

SUMMARY OF SCIENTIFIC PUBLICATIONS

of

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for participation in a competition for the academic position of full PROFESSOR,
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in the field of higher education 3. Social, economic and legal sciences,
professional direction 3.9. TOURISM (Communication and Sociology of Tourism and of Regional
Development)

Group of indicators B. Indicator 3. Habilitation work – monograph

3.1. **Kabakchieva, D.** Sociocultural characteristics of the anthropogenic tourist resources of Bulgaria. Shumen: Bishop Konstantin Preslavsky University Press, 2021. ISBN 978-619-201-483-4 (print), ISBN 978-619-201-497-1 (eBook)

The monograph attempts to review the anthropogenic tourism resources (ATR) of Bulgaria in their species diversity through the perspective of their socio-cultural characteristics - the degree of exploration, conservation, development, adaptation, socialization and their utilitarian applicability. The text explores the transformation of cultural artefacts and practices in order to clarify their potential and enhance the possibilities for their use in the context of tourism. The work has a total of 330 pages (including 282 - main text, 37 - appendices and 8 - references used, including 57 sources in Cyrillic, 29 in Latin and 63 Internet addresses).

The exposition is constructed in two main chapters, which present the author's interpretation of the classification of ATR and the sociocultural features of each of the 11 designated species in this classification. The subject of the analysis for the individual types are three groups of characteristics determining: 1) the general appearance of the distinct set; 2) the tourist potential of the sites/phenomena under consideration; and 3) their tourist use. Special emphasis is also placed on selected typical examples, standards and innovations. Their selection is the result of the author's empirical research on individual tourist resources and representative sources, with attention focused on characteristic patterns relevant to the issues under study.

The specification of the species content of ATRs, the definition of each of the distinct groups, the analysis of the possibilities of socialization and use of for tourism purposes, as well as highlighting prominent examples, mark the way for their effective management. This is the cognitive and scientific value of the study. At the same time, the socio-cultural perspective and its accompanying conclusions could be of practical use for better utilization and adaptation of resources to tourists' requirements, for diversification of tourism offer, for promotion of investments in the sector and for policy development.

Today more than ever, tourism needs scientific underpinnings to enable, inform and shape the rethinking and enforcement of the next norm. There is a need to focus attention on potential new theoretical areas and emphases to improve and restore tourism practice.

This monograph offers a starting point for further observation and analysis and a solid basis for refocusing practice, behavior and development. By defining the socio-cultural characteristics of different types of anthropogenic tourism resources in Bulgaria, the study provides a qualitative basis for their conceptualization and implementation.

Group of indicators G. Indicator 4. Published monograph that is not presented as a main work

4.1. **Kabakchieva, D.** Tourism. Communication. Reputation. Shumen: Bishop Konstantin Preslavsky University Press, 2019. pp. 1 – 175. ISBN 978-619-201-300-4 (print), ISBN 978-619-201-496-4 (eBook)

The focus of the monograph is communication as a factor in the development of tourism. That is why the concepts of „tourism“, „communication“, „reputation“ are not clarified in detail and not all aspects of their existence have been brought out. Communication spans and constructs both the time and the social space in which all tourism and reputational activities unfold. Both tourism and reputation are functionally dependent on it. The interaction between the three constructs reflects the new orientations, parameters and meanings in the development of the tourism industry, dictated by the demands of modern times.

The book has a total volume of 175 pages (including 152 – main text, 16 – glossary of basic terms and 5 – used literature, including 60 sources in Cyrillic, 19 in Latin). As the title suggests, the exhibition is structured in 3 distinct parts.

According to the author, the thematization of communication as a crucial component of the system of relations in tourism (both at the level of a tourist enterprise and in the industry as a whole) is an actual task for management, which urgently needs a theoretical basis and adequate forms, means and techniques of impact . In accordance with the growing requirements for the professions of the type "from person to person", in the preparation of future tourism managers in higher schools, special academic disciplines such as Social Communication, Business Communication, Public Relations, Business Ethics and Communications, etc. have been introduced. . Unfortunately, in most cases they remain outside the field of mandatory disciplines, and in practice very little attention is paid to the essence of this phenomenon and the definition of its constituent parts - the wording is careless, a large part of the concepts are used synonymously, and this only obscures their true content and prevents working with them. At the same time, the need for training in communication techniques and procedures has long been on the agenda and cannot be postponed. They are necessary both for the improvement of a general communication culture and for the formation of a professional communication culture and behavior of people engaged in the field of tourism.

Good communication competence today is one of the most problematic areas in the system of specialized training of work teams in tourism. Regardless of this, however, and regardless of the growing number of scientific research and teaching-methodical literature in this area, there are no sources corresponding to the problem with a practical focus and benefit. Referring to the concept of communication as a specific goal and means of exchange of meanings (knowledge, skills, emotions) and mutual influence in different social environments and professional activities, the text is intended, on the one hand, to confirm the understanding of communication in a conceptual and operational - attached plan. It is aimed at the field of tourism

and brings out communication as a universal condition and a factor with a dominant value in this field. It directs attention to the problems and informational effects caused by the modern interpretation of constructs such as image, identity, trademark, brand, building the overall functional field of reputation in tourism. On the other hand, the content has the practical goal of developing students' communication competence, introducing them to the forms and methods of communication interaction, and increasing their communication culture.

Group of indicators G. Indicator 6. Articles and reports published in scientific publications, referenced and indexed in world-renowned databases of scientific information

6.1. **Kabakchieva, D., V. Vasileva, S. Sabrieva, M. Angelova.** The role of natural tourist resources for the forming of the tourist reputation of Bulgaria. – In: Proceedings from 4th International Conference GEOBALCANICA 2018, 15 – 16 May 2018, Ohrid, Macedonia, pp. 277 – 286. ISSN 1857-7636, FN Clarivate Analytics Web of Science VR 1.0 (2019)

DOI: 10.18509/gbp.2018.31

DOI: <http://dx.doi.org/10.18509/GBP.2018.31>

UDC: 338.483.11(497.2)

<http://geobalcanica.org/wp-content/uploads/GBP/2018/GBP.2018.31.pdf>

The article develops the idea that the reputation of a territory is primarily based on territorial identity, which is composed of (1) the identifying characteristics of the place and (2) the sum of its distinctive features and resources. Natural tourist resources, as an important component in this complex, contribute significantly to the formation of the relevant reputation. Considering that more than 2/3 of tourist trips are aimed at them, the hypothesis of their perception as a defining reputational element is well-founded.

The essence of such problematization is closely related to the possibilities, the effective exploitation and the realization of the potential of these resources, on the one hand, and the establishment of a fruitful, active and consciously managed reputation of the tourist territory, on the other. If the attractiveness of one or another place was initially determined by the natural properties and qualities of its adjacent resources, today it is already maintained thanks to the positive tourist image of this place, the good name created over a long period of time (in result of the direct or indirect knowledge, impressions and experience of consumers), of the imposed bright brand.

Group of indicators G. Indicator 7. Articles and reports published in non-refereed peer-reviewed journals or published in edited collective volumes

7.1. **Kabakchieva, D., V. Vasileva.** River tourism as a factor for the development of the Danube tourist region – Bulgaria. – In: Proceedings the 8th International Scientific Conference Geobalcanica – 2022, 09 – 10.05.2022, Belgrade, Serbia, pp. 123 – 140. Skopje, North Macedonia: Geobalcancia Society. 2022. Online ISSN: 1857-7636.

DOI: <https://doi.org/10.18509/GBP22123k>

UDC: 338.48-44(497.2:282.243.7)

The text examines the state and prospects for the development of tourism in the largest tourist region in Bulgaria - the Danube Region. The role of rivers as a tourism resource and river tourism in the country are still far from the focus of researchers' attention. The aim of the authors is to present the tourist functions of the relatively less studied Bulgarian section of the Danube River. The article presents the general theoretical framework of water tourism, examines the possibilities for river tourism in the country, focuses on the relevant infrastructure along the Bulgarian coast and brings out the contribution of this type of tourism to the future and sustainability of the region.

The thesis that the river is an economic factor, an important artery, a commercial and cultural route, a historical witness and an identity marker is emphasized. In recent decades, its touristic importance has significantly increased. The tourist product, created on the basis of the growing interest, is based not only on the river and water, but also on the population, cities, culture, art, sights, opportunities for sports, entertainment, recreation. The task before all interested parties related to the management of the Danube tourist region is to form the Bulgarian face of river tourism and to turn this region into an attractive place, competitive with the Black Sea and ski resorts of the country.

7.2. **Kabakchieva, D.** Additional value and effect of digitalization in tourism. – In: Proceedings the 4th International scientific conference „Challenges of tourism and business logistics in the 21st Century“, ISCTBL 2021, 19 November 2021, Stip, R.N. Macedonia, pp. 220 – 229. Shtip: University Goce Delcev, Faculty of Tourism and Business Logistics – Gevgelija, 2021. ISBN 978-608-244-824-4, COBISS.MK-ID 55376901

DOI <https://www.doi.org/10.46763/9786082448244>

UDK 338.48:004(4-672EU)

DOI <https://www.doi.org/10.46763/YFNTS2141220k>

The article discusses digitization in the context of tourism as a set of tools, frameworks and technologies to increase the variety, volume and functionality of tourism products, services and experiences. The author develops the idea that this evolutionary process creates and/or adds value, and its success depends on the tourism sector's capacity to share, learn and collaborate.

Advances in technology are driving innovation, growth and globalization in the industry and are completely redefining travel. The topic of digitization in tourism is actively discussed in specialized circles and with good reason - we are at a turning point that is changing society as profoundly as industrialization ever did. And this affects all spheres of activity, at all levels. In some areas, the changes are too advanced and sustainable, in others they are just beginning, but in any case there is no turning back. The travel industry is at the forefront of digital innovation and continues to transform at an exponential rate worldwide, leaving no segment of the system untouched.

The text enforces the understanding that digitization is not an end in itself – unlocking its potential in tourism requires a nuanced approach that responds to the unique challenges in the different constituent parts of the sector and in the different types of tourism activity. This is the task of every modern organization, but the process should be initiated, encouraged and supported along the structural vertical from top to bottom. Traditional work methods and models should be rethought so that they can respond adequately to new requirements and make the most of the opportunities that digitalization brings with it.

7.3. **Kabakchieva, D.** Entertainment touristic resources – essence and functions. – In: Tourism. Education. Business. Proceedings of an international scientific conference, organized by the College of Tourism – Burgas, 29 – 30 October 2021, pp. 57 – 65. ISSN 2738-893X
https://www.btu.bg/images/kolejpoturizam/reports_conference_Burgas_2021.pdf

The text comments on recreational tourism resources and the conditions they create for the functioning of the tourism market. According to the author's definition, they provide the territorial and material base for various types of activities that provide pleasure during free time and are therefore the purpose of a visit by tourists. Entertainment, considered as additional services in tourism, is offered at the tourist destination and attracts the attention of guests on a daily basis. The resources that provide them are often emblematic of the given area. They are difficult to differentiate categorically from the rest, and only some of them undoubtedly belong to the group of modern anthropogenic resources. For these reasons, they are often designated as cultural-entertainment, sports-entertainment, etc. Their main distinguishing quality, which sets them apart, is their functional load. In contrast to the others, the leading one for them is not the cognitive, educational or educational mission, but primarily and purposefully - their entertainment purpose. For greater clarity and easier identification, it is appropriate to decompose them into three organizational-structural directions: (1) entertainment complexes, (2) entertainment/amusement parks, and (3) commercial entertainment centers.

The constantly expanding scope of these resources and their dynamic development are a consequence of the changes occurring in the tourist market in terms of consumer requirements. Entertainment, as a way of spending free time, leads to pleasures and pleasures and is aimed at finding life's joy, which becomes a stimulus for new activity. This circumstance fixes the place and effect of entertainment resources in the overall tourism activity.

7.4. **Kabakchieva, D., V. Vasileva.** Cross-border territories and tourism. – In: Innovation and Entrepreneurship Collection of scientific articles, pp. 114 – 127. Montreal, Canada: Ajax Publishing, 2020. ISBN 978-1-926711-08-6

The article focuses on a problem that is extremely poorly considered in a theoretical aspect - the relationship between tourism and cross-border territories. The aim is to clarify the use and importance of these territories for the development of tourism, on the one hand, and its role in the revitalization and upsurge in them, on the other. The text interprets the concept of the border, analyzes the possibilities for the deployment of specific forms of tourism in several cross-border Bulgarian regions and proposes appropriate measures to promote tourist activities in them.

Each such region is characterized by its own economic and social life, directly and significantly influenced by proximity to an international dividing line. Tourist destinations/areas sometimes extend beyond or meet at borders. Depending on the communication and cooperation between them, they can work as a unit with common interests or remain each behind their own barrier. Attention to these territories is particularly acute and concentrated in the modern conditions of globalization and growth of consumer demand in tourism. This is because they have all the prerequisites for the formation of special spaces with intensive interregional and international economic, social and cultural ties. Tourism is a promising form of successful cooperation in this direction. Under favorable conditions, cross-border territories contribute to its growth within the framework of inter-neighborly relations and interests. Moreover, it is expected to be the driving force in the regional development of the peripheral

(border) parts of individual countries. All of this outlines an area that abounds with research potential.

7.5. **Kabakchieva, D., D. Blagoeva.** Peculiarities of the Tourist Product in Wine Tourism. – In: Second Scientific Conference with international Participation „Geography, Regional Development And Tourism” 25 – 26 October 2019. SocioBrains, International Scientific refereed online Journal with Impact Factor, Issue 66, February 2020, pp. 260 – 266. Publisher: www.SocioBrains.com, ISSN 2367-5721

http://sociobrains.com/MANUAL_DIR/SocioBrains/Issue%2066,%20February%202020/Human%20Geography/4_%20Dora%20Kabakchieva,%20Diyana%20Blagoeva.pdf

The text discusses the formation of an integrated and thematically linked to wine, its history and culture tourism product, based on the basic requirements for wine tourism. In recent decades, wine tourism has emerged as a preferred type of alternative tourism, has seen significant growth and is one of the fastest growing segments of the tourism industry. It is activated due to the arising need to consume material and spiritual goods, with a specific focus on grapes and its derivative products, and accordingly - from travel and temporary residence outside the permanent place of residence in order to satisfy the needs arising from the interest in the sacred drink and the lifestyle related to it. traditions and customs.

What is expected from the tourist product in wine tourism is far from just a series of trying all kinds of varieties and brands, but a complete experience and exploration of the region. The motivations for undertaking this type of tourism are different – unifying and complementary: tasting; obtaining knowledge (history of the cellar, its owners, climatic and soil characteristics, unique varieties, peculiarities of technology, etc.); pleasant experiences resulting from contact with the winemaker, the cellar and the vineyards; love of nature; pairing of wine with food; entertainment during a wine attraction; delight in the romance and elegance of wine culture; appreciation of architecture and art; learning about the "green" aspects of ecotourism or the health benefits of wine. Each one of the listed reasons marks the specific niche of wine tourism in the tourist offer and orients the construction of the tourist product to a heterogeneous set of goods and services.

7.6. **Kabakchieva, D.** Memorial tourist resources – materialized places of the Collective memory. – In: Proceedings of reports from the Anniversary scientific conference with international participation „Tourism and connectivity", dedicated to the 55th anniversary of the establishment of the specialty „Tourism" – Varna University of Economics, pp. 157 - 164, Varna: Science and Economics University Press, 2020. ISSN: ISBN 978-954-21-1052-1,

DOI: <https://doi.org/10.36997/TC2020.157>

<https://ue-varna.bg/uploads/filemanager/303/publishing-complex/2020/Tourism-svarzanost-2020.pdf>

The article presents for the first time (in the author's classification of anthropogenic tourist resources) the group of commemorative tourist resources. The formation of this group is based on their definition: material objects created by people to testify to significant moments that happened in the past; cultural symbols that fix, summarize and unify memory and make possible its transmission from generation to generation; peculiar sacred spaces with varying degrees of value loading or sacredness, opposed to the rest of the environment, which does not carry with it such meanings. We are talking about monuments, military monuments, memorials, pantheons, tombs, mausoleums, ossuaries, lobbies, memorial complexes, battle sites, historical

panoramas, avenues of memory, birthplaces, etc. All of them preserve the memory of glorious or sad episodes that have an important meaning in the life of society, and demonstrate appreciation for achievements, conquests, victories, heroism, self-sacrifice in the name of the motherland or the ideal.

In the author's understanding, collective memory is a complex social entity, which is primarily culturally determined, because even if memories are related to national history, it is constructed according to dominant cultural patterns, values and historical meanings. The images of memory always have spatio-temporal coordination – they are located in a material-spatial environment in both a geographical and a historical sense. Many of the existing materialized objects specifically created by humans to ensure the memory of the past are related to tourism. They are important markers in the creation of tourist routes or have become symbols of certain tourist destinations. They are identified by their particular characteristics and specific functionalities, detailed in the text.

7.7. **Kabakchieva, D.** Economic tourist resources as a prerequisite for a sustainable development of the destination. – In: Proceedings of reports from the Jubilee International Scientific Conference „Economic Science, Education and the Real Economy: development and interactions in the digital age" in honor of the 100th anniversary of the founding of the University of Economics – Varna. 11 – 12.05.2020, volume II, pp. 592 – 603. Varna: Science and Economics University Press, 2020. ISBN 978-954-21-1038-5

The text clarifies economic tourism resources as anthropogenic resources reflecting the economic projections of the past, present or future of a certain territory. The author includes in their scope: (1) sites of industrial heritage - remains of industrial culture that have historical, technological, social, architectural or scientific value (industrial sites, machines and equipment, products and processes, transport and infrastructure, housing, industrial settlements and landscapes, documentation of industrial society, etc.); (2) operating industrial and agricultural areas, open for visits and presentations (wineries, breweries, rose factories, bakeries, dairies, mines, organic farms, etc.), as well as specific infrastructure objects that attract the curiosity of tourists; (3) science centers launching scientific achievements, research and innovation activities in a popular language to a wide audience (children's science centers, planetariums, astronomy and space centers, etc.).

Interest in economic resources has grown strongly in recent years, especially in Europe. The industrial revolution, which began in the 18th century, left a huge legacy, which is increasingly skillfully transformed into a unique tourist product. In parallel, many modern production sites - from chocolate factories and textile enterprises, to nuclear power plants and car industry plants - arrange visitor tours and equip special demonstration areas. Tourists interested in all this get knowledge and skills, experiences and entertainment, and economic enterprises (together with the settlements and regions in which they are located) impose an image and brand, confirm their reputation. The benefits are more than significant and are a prerequisite for promoting the development of these resources and linking them to strategic plans and sustainable development.

The tourist evaluation of each of the economic resources should be considered individually and in view of its specific value (historical, cultural, social), according to its location and territorial scope. Since these objects could have a great impact on the development of their adjacent settlement, both economically and socially, they should not be approached in a self-serving or superficial way.

7.8. **Kabakchieva, D.** The Hotel animation – a key component in modern tourist services.– In: Proceedings from Scientific Conference with international Participation “Geography, regional Development and Tourism”, 23 – 24 November 2018, Shumen, SocioBrains, International Scientific refereed online Journal with Impact Factor, Issue 54, February 2019, pp. 485 – 491. Publisher: www.SocioBrains.com, ISSN 2367-5721

http://sociobrain.com/MANUAL_DIR/SocioBrains/Issue%2054,%20February%202019/Section%20_Human%20Geography,%20Regional%20Development%20and%20Tourism_/29_%20DORA%20KABAKCHIEVA.pdf

The article interprets hotel animation as event management – turning certain moments of the tourist journey into exceptional episodes – special from the point of view of their participants. This process, causing special experiences, contributes to the long-term storage of the effect of the impact in the memory of the tourist and gives rise to the accumulation of good memories. Applying the concepts of special events and event management to tourism animation enables a more complete and comprehensive understanding of its essence and provides clear starting points for working with it.

The best effect of animation for a hotel is to increase the complexity of the offer, and hence the satisfaction of tourists. Hotel animation not only contributes to improving the quality of service, but is also a determining factor for competitiveness. The combination of positive emotional communication, synchronized activity and the unusualness of common activities in the hotel has the power of an emotional-event integrator for the community, which manifests itself in animation. This increases repeat and repeated visits and attracts new users. For tourists, the offer offering only food and accommodation is no longer tempting enough. A new "philosophy" is needed for the organization of their life during their rest and diversification of the forms for a pleasant engagement of their time. Animation brings people together, regardless of their social status, social position and other complex demands of modern society, makes them (at least for a while) more relaxed and satisfied. In Bulgaria, in recent years, more and more focused efforts have been made to develop this service. Global competition, as well as the strict requirements of large tour operators, require a quick reaction on the part of hotel chains and complexes.

7.9. **Kabakchieva, D., T. Karcheva.** River Cruises – a Promising Tourist Direction – In: SocioBrains, International Scientific refereed online Journal with Impact Factor, Issue 22, October 2019, pp. 12 – 21. Publisher: www.SocioBrains.com, ISSN 2367-5721

http://sociobrain.com/MANUAL_DIR/SocioBrains/Issue%2062,%20October%202019/2_%20Dora%20Kabakchieva,%20Teodora%20Karcheva.pdf

The present work comments on river cruises as a chance for the tourist to make his vacation varied and exciting on board a river ship, in the midst of balanced water tranquility, with opportunities for rest and entertainment, land excursions and familiarization with the culture of near and far countries. The main advantage of these trips is the tempting combination of price, leisure and entertainment in the conditions of comfort and safety. The usually high satisfaction of tourists keeps the interest in this type of experience going. With proper organization and comfortable accommodation, delicious cuisine and sufficient entertainment on board, along with attractive programs on shore during stops - a river cruise can become one of the most refined and useful forms of travel. The goal is relaxation and pleasure. The calm, slow movement through the water spaces, in contrast to the energetic stressful everyday life, relieves the accumulated stress, and the fresh air and regular nutrition contribute to the healing of the body.

River cruises are an expensive type of tourism and this in modern economic conditions regulates passenger traffic on tourist lines. At the same time, these cruises have a number of advantages over other types of specialized tourism and tempting unique properties. This is also the reason why cruise packages are doing very well on the European tourist market and their demand is growing year by year. The main users of river cruises are elderly people who prefer coziness, comfort, full board, constant proximity to the shore, as well as interesting excursions to memorable places. Increasingly, the industry is looking to local tourists and younger target groups. New destinations, diverse on-board entertainment concepts and modern ships are driving the sector forward.

7.10. **Kabakchieva, D.** Function of the Tourist Brand. – In: Proceedings of the Sixth International scientific online conference „Geographical Sciences and Education" – 15.12.2017, SocioBrains, International Scientific refereed online Journal with Impact Factor, Issue 42, February 2018, pp. 107 – 114, Publisher: www.SocioBrains.com, ISSN 2367-5721
http://sociobrain.com/MANUAL_DIR/SocioBrains/Issue%2042,%20February%202018/Conference/14_%20Dora%20Kabakchieva%20-%20FUNCTION%20OF%20THE%20TOURIST%20BRAND.pdf

From the entire range of tasks faced by the brand in tourism, one of the most important is the establishment of distinctiveness and recognition, the acquisition of competitive advantages and the resulting opportunities for achieving higher economic benefits. When the consumer is convinced of the superiority of something, he is willing to pay a higher price for the better (real or perceived) quality. The article analyzes the functions of the tourist brand, which adds value to the tourist product by presupposing its sustainability in a competitive environment. Tourist products of the same type are usually identical in price. A low degree of differentiation in characteristics and in reputation is inherent to them. In contrast, branded products have high indicators on the mentioned factors - they are clearly distinguishable by their uniqueness, are offered at higher prices, bring greater profits, predispose to cooperation and partnership.

The tourism brand emphasizes the most significant values and resources and emphasizes the place of the respective product or territory in the tourism markets. The benefits of branding in the tourism industry are multifaceted and affect the diverse entities and environments to which it is oriented. It is important for the user because it creates trust and a guarantee of quality, reduces the feeling of uncertainty and risk, saves time and effort, facilitates the choice. For the tourism organization - because it provides strategic focus, improves communication with interested parties, activates partnerships and maintains a favorable reputation, increases employee satisfaction with their work, attracts more highly qualified personnel, increases the effectiveness of communication campaigns, strengthens the attractiveness of tourist offers, stimulates sales and supports the introduction of new products, acts as a warning sign for competitors, wins investments and ensures their quick return. For the destination, the brand works by creating a comprehensive and coordinated model of the host territory in the minds of the stakeholders and demonstrating its uniqueness, building an emotional connection with consumers, differentiating the destination from competitors, improving attendance, increasing revenue, promoting loyalty and expanding the goodwill of the general public.

7.11. **Kabakchieva, D.** Regional Branding. – In: Reports from the VI scientific conference with international participation „Geography, regional development and education" November 3 – 4, 2017, Shumen, SocioBrains, International Scientific refereed online Journal with Impact Factor, Issue 41, January 2018, pp. 155 – 160, Publisher: www.SocioBrains.com, ISSN 2367-5721

http://sociobrain.com/MANUAL_DIR/SocioBrains/Issue%2041,%20January%202018/Section%202/17_%20Dora%20Kabakchieva%20-%20REGIONAL%20BRANDING.pdf

The text considers the branding of the region as a complex communication process that requires mandatory institutionalization on a broad political, social, civil and economic scale. The correct understanding of the brand of the region (as opposed to the brand of the material product) is to understand it as a development factor that ensures not only economic, but also political and, above all, social effects: attracting investments and tourists, strengthening integration processes, consolidation of the interests and efforts of the population and the management of the region, informing the public about achievements and successes, etc. Through its economic function, regional branding forms prerequisites for creating added value, and through its social function, it increases the motivation of residents, the growth of their well-being and well-being .

The concept of regional branding, unlike a number of other management technologies, is not a product of fundamental or scientific-applied research. It arises on the basis of the rapidly accumulating amount of practices in specific territories. Each region, by virtue of the individuality of its evolution, has its own development strategy that takes into account its strengths. In the recent past, regions emphasized their progress in expanding the industrial base, and today, in some cases, industry can hinder dynamically changing and wealthy cities, for example, and damage their reputation. The manufacturing sector is already giving way to such areas as financial management, applied sciences, information technology, etc. All this ensures higher incomes for the people of the region and higher revenues in the budget. They develop the so-called "economy of impressions", "economy of experiences", "economy of events" and are becoming important directions in the investment policy of many cities. Attention shifts from diligence and endurance at work to creativity and artistry. Regions are designated as attractive and interesting if they stimulate diversity of gifts and diversity of expressions of creativity, if they preserve difference, preserve local culture and cultivate their originality. The organization of bright special events (holidays, festivals, carnivals, marathons, celebrations, celebrations), apart from direct economic benefit, is a declaration of prosperity and flourishing of the territory.

Establishing and implementing the brand of the region is a guarantee for the successful future of this region, for its well-being and prosperity. The change in paradigms imposed by modern times rejects more and more categorically the old development models that do not meet the needs of the modern economy, the processes of globalization, capitalization, digitization of the population, the growth of its mobility and activity. Regions become subjects of socio-economic relations. In their current importance, they are the focus of intangible assets, among which the brand and reputation become primary accents. It is absolutely necessary for local and municipal authorities to take all this into account when drawing up their programs and planning their policies.

7.12. **Kabakchieva, D.** Branding in Support of the Stable Development of the Region. – In: Ideas/RePEc, Regional Economy and Sustainable Development, Conference Proceedings 2017, Research Institute, University of Economics – Varna, Issue 2, pp. 263 – 276. March 2018. ISBN 978-954-21-0956-3

<http://ideas.repec.org/s/vra/pr1803.html>

<https://ue-varna.bg/bg/p/8663/za-nas/nauchnoizsledovateliski-institut/deynost/konferentsia-2017>

The article problematizes branding in the discourse of regional socio-spatial identification and the development of regions. The peculiarities of the activity of creating a territorial brand

and the key characteristics of this phenomenon are considered. It was concluded that branding supports the formation of the necessary conditions for revealing the potential of territorial development by ensuring not only economic, but also political and, above all, social effects. The need to institutionalize this complex and multifactorial process is emphasized as a prerequisite for its effective management. The creation, improvement and popularization of the brand of the territory today is a guarantee for the successful development of this territory, for its well-being and prosperity.

The idea to promote a territory as a brand was born in the mid-1950s, and this brings many benefits to countries, cities and regions seeking their place in the global community. With the help of their brands, they manage their presentation and promotion to interested groups, show themselves in their best light - unique, significant, understandable and known to the rest of the world. In such a context, the category "brand" acquires the importance of a socio-cultural element, and the brand of the territory becomes the main capital, which requires a strategic approach to deploy competitive advantages for the region. It is about a set of timeless values, reflecting the originality, the unique original features of the given territory, which are widely known, have received public recognition and enjoy stable demand from consumers. The brand is formed as a consequence of an emphasized positive reputation based on a unique territorial individuality, and engages the consumer's consciousness on a rational and/or emotional level. Like image, it is a planned image constructed through communication. It is created by order of the relevant institution managing the territory and can be modeled, adjusted or radically changed depending on the requirements of the guarantor.

7.13. **Kabakchieva, D., V. Vasileva.** Green innovations in tourism. In: Tourism and innovation. Collection of reports from an international scientific conference dedicated to 55 years since the establishment of the College of Tourism – Varna, pp. 44 – 57. Varna: Science and Economics University Press, 2018. ISBN 978-954-21-0973-0

The rapidly developing industry of tourism uses obvious, located on the earth's surface, reserves for development, but it is impelled incessantly in search of something new and promising in order to protect its own positions in the competitive struggle. The ability to attract and retain the attention of stakeholders ensures stable income and business progress. It is quite possible to achieve this by implementing green innovations that distinguish the particular organization from the rest. In tourism, these are innovations aimed not only and not so much at improving the quality of the tourist product, but at environmental compatibility and a responsible attitude towards nature. They support sustainable development through solutions to reduce the impact of the tourism industry on the environment and exploited resources. This is also the answer to the modern needs of humanity - not to put at risk the right of current and future generations to live in a preserved and enriched environment and nature.

Green innovations increase resource and energy efficiency by using available sources sparingly and sensibly, recycling more of production residues and products, and using more acceptable methods to deal with unnecessary waste materials and pollution. They are not limited to individual technologies, products, processes and equipment, systems and know-how, but also cover certain behaviors and attitudes, organizational and management approaches.

In tourism, these innovations can deliver substantial economic, social and environmental benefits. They contribute to sustainable development by reducing costs, increasing incomes, creating jobs and increasing the efficiency of resource use. Environmental and corporate social responsibility are among the main factors influencing the competitiveness of the sector on a

global scale. The introduction of sustainable green growth requires not only a better management of tourism resources aimed at preserving the balance between nature and society, the prevention of possible cataclysms that would lead to environmental problems and catastrophes, but also established guiding principles, methods and approaches, as well as practical tools. The purpose of this publication is to highlight trends in this regard.

7.14. **Kabakchieva, D.**, D. Balkandjieva. The Rural Tourism in Dolni Chiflik Municipality – Trends and Prospects. – In: SocioBrains, International Scientific refereed online Journal with Impact Factor, Issue 52, December 2018, pp. 54 – 60. Publisher: www.SocioBrains.com, ISSN 2367-5721

http://sociobrain.com/MANUAL_DIR/SocioBrains/Issue%2052,%20December%202018/7_%20Dora%20Kabakchieva,%20Darina%20Balkandjieva.pdf

The development of rural tourism is not a universal means of solving all economic and social problems in rural areas. Its growth and improvement should move in parallel with the growth and improvement of other spheres of economic life as part of the model for integrated development of rural areas. The purpose of the present work is to present the trends and reveal the possible prospects for the development of rural tourism in a Bulgarian municipality with a convenient geographical location, preserved nature, protected areas and ecologically clean areas, thermal waters, rich cultural heritage, etc. favorable and attractive natural geographical, bioclimatic and diverse anthropogenic tourism resources. However, the presence of these and many more prerequisites is not enough for the development of tourist activities. Targeted communication management, active marketing policy and construction of modern tourist infrastructure are necessary.

The municipality of Dolni Chiflik has significant potential for the development of rural tourism, but its experience in this direction is still limited, although all the conditions exist for this type of tourism (which currently has a pronounced seasonal character) to become one of the main structure-determining industries for the local economy and to offer an integrated tourism product based on the generous local resources and preserved identity. Limiting factors for taking advantage of the opportunities are the low degree of recognition of the destination, the unsatisfactory number of places for accommodation and meals of the necessary quality, as well as the scarce additional tourist services, attractions and suitable conditions for tourism and recreation (displays and events of a cultural and educational nature; information centers, signs and signposts for tourist places and routes; sports facilities, services, equipment; visitor centers for exposure of the local natural and cultural-historical heritage, etc.).

Efforts and capacity in this direction are not missing, but in order to realize the expected effect, a consolidated approach and participation of all interested parties is needed, so as to generate a cumulative effect of the common efforts.

7.15. **Kabakchieva, D.** Reputation in the field of tourism. – In: Proceedings of the XV National conference with international participation „Natural Sciences`2017", 29 – 01.10. Varna, pp. 157 – 160. Electronic edition. Shumen: Bishop Konstantin Preslavsky University Press, 2017. ISSN 2603-2937

The text comments on reputation in the field of tourism as a general set of features, marks and inherent qualities that a person recognizes (or imagines) when thinking about satisfying his needs for travel, rest, recovery, new experiences, etc. It is a variable characteristic, formed in

the interested groups through the accumulation of information accepted with confidence (mediated or acquired through one's own experience) over a sufficiently long period of time. The complex evaluation of this information determines to a significant extent the attitude towards the relevant tourist products, territories or destinations.

For the tourism industry, reputation is a dynamic, coordinated set of planned actions to form beneficial relationships between tourism organizations and their stakeholders (customers, employees, collaborators, suppliers, partners, competitors, authorities, media, etc.). It is important for all participants in the construction and care of the tourist product and creates comfortable conditions for the assimilation and use of tourist resources.

According to the author's interpretation, reputation in tourism is managed through a set of methods, principles, management approaches, communication forms and means that promote the effective development of the industry and its activities, inspire the adequate use of natural, cultural, economic, etc. resources, support the quality and productive leadership, provide special competitive advantages and ultimately accumulate valuable additional assets - sustainable positive attitudes, willingness to cooperate, trust. Reputation is a valuable intangible asset, and therefore its management and its use as a tool in the competitive battle already affects every activity, regardless of its scale and direction.

7.16. **Kabakchieva, D., V. Vasileva.** Communication as a factor for tourism development. – In: International journal, Twelfth International Scientific Conference „Knowledge without borders“ 31.3-2.4.2017, Vrnjacka Banja, Serbia. Institute of Knowledge Management. Scientific papers IJK, V.16.1. pp 291 – 297, Scopje, 2017. Global Impact and Quality Factor 1.023. ISSN 1857-923X

Today's hyper-dynamic and complicated communication landscape requires a rethinking of communication models and policies in any area of public and business life. With particular force, this applies to tourism, where the survival of the industry directly depends on the ability and inclination to actively monitor the development of the internal and external environment, to interpret the context and content of communications with target groups, and to adequately respond to the diverse challenges of rapid the changing environment. The favorable conditions for socio-economic innovations in the field of tourism, the significantly changed and practically unlimited opportunities for interaction between users and the elements of the tourism system set new benchmarks in the industry and impose new criteria and standards. Strategic change requires adaptation, innovations and modifications in all details of the activity, structure, work processes and culture of tourist organizations, tourist products and services. The aim is to respond to the challenges posed by the environment. It is about a new, highly technological orientation of modern business, which strengthens the competitiveness, communication competence and legitimacy of this business from a communication point of view. The main goal is to formulate new communication standards, to define a clear communication vision and strategy of the modern tourist organization, so that it becomes part of the modern information society.

Regardless of the significant amount of research devoted to the content and features of management in tourism, important aspects affecting the formation and methodical provision of the communication side of this management need urgent, additional and in-depth study. The article is a step in that direction.

7.17. **Kabakchieva, D.** Features of Reputation Management in Tourism. – In: Proceedings International Scientific Conference „Contemporary Tourism – Traditions and

Innovations”, 19 – 21 Okt. 2017, Sofia. Celebrating the 50th Anniversary of the Establishment of Tourism Program and the 45th Anniversary of the Geography of Tourism Department, pp. 535 – 543. Sofia: St. Kliment Ohridski University Press, 2017. ISBN 978-954-07-4327-1

The text places reputation management in the context of tourism, highlighting the resulting added value for all participants in this economic system that caters to the satisfaction of people's needs and interests of travel and adventure, of new knowledge and acquaintances, of rest and recovery, of celebration and change. Reputation management is a modern program with complex approaches to management and communication, building trust, overcoming complications and conflicts and has its applications in a number of problem areas of tourism: formation of the reputation of the territory (country, city, region, locality), creation of reputation of the tourist destination, creation and management of tourist brands, reputational confirmation of tourist organizations, etc. The implementation of this program combines the complex use of various communication techniques and approaches - working with the media, special events, sponsorship and charity, advertising, maintaining valuable partnerships and trusted relationships - all measuredly aimed at both external interest groups and internal ones.

Adequate communication policy at the national and regional level is the main task and responsibility of management in tourist administrations and organizations. Reputation management in the field of tourism faces special difficulties - on the one hand, it must take care of the reputational performance of the entire industry, on the other hand, it is necessary to pay attention to the perceptions and evaluations of consumers in its individual segments, each of which has its own management style and its own reputational characteristics, with its own agendas, strategic goals and plans. Reputation management as a theory and practice has everything needed to arrange the tourism puzzle in a way that supports both the successes and improvement of the industry, as well as the functional relationships and manifestations of its social projections.

7.18. **Kabakchieva, D.** A brand as a part of the reputational strategy of the territory. – In: Proceedings of the XIV conference „Natural sciences`2016”, 30.09 – 02.10.2016, Varna, pp. 54 – 57, Yearbook of the Faculty of Natural Sciences – 2016. Shumen: Bishop Konstantin Preslavsky University Press, 2017. ISBN 978-619-201-104-8

A strong positive brand is the ultimate manifestation of a good reputation, protected over the years and made into a trademark. Relative to the territory, it is of fundamental importance and interacts with a number of other processes that accompany its existence - social, economic, cultural, etc., which is why its formation and development are only achievable and effective if they are carried out in parallel and in line with an overall reputation strategy. The presentation of the territory is therefore primarily a reputational task. Planning it wisely, placing the right emphasis and making the most of opportunities is a matter of managerial understanding and skilled management.

The article clarifies the basic concepts related to this issue and highlights the connections and dependencies between them. In its modern interpretation, brand includes everything that stakeholders think and feel about a product, product line or service (even without direct relevance to actual or desired consumption) and is associated with creating trust and security. It is the ultimate manifestation of a good reputation, protected over the years and turned into a trademark. Reputation is a context of reality built by means of logic and communications. The brand exists exclusively in the minds of consumers. It is a remarkable symbolic construct

protected by the love of the addressees. A brand needs a story because it reflects not a momentary state or image, but a pattern created and defended over time. That is why its existence is presupposed by an already established reputation. Reputation is an external element and does not fall under the direct control of the brand owner, but it is at the heart of every transaction between brand and consumer.

7.19. **Kabakchieva, D.** The City Brand as an Instrument of the Reputation Management in Tourism. – In: SocioBrains, International scientific online journal, Issue 28, December 2016, pp. 50 – 56, Publisher: www.SocioBrains.com, ISSN 2367-5721

http://sociobrains.com/website/w1465/file/repository/50_56_Dora_Kabakchieva_THE_CITY_BRAND_AS_AN_INSTRUMENT_OF_THE_REPUTATION_MANAGEMENT_IN_TOURISM.pdf

The text deals with another aspect of the wide range of application of the brand for the benefit of the tourism industry. Interacting with the various spheres of activity of the territory and its surroundings, the city brand harmoniously combines within itself the socio-cultural features of the environment, infrastructure, administrative management and business, investment attractiveness, natural, historical sights and artifacts that attract tourists. It can be based on: (1) various factors of originality and recognizability that go beyond territorial boundaries (a brand of a product or service characterizing the region, historical events of a generally significant nature that took place in the territory, unique climatic and natural conditions determining the originality of the place, etc.); (2) real actions to increase the quality of life and create comfort (convenience, tranquility, security), financial, social, cultural, religious, etc. well-being of the residents; (3) different communication tools to promote the selected regional characteristics.

Building a community's own brand not only unites its residents and awakens their pride, but also has a direct economic benefit. It is aimed at diverse target groups (investors, tourists, consumers of goods and services, local population, etc.) and provides opportunities for various multiplier effects: creating values for the inhabitants of this city, forming a labor market, implementation of investment projects, provision of services for guests and tourists (including the development of an original tourist product), etc. The main result of the branding of the city is, above all, the formation of a sustainable positive reputation, from which the other benefits follow: attraction of state and commercial projects and investments, expansion of participation in the implementation of international and national programs, effective use of own resources outside the borders of the territory, etc. Therefore, a working and convincing brand is an active component of the toolkit of reputation management in tourism.

7.20. **Kabakchieva, D.** Reputation Characteristics of the Tourist Destination. – In: SocioBrains, International scientific online journal, Issue 28, December 2016, pp. 43 – 49, Publisher: www.SocioBrains.com, ISSN 2367-5721

http://sociobrains.com/website/w1465/file/repository/43_49_Dora_Kabakchieva_REPUTATION_CHARACTERISTICS_OF_THE_TOURIST_DESTINATION.pdf

The creation and transfer of positive sustainable knowledge and perceptions about the tourist destination and ensuring its approving acceptance by the interested circles is the main task of reputation management in tourism, implicitly related to the specifics of consumer behavior in this industry. Until the tourist trip is completed, the reputation of the respective destination for the potential tourist is based on the information received by him and the widespread persistent ideas about its distinctive properties, distinguishing it from other similar

territories. I.e. reputation is one of the key factors predetermining consumer choice. After the end of the trip, the reputation is already based on the immediate perceptions of the tourist and develops as a set of his emotional and rational representations, formed by the meaning of the experience through his own life experience and value system. The judgments and opinions of people who have personally known the given territory about its distinctive and unique features determine its attractiveness or unattractiveness for subsequent users, as well as the degree of its popularity.

The article comments on these two general approaches (indirect and direct) in the argumentation of reputation and emphasizes their interpretation as the ultimate necessary condition for its purposeful management in the field of tourism. Skilled reputation management examines, forms and controls communication with the external and internal environment and applies reasonable approaches to mastering crises and overcoming communication and information problems and conflicts. Its aim is to create positive and sustainable knowledge and perceptions about the tourist destination and to ensure its acceptance by the interested parties.

7.21. **Kabakchieva, D.** The Organization as a social and communication environment. – In: Proceedings of the Travelling seminar Edirne – Çeşme – Izmir – Edirne 04 – 09.05.2015. „Innovations in education“. pp. 70 – 77. V. Tarnovo: Faber, 2015. ISBN 978-619-00-0265-9

Proper and purposeful construction of the social and communication organizational environment allows for adequate relationships and interactions with all stakeholders. This includes: communication modeling of organizational goals and ideas and their transformation into reality; overcoming communication distortions; overcoming crisis situations; forming conditions for environmental sustainability; creating and promoting common values. Social communication is the natural and only way to establish partnership relations, to achieve cooperation and understanding with the groups of people with whom the organization interacts, by transmitting a certain sufficiency of knowledge, stimuli and emotions about itself, its principles, policies, products or events. The exchange of such meanings and the strategic location of the organization in the overall system of emergent interconnections are crucial to its progress, and its credibility and reputation depend above all on the development and quality of its information links and information activity.

Analyzing the communication space formed in recent years and outlining its characteristics (multidirectionality, total impact on people and organizational systems, high degree of indeterminacy of communication phenomena), the author summarizes that the communication activity and practice of modern organizations today require a global approach, strategic orientation, adequate analysis of the communication context, as well as communication management oriented towards knowledge, creativity and interactivity. All this would win for modern social and economic actors not only the loyalty of their own stakeholders, but also new potential supporters.

7.22. **Kabakchieva, D.** The new communication technologies – a synthesis of communication channels. – In: Yearbook of Shumen University „Bishop Konstantin Preslavsky" Volume XIX D, Scientific works from the conference „Innovations in Education" 25 – 27.09.2015. Faculty of Pedagogy, pp. 296 – 304. Shumen: Bishop Konstantin Preslavsky University Press, 2015. ISSN 1314-6769

The text traces the genesis of communication channels from primitive barbarism to post-industrial civilization. Constantly increasing their quantity, improving them and enriching their capabilities also require new adaptability, new knowledge and abilities. The large-scale penetration of the Internet into all spheres of life gives rise to numerous socio-economic, political and legal consequences. One of the most important is the breaking of the monopoly on information sources, and therefore on the control of information flows, carried out by media companies and the various state, economic and political institutions. The boundaries between the old elites of industrial society and the masses are blurring. Information today is completely accessible to everyone, anytime, anywhere. Moreover, anyone can participate in the creation of this information without having any significant resources of their own.

Modern communication channels restore dialogue as the main form of communication, ensure equality of the parties and allow the free exchange of meanings; drive profound changes related to the creation, distribution and use of content. With their entry, real conditions are created for the implementation of the two-level symmetrical model of communication. All participants in the communication process have the ability to build, broadcast and manage their content and initiate communication. The idea of returning to the beginning of human communication, of the spiral of transition from fixed to free content, which actually restores the culture of oral folk creativity to a higher level, is gaining more and more popularity.

7.23. **Kabakchieva, D.** The (Non)Familiar next to you or the Communication as a social phenomenon. – In: Proceedings of the Bishop-Constantine readings „The Unknown Neighbor." Vol. 21, pp. 39 – 47, Electronic edition. Shumen: Bishop Konstantin Preslavsky University Press, 2015. ISSN 1314-7358

The article interprets communication as a complex and multifaceted process for establishing and developing contacts between people, born of the inner need for joint activity and co-experience. It includes the exchange of meanings, the development of a unified strategy for interaction, perception and understanding of the partner. According to the author, communication is a form of life activity, the social meaning of which is to translate the patterns of cultural and social experience. Its specificity is determined by the characteristic disclosure of the subjective peace of one individual to another.

The act of communication is analyzed and evaluated according to its main components, analogous to those of communication. However, equating the categories "communication" and "communication" is not appropriate. The relations between them are relations between the general, the whole and the singular, the composite. In terms of content, volume and scope, communication is the broader concept. It is understood by the author as a deliberate form of cooperation between people, through which they share knowledge, states, moods and values, resolve contradictions, create criteria and standards of behavior, so as to guarantee the realization of the set goals. Therefore, communication is not a closed system, but a flexible model of patterns subject to correction in order to be useful for people in their interaction with other members of the society to which they belong.

Group of indicators G. Indicator 10. Published chapter of a collective monograph

10.1. **Kabakchieva, D.**, V. Vasileva, Eco-trends in Modern Tourism Development. – In: 3rd International Thematic Monograph – Thematic Proceedings „Modern Management Tools and Economy of Tourism Sector in Present Era“, pp. 359 – 368, Beograd: Association of Economists and Managers of the Balkans in cooperation with the Faculty of Tourism and Hospitality, Ohrid, Macedonia. 2018. ISBN 978-86-80194-14-1 DOI: 10.31410/tmt.2018.359

The purpose of the publication is to define some of the environmental trends in tourism and examine aspects of their manifestation, emphasizing the benefits and additional value it brings to the industry.

The environmental problem is one of the global problems of humanity, and tourism is an industry that exploits significant natural tourism resources. A priori it was accepted that this was relatively harmless to the environment, but the growing tourist consumption gradually discredited such a perception. The growing interest in tourist resources poses risks of exceeding their capacity, overloading, disruption of the ecological balance, permanent negative changes, irreversible loss of tourist attractiveness, destruction, etc.

The authors comment on caring for the environment as an important and mandatory condition for achieving sustainable development, as well as the resulting need for taking adequate measures and responsible management. The tourism industry is increasingly striving for similar behavior by introducing and promoting green innovations of a different nature. Their application provides a number of advantages such as reducing costs, increasing efficiency, sharpening interest, sustainability of reputation.

<p>Group of indicators E. Indicator 20. A published university textbook or a textbook that is used on the school network</p>

20.1. **Kabakchieva, D.** Communication in regional development and tourism. Textbook. Shumen: Bishop Konstantin Preslavsky University Press, 2022. c. 1 – 130. ISBN 978-619-201-602-9 (eBook)

With its volume of 130 standard pages (A4 format, with more than 1800 characters per page), the textbook brings out and analyzes the general and particular interrelationships between several social phenomena and research problems - communication, leadership/management, power/influence on the one hand, and tourism and regional development as their organizational context, on the other.

Its theoretical focus covers an important scientific and educational discipline for the various academic specialties and educational programs involved in regional development and tourism. In the first part of the text, the basic knowledge about the nature and mechanisms of communication is presented, which confirms its understanding by the students in a conceptual and operational-applied plan. Attention is focused on the constantly changing interactions between modern socio-economic systems and their stakeholders, as well as on the peculiarities of business communication and business communication. The second part of the textbook is focused on regional communications, regional communities and modern regional communication networks, as well as on partnership as a prerequisite for sustainable development. The content of the third part focuses on tourism as a communication-dependent

industry and on the difficulties in managing information signals and flows in it. The communication competence of the personnel in tourism is specially discussed.

The scientific illumination of the main characteristics of the thematized information-exchange process through the prism of regional development and tourism conveys knowledge essential for practice. Both one and the other have a certain importance for a communication environment like the Bulgarian one, which, despite its dynamic development, is still far from the formulation of effective communication standards, the definition of clear communication goals and strategies, and the modernization of its communication activity.

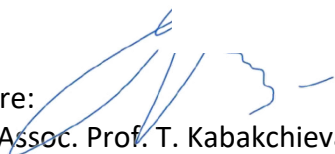
The practical goal of the textbook is to accumulate skills applicable in a professional environment, to develop students' sensitivity to the forms and methods of communication interaction, to increase their culture of communication.

The included questions and tasks guide and regulate independent preparation. The glossary at the end of the text provides a short and precise reference to the most important terms, as well as another way to check what you have learned.

The textbook is based on the author's monographic studies on the issues raised, as well as his lecture courses on the disciplines „Social Communication", „Communication and Regional Policy", „Tourism and Communication", „Public Relations in Regional Development", etc.

The publication can be of help not only to students studying the issues under consideration, but also to all those who have the understanding and interest to achieve a high level of their communication competences and qualifications.

August 22, 2022
Shumen

Signature: 
Assoc. Prof. T. Kabakchieva Ph.D.