

The South-East Bulgarian Black Sea Coast as Destination for Mass Sea and / or Climate and Spa Tourism

The Case of Sunny Beach

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Abstract: *According to its strategy for development of the country as a world tourist destination [12], Bulgaria has set a goal in the field of tourism in the last few years-to cope with the famous summer sea, winter ski model, becoming a remarkable tourist destination all year round. In this way, its natural, architectural and historical landmarks will be used to the greatest extent and tourism will become a sustainable industry. Opportunities are opening up thanks to the development of ecological, wine, rural and urban tourism, along with the current "generally accepted, traditional" tourism based on the concept of a healthy lifestyle, as well as the accessibility of the tourist environment to people with disabilities. Product's diversification is a key to the development of Bulgarian tourism. Our future is in the combination of tourist products and the development of year-round tourism. New forms of tourism are emerging and they are replacing traditional mass tourism. [13] These forms include innovative and specialized forms of "greener", experience-oriented tourism. A greener economy means new growth and job opportunities. Eco-design, eco-innovation, waste prevention and reuse of raw materials can lead to net savings for businesses. [6] The focus is on finding a sustainable solution for the use of natural resources to reduce the impact of companies on the environment. Good business practices or so-called socially responsible business practices are those mechanisms for adapting the corporation, in which it demonstrates a way of working and investing that supports causes in the name of public welfare and environmental protection. [7] In addition, the expansion of the tourist services' demand, as well as demographic changes, accelerate the need for segmentation of tourist products and the creation of a new type of complex services or complete tourist products, which include a high degree of new services. The purpose of this article is to consider the possibilities of the largest Bulgarian tourist complex-Sunny Beach as a destination not only for mass sea, but also for year-round climate and spa tourism. In fulfillment of the set goal, based on in-depth interviews with ten owners of some of the largest hotel complexes, conclusions and recommendations for the transition from summer to year-round tourism product have been formulated. In conclusion, the problems and challenges that need to be overcome in the coming years are outlined.*

Keywords: Sunny Beach, mass, sea, year-round, balneo, climatotherapy, tourism

1.Introduction

With increasing the number of trips so does the number of tourists who get to know the cultural and environmental environment of the places they visit, and this affects their experience and way of life. With the development of tourism, there is a displacement of purely external factors of travel (such as demographic and climate) to internal factors, such as the desire for self-improvement and creative expression. The richer the travel experience, the stronger the desire for more travel. Therefore, people become travelers by profession, looking for new exciting experiences and closer contact with the communities they visit. It also changes the relationship between hosts and guests. People are looking for more real experiences, not speculative, fake ones. Tourists strive for and gain "deeper" and meaningful experience by changing roles, engaging in "voluntary" and "creative tourism".

All this evokes a growing respect for foreign culture, as well as tolerance and acceptance of cultural differences. As a result, implications for the tourism sector are emerging in terms of:

- Experienced tourists are competent about the organization of their trip and reservation systems. That is why they are looking for higher quality experiences and services.

- For some destinations it is difficult to build customer loyalty due to the smaller number of customers who return to the same place for a vacation every year. In addition, some destinations could find it difficult to relocate tourists to new areas and combat seasonality if they do not attract the core of the market from "repeaters".
- Some travelers want to get rid of the label "tourist". Local municipalities could meet this through various incentive measures.
- Increasing and developing the so-called "voluntary tourism".

Thus, there is a growing demand for the so-called personal travel. The tourist becomes more and more demanding, he becomes an "active consumer of tourist services". [4] He wants to control the choice of when he will rest, for how long, where, in what destination, what type of entertainment and leisure he prefers. The tourist offer should reflect this trend and turn its focus to specific tourist segments, to approach the tourist offers individually."The specialization of the tourist offer determines and upholds the expansion of the market positions of the individual tourist enterprises mainly through the developed and offered tourist offer in accordance with the changing situation on the tourist market." [2] New target groups are emerging on the international tourism market. This trend is influenced by demographic factors such as population aging and changes

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in household composition. The new target groups are adult single travelers or couples, young tourists (18-25), families with large children or traveling large families, with members of different generations.

Booking travel online is becoming common practice. More and more tourists expect to be able to plan their vacation with a few clicks of the mouse or via their smartphone, using various travel applications.

Nowadays, the dissatisfaction of free-thinking individuals is increasingly being encouraged, who will always assume that life is better elsewhere. However, this search for a better life will probably be thwarted by the "trampling" of the uniqueness of places of rest and relaxation-when the difference is discovered, travel will decrease. For many people, travel is not a luxury but a part of life. This means that last-minute decisions, especially for short trips, will become common phenomenon.

Freedom of travel will be extended to the elderly population and one-person households. This trend is already raising the age limit for the "youth" market from 30 to 35 years. New groups and communities with common interests are becoming the main resource for knowledge of orientation, entertainment and security. As medical services become more expensive in Europe, Europeans will travel to Asia and other destinations for a wide range of medical services at reasonable prices. Also, the highly developed medical services available in Europe provide an opportunity to develop medical tourism as a specific niche in the tourism market as a whole. The intra-European market for medical tourism will increase. [5]

Demand for health-improving and stress-reducing products is growing in developed economies. But competition is also on the rise in some parts of Europe, where private capital is investing in upgrading old fitness and spa equipment. Consequences for the tourism sector as a result of this new trend in the tourism market are respectively:

- Need for more products for specific tourist niches and satisfying those tourists who can afford more freedom of travel.
- It will reduce the demand in some markets, as the trip will lose its brand.

Looking for different experiences, users will look for more valuable and intense experiences. As a result, there is likely to be an increased demand for "safe security" (such as adventure travel and sinister experiences) or the development of new target areas that offer "controlled restrictions" such as different inner-city neighborhoods.

On the other hand, the demand for products related to the mentality of people based on their inner experiences will increase. Spiritual health care will be linked to the existing boom of health products, spa and balneology, which will lead to the emergence of new markets. Health products will be referred to other products from the tourism sector and those related to leisure, and accommodation procedures will lead to the development of combined

products in the field of health and recreational tourism. Based on the long-term goal of existence and functioning and given the crisis, the strategy of the tourism enterprise can be based on two points: a strategy of recovery and stabilization through continuous change and a strategy related to market development and cost reduction through transformative improvements. In order to achieve competitive prices and offset losses, some of the supporting initiatives could be:

- Cooperation and mediation with international travel agents and tour operators in order to increase the sales of tourist products;
- Simplification of administrative procedures and means for them through a data processing system;
- To increase the attractiveness of the offered tourist packages and services to introduce a system for quality service. [10]

2.General Characteristics of Sunny Beach

Sunny Beach is the largest and most popular seaside resort in Bulgaria, for whose coast and beach it has won the Blue Flag. The resort is located in a picturesque and ecologically clean bay on the Bulgarian Black Sea coast, near the town of Nessebar, the marina of the resort of Sveti Vlas and Bourgas International Airport (30 km). With its beautiful beach and its hundreds of bars and restaurants, many entertainment and shops and its developed infrastructure, the resort attracts thousands of tourists from around the world, and the active tourist season here lasts from May to October.

The history of Sunny Beach is very similar to many coastal destinations around the world. The closest examples come from Mediterranean Europe, especially Spain, Italy and Greece, where the massive development of tourism began in large-scale decades earlier than in Bulgaria. It cannot be denied that the development of tourism has brought jobs and development in other infrastructure as well. However, the effects on the environment are detrimental, as there is no proper legislation to prevent construction or legislation that cannot be easily circumvented by bribery. Thus, the result is redevelopment as a result of the fact that until recently thinking about sustainability was not a major topic in the Bulgarian tourism industry.

Although Sunny Beach is one of the first seaside resorts in our country and has a long history, it is not related to inherited cultural heritage. However, the opportunities for practicing cultural tourism are great, as nearby is Nessebar, recognized by UNESCO as a World Heritage Site, where different historical epochs meet, and the ancient churches that can be seen are 13. In the tourist complex itself the main and almost the only daily attraction is the beach, and in the evening tourists can walk along the long coastal footpath, visit various restaurants, buy gifts and souvenirs from the market and / or visit a bar, nightclub or disco.

The climate in the resort "Sunny Beach" is characterized by hot summers and average July temperatures of 22-23°

C. The beach is over 10 km long and in some places over 60 meters wide. The fine sand, the natural sand dunes and the gradually deepening seabed attract thousands of tourists from all over the world. The latest estimates show that the resort "Sunny Beach" has a radically changed current appearance, which is already significantly different from the idea of a resort area with hotels used only in the summer months by wealthy tourists.

3. Resources of Sunny Beach Resort for Climate-Balneotourism

Tourist resources are distinguished mainly by their regional and territorial scope, they are the center, and some authors define them as the core of the tourist product. The availability of specific regional tourist resources attracts and projects the aspiration of individual tourists to travel to acquire new knowledge, experiences and diverse impressions, combined with their needs for recreation, generate demand and take priority among potential visitors. Tourist resources are distinguished by their uniqueness and therefore have their immense attractiveness to tourists. The attractiveness, importance and advertising popularity of a regional tourist resource is measured according to the constant tourist flow. [3]

The waters of the Black Sea in Sunny Beach and nearby Pomorie are typical, as one of the most valuable natural resources of the destination. The hydrothermal springs concentrated on the Black Sea coast are mostly used to increase the balneotherapy efficiency in the resorts, as "complex treatment and prevention is applied and the hydromineral procedures are combined in an appropriate form with other physical methods: therapeutic gymnastics and kinesitherapy, therapeutic massage and paraffin treatment, sauna, acupuncture, electrosleep, music therapy with rational psychotherapy, dietary nutrition and others, and if necessary, appropriate medical treatment is applied." [1] The mineral springs of Bulgaria, still remain underestimated as an opportunity to raise the image of medical tourism, which is also not affected by seasonality and can attract more tourists from abroad with good its quality, unique resource and lower prices. When the favorable geographical position of the country, the diverse climate, the long sunshine and the natural resources are added to them, it can be said that the balneotherapy is a golden chance for the analyzed destination and tourist Bulgaria as a whole.

According to the type of the healing factor, we distinguish the following types of tourism, with opportunities for development in the discussed destination [9]:

- Balneotherapy (balneological) tourism-its leading motive is the use of mineral waters for various types of healing procedures for tourists, which fully expresses the essence of healing tourism.
- Climate therapy tourism-it is characterized by the fact that it is based on the use of the healing and / or hardening effect of climate in an area where the combination of temperature, sunshine, wind, humidity, infrared and ultraviolet radiation are in optimal

combination and have a beneficial effect on the human body.

- Climate-balneotherapy tourism-it highlights a combination of climatotherapy and balneotherapy tourism, using both types of healing factors, i.e. mineral water treatment is complemented by the beneficial effects of the local climate. In an aging Europe, where the working age population is declining every year, the pursuit of a healthy lifestyle, but achieved in the most enjoyable way possible, is gaining popularity. Moreover, the National Health Insurance Funds are increasingly in favor of such costs. As a result of the COVID 19 pandemic, people are coping with the new pace of life, work models, calibrating their priorities and social values. From here, consumers of tourism services should expect greater responsibility and sustainability from tour operators and destinations. [8] Today, the pleasure of good health, entertainment in active health activities is part of the characteristics of this type of tourism.

8 branches with different currents pass through the territory from Sveti Vlas to Nessebar. The air, the mountain, in combination with these currents creates something strange. These currents create a unique ionization of the air that cures lung diseases far more dangerous than the coronavirus. [14]

4. Research Methods

For the purposes of this study, a questionnaire was prepared for interviews conducted with 10 owners of hotels located in Sunny Beach. Each interview lasts about 45 minutes. The interviews with each of the participants were conducted in free conversation and recorded on audio recording. At the end of each interview, the issues discussed are duly recorded.

In general, the questions can be systematized in the following thematic circles:

The first thematic round of questions includes questions aimed at establishing the possibilities of Sunny Beach as a tourist destination for the development of climate and balneal tourism, whether the possibilities of the destination are used well enough in this direction and how this affects the employment of hotels. This circle includes the questions: How do you assess the state of Sunny Beach as a tourist destination and is it attractive enough for climate and spa tourism? Are the resources of the destination used well enough and appropriately for the development of these alternative [15] types of tourism?

The second thematic round of questions is aimed at highlighting the problems faced by hotel complexes in their activities, as well as the problems facing the development of climate and spa tourism in the destination and the way they affect the activities of hotels. This group includes the following questions: Can you identify three main problems that you face every day in your work? What problems do you see before the development of climate and spa tourism? How do these problems affect your hotel business?

The third thematic round of questions is aimed at highlighting possible prospects for development. The question falls into this category: In what direction can the climate and balneal tourism in Sunny Beach develop? These three thematic sets of questions aim to highlight the main trends in development, on the one hand revealing the current state of the destination and how appropriate and successful use of its development opportunities, as well as how it affects the activities of hotels. At the same time, the main problems for which the people in the hotel industry have to look for working and flexible solutions stand out, as well as what problems they see in terms of the development of year-round tourism in Sunny Beach. The problems raised by the respondents in the research are also a basis for formulating possible perspectives. The study is not representative; it refers to the application of a qualitative approach to collect a sufficient amount of descriptive information to identify trends. The information gathered during the interviews is systematized in a form suitable for analysis, which allows highlighting the main advantages of Sunny Beach as a destination for climate and spa tourism, possible problems in the sector and specific proposals that would promote the development of the complex. as a year-round destination.

5. Research Results

After the interviews, the information was systematized and analyzed in order to highlight specific trends in the research topic.

With regard to the first thematic round of questions, the following summaries can be made:

The participants in the study unanimously share the opinion that Sunny Beach Resort is an attractive tourist destination for both Bulgarian tourists and foreigners. The reasons for this can be found in the good combination of climate and natural resources in the area. Also, the proximity to Nessebar, part of the UNESCO World Heritage Site, the only active monastery on the South Black Sea coast-"St. George"-Pomorie, preserved historical attractions, hospitality (incl. accommodation, food, services), the value of tourism products and services. Respondents point out the advantages of the mild maritime climate in the resort, characterized by mild winters and cool summers, which has a beneficial effect on various chronic diseases. Along with the climate that stimulates the development of tourism in the region, the respondents note that they have natural deposits of healing mud in Pomorie, which is rich in chlorine, calcium, magnesium, hydrogen. Of course, the combination of favorable climate and rich deposits of healing mud are a prerequisite to conclude that the complex can become an attractive center of spa tourism. However, the respondents share a desire to change the image from a destination for mass, sea to one that offers both tourist products, both for people suffering from various chronic diseases and for healthy people who seek peace and opportunity for relaxation, and not only in the summer months.

Respondents in the study also share their observations on what activities tourists are involved in, and they present these views again in the context of the issue of the state of

Sunny Beach as a tourist destination. The prevailing opinion among the participants in the study is that nearly 90% of the tourists in the city combine sea (summer) tourism with recreational, cultural, spa and spa tourism. Despite the fact that the majority of tourists visit Pomorie because of the balneological possibilities of the resort, the participants in the study share the unanimous opinion that the potential for development is not used fully and efficiently enough. This finding of the respondents can be perceived as a direction for improving the potential of the destination in the future.

Respondents say that the favorable opportunities of the estuarine mud and the climate also affect the occupancy of hotels, which is highest during the summer season. The guests are mainly from Bulgaria, Slovakia, Poland, Germany, Great Britain, France, Belgium, Romania and Israel, of all ages. Most of them have incomes around the national average, of course, is not small and the share of those who have incomes above average.

Also, participants in the study point out that foreign tourist who want to visit the complex plan their vacation early, unlike Bulgarians, who more often make decisions at the last minute. Respondents also say that Bulgarian tourists visiting Sunny Beach use mostly informal sources of information, and the Internet stands out as the most popular source of information for Bulgarians during the low season of the hotel, which is in winter and spring. They usually take advantage of the promotional packages offered for holidays such as Christmas, New Year, Easter, etc. Unlike Bulgarian tourists, foreigners use a variety of information sources to decide on their tourist trips. The dominant source for foreigners is the travel agency. The tour operator is perceived by the foreign tourist as a guarantor for the holiday, according to pre-announced conditions. Also, the number of foreign tourists who visit the destination many times is not small, as they were satisfied with the attitude they received and the tourist services they used. Based on the different approach to the organization of their vacation, hoteliers say that in order to reach more foreign tourists should use the active presentation of Sunny Beach at tourism fairs and exhibitions, commercials broadcast in prime time, not only our main broadcast. Markets, services of bloggers, vloggers and influencers. For Bulgarians, on the other hand, according to the respondents, it would be successful to rely on a communication campaign that reaches directly to potential tourists.

On the second thematic round of questions, which are aimed at highlighting the problems faced by hoteliers in their activities, as well as the problems facing the development of climate and spa tourism in the destination and the way they affect the hotel, the summaries are in the following directions:

Respondents point out that the three most important problems they face in their daily activities are related to the change of the date of reservations and charter flights, the permanent lack of staff, as well as the noise after 11 p. m. Regarding the first problem, everyone hopes that with the end of the Covid pandemic, employment will recover

and increase. The biggest concerns are about the workforce and its qualifications. As for the noise load, it is higher during the summer season, when there is a higher load than road transport. Excessive noise levels are also reported by public institutions located on the territory of the complex, especially after 23.00. These are mostly discos and nightclubs, which are mostly visited by young people who love nightlife. However, high noise levels are becoming a problem for hotel guests, especially those over 60 who are looking for peace of mind.

It has been scientifically proven that noise has an unpleasant sound effect on humans, which over time can cause stress and illness. Also, according to the World Health Organization, noise leads to an increased risk of heart attack, impaired learning abilities, contributes to an increase in traffic accidents. In addition, research shows that people become demotivated when there is nothing they can do to fight noise—they find it harder to solve their problems and abandon their goals. In order to limit the harmful effects of noise, in 2019 the municipality is taking action to update the Ordinance on Public Order Protection, and the purpose of the changes is to have clearer rules and stricter control. It obliges the establishments near the accommodation places to be soundproofed and strictly forbids the sounding of open areas of food and entertainment establishments for the period between 11 p. m. and 07 a. m. Canceled reservations are also noted as a problem by respondents, as this affects the revenue that hotels generate. As the main reason for the cancellation of reservations in the past season of 2020, participants in the study cite COVID-19. Accordingly, COVID-19 caused a serious financial crisis, which significantly affects consumer behavior and consumption worldwide, not to mention the Bulgarian consumer. As a result of COVID-19, the individual user begins to assess his needs very precisely. Undoubtedly, this shows his caution, but at the same time it leads to a reduction in consumption. This is because most consumers are mainly reviewing the purchases they plan to make in an effort to reduce spontaneous costs in stores. They stick mainly to what they need and need most.

Secondly, among the consumers, in the conditions of coronary crisis, there is a manifestation of more rationality in spending. In practice, this means that due to the prevailing uncertainty, they are making less and less large-scale purchases, as well as stopping spending money on things they do not need at the moment.

The third trend that can be seen in relation to consumers worldwide is that they limit the consumption and consumption of certain products. These include various types of cosmetic products, restrictions on tourist travel, visits to various cultural events, theaters and more. There is also a reduction in the withdrawal of quick loans, which is quite understandable, given the uncertainty about income and jobs.

Therefore, it will not be an exaggeration to conclude that a large number of consumers limit their purchases, including tourist trips and reservations, because the uncertainty in front of them provokes them to save money

and try to secure their near future in some way. Regarding the problems of Sunny Beach as a destination for year-round tourism, respondents unite around several leading challenges related to the lack of a comprehensive municipal policy to help turn the complex into a destination for tourism in the four seasons. Also, the respondents see as a problem and not well enough regulated issues regarding the use of natural resources. The third significant problem hindering the effective development of climate and spa tourism is the lack of advertising in this direction. Respondents report as a challenge the insufficient condition of the transport infrastructure in the city, especially at its entrance and exit. In the last 10 years, only partial repair works have been carried out on small sections due to lack of funds for their financing.

Of course, these problems of the destination affect the activities of hoteliers in several ways.

First of all, the respondents report that in order to attract tourists in winter, spring and autumn, when they are not in the active season, they have to work at reduced prices. Sometimes it turns out that even during the active summer season they encounter problems with full occupancy of accommodation. Therefore, they offer discounts for early bookings to sell the base earlier, which leads to lower profits.

Secondly, the participants in the study share the opinion that in the territory of the municipality there is often a division between state / municipal business sites and private business sites. Accordingly, private economic operators are deprived of access to the free use of natural resources.

Third, respondents point out that they face the problem of incurring higher costs for advertising and marketing the tourism products and services they offer to attract consumer attention, as insufficient advertising affects employment and hence of the length of the season, which in turn reflects on income and staff turnover.

The third thematic round of questions asked to the respondents concerns the perspectives they see, and the answers given by them during the interview can be presented as follows:

According to the respondents, the implementation of joint investments by the Municipality of Nessebar [16] in the improvement of the infrastructure in the city will have a favorable impact on the development of tourism. It is necessary to finance both the improvement of the existing infrastructure and the construction of new roads and pedestrian alleys in order to move in the complex and in the surrounding settlements freely and without problems.

Respondents also point out as a perspective that has a positive impact on tourism and the implementation of better interaction between the public and private sectors, and here again draw attention to the fact that the municipality must invest in advertising the destination. In addition, future marketing research should be carried out.

The participants in the study also suggest that the funds from the tourist tax be directed to events specified by the tourist entities realizing hotel occupancy over 30-35%.

In conclusion, the summary that can be made is that although the study is not representative, it provides a guide to what are the current trends in the development of climate and spa tourism in Sunny Beach. They fully illustrate the current situation, namely that we have good opportunities for practicing these types of tourism. Despite the problems, the hoteliers state that they have a clear goal and it is aimed at properly managing the resources at their disposal, as well as to offer professional and quality service to their customers.

6.Problems and Challenges

Established as an interesting and specific form of tourism, climate and spa is one of the alternative types of tourism that can be successfully practiced in Bulgaria, which has rich natural resources, picturesque and unique nature and numerous sources of mineral water. As a main and serious problem for their development in Sunny Beach, in general, can be pointed out the insufficient advertising for promotion as a destination for four seasons. The Internet and its growing role and importance for modern society mark a new era in the development of advertising, as virtual advertising is becoming a powerful tool for influencing and attracting a wider audience.

Next, the turnover of staff in the tourism sector and the insufficient professional qualifications of employees in this field can be considered a problem. Namely, this imposes the need to think in the direction of continuous training of staff, because only in this way the business can ensure many trained employees who have the motivation to work and ambitions for development in the sector. On the other hand, the rational use of human resources is able to contribute to improving the quality characteristics of the tourist product, and this can certainly have a positive impact on the profitability of hotel enterprises. The crisis is a test to which well-motivated employees respond adequately and retain their enthusiasm for shared efforts for the benefit of the organization through action to overcome it. Staff motivation implies an open and open dialogue with management in order to overcome resistance to change when the implementation of traditional motivational systems is poorly effective. Motivational element is the clear informing of the employees about the measures that are taken in order to stabilize the situation and to guarantee their work in the company. [11]

At the same time, it is important to attract to the vacancies people with abilities who are not afraid of change, are flexible and innovative in their actions, as well as recognize organizational goals as their own, and this requires working and effective approaches to their recruitment and selection.

Also, the still weak coordination between the institutions and other stakeholders can be highlighted as a problem in tourism. This, in turn, implies taking new decisions to

form a coherent and coordinated policy of a wide range of interested competent authorities to create appropriate conditions for product development and improve the mechanisms of interaction between institutions with competences in the field of health tourism, among which the Ministry of Tourism, the Ministry of Health, the Ministry of Environment and Water, etc. Along with the mentioned institutions, the specialized product and branch tourist organizations at national, regional and local level, the municipal administration, in connection with the regional development, the tourist business, educational and scientific units, etc. are of great importance.

All these challenges should not be taken as an obstacle, although in one way or another they hinder the full development of the sector, they should be considered as opportunities to consider in order to improve the opportunities for offering Sunny Beach Resort."As a destination not only for mass sea, but also for climate and balneal tourism.

7.Conclusion

The interaction of different bodies and institutions is the basis of prosperity. Effective management of health tourism requires good interaction and active cooperation of the structures of institutional and economic management at national, regional and local levels. This fully applies to the other participants in the process of forming the final tourist product. Infrastructure, redevelopment, environmental pollution and all problems in this aspect must be solved. All these shortcomings are major factors in how much Bulgaria will be a desirable holiday destination.

We are highly dependent on maritime tourism, which is no longer enough for the tourist and the needs and requirements are changing, and our competitors are doing quite well with the integration of innovations in the supply of tourism products. There is a weak coordination between state institutions and private organizations, which further complicates the whole process of development and improvement of the sale of tourist services. Bulgaria lags behind global trends in the use of information technology and global standards in terms of digitalization, presentation and promotion of the country on the Internet.

Global trends outline a growing demand for spa treatment and the growing development of health tourism. The growing interest in non-traditional and natural impacts on human health provides even greater chances for the development of the existing resort and healing potential of the country.

It is mandatory to direct the advertising of Bulgaria as a destination with an emphasis on the opportunities that the country offers for the development of health tourism. Referral to tourists with special needs, who should be informed about the possibility in Bulgaria to practice specialized forms of tourism.

Innovations must enter with full force in the management and development of the Bulgarian tourist product. It is

absolutely necessary to focus our attention and work on meeting the needs of the tourist, because the individual approach and attitude is the basis of everything.

It is inevitable that we learn to be good professionals if we want to be competitive in the regional, European and global markets. A quality tourism product must be a common goal for all of us. Together we look in one direction to the prosperity and development of Bulgaria as a year-round tourist destination.

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