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Essence and Specifics of Bulgarian Tourism Regions - Resource Collateral

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ABSTRACT

The modern tourism industry of Bulgaria is developing in an extremely dynamic and competitive environment, determining the need to create and implement strategic activities and initiatives to strengthen its place and role in the global tourism market. In recent years, the country has been divided into nine new tourist regions due to the need to create a common vision, successful marketing strategy, sustainable development and management, optimal market positioning and efficient use of natural and anthropogenic tourism resources. These new features provoked this study with an emphasis on resource security of newly created tourism regions, as different and specific resources can be perceived as one of the most important competitive advantages, creating a unique and memorable image of tourism regions and destinations. Consider current realities, it can be rightly argued that the tourism regions have a key role in the development of the tourism industry, having the necessary identity to provoke the interest of real and potential tourists to destination Bulgaria.

KEYWORDS Tourism regions; Resource collateral; Natural resources; Anthropogenic resources; Tourist destinations

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