



Международно Висше Бизнес Училище
International Business School



Project „Model Development and Testing for Monitoring and Evaluation of Sustainable Tourism Development in Bulgaria (after the example of national resorts)” financed by the National Fund „Scientific Research“, contract No КП-06-Н25/3 from 13.12.2018.

Start date: 13.12.2018

End date: 12.12.2021

Budget: 61344.80 EUR National financing



Elaboration of the project proposal

- **Project proposal preparation – June-August 2018**
- **Project proposal approved – December 2018**
- **Project duration – 3 years**
- **Project Team – Prof. T.Georgieva (project leader)**
 - **3 senior researchers**
 - **1 junior researcher**
 - **1 doctoral student**
 - **2 students**



GENERAL IDEA OF THE PROJECT

- **Wide acceptance of the sustainable development concept**
- **Difficulty of its practical implementation**
- **Limitation for an overall evaluation of tourism impacts on the environment**
- **Establishing of recreational territories' capacity**
- **Lack of monitoring methodologies consistent with specific conditions, with relevant indicators and tourism development norms**

WHY NATIONAL RESORTS?

- It is namely at that level that makes possible the purposeful utilization of local resources combined with an effective control over it, accordingly at that to all stakeholders' interests.
- Besides that the information and the statistics regarding the tourist development in the country's territories is comparatively most exhaustive namely for its national resorts
- 8 national resorts – 2 mountain and 6 seaside resorts

Project objective - the construction of a sustainable tourism development model

- Development and subsequent testing of a methodology for monitoring and evaluation of sustainable tourism development
- Based on a system of indicators for the evaluation of the state and the perspectives for national resorts development
- To serve as a basis for outlining of the tendencies and for the justification and conducting of a local policy optimizing the tourism development effects

MAIN PROJECT ACTIVITIES

- Desk research - a comparative analysis, benchmarking of international implemented models, evaluation of the current state in the eight national tourist resorts;
- Construction of a Model for the monitoring and evaluation of tourism impacts and tourism development sustainability in the national tourist resorts;
- Testing of the developed model two pilot national tourist resorts – one seaside and one – mountain;
- formulation of a **Road map for the sustainable tourism development in the national tourist resorts** and their management

FORMULATED HYPOTHESES:

- 1. The state and the development of tourism in the national tourist resorts is quite identical;**
- 2. Tourism impacts in the national tourism resorts are not uni-directional and their combined influence is not duly investigated.**
- 3. Substantial are the negative physical tourism impacts which are mostly caused by the overbuilding of the territory and the seasonal concentration of tourists;**
- 4. Tourism development in Bulgarian national tourism resorts is characterized by low sustainability and is not subject to a long-term strategic vision for management and re-positioning regarding the market and the competitive factors.**
- 5. An integrated management model and a system for evaluation and continuous monitoring for tourism impacts research and sustainable tourism development in the national tourist resources is lacking.**

Expected project results - Fundamental theoretical results

- Modern scientific trends in sustainable tourism development and its monitoring and evaluation established and described;**
- Modern existing indicator systems established and described;**
- Tourism development and its state in Bulgarian national resorts established and described;**
- The degree of sustainability in the tourism development of Bulgarian national resorts evaluated**
- Indicator groups for monitoring and evaluation of sustainable tourism development In Bulgarian national resorts developed;**
- Theoretical construction of a model for monitoring and evaluation of tourism development for the improvement of its sustainability in national resorts.**



Expected project results

Theoretical applied results

- Two pilot evaluations of sustainable tourism development in specific national resorts**
- Participation in three international and three national conferences with a minimum of six papers on the project topic.**
- Not less than six papers published in conference proceedings**
- At least three scientific publications by team members prepared for national and international refereed/indexed and non-indexed scientific journals**
- Two seminars with Bachelor's and Master's degree IBS-Tourism program students for disseminating the project activities results organized and conducted**
- A lecture organised and conducted before the IBS staff for disseminating the results of the project;**
- Two monographs of 500 pages in total printed in 100 copies each**



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**THANK YOU FOR YOUR KIND
ATTENTION!**

**ANY QUESTIONS OR
COMMENTS?**