



Faculty of Economics, University of Niš, 16 October 2015

International Scientific Conference

**CHALLENGES IN BUSINESS AND ECONOMICS:
GROWTH, COMPETITIVENESS AND INNOVATIONS**

REGIONAL ASPECTS OF THE TOURISM PRODUCT

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Abstract: *Formation of complete competitive tourism product based on certain tourist attractions, will have a positive effect on integrated sustainable and balanced development of regions. Investments aimed at creating and promoting the various regional tourist products will support the development and accompanying economic sectors as light and food industries and transport services in the regions. The Strategy for Sustainable Development of Tourism in Bulgaria with Horizon 2030 strategic objectives as specified conservation and efficient use of tourism resources, increasing the share of specialized types of tourism, incl. cultural (all forms) and promoting integrated regional development of tourism. This will contribute to a fuller realization of local economic potential and will lead to sustainable growth and employment creation. The main objective of the report is to present the promotion and development of tourism and the supply of quality products and competitive tourism as a driver for smart, sustainable and inclusive growth of the regions.*

Keywords: *region, tourism product, smart and sustainable growth, economic potential*

1. Introduction

Investments aimed at creating and promoting various tourism products will support the development and accompanying economic sectors as light and food industries and transport services in the regions. Thus promoting the development of tourism in the regions will contribute to the full implementation of the local economic potential and will lead to sustainable growth and employment creation. Analyses show that the indirect effects of tourism are about three times higher than direct. Promoting and developing tourism and providing quality and competitive tourist products will be a driver for smart, sustainable and inclusive growth of Bulgarian regions.

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2. Importance of Regional Tourism Product

The aim of the tourism product is to satisfy intangible needs, giving specifics of each service [3]:

- Intangibility - unlike goods are felt only in the moment of their execution;
- Inseparability - carrying out tourist services requires both the subject and the object;
- Volatility of quality - depends on who and how it provides;
- Inability to storage - losses from lack of demand (accommodation, visits) are not compensated, can not be stored and so on.

At the same time tourist product includes everything may be the subject of tourism demand - physical objects, services, resources and more. Making it a multi and gives a number of individual specifics as spatial conservatism, variation and complementarity.

Spatial conservatism is determined primarily by the fixing of resources in space, which forms the basis of tourism as an activity and service - the movement of tourists to the product, not the opposite.

The possibilities for combining different between the components of the tourist product and between different products within a territory, market orientation and pricing strategy creating opportunities for rich variation. Tourism resources in its diversity, different possible degree of exposure and focus in their interpretation, choice of type and category of service superstructure, availability and quality of overall infrastructure, provision of specialized infrastructure, personnel, richness and originality of additional services to complement the set an incredibly broad framework for the formation of the tourism product.

From a marketing standpoint tourist product is primarily "intangible", which gives uniqueness and competitiveness. In this sense, the main products that tourism offers are specific experience and hospitality.

Level tourist destination cover the entire product offering defined territory (country, region, municipality, location). Emphasis on diversity, quality of components and connections between them and their overall positioning as an integrated tourist product or separate thematic products (often based on individual resources - eco-tourism, religious tourism, marine, recreation tourism, etc.). The main components of the tourism product are:

- *Tourism resources* - the first major component of the product. In most cases, they are the reason for travel and tourism with its characteristics have the largest weight in the overall design of the product. According to their origin and nature tourism resources is recognized as a natural tourism resources and cultural resources.

- *The tourist base* - is material and technical base, which should help to absorb the tourist resources and the realization of a tourist trip. In its range is as superstructure - shelter, accommodation, dining and entertainment, and components of general infrastructure, providing access to and use of a particular resource and / or object - roads, water supply, communications and so on.. Within infrastructure as part of the tourism product developed and specialized infrastructure - information centers, visitor facilities, markings and so on., which mediates exposure and interpretation of resources.

Regional Aspects of the Tourism Product

- Using resources through established tourist facilities, the staff provides *tourist services* and implement *tourism activities* who are the last component of the product. It is perceived as a major tourism services to find accommodation, meals and transport. Insofar as anything from middle may be the subject of tourism demand, the wealth of additional services is really huge. The most widespread of these are services related to travel, entertainment, sports animation activities, cultural, spa and medical services, rental of equipment and facilities and so on.. Additional services in tourism practice are those who give specifics of supply and that can make a product unique, and therefore are often motive for the trip.

- Tourism activities - tour operator and travel agency are related to the formation of the product in a particular aspect and realization of the tourism market.

To create competitive regional tourist products and to implement a regional marketing and advertising the Law on tourism in the country create nine tourist area with the respective centers. These are:

- Danube region - the town center Rousse
- Stara Planina region - with the town center Veliko Tarnovo
- Rose Valley area - with the town center Kazanlak
- Thrace region - in the town center Plovdiv
- Rhodope region - with the town center Smolyan
- Rila-Pirin region - with the town center Blagoevgrad
- Sofia region - with the town center Sofia
- Varna region (North Coast) - with the town center Varna
- Burgas region (South Coast) - with the town center Bourgas

They are large enough to be clearly identifiable on the tourist map and small enough to be managed effectively. When mapping of areas are complied with important principles and requirements, namely [1]:

- *Territorial scope of the areas* correspond to the real dimensions of tourism development (including the existing organizational structures) and / or disclosures of tourist potential;
- *Attractiveness* - the existence of major attractions (or potentially exposed), providing enough rich tourism offering, making possible the creation of an integrated tourist product (product mix) and can keep visitors at least a few days;
- *Infrastructure security* - areas offer or have the potential to develop a complex of tourist services and related infrastructure for the needs of tourists and tourism;
- *Uniformity* - relative similarity of natural and socio-economic conditions, resource potential, product structure, and regional identity (to be perceived as complete units of major market segments, local authorities, tourism and travel associations and associations);
- *Territorial integrity (compactness)* - do not allow territorial fragmentation of the region and / or overlap with other areas (one municipality may fall in only one area);
- *Tolerance* - possibly desire to preserve the territorial integrity of existing regional associations and other voluntary arrangements between municipalities when not in conflict with the above criteria.

For any tourist area offers basic and advanced specialization. The main specialization is a combination of two types of tourism, which in combination define the uniqueness of the regions. Extended specialization include, in addition to basic and four complementary types of tourism.

Tourist zoning is supported by the activities under Priority Axis 6 "Regional tourism" of the Operational Programme "Regions in growth" from 2014 to 2020. They are aimed at realization of the main strategic goals of the strategy for sustainable development of tourism in Bulgaria with Horizon 2030, which will lead to an adequate realization of unused opportunities of cultural tourism and to its sustainable development, taking into account the benefits of diversity uniqueness and authenticity of resources to achieve a balance between the development of cultural tourism, resource conservation and regional development.

Because of the limited cooperation of local, regional and national level, many areas are developed mainly as "stops" rather than as a true tourist destinations and so can not provide a longer stay visitors and related economic benefits [7]. Therefore, the National Strategy for Regional Development Tourism is seen not only as a means of "protection and valorisation of the natural and cultural heritage" as a means of "strengthening the links between cities and regions and strengthen economic and social cohesion" [4]. The aim is to extend the territorial scope of tourism and its benefits in a balanced way, which will lead to economic diversification of the regions [5].

The implementation of activities under the priority axis Priority Axis 6 "Regional tourism" of the Operational Programme "Regions in growth" from 2014 to 2020 was mainly attributable to achieve the Europe 2020 objectives related to growth and to employment. The activities supported under this priority axis will allow for restoration and conservation of cultural objects of national importance and to increase their attractiveness to visitors, with a view to turning them into engines of growth and jobs. [6] This will be realized to the fullest extent of the local economic potential areas due to lack of production activities or other stable sources of income and employment are lower pace of development while preserving the cultural heritage will benefit sustainable impact on environmental protection.

On the other hand, investment in regional tourism will support the development and accompanying economic sectors, including light and food industry, transport and services in the regions. Thus promoting the development of tourism in the regions will contribute to the full implementation of the local economic potential and will lead to sustainable growth and employment creation.

Development and promotion of market integrated tourism products, will lead to:

- Support for places with significant tourism potential, promoting the natural, cultural and historical heritage;
- Economic diversification of the territory or region and reduce the spatial concentration of tourism;
- Encourage off-season, reducing seasonality and increasing employment of beds;
- Attracting new market segments for specific regional products and the use of the potential of domestic demand.

Regional Aspects of the Tourism Product

In 2014 under the two schemes under the Operational Programme for Regional Development supported 60 projects aimed at improving the condition of cultural values and natural attractions of the municipalities through a set of measures for the development of integrated tourist product - a combination of infrastructure, marketing and conservation activities. [2]. They also support some of the landmark attractions of the country, and the contribution of the Operational Programme for Regional Development will contribute to increasing their attractiveness. Some of them are:

- The old town of Nessebar;
- Madara Rider and the Shumen Fortress - Shumen Municipality;
- Archaeological Complex Perperikon - Kardzhali Municipality;
- The ancient Bulgarian capital Veliki Preslav - Veliki Preslav municipality;
- Belogradchik Fortress - Belogradchik municipality;
- Island "Saint Anastasia" - Burgas Municipality.

With regard to the development of a regional tourist product and marketing of destinations to October 2014, the process of implementation of 38 contracts including:

- Development of regional tourism product of the tourist area "Sofia - Svoge - Ihtiman"
- Regional tourism product "Different experience - quality, usefulness and value";
- Synergy of resources and policies - time for development of tourist destinations municipalities Lubimets, Ivaylovgrad and Madjarovo;
- Destination Kyustendil, Nevestino-Zemen - nature, tradition and rich history;
- Valley of Roses and Thracian Kings;
- "Nove - the heart of the Legion" and others.

3. Conception of tourist product "Nove"

The project "Nove - the heart of the Legion" is under contract № BG161PO001 / 3.1-03 / 2010/012 to grant financial assistance, which is implemented with the financial support of Operational Program "Regional Development" 2007-2013, co-financed European Union through the European regional Development Fund.

Its main objective is development of competitive cultural and historical attraction with available tourist potential - archaeological monuments "Ancient town of Nove" as an integrated tourist product, contributing to the development of non-seasonal tourism and cultural benefits in Svishtov, Bulgaria and the region. Implementation of the project contributes to:

- Development of the tourism sector in the national and regional levels by diversifying the supply of traditional mass tourism and the development of specialized products with broad impact based on cultural heritage by supporting object of "national" (strategic) importance for Bulgaria.
- Development of a competitive local tourist attraction that provides comprehensive (integrated) tourism product diversification of the local economy through the development of destination tourism, increase the added value of tourism income in the local economy and budget, widespread economic impact on target groups stakeholders through increased employment of beds locally with 56% growth in

beds by 9% as a result of the project increased employment of restaurants and other entertainment venues, as a result of the increased number of tourists in the town. Svishtov and their stay.

- Increased satisfaction of visitors by 40%.
- Addressing the major problem associated with overcoming the gap between the rich tourist and cultural potential of Nove and the lack of attraction developed, adapted to the current market requirements by providing long-term economic viability and sustained demand and attractiveness of the site.

The target groups are tourists who are looking for authenticity, new knowledge and impressions and memorable experience and include:

- Students from Bulgaria, Svishtov attending the program "One hundred tourist sites" - (ages 7-18 d);
- tourists, historians, archaeologists, guests of the city, incl. local disabled people (aged over 18 years);
- students in the Tsenov Academy of Economics, Svishtov, Bulgaria- (age 19-35 d).
- tourists visiting landmarks around Svishtov - ornithologists, ecologists and eco-tourists visiting the natural Park "Persina" - (aged 18 and over).

The target group of Bulgarian tourists show great potential for development in so popular lately eco, biking and wine tourism, in addition to the tourism product Nove.

Svishtov is located away from the more established tourist routes or traditional tourist centers, the only one in the vicinity Veliko Tarnovo. Nove is a unique Roman military camp and late antique town and regional product can be assigned to tourist destinations with cultural and historical profile. Product development to 2020 is divided into three stages, which are consistent with the development of infrastructure and other factors in the development of Svishtov and the product itself (exposure, excavation, restoration, etc.).

- **First stage: Development as an additional tourist destination for cultural tourism.** This is the starting point through which perform basic plans of the Municipality of Svishtov projects, without which the tourism product Nove is incomplete. Therefore, this period, the development of Nove, is aimed at promoting its uniqueness and its imposition, as adjunct to traditional tourist destination tourist center Veliko Tarnovo, including it as part of the cultural route, taking advantage of the flow of tourists passing through the port and cruise Danube.

- **Second stage: Development as a major tourist destination for cultural tourism.** Along with the development of the tourist destination Nove, as adjunct to the main tourist center of Veliko Tarnovo is developing as a major tourist destination for tourist flow on the Danube. The aim is to be recognized as the most important tourist site in the Bulgarian part of the Danube and to be included as a compulsory point to visit all cruise tours on the river. Separately, Nove and became a major tourist destination for all visitors of Rousse and the region, where only visitors to the Historical Museum in the city are more than 44 000 a year.

- **Third stage. Nove brand has good basic awareness in the country and became the national popular tourist destination.** Organized and festival "Eagle on the Danube". From 2008 onwards every year in the town of Svishtov is held the largest in Bulgaria

Regional Aspects of the Tourism Product

reenactment festival "Eagle on the Danube"[8]. The festival recreates the military life and battles between Imperial Rome and enemy tribes; it has a rich cultural program and has become a forum for gathering fans of antiquity from different ends of Bulgaria and Europe. The festival is held in late May or early June, and it involves over 250-300 reenactors from Italy, Poland, Hungary, Germany, Romania. Hosts are the two local groups for historical reenactments founded in 2005 by the Council of Tourism - Svishtov - First Italian Legion and First Thracian Cohort. During the festival, the Mayor of Svishtov will award the traditional awards "Eagle on the Danube" for contribution to the promotion of Bulgarian cultural heritage to His Excellency Xavier Lapeyre de Cabanes, the Ambassador of France in Bulgaria and for contribution to the preservation of cultural heritage to the prominent Bulgarian archaeologists Prof. Pavlina Vladkova-Baycheva and Prof. Evgenia Gencheva. The conversion of Nove of auxiliary in major destination with a considerable number of tourists has a positive effect on the number of days of stay in the city, and thereby increase the revenues from all activities in Svishtov.

4. Conclusion

Expected benefits from the creation of a regional tourist product could be sought in the following areas:

- Filling the "gap" in the marketing and management of destinations between the local level (municipality), which is too fragmented and national level that is too high;
- pooling and concerted action for the development of complex, diverse and competitive tourism product through regional synergies and complementarities;
- regionalisation of national marketing - Bulgaria to as a "bouquet" of tourist areas with their own specific "faces" (characteristic resources and opportunities for different types of tourism). This can better meet the expectations, requirements and interests of different market segments;
- more effectively reach potential tourist markets, especially far - by producing large enough in scope areas that are "visible" on the map and recognized not only for Bulgaria but for foreigners;
- opportunities for support from the state tourist areas - in the form of methodological and logistical assistance, directing portion of the funds for national marketing and advertising at the regional level and more.

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REGIONALNI ASPEKTI TURISTIČKOG PROIZVODA

Rezime: Formiranje kompletnog turističkog proizvoda, baziranog na određenoj turističkoj atrakciji, imaće pozitivan efekat na integrisani održivi i uravnoteženi razvoj regiona. Investicije čiji je cilj kreiranje i promocija različitih regionalnih turističkih proizvoda će podržati razvoj i prateće privredne sektore, kao što su laka i industrija hrane i transportne usluge u regionima. Strategija održivog razvoja turizma u Bugarskoj, sa Horizon 2030 strateškim ciljevima, kao što su očuvanje i efikasna upotreba turističkih resursa, povećava udeo specijalizovanih vidova turizma, uključujući kulturni (svi oblici) i promocioni integrisani regionalni razvoj turizma. To će doprineti boljoj realizaciji lokalnog ekonomskog potencijala i dovesti do održivog rasta i otvaranja novih radnih mesta. Osnovni cilj rada je da predstavi promociju i razvoj turizma i snabdevanje kvalitetnim proizvodima i konkurentnim turizmom kao osnovi za pametan, održiv i sveobuhvatan rast regiona.

Ključne reči: region, turistički proizvod, pametan i održivi rast, ekonomski potencijal