

A B S T R A C T S

of scientific publications

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for participation in a competition for “ associate professor” in the field of higher education 3. Social, Economic, and Legal Sciences, Professional field 3.9. Tourism, "Tourism Management", announced in the State Gazette, issue 90/28.10.2025.

I. Monograph

1.1. Yancheva, K., Destination Management for MICE Tourism, Varna: Science and Economics, 2024, 194. - (Monographic library “Prof. Tsani Kalyandzhiev“; Book 97)., ISBN(printed) 978-954-21-1179-5

Abstract of the monograph

The MICE industry is one of the key engines in the development of tourist destinations and a powerful generator of income, employment and (foreign) investment. In addition to economic benefits, the MICE sector provides opportunities for sharing knowledge, networking and capacity building, which turns it into an important tool for intellectual development and regional cooperation. In recent years MICE tourism reveals new business opportunities, which - under conditions of globalization and increasing competition - create potential segments and generate diversification of the offered product variants in the tourist destination.

The monographic work defends the following thesis: The Municipality of Varna possesses the competitive advantages for turning it into a destination for practising MICE tourism under efficient use of the available potential and improving the conditions for development. Its defence is sought in the connection between the attractiveness and diversity of the special events and the interest of tourists through the use of a management approach and a suitable marketing strategy. In Chapter One the nature and the peculiarities of the tourist places, suitable for organizing and holding special events, are defined. Their typological characterization and specific forms of manifestation are presented. A conceptual model for the management of a destination for business and cultural events is developed. In Chapter Two the conditions and the prerequisites for MICE tourism in Varna Municipality are studied. The competitiveness of the Municipality of Varna as a tourist place for holding business, cultural and sports events is assessed. The issues in their management on the territory of the municipality are outlined. In Chapter Three the trends in the development of MICE tourism are drawn out. The research interest is aimed at innovative approaches and monitoring in the management of Varna as a destination for MICE tourism. A special place is devoted to the strategic positioning of Varna as a destination for MICE tourism.

Keywords: MICE tourism, tourist destination, MICE tourism destination management

II. Monographs and studies

8.1. Bulgaria-Tourism Higher Education, Rakadziyska, S. Dyankov, T., Yancheva, K., LAP LAMBERT ACADEMIC PUBLISHING, ISBN: 978-3-659-94050-7, Saarbruecken, Deutschland, 2016

Abstract of the whole monograph

In 1965, there was opened the first Department of Economics and Organization of Tourism in Bulgaria with a 4.5 academic year program. During the years of the socialist period many Bulgarian and foreign students graduated tourism major. Their interest was based on the philosophy of training which provides knowledge not only for the economy and tourism management in a centralized planned economy, but also for the market economy, international environment and skills needed to understand international conditions for tourism development. From the early period of democracy (1989) tourism education system in Bulgaria is generally concerned with its legal division into high school professions and university specialties (faculties). From 1997 Bulgaria adopted the classical approach for the academic levels of higher education and implemented the European Credit Transfer and Accumulation System (ECTS). The Assessment of the current situation of higher education in tourism in Bulgaria is based on SWOT analysis. The Opportunities concerned with the qualitative higher specialized training in tourism should enhance the efficiency of knowledge along with the formation of competencies and skills.

9.2./10.3 Veleva, M., Yancheva, K., Krastev, V. Prerequisites for the Professional Realization of Students from the “Tourism” Major at the University of Economics – Varna in the Tourist Regions of the Varna and Burgas Black Sea Coasts. “Science and Economics,” 2021, 169, ISBN 978-954-21-1064-4.

Abstract of the monograph

The development of tourism business under the current conditions of a dynamic and changing external environment, along with intensified competition and constantly rising tourist expectations regarding the quality of tourism products and services, requires a comprehensive management vision. The application of multidisciplinary approaches to addressing various challenges has already been adopted as a standard managerial practice proven to be effective in today’s dynamic business environment. However, all of this would not be possible if the most important resource—people—were not involved in the preparation and implementation of these complex management practices. The level of professionalism they bring to their work determines not only the success of achieving short-term organizational goals but also the overall long-term development of tourism organizations. People are the most valuable capital we possess, and our efforts must begin with education (Ministry of Education and Science of the Republic of Bulgaria, 2020). Therefore, investing in human resources is of key importance, with the preparation of highly qualified professionals who possess comprehensive knowledge and skills to contribute effectively to their work, ensuring the tourism industry achieves a high level of competence and competitiveness. Such preparation of highly educated professionals for the needs of the tourism sector is the primary objective of the tourism education programs in academia. Alongside mastering modern knowledge from the courses included in the curriculum, practical training represents an essential element in the education of Bachelor students in Tourism at the University of Economics – Varna, serving as a link between theory and practice.

This topic has been the subject of numerous studies, such as those by Kashli and Ilban. Other research (Abeysekera, 2006; Beggs & Goodwin, 2008; Chang & Chu, 2009; Barr & Busler, 2011) confirms the importance of practical training for forming first impressions, developing practical skills based on classroom-acquired knowledge,

building teamwork abilities, fostering commitment to organizational goals, integrating into organizational environments, and adopting established behavioral norms.

Practical training helps students internalize the knowledge gained at the university, understand its interconnections and complexity, and make their first steps in a real working environment where they can apply it in practice. From this perspective, strengthening the integration between students' academic preparation and their practical realization is of utmost importance.

This monograph has been prepared as part of Contract No. NIR-PNI-22/27.04.2018 with the University of Economics – Varna for scientific research and applied developments under the university's research project entitled "*Prerequisites for the Professional Realization of Students from the 'Tourism' Major at the University of Economics – Varna in the Tourist Regions of Varna (Northern Black Sea) and Burgas (Southern Black Sea)*". The project was funded by a state budget subsidy and implemented during the period 27 April 2018 – 31 December 2020. The relevance of the monograph lies in highlighting the challenges of effectively conducting practical training for tourism students against the backdrop of negative labor market trends in Bulgaria. The severe shortage and import of unqualified personnel have had an adverse effect on the quality of the tourism product.

Practical training, based on students' educational experience, plays an important role in promoting active cooperation between academic institutions and the tourism industry to provide high-quality, integrated education. It delivers diverse benefits for all four stakeholders involved in the process—students, higher education institutions, the tourism industry, and regional administrative structures—and indirectly supports the implementation of strategies, plans, and programs for regional tourism development in the two studied regions.

The monograph directly addresses contemporary issues of the modern tourism industry. Its heterogeneous nature presents significant challenges to educational institutions in delivering comprehensive and multidirectional training to students. Increasingly, research focuses on whether higher education institutions offering tourism programs provide effective academic training and sufficient opportunities for students to gain practical experience that equips them with the necessary knowledge and skills to work in the tourism sector. A crucial aspect of tourism education is the degree to which practical training is integrated into the curriculum.

Employers in tourism expect higher education institutions to “produce” graduates who not only possess theoretical understanding but also practical skills and the ability to adapt to the ever-changing challenges of the tourism business environment.

Therefore, the theoretical framework of this monograph is based on the understanding that:

- On the one hand, academic and practical training in tourism, as integral parts of students' overall education, must correspond to the current needs of the tourism business and global tourism practice.
- On the other hand, the professional realization of tourism graduates from the University of Economics – Varna must be supported and understood by regional authorities—regional administrations, municipalities, NGOs, and businesses (particularly in the two studied regions)—through cooperation between regional management structures, tourism business representatives, and the university,

which trains professionals for the sector's needs.

The **subject** of the study is the professional practical training of students majoring in Tourism at the University of Economics – Varna. The **object** of the research includes the tourist regions of Varna (Northern Black Sea) and Burgas (Southern Black Sea).

Based on the subject and object of the study and the relevance of the chosen topic, the **main objective** of the monograph is to assess the role and importance of practical training in the “Tourism” major conducted in the Varna and Burgas coastal regions and to propose measures for improving professional realization and regional retention of trained personnel.

To achieve this objective, the following **research tasks** were set:

- To analyze and evaluate global practices in practical training for tourism education;
- To analyze the structural and functional characteristics of the Varna and Burgas tourism regions in correlation with the professional realization of Tourism students at the University of Economics – Varna;
- To develop a methodology for studying the professional practical training of Tourism students at the University of Economics – Varna;
- To evaluate the practical training of Tourism students at the University of Economics – Varna.

The **main thesis** proposed by the authors is that there are opportunities to enhance the effectiveness of practical training for Tourism students at the University of Economics – Varna, thereby supporting their more successful professional integration into the tourism sector.

Its verification is based on the acceptance or rejection of the following **working hypotheses**:

1. Practical professional training of Tourism students supports their professional realization in the two studied tourist regions;
2. It encourages cooperation among educational institutions, businesses, and regional management structures;
3. It contains potential for improving professional realization within the tourism sector.

The study's objectives were achieved using diverse **research methods** such as the systems and process approach, scientific analysis and synthesis, induction and deduction, field surveys, observation and expert evaluation, interviews, and descriptive statistical methods, among others.

The main **limitations** encountered during the preparation of the study were:

- Lack of consistent statistical data over time on the studied issues in regional statistical institutions, university databases, and functional units;
- Lack of sufficient scientific interest in this topic in Bulgaria;
- Changes in the procedures and requirements for conducting professional practical training at the University of Economics – Varna since the 2017/2018 academic year.

The individual chapters of the monograph were authored by:

- **Assoc. Prof. Dr. Viliyan Krastev** – Chapter Two;
- **Chief Assistant Dr. Maria Veleva** – Introduction; Chapter One; Chapter Three;

Chapter Four, Sections 4.2 and 4.3;

- **Chief Assistant Dr. Krasimira Yancheva** – Chapter Three; Chapter Four, Sections 4.1 and 4.2; and Conclusion.

11.4. Marinov, S., Kazandzhieva, V., Yancheva, K., Dyankov, T., Doneva, Y., Filipova, H., Popova, K., Veleva, M., Aleksandrova, M., Santana, H. Monitoring the Sustainable Development of a Coastal Tourist Destination: [Collective Monograph]. Varna: Science and Economics, 2022, 236 p. ISBN (print) 978-954-21-1119-1.

Abstract

This volume brings together significant theoretical and empirical approaches concerning both sustainability in tourism and in monitoring the sustainable tourism of seaside destinations. It explores the monitoring of the harmonious tourism development on the Bulgarian Black Sea coast in the regions of Dobrich, Varna and Bourgas. The book presents a systematic and on-going process of gathering and interpreting data, integrated with the management of tourist sites, which is necessary and useful to make an objective assessment of the sustainable development of the destinations. The volume will be of interest to educators, researchers, students, tourism strategists, policymakers, and planners, as well as practitioners in the field of sustainable tourism and destination management.

11.4. Marinov, S., Filipov, G., Aleksieva, S., Ilieva, G., Yancheva, K., Dyankov, T. Tourism Development Program for the Municipality of Varna for the Period 2021–2030. Varna: FIL Ltd., 2022, 255 p. ISBN (print) 978-954-9741-53-7.

Abstract

The present Tourism Development Program for the Municipality of Varna covers the period 2021–2030. It systematizes the vision, goals, strategies, priorities, measures, and projects related to the municipal territory. The program provides a platform for coordinated actions among all stakeholders to ensure the effective utilization of the municipality's tourism potential.

The document consists of two main parts — an analytical section and a program section.

The analytical part presents an overview of tourism development in the Municipality of Varna, including an assessment of tourism resources, infrastructure, superstructure, stakeholder activities, the municipality's marketing position as a tourist destination, and the impacts of tourism at the local level. Using PEST and SWOT analytical methods, it summarizes the strengths, weaknesses, threats, and opportunities related to the municipality's tourism development.

The program part defines the vision, objectives, strategies, and priorities for the sustainable development of tourism in the Municipality of Varna. It includes recovery scenarios for the tourism sector following the COVID-19 pandemic. Specific financially bound projects and actions are proposed for the development and improvement of the various components of the destination.

The preparation of the program was based on a variety of information sources and reference documents, including laws, international agreements, national, regional, and municipal planning documents, as well as research studies and publications in the field of tourism.

13.6. Yancheva, K., Ilieva, E. STUDY OF THE SPECIFIC COVID-19

PANDEMIC EFFECTS ON THE BULGARIAN TOURISM LABOUR MARKET.
Economic Studies, София: БАН, 31, 2022, 8, 107-131, ISSN 0205-3292

Abstract

The Covid-19 pandemic has significantly affected tourism in the last two years. The tourism industry forms a big part of the world's GDP and is an important industry in terms of employment. The great leakage of qualified, experienced and motivated tourism workers is severe for the future recovery and development perspectives of the tourism business. Tourism-dependent destinations, such as Bulgaria, are the most affected. Almost 11% of the Bulgarian economy is formed by the tourism industry. Some regions, such as the Black sea coast, are one of the tourism most dependent regions in the country as many people see their livelihood in tourism employment. Moreover, as a tourist destination with traditions, Bulgaria's tourism foundation is contained in the experienced and qualified workers in the industry. The main purpose of the present article is to investigate the Covid-19 impact on the Bulgarian tourism labour market due to reveal the future perspectives for its development. Keywords: Tourism; Covid-19 pandemic; labour market; resilience; Bulgaria JEL: J60; J81; L83; Z32

14.7. Rafailova, G., Dyankov, T., Yancheva, K., Entrepreneurial Culture in the Regional Museums of History in Bulgaria - Case Study of Regional Museum of History Varna, BUSINESS & Management Compass – Varna: Univ. of Economics68, 2024, 4, 43-81, ISSN 3033-0106

Abstract

The present study aims to define and discuss opportunities for developing entrepreneurial culture regarding the management of regional museums of history in Bulgaria, based on a case study of the Regional Museum of History Varna (RMH Varna), Bulgaria. The challenging environment for the successful functioning of public cultural institutions leading to a steady flow of finances, visitors, and community support today and in the future insists on a relevant change in management approach. Museums, subsidized by the government and having key research and conservation activities, need to be more entrepreneurial-oriented despite the controversy with their social mission and limits determined by their legal status. The study explains the entrepreneurial culture in museums as public cultural institutions from an interdisciplinary view. It follows the theoretical explanation of organizational culture, creative entrepreneurship, and hybrid experience. The model of entrepreneurial culture is constructed by developing the idea of combining characteristics of traditional, research-based, and modern visitor-oriented museums. The paper discusses the environment and vision for implementing the entrepreneurial culture in the management of regional museums of history in Bulgaria in the course of a case study of RMH Varna.

IV. Scientific articles

15.1. Yancheva, K. Bulgarian Folklore as an Anthropogenic Resource for Cultural and Cognitive Tourism. In Proceedings of the International Scientific and Practical Conference “Strategy for the Development of Tourism and Recreation,” Makhachkala, 30 September – 1 October 2011.

Publisher: Branch of the Federal State Educational Institution of Higher Professional Education “Russian State University of Tourism and Service,” Makhachkala, October 2011, pp. 186–190. ISBN 978-5-9903350-1-1.

Abstract

According to forecasts by the World Tourism Organization, the demand for cultural and cognitive (heritage-based) tourism trips is expected to grow at a rate surpassing the average growth rate of overall tourism demand by 2020. A study by the European Commission shows that 20% of all tourist trips in Europe are motivated by cultural and educational interests, while 60% of European tourists express interest in visiting cultural attractions during their holidays.

One of Bulgaria's most remarkable cultural and historical resources is its rich folklore. The abundance, diversity, and dynamism of Bulgarian folk songs and dances, when presented in their authentic socio-cultural context, provide strong potential for developing major cultural attractions for tourists visiting Bulgaria.

From this perspective, the aim of the present article is to assess the potential of Bulgarian folklore as an anthropogenic resource for developing cultural and cognitive tourism (CCT) in the country.

16.2. Yancheva, K. The Potential of Bulgaria's Folklore and Ethnographic Regions for Enhancing the Quality of Cultural Animation Content.

In Strategy for the Development of Tourism and Recreation: Proceedings of the 2nd International Scientific and Practical Conference, 13–15 March 2014, Tomsk–Makhachkala. Publisher: ALEPH, pp. 536–542. ISBN 978-5-4242-0227-8.

Abstract

The development of modern tourism is highly dynamic. New tourist sites are constantly emerging, tourism markets are expanding, and competition is becoming increasingly intense. Today's tourists are more experienced and demanding, they evaluate the price–quality ratio more critically, and they seek stronger emotions, new experiences, and diverse attractions. These trends impose new requirements on tourism supply, calling for continuous improvement and enhancement of the quality of the tourism product.

To ensure the competitiveness of a tourist destination, it is necessary to diversify the range of supplementary services and expand the offering of attractive forms and types of tourism. Folklore, therefore, can become a competitive advantage for Bulgarian tourism. By integrating folklore into tourism products, interest in Bulgaria can be increased, while seasonal and spatial concentration of tourists can be reduced—leading to a more balanced use of existing capacities and year-round tourism revenues.

In this regard, the article proposes several models of new folklore-based animation products, grounded in the potential of Bulgaria's folklore and ethnographic regions, applicable to animation services in hotel settings.

10.3. Minkov, I., Mihaylova, M. (2021) Corporate Culture as an Instrument to Manage the Interaction between Strategic Management and Employees' Self-actualisation within Business Organisations. Izvestiya: Journal of Varna University of Economics – Varna, Varna: Science and Economic Publ. House, vol. 65, 4, pp. 365-379., ISSN (Print): 2367-6361 ISSN (Online): 2367-6957

Abstract

The functioning of business organisations in the context of the current dynamic and digital environment predefines a different managerial approach toward people so that they can transform into human capital and contribute to the achievement of the company objectives. This requires stimulation of the employees' self-expression in the internal organisational environment defined by the existing corporate culture. The

scientific objective of this paper is to outline the possibilities to stimulate the aspiration toward employees' self-actualisation through management of corporate culture with a view to achieving the strategic objectives of the business organisations. This work is of conceptual nature and it integrates and gives an overview of the existing theoretical grounds in the field of strategic management, corporate culture and human resources. Different research methods and approaches have been used, including the methods of analysis and synthesis and the systematic, complex and interdisciplinary approach. As a result of the research, the necessary matches have been discovered, with the support of which corporate culture helps stimulate self-expression of the employees in the context of the companies' strategic development.

17.3. Yancheva, K. Aspects of Improving Festival Tourism in Bulgaria. Izvestiya Journal of Varna University of Economics, No. 4/2014, pp. 52–67. ISSN 2367-6361.

Abstract

In the modern social system tourism has an even bigger importance despite the indications of decreasing tourist demand as a result of the processes of crisis in economics. One of the basic tendencies is the development of alternative forms of tourism. The essence of alternative tourism is actually revealed in its name – it is the alternative of mass or traditional tourism and it is exactly what its significance is – by adding to the forms of mass tourist supply alternative tourism contributes for:

- improving the tourist product of the region or destination;
- attracting new target groups of tourists;
- making popular and then keeping natural and anthropogenic tourist resources in the region or destination;
- providing extra employment for locals and others.

Festival tourism is also a type of alternative tourism which requires various resources – both natural and anthropogenic. Nowadays it is preferred because of the unique tourist product it offers; however, its development in Bulgaria needs improvement and perfection. A good example for the way festival events satisfies the demands of more and various target groups is the Festival of folk costume in the village of Zheravna. The subject of study in this paper is the festival of folk costume in the village of Zheravna. The topic of study in the research is the positive experience of organizing and holding festival events in Bulgaria. The aim of this paper is to analyze and assess the festival in Zheravna as a good practice in developing festival tourism in Bulgaria. The relevance of the topic is a result of the following:

- Bulgaria offers various opportunities for developing festival tourism. It is considered that this type of tourism underpins the improvement of tourist demand and leads to overcoming many economic and social issues in Bulgaria;
- the village of Zheravna is an example for a place that has resources for offering alternative forms of tourism and opportunities for developing festival tourism in particular;
- there exist certain problems in the village for Zheravna – for example, depopulation, infrastructure issues and unemployment decrease competitiveness of the destination and it is considered that improved tourist supply through activating and spreading festival tourism contributes for increasing tourist demand in the region.

The tasks assigned for reaching the aim of this paper are as follows:

- o characterizes briefly the essence and significance of festival tourism in Bulgaria;

o presents the concept of the Festival of folk costume in Zheravna;
o uses the good example of Zheravna for developing successfully festival tourism in Bulgaria.

The information basis for this study includes special literature on the topic, personal interviews, as well as a questionnaire concerning the development of festival tourism in the region.

18.4. Yancheva, K. The Role of Wedding Tourism in the Development of Golf Complexes along the Bulgarian Black Sea Coast. In Trends and Challenges in Global Tourism, Infrastructure and Communications Scientific Journal, Faculty of Infrastructure Economics, University of National and World Economy (UNWE) – Sofia, Vol. 5, October 2015, p. 265. ISSN 1314-0930.

Abstract

Niche forms of tourism are a growing focus in tourism scholarship. One little explored form of niche tourism is the specialized micro-niche of wedding tourism. Within the growing literature that deals with niche forms of tourism in Bulgaria there has thus far been minimal attention given to the notion of wedding tourism. This article addresses this investigatory void through an exploratory analysis of the wedding tourism industry in Bulgaria in general and more specifically of golf destinations. The empirical material centres on the spatial organisation of wedding venues in Bulgaria with evidence from golf destinations as the principal focus. The findings show that „place matters“ both in the choice of venues by international or domestic consumers and the existence of distinct clusters of venues which are unrelated to patterns of population. Interviews reveal that wedding tourism is a growing activity for many hospitality businesses and commonly linked also to business tourism with the hosting of conferences. The expanding profitability of wedding tourism has attracted new hospitality businesses to enter this niche market and correspondingly to raise levels of competition in this niche form of tourism.

19.5. Yancheva, K. Bulgarian Folkloric Rituals in the Context of Tourism. In Socio-Political and Ecological-Economic Problems of the Development of the Baltic Region: Proceedings of the International Scientific and Practical Conference, 19–20 November 2015, Pskov: Pskov State University, 2015, ISBN 978-5-91116-407-2, p. 107.

Abstract

The rapidly changing needs of contemporary tourists require the development and offering of attractive tourism products. One opportunity to enrich and diversify these products lies in Bulgaria's intangible cultural heritage. Bulgarian rituals, customs, and traditions serve as a primary resource, symbolizing authenticity, uniqueness, and emotion, which should be integrated into modern tourism products.

20.6. Kadieva, S., & Yancheva, K. The City of Varna as a Destination for the Development of MICE Tourism. In Proceedings of the Round Table “Specialized Types of Tourism”, 2–4 June 2016, Academic Publishing House of the Agricultural University – Plovdiv, Volume LX, Issue 1, p. 263. ISSN (print) 1312-6318; ISSN (online) 2367-5845.

Abstract

The meetings, incentives, conventions, and exhibitions (MICE) sector of tourism is growing rapidly worldwide and particularly in the Asia Pacific region. One of the

important challenges posed by rapid growth of this sector is to maintain service standards in a context of intense competition for this form of tourism. In particular, the development of skills in information technology is regarded as essential to the provision of quality service to tourists. After providing a brief outline of the MICE sector and its major stakeholders, the paper examines the conditions and prerequisites for the development of tourism in the city of Varna. Presented are the results from the authors conducted survey of congress and conference centers and hotel complexes in the city of Varna concerning the facilities and prospects for development of MICE tourism in Varna. On this basis possibilities are outlined for transformation Varna into a competitive destination for MICE tourism.

21.7. Yancheva, K., Participation of Bulgarian folklore in the tourist offer of Bulgaria as a destination, International scientific and practical conference Historical Geography of Eastern Europe: Natural and Cultural Heritage, November 2016, Historical Geography of Eastern Europe: Natural and Cultural Heritage. Proceedings of the International Scientific and Practical Conference, November 24–25, 2016. — Pskov: Pskov State University, 2016. — 214 p. ISBN 978-5-91116-523-9, pp. 135–142

Abstract

This article explores a topical, yet under-discussed, issue in tourism theory and practice, concerning the role, place, and application of Bulgarian folklore in tourism. The author's motivation for exploring this topic stems from the underestimation, incomplete, and irrational use of folklore's potential for tourism development in Bulgaria, and even a neglectful attitude toward the potential of this invaluable tourism resource, known as "Bulgarian folklore." Keywords: Bulgarian folklore, tourism product, tourism offer, destination Bulgaria, folklore tourism

22.8. Yancheva, K., Positioning the youth tourism product in the territory of Varna as a tourist destination, Tourism and recreational potential, natural and cultural heritage of Eastern Europe: Proceedings of the International scientific and practical conference on November 24–25, 2017. — Pskov: Pskov State University, 2017. — 214 p. ISBN 978-5-91116-612-0, pp. 32–42

Abstract

This paper aims to reveal the potential of youth tourism, to highlight its topicality in the dynamic development of the tourism industry in Varna and proper positioning.

23.9. Veleva, M., K.Yancheva, Opportunities for handling child aggression in tourist animation through creative tourism, Eastern Academic Journal, Publ. "Miracle A", Ltd, Bourgas, Issue 4, pp. 1-9, December 2017, co author Maria Veleva, ISSN: 2367-7384

Abstract

The goal of this paper is to review some behavioral features of child aggression in order to suggest opportunities for handling it through creative tourism application. The research methods applied are theoretical synthesis, theoretical analysis and observation. We suggest that creative tourism has big potential in handling child aggression in tourist animation if applied in specific ways. To reveal the nature of aggression in child behavior we particularize the reasons: aggressive behavior in children, especially when social skills are missing, is used to attract attention, to achieve a goal, to satisfy desire for leadership, to overpower or suppress others. We insist on the importance of

animators' ability to handle child aggression and we precise and particularize the process. Building social skills, developing emotional intelligence and participating in positive group behavior are some of the suggestions we offer as opportunities to handle child aggression in tourist animation. The focus on child aggression in tourist animator's work brings to light a problem that is still virgin regarding research in the Bulgarian scientific publications. This, and the suggestion how creative tourism can play significant role in handling child aggression are innovative and can contribute to other researches related to tourist behavior.

24.10. Todor Dyankov / Viliyan Krastev / Krassimira Yancheva, Evaluation of brand identity of Bulgaria as a tourist destination, TOURISM 19 Original scientific paper Vol. 66/ No. 1/ 2018/ 19 - 34 UDC: 338.48-44 (088.7) (497.2), Submitted: 9/10/2017 Accepted: 27/02/2018. An International Interdisciplinary Journal Published Quarterly Vol. 66 No. 1/ 2018/ 1 - 108 UDC 338.48 ISSN 1332-7461 (Print) ISSN 1849-1545 (Online) (str.19-34)

Abstract

The article reveals in a critical way the current brand identity of tourist destination Bulgaria in terms of its multidimensional aspects. The relevant characteristics of the researched brand identity reflect the compound influence of the destination soft power, destination image and destination brand image. For that reason, the paper focuses on the theoretical clarification of the meanings and interrelatedness of the above stated categories in connection with their subsequent empirical evaluations and following issues about the opportunities for enhancement of the brand position of destination Bulgaria on the world tourism market. In order to successfully accomplish this task, the authors offer an empirical model through which to express and test their research concept.

25.11. Rakadzhiyska, S., K. Yancheva, Bulgarian modern science for tourism - state and pre-prevention, XIV International Scientific Conference "Modern science, business and education", Yearbook at the Higher School of Management TOM XI, Publishing house at VUM, Dobrich 2018, ISSN 2367-7368, p. 168-183

Abstract

This article follows up on current scientific research on tourism by Bulgarian authors in two aspects: thematic/problem/orientation and achieved results. All of them were reviewed and published after presentation at scientific forums with international participation in the country in the period 2015-2017. Based on content analysis, under identified leading headings, the aspects of the research work of Bulgarian authors are presented in a synthesized manner. The state and challenges facing Bulgarian science on tourism are outlined. Keywords: tourism, scientific research, area of scientific interest, research results.

26.12. Rakadzhiyska, S., K. Yancheva, Marketing approach for improving the portfolio of the international folklore festival "Varna Summer" as a cultural and tourist product, Scientific conference "Science in the service of society-2018", Izvestia Journal of the Union of Scientists - Varna. Economic Sciences Series, 2018, vol. 7, issue 1, 66-77, ISSN 1314-7390 print, 2603-4085 online

Abstract

The present work reveals opportunities for improving the portfolio of International Folk Festival "Varna Summer" in order to increase the effects of its

implementation. The theoretical argumentation of the study uses the marketing theory to form a product portfolio. With the help of a survey and SWOT analysis, the strengths and weaknesses of the festival stand out as a cultural and tourist product. There are actions to be taken in accordance with the marketing approach for the formation of product portfolio.

27.13. Marinov, S., Yancheva, K., Dyankov, T. (2019). Destination Bulgaria on the Silk Road - Opportunities and Challenges. Izvestia Journal of the Union of Scientists - Varna. Economic Sciences Series, 8(3), 81-90. doi:10.36997/IJUSV-ESS/2019.8.3.81 Izvestia Journal of the Union of Scientists - Varna. Economic Sciences Series, Year:2019, Volume:8, Issue:3 ISSN (print): 1314-7390ISSN (online): 2603-4085

Abstract

The article reflects certain outcomes from the current research process within the project Silk Road Local Culture – SILC which is conducted under the Joint Operational Programme Black Sea Basin 2014-2020. The SILC project is still on elaboration by the research partners from Armenia, Bulgaria, Georgia, Greece and Romania. The authors of the article represent the research team on the Bulgarian side and have already prepared some preliminary study according to the project requirements. In this relation the eastern part of destination Bulgaria has become the focal territory of the research scope. For that reason, the main purpose of this article is to outline the strategic opportunities resulting from the SILC Road local culture project for destination Bulgaria based on successfully implemented good international practices.

28.14. Veleva, M., Yancheva, K. (2019). Students' Internship and the Higher Education in Tourism in Support of the Regional Businesses: Methodology. Izvestia Journal of the Union of Scientists - Varna. Economic Sciences Series, 8(1), 129-140. doi:10.36997/IJUSV-ESS/2019.8.1.129 Izvestia Journal of the Union of Scientists - Varna. Economic Sciences Series, Year:2019, Volume:8, Issue:1 ISSN (print): 1314-7390 ISSN (online): 2603-4085

Abstract

The goal of this paper is to highlight the problems and opportunities for integrating university graduates in the tourism industry through their practical internship, and to propose a methodology for measuring its effectiveness. The research brings out the most common problems and peculiarities, in twelve countries, in the practical training of tourism students: overtime without payment; lack of supervision and control of the students' performance; insufficient on-boarding; lack of on-the-job training; students become subject to dark leadership and are directly discriminated against or denied full rights to work and fair pay; gap between too high job expectations and reality; The curricula does not always meet the needs of the tourism practice. Based on the analysis of the students' internship in the specialty "Tourism" at the University of Economics - Varna, a new methodology for measuring its effectiveness is proposed. Keywords: tourism, students' internship, higher education in tourism, tourism graduates, research methodology

29.15. Yancheva K. D., Proposals for Improving the Competitiveness of SPA and Wellness Tourism in the Municipality of Varna, Bulgaria, Scientific publication: Natural, Historical and Cultural Heritage of Eastern Europe as an Object of Social and Geographical Research: Proceedings of the International Scientific and

Practical Conference, October 25–26, 2019 / Ed. by A. G. Manakov. — Pskov: Pskov State University, 2019. — 208 p. ISBN 978-5-91116-880-3, 35-43

Abstract

Very few countries in Europe can compete with Bulgaria in the field of spa, balneo, and wellness tourism. Thanks to the abundance and diversity of thermal mineral waters and therapeutic mud deposits, Bulgaria occupies a leading position in this type of tourism. Some of the country's mineral springs are located on the Black Sea coast. This provides opportunities for effective treatment and prevention of many diseases, creates excellent conditions for rest and recreation, and is a prerequisite for year-round visitation of the country, particularly the Northern Black Sea coast, with its centre in Varna. Keywords: spa tourism, wellness tourism, tourist destination, tourist product, competitiveness

26.12. Marinov, S., Yancheva, K., Dyankov, T. (2019) THE SILC ROAD LOCAL CULTURE PROJECT: OPPORTUNITIES FOR DESTINATION VARNA IN THE BLACK SEA COAST REGION, *Izvestia Journal of the Union of Scientists – Varna*, “The Cultural Heritage of Varna and the Black Sea Region”, September 27, 2019, pp.23-32, ISSN 2738-7372

Abstract

The report is dedicated to the project Silk Road Local Culture – SILC – under the Joint Operational Programme Black Sea Basin 2014-2020. The programme is co-financed by the European Union through the European Neighbourhood Instrument and by the participating countries: Armenia, Bulgaria, Georgia, Greece, Romania. The report outlines the opportunities resulting from the SILC Road Local Culture project for Varna in the context of good international practices for the use of the Silk Road cultural and historical heritage for tourism purposes.

**31.17. Yancheva, K. (2020). Analysis and Evaluation of the Professional Practical Training (Internship) of the Students in the Specialty "Tourism" at the University of Economics - Varna. *Izvestia Journal of the Union of Scientists - Varna. Economic Sciences Series*, 9(1), pp.45-53. DOI: <https://doi.org/10.36997/IJUSV-ESS/2020.9.1.45>, ISSN (print): 1314-7390
ISSN (online): 2603-4085**

Abstract

This article aims to present the results from a study conducted by a research project titled: "The prerequisites for professional development of students of" Tourism "at the University of Economics in Varna within the tourist area Varna (North Black Sea Coast) and tourist district Burgas (Southern Black Sea Coast) ". The paper shows the attitude of the students majoring in "Tourism" at the University of Economics in Varna to the overall process of conducting professional practical training (internship) in the specialty. Keywords: Higher Education; Curriculum; Extracurricular Educational Forms, Student's Internship.

32.18. Yancheva, K., Dimitrova, D. PROMOTING EDEN DESTINATIONS IN BULGARIA – THE WAY FOR SUSTAINABLE DEVELOPMENT OF TOURISM. *TOURISMOS: An International Multidisciplinary Refereed Journal of Tourism*, Chios, Greece: University of the Aegean, 13, 2021, 1, 163-197., ISSN: 1790-8418 (print) ISSN: 1792-6521 (online)

Abstract

The European Destinations of Excellence (EDEN) initiative provides the opportunity to enhance the visibility and recognition of emerging European tourist destinations, to create a platform for exchanging good practices at European level and to promote a network between award-winning destinations that could lead other destinations to adopt the model for sustainable development of tourism. The EDEN project is an excellent option for destinations that do not have the necessary financial funds but want to develop tourism. It provides a chance for every tourist product to be advertised free of charge in the other EU Member States.

33.19. Dyankov, T., Yancheva, K. (2021). Possible Cultural Tourism Routes on the Silk Road in Bulgaria. Izvestia Journal of the Union of Scientists - Varna. Economic Sciences Series, 10(3), pp.82-92. ISSN (print): 1314-7390, ISSN (online): 2603-4085, DOI: <https://doi.org/10.36997/IJUSV-ESS/2021.10.3>, Izvestia Journal of the Union of Scientists - Varna. Economic Sciences Series, Year:2021, Volume:10, Issue:3

Abstract

The report systematizes the theoretical statements about the competitiveness of the enterprise and specifies the guidelines for their practical application according to the specifics of the tourism enterprise (TE). The competitiveness of the tourism enterprise is defined. The process and methods of assessing the competitiveness of the tourism enterprise and the development of a profile of the main competitors are presented. The factors for increasing the competitiveness of the tourism enterprise are distinguished and interpreted. Possible strategies for increasing the competitiveness of the tourism enterprise are discussed. Keywords: Business Economists, Competitiveness, Diversification, Tourism Enterprise, Tourist Market

34.20. Rafailova, G., Dyankov, T., Yancheva, K. Opportunities for the Development of Regional History Museums in Bulgaria (following the example of Nordland Museum, Norway). Izvestia Journal of the Union of Scientists - Varna. Economic Sciences Series, Съюз на учените - Варна, 11, 2022, 2, 47-56., ISSN(печатно) 1314-7390, ISSN(онлайн) 2603-4085

Abstract

Museum management in the 21st century and beyond is faced with a number of challenges that are imposed by a rapidly changing, aggressive supply and demand and dynamic environment, as well as by different patterns of consumer behaviour. In relation to the right path for their successful development, museums in Bulgaria should pay attention to this environment, its factors, the "new" users, the "new" trends, the good world practices, the "new" opportunities. Otherwise, museums will function inefficiently and user satisfaction will remain unchanged. The main purpose of this publication is to present directions for application of modern and entrepreneurial approaches, necessary for development of the museums in Bulgaria, based on foreign successful practices.

35.21. Dyankov, T., Yancheva, K. WINE AND CHRISTIANITY - A MODEL FOR SUSTAINABLE TOURISM. National Roundtable "Sustainable Wine Tourism in the Context of the Green Deal", Agricultural University - Plovdiv, L14, 2022, 2, 100-109., ISSN (online) ISSN 1312-6318 / DOI 10.22620/sciworks.2022.02.010

Abstract

The main challenges to the transformation of Bulgarian tourism stem from the

specifics of post-Covid realities, characterized by a highly conjunctural nature for the country and the region. The significant volatilities that have occurred in the last few years raise the need for a new marketing positioning of Bulgaria on the domestic and international tourism markets. Rediscovering the link between wine and Christianity would have an innovative impact on the development of destination Bulgaria through the application of a conceptual model for sustainable tourism. In this direction, the main goal of this publication is set in a way to provoke the scientific and business communities towards a new strategic vision.

36.22. Yancheva, K. (2023). Guidelines for Improving an Event Tourism Product. Izvestia Journal of the Union of Scientists - Varna. Economic Sciences Series, 12(2), pp.126-138. <https://doi.org/10.56065/IJUSV-ESS/2023.12.2.126>, ISSN (print): 1314-7390 ISSN (online): 2603-4085

Abstract

This article examines EVENT tourism as a specialized type that has seen rapid development in recent years, not only globally, but also in Bulgaria. However, the successful implementation and realization of its product is associated with the knowledge of a number of features and effective management of the destination for events. In this regard, the author's aspiration is to derive and systematize the guidelines for improving the event offer, following the example of the Saint Constantine and Helena resort. Keywords: Event tourism, Event tourism product, Event destination, Event destination management

IV. Scientific papers

37.1. Tomova, S., K. Yancheva, Application of some psycho-physical methods in the training of animators, International scientific conference on the topic "RESPONSIBLE TOURISM 2020", dedicated to 50 years since the establishment of the COLLEGE OF TOURISM-VARNA, October 2013, Science and Economics Publishing House, p.209, ISBN 978-954-21-0666-1

Abstract

The purpose of the report is to present some psycho-physical methods at the training of animators like yoga, yoga fly, thai chi chyan and others.

38.2. Yancheva, K., Tourist products based on Bulgarian folklore, International scientific conference on the topic "RESPONSIBLE TOURISM 2020", dedicated to 50 years since the establishment of the COLLEGE OF TOURISM-VARNA, October 2013, Science and Economics Publishing House, pp. 219-229, ISBN 978-954-21-0666-1

Abstract

The development of modern tourism is extremely dynamic: new tourist sites are constantly being opened, tourist markets are expanding, and competition is becoming increasingly intense. Modern tourists are characterized by greater experience and higher demands; they evaluate the price-to-quality ratio more critically and seek more emotions, new experiences, and attractions. These circumstances set new requirements for the tourism supply and impose the continuous improvement and enhancement of the quality of the tourism product. In order to ensure the competitiveness of a tourist destination, it is necessary to expand the range of additional services and to increase the offering of attractive forms and types of tourism.

39.3. Yancheva, K., The role of wine tourism for improving socio-economic climate

in Melnik, V International scientific-practical conference «Formation of the tourism image of the territory of the North Caucasus. Analysis, practice, problems, perspectives» (November 18-19, 2014) Ed. Alef- Makhachkala, p.59, ISBN 978-5-9909107-0-6

Abstract

One of the global trends in tourism is the growing demand for more traditional and so-called alternative forms of travel. Over the past decade, wine tourism has emerged as a significant industry worldwide. In many countries, it has become a priority area for tourism development. Wine tourism is a relatively new sector in Bulgaria. Its purpose is to promote wine, viticulture, and all related activities — such as grape growing, wine production, tasting, and complementary experiences involving local cuisine, traditions, and customs. It often combines with other types of tourism, including cultural, historical, hobby, and rural tourism, contributing to the creation of distinctive wine regions as alternative destinations. The relevance of this report's topic lies in the potential that Bulgaria — and particularly the town of Melnik — holds for the development of wine tourism. The aim of this report is to highlight the role of wine tourism in improving the socio-economic environment of Melnik and in transforming the town into a competitive and sustainable tourist destination.

40.4. Yancheva, K., Technology for development and implementation of folklore animation product in tourism, Southwestern University “NEOFIT RILSKI” – BLAGOEVGRAD, Faculty of Economics, Department of Tourism, International Tourism Forum “SPA and WINE” 16.10.2014 – 20.10.2014, Interhotel Sandanski (Sandanski, Bulgaria) and Corfu Island (Greece), SWU “Neofit Rilski” Publishing House, 2014, pp. 275-286, ISBN 978-954-680-954-4

Abstract

Bulgaria is a country with a rich cultural heritage. Bulgarian national folklore is admired all over the world. It possesses great power, captivating tourists and transporting them back to “the old times.” In our country, there are more than 50 traditional wedding customs and rituals that have preserved their authentic form to this day, as well as seven folklore regions, each characterized by its own songs, dances, costumes, musical instruments, crafts, traditions, fairs, and festivals. The vivid colors and diversity of Bulgarian folklore make it a valuable resource that can be skillfully used for developing and enriching animation programs, turning folklore into a significant and distinctive element of tourism. The existence of such rich cultural, historical, and ethnographic resources — combined with knowledge of how to design and implement folk-themed tourism products — enables the successful creation and offering of cultural and entertainment programs throughout the country.

41.5. Yancheva, K., Festival tourism in the city of Varna - problems and prospects, Conference of young researchers - June 5, 2014, University of Economics-Varna, pp. 189-203, ISBN 1314-4812

Abstract

Events, and in particular festivals, as well as various international cultural, commercial, and sports forums, can serve as a powerful stimulus for visits and tourism in any urban destination. In this way, they indirectly exert a significant influence on the city's image, local businesses, and services, and generally contribute to establishing the city as a cultural destination. On the other hand, such events also make the city a more

attractive place for leisure and recreation for the local population.

From this perspective, the purpose of this report is to reveal the essence and specific application of festival events in the city of Varna for the development of festival tourism.

To achieve this goal, the following main tasks have been set:

- To clarify the nature and characteristics of festival tourism;
- To analyze the problems and prospects for the development of festival tourism in the city of Varna.

42.6. Yancheva, K., Guidelines for improving animation services in rural and eco-tourism complexes (on the example of the “Barite” complex, Chernevo village) - International scientific conference on the topic: “Ecological and rural tourism - challenges and prospects” 18 - 19 June 2015, College of Tourism - Burgas, Publishing House FLAT - Burgas, pp. 76-88, ISBN 978-619-7125-11-5

Abstract

Usually tourist animation is associated first with the sea holiday tourism, with high category hotels and holiday complexes, with mass tourism product but actually animation is kind of tourist service to enrich and intensify the behavior of tourists practicing alternative forms of tourism (as rural and eco-tourism), residing outside urban areas and the traditional big tourist centers. Complexes for rural and eco-tourism in Bulgaria should promote animation as a mandatory element of the tourism product. By its application the traditional residence of the guests will be enriched with sports and recreational, entertainment and cognitive activities, communicating and engaging experiences thus will acquire a new look and new consumer value. The tourism product that incorporates animation is more attractive, more demand and of course at a higher price, and hence more revenue for a rural and eco-tourism. A good example of how animation service meets the growing needs of tourists from physical activity, play, adventure, learn new skills and habits of learning more about customs, traditions, culture of communication, creative activities by participating in specially prepared programs is complex "Barite" in Chernevo village.

43.7. Yancheva, K., Project for organizing a special folklore event in a tourist destination - international scientific conference THE ECONOMY IN THE CHANGING WORLD: NATIONAL, REGIONAL AND GLOBAL DIMENSIONS, University of Varna, May 15, 2015, Science and Economics Publishing House, pp. 129-141, ISBN 978-954-21-0834-4

Abstract

In the continuously growing competition among tourist destinations striving to attract more and more visitors, the role of special events has become increasingly significant. To enhance the competitiveness of destinations, the concept of “event tourism” has emerged as an essential component of the tourism industry.

Equally important is the rapidly developing event management industry, which views tourists as a potential market and, at the same time, plays a key role as a stakeholder in ensuring the success and attractiveness of special events. The development of such events plays an important role in destination marketing, as in many cases they represent the main purpose of travel.

The functions of special events are related not only to tourism development within a destination but also to community building, urban renewal and regional development,

cultural enrichment, and the promotion of national identity.

Special events are an integral part of a destination's culture. Through their diversity, they express its dynamic nature, reflected in the dialogue and interaction between established and emerging communication practices. As focal points for various target audiences, events foster a sense of belonging and shared emotional experience, distinct from everyday patterns of social interaction.

The wide range of special events includes competitions, festivals, anniversaries, fairs, corporate events, ceremonies, charity initiatives, educational and sports events, attractions in theme parks, exhibitions, and historical commemorations, among others.

From this perspective, the aim of the present study is to establish a connection between special events, the tourist destination, and folklore art, by presenting an original concept for a special event based on Bulgarian folklore.

To achieve this goal, the following tasks have been set:

- To analyze the nature and characteristics of special events;
- To present the concept and methodology for designing a special folklore event within a tourist destination.

44.8. Yancheva, K., Peculiarities and importance of Bulgarian folklore congregations as a form of cultural tourism (on the example of the Koprivshitsa folklore fair), SOUTHWEST UNIVERSITY "NEOFIT RILSKII" – BLAGOEVGRAD, FACULTY OF ECONOMICS, DEPARTMENT OF TOURISM, International Scientific Conference "Cultural Corridor Via Adriatica – Cultural Tourism Without Borders", 15.10.2015 – 19.10.2015, Trogir, Croatia, SWU "Neofit Rilski" Publishing House, 2015, p. 89-96, ISBN 978-954-00-0008-4

Abstract

The modern forms of tourism offer current and potential customers more diverse and attractive opportunities for recreation and entertainment. While mass recreational tourism still retains its position as a major motivator for tourists, alternative forms of travel are also gaining ground and customers. Cultural tourism, which is the alternative to the mass vacation tourism, is becoming increasingly popular.

In recent years, this circumstance requires the development of new, unique, attractive and interesting proposals that engage the attention of potential tourists and motivate them to change attitude. The development of such proposals involves cultural tourism as a form of various cultural and cognitive travel with a specific object directly related to the tangible and intangible cultural heritage. In the context of the Bulgarian cultural heritage, it is the folklore heritage of Bulgaria in its various forms, types and subtypes that one has to pay due attention to.

The choice of folklore elements such as motive and resources for the development of cultural tourism, is rooted in the satisfaction of one of the most common needs today - the search for an authentic experience. The modern tourist is "jaded" by identical opportunities for recreation and relaxation and he is increasingly turning to unexplored cultural phenomena in his own country, as well as those in other countries, by the way, not only to explore them, but also to be able to participate in and to experiences them. Such cultural phenomena are undoubtedly the congregations of Bulgarian folk art that are able to satisfy this "modern" need of the modern traveller who needs to see, touch, try, feel, experience and participate in something new and unfamiliar.

The circumstances presented above determine the importance and topicality of the

issues related to the analysis of the characteristics and importance of congregations of the Bulgarian folklore and identify the reasons for the choice of topic of this paper.

45.9. Yancheva, K., Activities and problems of companies in the field of tourist animation, International Scientific Conference "Tourism in the Era of Transformations", University of Varna, 6-7.11.2015, Science and Economics Publishing House, pp. 505-516, ISBN 978-954-21-0864-1

Abstract

World practice shows that 65-70% of the profits in tourism sector are formed of additional services to which animation activities belongs, and the remaining 30% comes from the main tourist services. Hoteliers are increasingly convinced of the immense importance of the animated tourist product for the development of modern tourist industry. In order to optimize their business, they cooperate and interact with tourist animation companies, thus invest in entertainment, ensure regular customers and provide a good image. The main purpose of these companies is to improve the animated products in the hotel resorts, which is a complicated process related to solving numerous problems, appeared of the constantly changing needs of the tourists and the extremely dynamic environment of the modern world.

46.10. Yancheva, K., Marketing process for integrating folklore rituals into the product of cultural tourism, Eighth Black Sea Tourism Forum – Varna, 05 – 07 November 2015 “REGIONAL CULTURAL AND HISTORICAL PRODUCTS OF BULGARIA - UNITED IN DIVERSITY”, Publishing House STENO- Varna, pp. 392-402, ISBN 978-619-190-040-4

Abstract

Bulgaria’s intangible cultural heritage is a rich and diverse resource that can be successfully integrated into various tourism products thanks to its advantages and strong potential for development.

Such a product would be interesting and attractive to both Bulgarian and foreign tourists, as one of its unique qualities lies in its ability to satisfy the “modern tourist’s” need to experience an authentic encounter with an unexplored and new culture in the full spectrum of its expressions.

47.11. Veleva, M., K. Yancheva, The Magic of Fireworks: An Undying Tradition, Spectacle or Business, Ninth Black Sea Tourism Forum-Varna, Bulgaria - A Destination for Four Seasons, October 2016, Steno Publishing House, pp. 340-353, ISBN 978-954-449-889-4

Abstract

In the modern context of globalization, natural and cultural-historical heritage belongs to all humankind. The dynamic interaction between tourism and cultural heritage has become one of the main instruments for cultural exchange between different societies, providing people with the remarkable opportunity to experience the traditions and customs of both nearby and distant cultures.

However, the strong penetration of tourism into various cultures and its close connection with the tourism industry also give rise to a number of challenges. One such issue, particularly relevant to Bulgaria, is the phenomenon of nestinarstvo (fire dancing) and the danger of its overexposure, depersonalization, and distortion through its inclusion in various business events as a component of the tourism product.

The changes imposed by the tourism industry’s pursuit of accessibility—aimed at

making it easier for tourists to experience this ancient ritual—may, however, cause irreparable damage and deprive future generations of the opportunity to encounter the true, authentic form of *nestinarstvo*.

49.13. Veleva, M., & Yancheva, K. (2016). Creative tourism: Opportunities for controlling children's aggression in tourist animation. In Round table “Diversification of the regional tourist product on the example of the Varna – Northern Black Sea Coast Tourist Region”, organized by the Department of Tourism at the College of Tourism – Varna (pp. 145–153). ISBN 978-954-21-0910-5.

Abstract

Problems related to display of child aggression during tourist animator's job is approximately weakly studied so far. This brings us the opportunity to direct our attention to this topic of research. The animator is responsible for the children in charge, as in his duties he is obliged to pay equal attention to each one of them. Sometimes though, conflicts between children arise and they can easily turn into problematic or aggressive behaviour, in case the animator cannot get the things under control. It is possible the children's behavioural problems to be neglected, while the main emphasize lays on the full value of the parents' holiday. At the same time children have their own experiences and emotions, as the animator is able to increase them, in case they are positive, or to take control over them as it is the case with the child aggression.

The subject of this paper is child aggression, and the goal is to review some behavioural characteristics of child aggression - in general, and in tourism animation, in order to suggest some opportunities to overcome it through creative tourism. Research target are the theoretical formulations of the child aggression problem, as well as its behavioural display. The applied research methods are theoretical synthesis, theoretical analysis and observation. The results of this research direct to some opportunities to overcome child aggression in tourism animation trough creative tourism application.

50.14. Dyankov, T., & Yancheva, K. (2017). Marketing mix of wedding tourism in destination Bulgaria: Specifics and characteristics. In 50 Years College of Tourism – Burgas: Tourism, Innovations, Strategies (pp. 164–175). Burgas: Flat Publishing. ISBN 978-619-7125-35-4.

Abstract

This article raises questions about the opportunities for development of wedding tourism in tourist destination Bulgaria in terms of the specific characteristics of its marketing mix. The study focuses on the features of wedding tourism that distinguish it from other forms of tourism and related economic activities. The empirical material centres on the spatial organisation of wedding venues in Bulgaria with the relevant evidences from specific wedding destinations. Based on the analyzis of good practices on the Bulgarian Black Sea littoral and in relation with the international situation, the authors try to outline general issues for optimizing wedding tourism in destination Bulgaria.

51.15. Rakadziyska, S., K. Yancheva, Cultural Event Marketing, International Scientific Conference “Contemporary Tourism- Traditions and Innovations”, 19-21 October 2017, Sofia, St. Kliment Ohridski University Press, ISBN 978-954-07-4327-1, p. 500-511

Abstract

Cultural events as a means of enrichment and enjoyment of the people in the modern world are becoming increasingly larger and varied. From traditional theatre performances and film screenings during the various festivals, happenings and spectacular show performances to projects such as "European Capitals of Culture", cultural events cover more people and become an object of significant business committing serious resources. As a social phenomenon, cultural events are becoming an important prerequisite for the development of cultural tourism. Observations show, however, the appearance of problems related to planning, financing, implementation and effectiveness of cultural events. In this paper, the authors share the idea that the implementation of adequate marketing will contribute to a significant increase in the importance of various cultural events to satisfy all the participants in them.

52.16. Yancheva, K., Exploring the applications of ancient and modern recreational methods in spa and wellness tourism, International Scientific Conference "Contemporary Tourism- Traditions and Innovations", 19-21 October 2017, Sofia, St. Kliment Ohridski University Press, ISBN 978-954-07-4327-1, p. 426-443

Abstract

The subject of the report is in line with global trends in the spa and wellness tourism. Recreation as a social phenomenon contributes to the spread of cultural values, spiritual and physical improvement of a person for enhancing health. At the same time it becomes a global business that requires changes in strategies and strong management. The aim of this work is to show the scope and applications of ancient and modern recreational methods, used in the spa and wellness centers in Bulgaria.

54.18. Yancheva, K., Opportunities for the development of MICE tourism in the city of Varna (on the example of the cultural and entertainment complex "Sea Casino"), MICE tourism: festivals, incentives, conferences, exhibitions, Twelfth Black Sea Tourism Forum, Varna 2019, Slavona Publishing House, pp. 217-231, ISBN 978-619-190-149-4

Abstract

The meetings, incentives, conventions, and exhibitions (MICE) sector of tourism is growing rapidly worldwide. In 2017, Europe dominated the MICE industry and is expected to continue this trend till 2025. Asia-Pacific along with Europe contributed more than 50% in the global MICE industry share. The European MICE industry is primarily driven by the rising demand for meetings and a surge in adoption of smart devices and rise in internet penetration. Asia-Pacific is the fastest growing market and is expected to grow at the highest CAGR till 2025. One of the important challenges posed by rapid growth of this sector is to maintain service standards in a context of intense competition for this form of tourism. In particular, the development of skills in information technology is regarded as essential to the provision of quality service to tourists. After providing a brief outline of the MICE sector and its major stakeholders, the paper examines the conditions and prerequisites for the development of MICE tourism in the city of Varna.

55.19. Marinov, S., T. Dyankov, K. Yancheva, Evaluation of the potential of cultural heritage along the Silk Road in Bulgaria, Jubilee International Scientific Conference "Tourism - Beyond Expectations", 100 years of the UNWE and 30

years of the Department of "Economics of Tourism", Sofia 2020, pp. 89-107, UNWE Publishing Complex, ISBN 978-619-232-292-7

Abstract

The report is dedicated to the project Silk Road Local Culture – SILC – under the Joint Operational Programme Black Sea Basin 2014-2020. The programme is co-financed by the European Union through the European Neighbourhood Instrument and by the participating countries: Armenia, Bulgaria, Georgia, Greece, Romania. The purpose of the report is to present an evaluation of the potential for economic and tourism growth of the local cultural heritage along the Silk Road on the territory of the Northeastern Region (BG 33) and the Southeastern Region (BG 34) in Bulgaria.

56.20 Marinov, S., Dyankov, T., & Yancheva, K. (2020). Certification attitudes regarding the cultural route "Along the Silk Road" in Bulgaria. In Jubilee International Scientific Conference: Economic Science, Education and Real Economy – Development and Interactions in the Digital Era (Vol. 2, pp. 550–568). Varna: Science and Economy Publishing House. ISBN 978-954-21-1037-8.

Abstract

The report represents a study according to the framework of a project with reference number BSB 570 "Silk Road Local Culture", having an acronym SILC, funded by the Joint Black Sea Basin 2014-2020 Operational Program and co-financed by the Ministry of Regional Development and Public Affairs of the Republic of Bulgaria. The aim of the report is to reveal the attitudes of stakeholders for their certification and relevant participation in the offering of the tourist cultural route "Along the Silk Road" in Bulgaria. In the course of the report is outlined a critical review of existing researches and legislation on global and European policies for implementing the Silk Road thematic process of linking along with the main criteria for certification of cultural heritage, cultural routes and stakeholders in the field of European cultural tourism and for the purpose of the project. The authors analyze the officially certified routes and practices of cultural heritage, including those related to the Silk Road in the European context and in the partner countries of the project. Based on a conducted survey, the degree of motivation and willingness of stakeholders to participate in the SILCNET label certification process is also presented.

57.21. Dyankov, T., Yancheva, K. (2020). Historical Development of the Silk Road – Opportunities for Tourism. Scientific Conference “Tourism, Education, Business,” organized by the College of Tourism – Burgas, e-proceedings, pp. 134–144. ISBN 978-619-7125-74-0.

Abstract

This paper is focusing on the relatedness between the historical development of the Silk road and its implications for strategic development of contemporary tourism activities. The authors try to outline and explain the reasons for the Silk road development during different time periods and stages. The main reasons and outcomes of the Silk road forms of exchange are clearly explained along with the classification of the existing Silk routes as per the accumulated scientific and academic experience on the theme. The authors suggest new dimensions for academic research on Silk road initiatives concerned with tourism.

58.22. Yancheva, K. (2020). Extracurricular Education in the “Tourism” Major at the University of Economics – Varna. In: Proceedings of the Jubilee Scientific

Conference with International Participation “Tourism and Connectivity.” Varna: Science and Economy, vol. 1, no. 1, pp. 72–82. DOI: <https://doi.org/10.36997/TC2020.72> ISBN 978-954-21-1052-1.

Abstract

The publication presents the extracurricular education as a part of the curriculum of the specialty "Tourism" at the University of Economics-Varna. The report aims to acquaint the readers with the specifics of its implementation in the Department of "Economics and Organization of Tourism", as well as to analyze and systematize its forms and manifestations. Extracurricular education is a valuable method used in the education of students majoring in "Tourism", which in recent years has become increasingly relevant and is even more widely used in the university environment.

59.23. Marinov, S., Dyankov, T., Yancheva, K. (2020). SILC Road Local Culture – Cross-border Project Dimensions. In: Proceedings of the Jubilee Scientific Conference with International Participation “Tourism and Connectivity.” Varna: Science and Economy, vol. 1, no. 1, pp. 132–144. DOI: <https://doi.org/10.36997/TC2020.132> ISBN 978-954-21-1052-1.

Abstract

The authors of this research paper try to reveal the achieved interim results on the project SILC Road Local Culture (SILC) in its cross – border dimensions performed on behalf of the project team from the University of Economics – Varna. The discussion starts with some historical implications of the development of the Great Silk Road as a logical input basis for the contemporary initiatives organized by the World Tourism Organization and UNESCO. The successful role of the UE-Varna SILC partner is explained in details through the reported project deliveries on the creation of the entrepreneurship SILCNET network and the SILCNET label. The SILC project is still in continuation and the evaluation of its direct influence on the local communities is to come.

60.24. Dyankov, T., Yancheva, K. (2021). Problems of Tourism Education in an Electronic Environment (the Case of the University of Economics – Varna). In: International Scientific Conference “Tourism, Education, Business.” Burgas: Prof. Dr. Assen Zlatarov University, vol. 1, no. 1, pp. 141–149. ISSN 2738-893X.

Abstract

This paper aims to reveal the main problems of tourism education in an electronic environment. The field of research is the electronically based learning process at the University of Economics - Varna, which has become valid since the beginning of the Covid pandemic. The stated theory and practice of e-training are considerably questioned by the contemporary global events of uncertainty and high volatility. The main challenge from now on is how to continue e-based tourism training so as to get the most out of it in times of pandemic. For that reason, the research paper is critically focused more on hot problems and issues than on strategically based opportunities.

50.14. Dyankov, T., & Yancheva, K. (2017). Marketing mix of wedding tourism in destination Bulgaria: Specifics and characteristics. In 50 Years College of Tourism – Burgas: Tourism, Innovations, Strategies (pp. 164–175). Burgas: Flat Publishing. ISBN 978-619-7125-35-4.

Abstract

This article raises questions about the opportunities for development of wedding

tourism in tourist destination Bulgaria in terms of the specific characteristics of its marketing mix. The study focuses on the features of wedding tourism that distinguish it from other forms of tourism and related economic activities. The empirical material centres on the spatial organisation of wedding venues in Bulgaria with the relevant evidences from specific wedding destinations. Based on the analyzis of good practices on the Bulgarian Black Sea littoral and in relation with the international situation, the authors try to outline general issues for optimizing wedding tourism in destination Bulgaria.

61.25. Dyankov, T., Yancheva, K., Todorova-Khamdan, Z. (2022). Challenges Facing Human Resources in Marine Tourism in the Context of the “Blue Growth” and the “EU Green Deal.” In: Fifteenth Black Sea Tourism Forum – “Human Resources in Tourism: Challenges and Perspectives.” Varna: FIL, pp. 211–230. ISBN 978-954-9741-49-0.

Abstract

The reason for the creation of this paper is related to the new challenges facing human resources in Bulgarian marine tourism that have emerged as a result of the COVID-19 pandemic. The need for transformational processes in the Bulgarian labor market in tourism, within the context of the “Blue Growth” and the EU “Green Deal”, requires the outlining of strategic directions for the development of human resources in the field of marine tourism.

62.26. Yancheva, K., Ilieva, E. (2023). Shared Accommodation in the Context of MICE Tourism. In: Proceedings of the International Scientific Conference “Tourism, Education, Business”, organized by the College of Tourism – Burgas, 6–7 October 2023, e-proceedings, pp. 70–77. ISSN 2738-893X.

Abstract

MICE tourism is one of the successfully developing tourism industries on the global market, which has been growing steadily over the last years. At a current state, the MICE industry is one of the key drivers of tourism destination development and an important generator of income, employment and investments. It is notable that during MICE events a large volume of delegates is formed, resulting in increased tourist demand for accommodation - often exceeding the capacity of the destination's hotel industry. In this regard, one of the new trends in tourist accommodation is shared accommodation (P2P-accommodation), which successfully helps the tourist destinations in such peaks of tourist demand. The main objective of this study is to provide strategic guidance in the operation of shared accommodation in the MICE industry in order to improve participant satisfaction and process efficiency in MICE tourism.

63.27. Lukanova, G., Yancheva, K. (2024). The Traveling Seminars in Support of Training in the Tourism Specialty at the University of Economics – Varna. In: Tourism Opportunities and Models for Development in Bulgaria. Cambridge Scholars Publishing, pp. 111–124. ISBN (print): 1-0364-0008-5; ISBN (online): 978-10364-0008-8.

Abstract

This publication presents the importance of traveling seminars as a form of extracurricular activity for tourism education at the University of Economics-Varna. The topic is extremely current, as they have been included in the curriculum of the major for

the past few years. The first part of the publication explains the nature, features, and benefits of extracurricular activities in education. The second part of the report presents the results of a survey of the satisfaction of students from the Department of Economics and Organization of Tourism at the University of Economics - Varna from their participation in traveling seminars organized by the department.

V. Textbooks

64.1. Rafailova, G., Kadieva, S., Yancheva, K., Pliakov, S., Kozhukharova, L., Krasteva, A. (2012). Specialized Types of Tourism. Varna: University Publishing House "Science and Economy," University of Economics – Varna, March 2012. ISBN 978-954-21-0569-5.

Abstract

The textbook "Specialized Types of Tourism" aims to present the essence, role, and forms of tourism types that differ from traditional seaside and mountain mass tourism. It explores ecotourism, rural and agritourism, congress and urban tourism, health and spa tourism, wine, culinary, cultural, religious, and sports tourism. These specialized tourism forms address increasingly individualized tourist interests, serve specific market niches, contribute to season extension, and support sustainable destination development.

The textbook contains an introduction, glossary, and nine chapters, each devoted to a particular tourism type, including chapter objectives, key questions and terms, case studies, self-assessment checklists, and recommended literature.

It is designed primarily for students of the College of Tourism – Varna studying the discipline "Specialized Types of Tourism", but it is also valuable for tourism professionals, NGOs, industry associations, and local government representatives responsible for tourism development.

Authors by chapters:

Genka Rafailova – Chapters I and II;
Snejina Kadieva – Chapters III and IV;
Krasimira Yancheva – Chapter V;
Lilyana Kozhukharova – Chapter VI;
Atanaska Krasteva – Chapters VII and VIII;
Stanislav Pliakov – Chapter IX.

65.2. Rakadjyska, S., Marinov, S., Dyankov, T., & Yancheva, K. (2020). Turisticheski pazari [Tourism Markets]. Varna: Science and Economy Publishing House. ISBN 978-954-21-1018-7.

Abstract

The textbook "*Tourist Markets*" has been developed in accordance with the curriculum for students in the Bachelor's degree program in *Tourism* at the University of Economics – Varna. It provides synthesized and systematic information about the nature and specifics of tourist markets, viewed through the lens of economic market theory. The content explores the essence and characteristics of market relations arising in the purchase and sale of various tourism services and products, as well as the factors influencing the behavior of market participants.

The authors present the tourist market as an economic category, outlining its key structural elements and providing evaluations of the state and trends of major emissive, receptive, and emerging tourism markets. Special attention is devoted to:

- Theoretical foundations and multifactor nature of tourism pricing and price competition;
- Market research and forecasting methods in tourism;
- Policy approaches and strategic management of tourism markets;
- Analysis and evaluation of Bulgaria's tourism market policy.

The textbook is based on theoretical and empirical research by leading international institutions, including the UN World Tourism Organization (UNWTO), the World Travel and Tourism Council (WTTC), the European Travel Commission, Eurostat, and other organizations, as well as the authors' own scientific and applied research experience.

Authors' contributions:

- Prof. Dr. Svetla Rakadjiyska – Preface, Chapter I, Chapter II (sections 1 & 3), and general scientific editing;
- Prof. Dr. Stoyan Marinov – Chapters III, IV, and V;
- Chief Assist. Prof. Dr. Todor Dyankov – Chapters VII and VIII;
- Chief Assist. Prof. Dr. Krasimira Yancheva – Chapter II (sections 2 & 4) and Chapter VI.

66.3. Marinov, S., Dyankov, T., & Yancheva, K. (2021). *Marketing in Tourism: A Study Guide*. Varna: Science and Economics Publishing House, University of Economics – Varna, May 2021. ISBN 978-954-21-1070-5.

Abstract

The study guide “*Marketing in Tourism*” is designed for undergraduate students majoring in *Tourism* at the University of Economics – Varna. Its primary purpose is to facilitate the acquisition of specific marketing knowledge, skills, and competencies required for the course *Marketing in Tourism*. The content is consistent with the official curriculum and the textbook “*Marketing in Tourism*” (Science and Economics Publishing House, 2017).

The guide consists of six main chapters:

- Chapter 1 provides a course annotation, outlining its objectives, structure, teaching methods, evaluation system, and expected learning outcomes.
- Chapter 2 presents the organization and structure of the course, including seminar guidelines and assessment procedures.
- Chapter 3 contains complete sets of instructional materials, theoretical summaries, case studies, and sample tests to support students' preparation.
- Chapter 4 offers a concise glossary of key terms and main information sources.

The publication is suitable not only for students in tourism programs but also for professionals and NGOs operating in the field of tourism marketing.

Author contributions:

- Prof. Dr. Stoyan Marinov – Preface, Chapter 1, Chapter 3 (sections 3.4, 3.6, 3.9, 3.13), Chapter 4, Conclusion;
- Chief Assist. Dr. Krasimira Yancheva – Chapter 2, Chapter 3 (sections 3.2, 3.14, 3.15), Glossary;
- Chief Assist. Dr. Todor Dyankov – Chapter 3 (sections 3.1, 3.3, 3.5, 3.7, 3.8, 3.10, 3.11, 3.12), Glossary.

67.4. Marinov, S., Dyankov, T., & Yancheva, K. (2022). *Tourism Management*. Varna: Science and Economics Publishing House, University of Economics –

Varna, February 2022. ISBN 978-954-21-1104-7.

Abstract

Tourism is a social phenomenon and an economic sector in which the interests of many and diverse stakeholders intersect. The management of tourism activities is a complex process that requires specific knowledge and practical skills.

The main purpose of the textbook “*Tourism Management*” is to provide systematic knowledge about the subjects, objects, mechanisms, and functions of tourism management at various levels.

Structurally and content-wise, the publication fully reflects the established curriculum for the course “*Tourism Management*”, which is one of the core professional disciplines in the study plan for undergraduate students in the *Tourism* program at the University of Economics – Varna. This textbook is a first edition. It introduces key topics in tourism management at both macro and micro levels, including: the concept of tourism management, international-level tourism management, national-level tourism management, and municipal-level tourism management. Special attention is given to the management of tourism enterprises. Individual topics address planning, organization, control, efficiency, risk, competitiveness, sustainable development, social responsibility, and business plan options for tourism enterprises from a management perspective.

The main focus of the textbook is on sharing knowledge and developing decision-making skills for practical situations in the field of tourism management.

In developing the textbook content, both theoretical and practical-applied achievements of authoritative Bulgarian and international researchers in tourism management have been considered. Information from national and international tourism organizations has also been used.

The textbook is useful for the education of bachelor’s and master’s students in tourism-related programs, as well as for enhancing the competencies of professionals, experts, and managers working in tourism practice.

The authors of the textbook are faculty members at the Department of *Economics and Organization of Tourism* at the University of Economics – Varna. Their contributions to the individual chapters are as follows:

- Prof. Dr. Stoyan Marinov: Chapters 1, 2, 3, 4, 5, 8, and 13
- Chief Assist. Dr. Krasimira Yancheva: Chapters 6, 7, 9, and 10
- Chief Assist. Dr. Todor Dyankov: Chapters 11, 12, 14, and 15

68.1. Rakadzhijka, S., Yancheva, K. (2015). 50 Years of the Tourism Program at the University of Economics – Varna. Varna: Science and Economics. ISBN 978-954-21-0863-4.

Abstract

The publication “*50 Years of the Tourism Program at the University of Economics – Varna*” presents the historical development and achievements of the *Tourism* program over fifty years of academic activity. It traces the establishment and consolidation of the program, the main stages of education, scientific research, and practical initiatives implemented by faculty and students.

Particular attention is given to the evolution of curricula, the introduction of innovations in teaching, the preparation of qualified professionals for the tourism industry, and collaboration with national and international tourism organizations. The

book also highlights significant events, projects, and initiatives that have contributed to the University of Economics – Varna becoming a leading center for tourism education in Bulgaria. This publication is valuable for students, lecturers, tourism professionals, and anyone interested in the history and development of tourism education in Bulgaria.