

EXECUTIVE SUMMARY

РЕЗЮМЕ

PLOVDIV - „ANCIENT AND ETERNAL“

ПЛОВДИВ – „ДРЕВЕН И ВЕЧЕН“



In the global world, tourism is among the leading industries. Its potential is evidenced by its contribution to gross domestic product, exports and foreign exchange earnings, as well as job creation. Territorial concentration, combined with the uniformity of the tourism product and marketing gaps, reduce the chances of sustainable tourism growth continuing in the medium to long term. To this end, cooperation and joint efforts for the development of tourism at the local level are becoming extremely important today.

The overall concept of the impact of globalization and glocalization on tourism is based on an analysis of international, European and national policies and strategies for regions and destinations, for sustainable development, conservation and growth.

The effect of convergence and integration of policies, economies, cultures, technical and social interconnections worldwide reduces the importance of individual countries and puts the emphasis on the region and the specific location.

This collective research work is dedicated to a comprehensive study of significant and current issues of the tourism industry in the cultural capitals of Europe such as:

- effects of globalization and glocalization on tourism;
- tourist resources and sustainable development of destinations;
- perspectives for the tourist destination Plovdiv - European Capital of Culture for 2019.

The monograph presents the current state of the destination Plovdiv until 2019, presenting theoretical approaches to creating traditions in the tourism business and offers a model for designing the experience gained in tourism over the next

decade. With inspiring and innovative examples, the destination Plovdiv is presented as part of the Thracian tourist region of Bulgaria, with its specializations in the field of cultural, cognitive, congress, wine, rural and specialized ecotourism.

In today's highly dynamic and global world, the development of tourism is placed in direct dependence on the factors and resources available to tourist destinations. The concept of a tourist product is radically changing, with the advent of many transformations in social, political and economic life, which bring to the fore the establishment of recognizability and identities. Therefore, the concepts of sustainable development and preservation of the authenticity of local communities are accepted as a basis in the management at the strategic level and policy development. In the conditions of changes in the environment and increasing requirements for the protection of its components, tourist destinations face the challenge of rapid adaptation to the processes. The existence of sustainably developing and competitive tourism enterprises is considered as a decisive factor for the development of the tourism industry. Improving the quality of the offered tourist product and the successful presentation of the tourist destination depend to a large extent on the purposeful state policy for stimulating the business environment. The main prerequisite for its effectiveness is the excellent inter-institutional interaction and a high degree of stakeholder engagement.

Analyzes in strategic planning at European, national and regional level show that the destination Plovdiv has a high tourist potential, and investments in cultural values - economy - infrastructure - tourism stimulate the local economy and social development and lead to sustainable results.

Destination Plovdiv has the necessary institutional framework and capacity to increase its competitiveness as a tourist destination for the development of sustainable tourism, but it also needs a consistent policy for human resources development in the tourism sector and strengthening the science-education-business relationship.

The focus of Plovdiv and the European Capital of Culture 2019 initiative proved the potential of the concept "TOGETHER" for acceleration and sustainable change through unification, transformation, relaxation and revival, covering the development of the destination in all aspects and encouraging innovation, initiative and entrepreneurship for capacity building and sustainable development.

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