for further development, but that the challenges to it will grow in line with the changing reality. Contemporary Tourism more and more actively integrates within the lives of people and the "agenda" of society. It becomes an integral part of the information technologies, of the "knowledge economy", of the "circular economy", of the "shared economy", of the concern to preserve nature and the cultural and historical heritage, of the creative behavior of those who travel and those who service them. Massive usage of terminology, such as "Travelism" (Travel + Tourism), "Travelist" (Traveler + Tourist), "Bleisure" (Business + Leisure), "Solomo" (Social, Local, Mobile), reveals some of the directions of tourism development. That is why the adepts of tourismology have to comply with Umberto Eco¹⁰, who notes that "Modern science is evolving ... by constantly self-correcting and rebutting its own hypotheses by the method of 'trial and error' ... not considering the unsuccessful experiments as failure, but just as useful as the successful ones, because they show, that a path is wrong and the direction needs to be corrected or started from the beginning."

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¹⁰Eco Umberto, "Come viaggiare con un salmone", La nave di Teseo Editore, Milano, 2016, cit. by Bulgarian translation of Vera Petrova, Colibri Publ. House, 2018, p.167