

СЕКЦИЯ 5:
ДОКТОРАНТИ И СТУДЕНТИ
SECTION 5:
PHD STUDENTS AND BA / MA STUDENTS

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РОЛЯТА НА СТАРТЪПИТЕ В ПОКОЛЕНИЕТО НА ИНОВАТИВНИТЕ МЛАДИ ПРЕДПРИЕМАЧИ
THE ROLE OF START-UPS IN THE GENERATION OF INNOVATIVE YOUNG ENTREPRENEURS

Suzana Smadi-Delcheva

Trakia University, Faculty of Economics, Stara Zagora, Bulgaria

Aim

An overview of the motivating factors and the main reasons that influence the young generation of entrepreneurs for the realization of startup companies.

Methods

Research of demographic, social and economic factors that to a large extent have an impact on the implementation of startups by young entrepreneurs.

Results

Rapid growth is a key feature and unifying factor between the hypotheses of different authors - the whole process from establishment through growth to startup development is extremely dynamic and limited in time and compared to the pace at which small- and medium-sized businesses develop.

Conclusions

Innovative entrepreneurs are increasingly perceived as paradigm shifters because of the way of thinking that through its creativity and enthusiasm changes the overall entrepreneurial environment. The development of innovation in doing business is not only due to increasing competition in local and global markets, but also as a result of the identification of trends. The concept of a startup includes a business vision in the field of innovation and high technology.

Key words: Startup, entrepreneurship, innovation, business, development

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AGTECH – ЗЕМЕДЕЛИЕТО НА XXI В.

AGTECH - AGRICULTURE OF THE XXI CENTURY

Suzana Smadi-Delcheva

Trakia University, Faculty of Economics, Stara Zagora, Bulgaria

Aim

Building a complete picture of the Agtech phenomenon as an innovative technological solution in the field of agriculture.

Methods

Consideration of the development of Agtech technologies and good practices from implemented projects.

Results

To date, agriculture is the industry that is least digitalized – a factor that makes it an unattractive investment field for innovative entrepreneurs. Through the activities that technology can and does apply in agriculture, it is believed that it can be supported to a stage where it provides more and better products.

Conclusions

The concept of Agtech is an innovative symbiosis between agriculture and technology. The technological concept is developing in the modern entrepreneurial environment, turning agriculture into an attractive area for young entrepreneurs. The combination of specific advanced software or hardware technologies in the agricultural chain leads to an improvement in agricultural production. AgTech is an industry that includes a variety of solutions for almost every step in the food production process. The aim of technological innovation is to reach levels with the production of sustainable agriculture.

Key words: Agtech, Innovative agriculture, agriculture, technology

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ИНИЦИАТИВАТА АВАНГАРД – ВЪЗМОЖНОСТ ЗА ИНТЕЛИГЕНТНА СПЕЦИАЛИЗАЦИЯ НА БИО-
БАЗИРАНИ КЛЪСТЕРИ В БЪЛГАРИЯ

THE VANGUARD INITIATIVE - AN OPPORTUNITY FOR SMART SPECIALIZATION OF BIO-BASED CLUSTERS IN BULGARIA

Vassil Stoychev

Institute of Agrarian Economics - Sofia at SAA, Sofia, Bulgaria

The Vanguard initiative was established in 2013 by ten European regions. The main goal was to establish new model for regional development in the EU based on smart specialization concept and lead by example. The regions were committed to develop new jobs and economic growth through industry-led interregional cooperation, co-creation and co-investment. Since its launch the initiative was recognized as a viable regional perspective on industrial transition and joined by twenty-nine EU regions. Aim of the paper is to present the Vanguard initiative four step approach for development of smart specialization. The Vanguard bio-economy Pilot will be explored and related collaboration with Bio-based Industries Consortium (BIC). Opportunities for support of bio-based clusters in the context of the Vanguard and the BIC networks will be explored. A review of Bulgarian legislation related to smart specialization in bio-economic context will be made.

Key words: bio-economy, cluster, smart specialization, Vanguard initiative, BIC

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ТЕОРЕТИЧНИ ПОДХОДИ ЗА ИНТЕРНАЦИОНАЛИЗАЦИЯ НА МСП

THEORETICAL APPROACHES TO INTERNATIONALISATION OF SMES

Andrey Minchev

University of Economics, Varna, Bulgaria

In the field of internationalisation small and medium-sized enterprises (SMEs) are often characterized by the lack of opportunities, market power and scarcity of resources when compared to large enterprises. Hence, greater challenges are posed by such deficiencies to the internationalisation of SMEs. In this light, it may be assumed that the approaches of internationalisation undertaken by SMEs differ from these of large enterprises. The objective of this research paper is to explore and expose the internationalisation approaches which are most commonly undertaken by SMEs. A detailed examination of the literature reduces the approaches to the economic approach, stage approach, network approach and born-global approach as dominant. This research is based on secondary sources.

Key words: small and medium-sized enterprises, internationalisation, resources

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АНАЛИЗ НА ТИПОЛОГИЯТА НА ЗЕМЕДЕЛСКИТЕ СТОПАНСТВА

ANALYSIS OF THE TYPOLOGY OF AGRICULTURAL HOLDINGS

Marina Dimitrova

Trakia University, Faculty of Economics, Stara Zagora, Bulgaria

The agricultural sector is of particular importance for the national economy in the conditions of real membership of the country in the European Union. The liberalization of world trade, the association of Bulgaria with European structures and the restoration of some traditional market positions pose new problems and opportunities for the agricultural sector. The aim of the study is to analyze the typology of agricultural holdings. The objects of study are the countries of the European Union and several countries outside it. The latest published agricultural holding counting on Eurostat is included in the survey. The main source of agricultural statistics are the farm structure surveys that are made periodically. The significance of the study is to provide a realistic picture of structural conditions in Bulgaria's agriculture and forestry, which helps to analyze results which can also be compared across the EU and outside EU. Such data is needed not only for examining both the causes of, and the background to, structural change in this important economic sector, but also for drawing conclusions for the future. The methods used in the survey are comparing analyze, method of statistics grouping, experts valuation and etc.

Key words: typology, types of agricultural holdings, structure, agrostistics, Commission Implementing Regulation EU 2015/220

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ДИНАМИЧЕН МЕТОД ЗА УПРАВЛЕНИЕ НА ИНВЕСТИЦИОНЕН ФИНАНСОВ РЕСУРС В ЗЕМЕДЕЛСКО СТОПАНСТВО

DYNAMIC METHOD FOR MANAGEMENT OF INVESTMENT FINANCIAL RESOURCES IN AGRICULTURE

Marina Dimitrova

Trakia University, Faculty of Economics, Stara Zagora, Bulgaria

Farm management is related to the decisions that affect the profitability of this business. Limited resources are allocated, and after taking a certain risk, a return is expected. In order to manage risk effectively, it needs to be clearly identified and valued.

Determining the production structure of an agricultural holding in the current study is considered in the short term, in the case of choosing between two annual crops. Solving this problem in the future involves establishing the amount of investment funds, areas in which to invest, and the use of tangible fixed assets as efficiently as possible.

In carrying out the investment process, financial and investment decisions are made, developing this dynamic method for every possible alternative to invest capital.

The purpose of this study is to propose a method for making management decisions in agriculture, when choosing whether to alternate the investment of financial resources in terms of choosing between two crops - wheat and sunflower.

Key words: dynamic method, budget, financial resource, management, agriculture

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ПАЗАРНИ ТЕНДЕНЦИИ ПРЕД ТЪРГОВИЯТА С АГРАРНИ ПРОДУКТИ В БЪЛГАРИЯ

MARKET TRENDS BEFORE TRADE IN AGRICULTURAL PRODUCTS IN BULGARIA

Elvira Delcheva

Trakia University, Faculty of Economics, Stara Zagora, Bulgaria

Abstract: Study of the sale of agricultural products in the conditions of sustainable functioning of the food chain in Bulgaria and analysis of market trends and regulatory challenges for trade. The implementation of the common agricultural policy will have a positive effect in increasing and stabilizing Bulgarian agriculture, income in the industry, improving market orientation, increasing the competitiveness of Bulgarian food and meeting consumer requirements for quality products. Bulgarian agriculture and the market orientation of its products have the potential to develop, but this development must be in line with the requirements of European legislation - aimed at improving the quality of agricultural products offered on the market.

Key words: agricultural products; market orientation; industry; quality

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ЗНАЧЕНИЕ И ПОТЕНЦИАЛ ЗА РАЗВИТИЕ НА ИЗНОСА НА ЗЕМЕДЕЛСКИ ПРОДУКТИ

SIGNIFICANCE AND POTENTIAL OF THE DEVELOPMENT OF THE EXPORT OF AGRICULTURAL PRODUCTS

Marin Petrov

Trakia University, Faculty of Economics, Stara Zagora, Bulgaria

The investigation of the significance and the potential of the export of agricultural products is only a fraction of the studies which has been undertaken. The intersectoral structure of Bulgarian economy has been studied before in several occasions in 1994 and in 2004 with the perspective to the “expected” inclusion of Bulgaria in UE and the common market. Studies use wide variety of scientific instrumentation of analysis but there is a lack of unity and conclusions are unclearly pronounced. This is a weak point of the study of the process because we need to know which are the “departing” levels of Bulgarian Economy and we can use these data and conclusions in order to develop strategic documents for the development of the sector. Bulgarian economic sectors aren’t separate one from another and they interact between each other. Stated means that the dynamics of export of agricultural products could be an indicator of overall situation of Bulgarian economy.

Key words: significance, potential of export of agricultural products, economic sectors

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ИКОНОМИЧЕСКО РАЗВИТИЕ НА МЕСОДАЙНОТО ГОВЕДОВЪДСТВО В
БЪЛГАРИЯ
ECONOMIC DEVELOPMENT OF BEEF CATTLE BREEDING IN BULGARIA

Stefan Genov

University of economics, Varna, Bulgaria

The main goal of this study is to introduce level and trends of development in Bulgarian beef cattle. Current paperwork is based on research among members of Bull breeding association in Bulgaria during 2019, public data from 2007 to 2020 and own observation based on meeting farmers. In needs for analyzes are used statistic and marketing methods. The results include structure of cattle herds, farm size, diffusion in territory of the country, opinions of agricultural policy and suggestions of development by farmers. The paper presents some specifics in marketing of beef cattle and characteristics of their meat.

Key words: Beef cattle breeding, Economics efficiency and development of cattle

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ОЦЕНКА НА АРЕНДНИТЕ ПЛАЩАНИЯ В ОБЛАСТ СТАРА ЗАГОРА
EVALUATION OF RENT PAYMENTS IN STARA ZAGORA DISTRICT

Plamena Petkova, Hristo Momchilov

Trakia University, Faculty of Economics, Stara Zagora, Bulgaria

The Stara Zagora region is characterized by the fact that there is a large number of agricultural producers who do not have enough land of their own to optimize their production. This causes increased interest and competition between them for free agricultural land, fields and permanent grassland. is to trace the dynamics of rent payments in Stara Zagora district, through dynamic relative values. A comparative analysis of the relative values characterizing the dynamics was used.

Key words: total factor productivity, prices, increase

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ПРАВНО-НОРМАТИВНО РЕГЛАМЕНТИРАНЕ НА ПОЗЕМЛЕНИТЕ ОТНОШЕНИЯ В БЪЛГАРИЯ
LEGAL-REGULATORY SETTLEMENT OF LAND RELATIONS IN BULGARIA

Sonya Todorova, Todorka Atanasova

Trakia University, Faculty of Economics, Stara Zagora, Bulgaria

Abstract: The purpose of the present study is to evaluate and analyze the current legislation framework for the settlement of land relations in Bulgaria, to draw conclusions and recommendations for its improvement.

Methods: The main methods of application for research and analysis are: systematic analysis, logical approach, normative method, synthesis, etc.

Results: Through the research and analysis of the legal framework, significant contradictions and weaknesses are identified, which impede the successful settlement of land relations in the country. Guidelines are provided for changes which are meant to contribute for solving specific problems:

Conclusions: The performed legal analysis of the normative regulations, which govern the land relations reveals the need for a normative initiative for overcoming gaps and contradictions in the legislation in this field, in order to fully protect the rights and interests of the legal entities.

Key words: land relations, regulation, legislation, legal framework, law enforcement and analysis.

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РЕГИОНАЛЕН АНАЛИЗ НА ЧОВЕШКИТЕ РЕСУРСИ В ОБЛАСТ СТАРА ЗАГОРА
REGIONAL ANALYSIS OF HUMAN RESOURCES IN STARA ZAGORA REGION

Mariyana Bankova

Trakia University, Stara Zagora, Bulgaria

Human resources remain the most valuable factor for the development of any economic activity, despite the fact that we live in a dynamically developing and highly advanced technological time. The report aims to trace the various indicators describing the demographic situation and the labor market in Stara Zagora region. The methods which are used for the purpose and the tasks of the study are the following: growth rate and accretion, structural analysis, index

analysis and SWOT analysis. The indicators which are used in the present research are population, natural increase, migration increase, age structure, educational structure, employment rate, economic activity rate and unemployment rate. The results of the study reflect the changes in the observed demographic and economic characteristics of Stara Zagora region for the period from 2015 to 2019. Data from the National statistical institute is used to ensure the reliability of the research. The conclusions point to the search for and implementation of effective solutions that will lead to the discovery of potential opportunities for development of Stara Zagora region through the use of human resources, as well as dealing with the problems and challenges associated with them.

Key words: human resources, demographic indicators, labor market, Stara Zagora region

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РЕГИОНИТЕ В БЪЛГАРИЯ И ЗЕЛЕНАТА ИКОНОМИКА – НОВОСТ ИЛИ СЕРИОЗЕН ОПИТ? THE REGIONS IN BULGARIA AND THE GREEN ECONOMY - NOVELTY OR SERIOUS EXPERIENCE?

Stanka Delcheva

Sofia university “St. Kliment Ohridski”, Sofia, Bulgaria

The report presents the regional development policy in Bulgaria after 2007 with focus of the stated and implemented support for application of a green economy transition’s instruments. The green economy is defined by relevant economic sectors and themes that add value to quality of life, reducing carbon emissions and creating jobs. Objective: to review the applying of instruments for transition to a green economy in the regions as part of regional development policy and promotion of the regions’ competitiveness. Methods: Descriptive analysis and review of documents were used; review of planning documents at regional and municipal level and analysis of the type of applied instruments for the transition to a green economy; comparative evaluation of the already applied instruments with the forecasts for the new programming period 2021-2027. Results: The applied in the period 2007 - 2020 instruments for supporting the transition to a green economy and their connection with the development of the regions in Bulgaria are traced. The results correlation of the already applied instruments with the approach envisaged in the programming period after 2021 has been assessed. Elements of the connection between transition readiness and the regions’ competitiveness are considered. Conclusions: Conclusions are drawn about the Bulgarian regions experience and capacities gained to exploit the potential and opportunities to increase competitiveness and well-being.

Key words: regional development; green economy; regions in transition; competitiveness

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УСЪВЪРШЕНСТВАНЕ НА МЕТОДИЧЕСКИЯ ИНСТРУМЕНТАРИУМ, ПРИЛАГАН ОТ ОДИТОРИТЕ ОТ СМЕТНАТА ПАЛАТА, ПРИ ПОДХОДИТЕ ЗА ОЦЕНКА НА РИСКОВЕТЕ

IMPROVING THE METHODOLOGICAL TOOLS APPLIED BY THE AUDITORS OF THE BULGARIAN NATIONAL AUDIT OFFICE AT THE APPROACHES TO RISK ASSESSMENT

Presiyan Vasilev

The main aim of the research paper is to present the guidelines for improvement of methodical tool at the approaches for assess the risk. On the base of software product IBM SPSS Statistics is conducted correlation analyzes of a survey, which made in May-June 2020 among the external auditors from Bulgarian National Audit Office. Its use a Spearman's correlation coefficient for rank scales. Interrelations and interdependencies between the studied quantities have established. Strongly positive correlation $r_s = 0.571$ between the Basic Risk Assessment approach and the lack of competent employees in the organization. There is no correlation between the Standard Risk Assessment approach and the risk of material misstatement

Knowing and applying the correct procedures helps the auditor to assess the risks, regardless of which approach he applies (standard or basic risk assessment). This is due to the fact that in certain cases the management uses the inappropriate control activities for the specific situation or event.

Key words: Approach; Audit; Public sector; Risk Assessment

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АНАЛИЗ РАЗХОД-ПОЛЗА НА ЕВРОПЕЙСКИТЕ ПОЛИТИКИ ЗА СИГУРНОСТ ОТНОСНО ЕЛЕКТРОННИТЕ ПЛАТЕЖНИ ИНСТРУМЕНТИ

COST-BENEFIT ANALYSIS OF EUROPEAN SECURITY POLICIES ON ELECTRONIC PAYMENT INSTRUMENTS

Magdalena Atanasova

Sofia university "St. Kliment Ohridski", Sofia, Bulgaria

Crime of electronic payment instruments and related illegal activities affect the economic stability and financial interests of the European Union. Organized crime groups generate a profit of € 1.44 billion euros a year in the Community from payment card fraud. The scientific article is intended to assess the efficiency of the European policy for combating fraud and counterfeiting of payment cards through cost-benefit analysis. Scientific methods are used as follows: research and review of the regulatory framework; content analysis of annual reports and assessments; analysis of qualitative indicators and secondary analysis of empirical data. The results show that the adopted measures help to reduce the fraud of ATM and POS devices in the Union and provide a high level of security for European citizens in making available card present payments within and outside the Community. On the other hand, it is found that the majority of European counterfeit cards and card-not-present transactions are carried out in non-SEPA countries. This leads to the conclusion that it is necessary to adopt common global security standards and to enhance stakeholder cooperation simultaneously at national, regional and international levels.

Key words: European public policy, payment card fraud, cost-benefit analysis, stakeholders, European Central Bank

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МЕХАНИЗМИ ЗА ОПРЕДЕЛЯНЕ И РАЗПРЕДЕЛЕНИЕ НА ДЪРЖАВНИТЕ ТРАНСФЕРИ ПО ОБЩИНИ

MECHANISMS FOR DETERMINING AND DISTRIBUTING STATE TRANSFERS BY MUNICIPALITIES

Daniela Ushatova

Trakia University, Stara Zagora, Bulgaria

The study aims to present the main characteristics of state transfers for municipal budgets (total subsidy for state-delegated activities, total equalization subsidy, targeted subsidy for capital expenditures, transfer for winter maintenance and snow removal and other current transfers), their purpose and mechanisms for their determination and distribution by municipalities. The specific rules for their spending by the municipalities (targeted and non-targeted) are derived, presenting the introduced control mechanisms on the powers of the local authorities for their spending. The correspondence of the used indicators for distribution of the state transfers by municipalities to the expenditure needs is studied, by making an experimental comparison and grouping of the municipalities according to their revenue capacity for providing these expenses. The changes in the share of the individual types of transfers in relation to GDP, the consolidated fiscal program, the state budget and the municipal budgets are also presented. The general trends for a five-year period are established and the general conclusions are determined, the main one of which is that the local budgets are strongly dependent on the state transfers. Based on the results of the study, some key areas are proposed for improving the distribution mechanisms and development of the regulatory framework in the country.

Key words: state transfers, municipal budgets, indicators for distribution, expenditure needs

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МЕЖДУОБЩИНСКИ РАЗЛИЧИЯ В ПОТРЕБНОСТИТЕ ЗА РАЗХОДИ

INTER-MUNICIPAL DIFFERENCES IN EXPENDITURE NEEDS

Nadya Karatova

Trakia University, Stara Zagora, Bulgaria

Municipalities in the Republic of Bulgaria are the only sub-national level of government that adopts and implements an independent budget. The report defines the main types of expenditures in municipal budgets that municipalities do in providing public services. There is an extremely large diversity in the size of the territory, the number of inhabitants and their age structure and other characteristics. The influence of the individual factors on the amount and structure of expenditures in the budget is analyzed such as: the scale and geographical location of the municipality, demographic processes and age structure of the population, opportunities for sufficient own revenues, the impact / part of equalization subsidy, number and type of the provided public services, the state of the local economy. As a result of this analysis, the inter-municipal differences in the needs for expenditures for the provision of public services are clearly outlined. The influence of the state through state-transfers to municipalities to reduce inter-municipal

disparities is also studied. On this basis, conclusions are drawn and ways are sought to overcome or reduce inter-municipal differences.

Key words: municipalities, municipal budget, public services, own revenues

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ФИНАНСОВА АВТОНОМНОСТ И УСТОЙЧИВОСТ НА МЕСТНОТО САМОУПРАВЛЕНИЕ FINANCIAL AUTONOMY AND SUSTAINABILITY OF LOCAL SELF-GOVERNMENT

Kalina Petrova

Trakia University, Stara Zagora, Bulgaria

Purpose of the research

The aim of the study was to analyze and evaluate the financial indicators of local self-government and on this basis to make recommendations on increasing the efficiency and effectiveness of local self-government.

Methods

Both general and specific scientific methods were used in the research, such as analysis, synthesis, induction, deduction, method of expert evaluations.

Results

An analysis of the legal framework in the field of local finance and the methodology for assessing the financial condition of municipalities was performed. Based on the development, an assessment of the local self-government was made according to the tested indicators. A number of author's conclusions have been made regarding the current state of the municipalities. Author's views on increasing the efficiency and effectiveness of local self-government are presented.

Conclusions

The system of local finances is a reflection of the relations between the central and local government, between the local government and the representatives of the local community.

At present, a significant part of local budgets are still heavily dependent on government transfers from the central budget.

Key words: Financial autonomy, sustainability, local self-government, regional policy, administrative-territorial organization

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ВЛИЯНИЕ НА ПОДХОДА "ВОДЕНО ОТ ОБЩНОСТИТЕ МЕСТНО РАЗВИТИЕ" ВЪРХУ ТЕРИТОРИАЛНИЯ ПРОСПЕРИТЕТ

THE IMPACT OF APPROACH "COMMUNITY-LED LOCAL DEVELOPMENT" ON TERRITORIAL PROSPERITY

Stoyanka Tsacheva, Violetka Zheleva

Trakia University, Stara Zagora, Bulgaria

Community-led local development is an approach that is increasingly applied in traditional territorial development policy. In this method, the management is left in the "hands of the local people", who receive long-term funding, which they distribute according to the needs of the area. The purpose of the development is to study the extent and impact of participation in the development of the territory through CLLD measures. The expert assessment criticism and recommendations of the surveyed LAG managers regarding the role of the LAG in decentralization in decision-making related to rural development programs are sought. The applied research methods in the present study are theoretical and empirical methods, such as analysis, synthesis, comparison, survey, expert evaluation, statistical observation, method of sociological research. The results of the survey show that majority of respondents express satisfaction with the implementation of CLLD and have clear and concrete proposals for improving the approach in the next programming period. In conclusion, it is mandatory to note that despite the difficulties, the interest in CLLD on the part of local communities is very high, because they have many needs, and the approach and the Strategy provide many opportunities.

Key words: community-led local development, local action group, territorial prosperity

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ИНТЕРНЕТ МАРКЕТИНГ И ЕЛЕКТРОННАТА ТЪРГОВИЯ –ВЗАИМОДЕЙСТВИЕ INTERNET MARKETING AND E-COMMERCE - INTERACTION

Zvezdelina Bilnikova

Trakia University, Faculty of Economics, Stara Zagora, Bulgaria

E-commerce has been gaining an ever increasing market share in recent years. Using the tools that online marketing offers helps us to reach the targeted end user. This report will address some of the particular tools that are more specifically involved in the communication politics.

The main goal of the development process is to analyze the interaction between internet marketing and e-commerce and the effects it has on the end user of goods and commodities. The research methods used are: theoretical and empirical methods, such as analysis, synthesis, comparison, etc.

The achieved results are related to the analysis of the creation of an online store or website, where the connection between the producer and the user of the product or service takes place.

In conclusion, we can summarize that the use of social networks, e-mail marketing, VibeMarket, online ads are the main channels for Internet advertising.

Online advertising, in turn, is a means by which the customer can expand their pool of options and get acquainted with more detailed information about the desired product or service.

Internet advertising benefits the advertisers because it requires a lower budget and is flexible in targeting a specific target group.

Key words: e-commerce, online shopping, internet advertising

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ТЕНДЕНЦИИ В ТУРИСТИЧЕСКОТО РАЗВИТИЕ НА РОЗОВАТА ДОЛИНА В УСЛОВИЯТА НА ПАНДЕМИЧНИ ОГРАНИЧЕНИЯ

TRENDS IN THE TOURIST DEVELOPMENT OF THE ROSE VALLEY IN THE CONDITIONS OF PANDEMIC RESTRICTIONS

Lalcho Kasev

Trakia University, Stara Zagora, Bulgaria

In the conditions of pandemic restrictions, a significant number of businesses in Bulgaria are experiencing stagnation or collapse. One of the most attractive regions of the country - "Rose Valley" is characterized as a leading tourist destination for both national and foreign tourists. The goal of this study is to determine how the pandemic period has affected tourist objects of various type in the Rose Valley and to make proposals that will contribute to the development of measures for the future development of the region as a tourist destination. The method used is a standardized face-to-face interview with representatives of tourist objects in the Rose Valley. The results of the survey show that there is a contraction of the tourist flow for the period 2020-2021, with the exception of the one in the spa hotel, which participated in the study and the structure of the tourists has changed. In conclusion, it can be pointed out a favorable fact that all types of tourist objects are ready to search ways to maintain and increase the tourist flow in the future.

Key words: tourism, Rose Valley, pandemic restrictions

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ВЪЗМОЖНОСТИ И ПРЕДИЗВИКАТЕЛСТВА ЗА ГРАД ВЕЛИКО ТЪРНОВО КАТО ТУРИСТИЧЕСКА ДЕСТИНАЦИЯ

OPPORTUNITIES AND CHALLENGE OF THE CITY OF VELIKO TARNOVO AS A TOURIST DESTINATION

Alexandra Atanasiadu, Marina-Olga Ivanova, Monika Mateva

Trakia University, Stara Zagora, Bulgaria

The survey includes a study of the modern trends and challenges in Bulgarian resorts and the opportunities for their sustainable development and destination management. Its aim is to be developed a model for sustainable development of tourism in the national resorts of Bulgaria. The main accents are focused on their stages of development, mistakes made in the planning and regulations and setting guidelines for their sustainable development, in accordance with the pandemic situation and the current trends. It involves developing a method for local tourist development of a tourist destination. Consideration has been given to the development of a methodological research framework, analysis and evaluation of tourism potential: external and internal environmental factors, tourism resources, material resources, human resources and administrative capacity. They are all represented as subsystems of the territorial recreation and tourism system. A study of the interconnections between them, the definition of strategic priorities and the proposals for a sustainable tourism development at the local level was carried out. It has been proven that successful sustainable tourism development in the national resorts is related to conducting systematic marketing studies and smart regulations in their tourist potential. General conclusions and proposals for the sustainable development of tourism in the national resorts have been made.

Key words: sustainable development, regional development, national resorts, destination management

