

**ВЕЛИКОТЪРНОВСКИ УНИВЕРСИТЕТ
"СВ. СВ. КИРИЛ И МЕТОДИЙ"
КАТЕДРА "ТУРИЗЪМ"**

ТУРИЗМЪТ И ГЛОБАЛНИТЕ КРИЗИ

**TOURISM AND THE GLOBAL CRISES
ТУРИЗМ И ГЛОБАЛНЫЕ КРИЗИСЫ
TURISMO Y CRISIS GLOBALES**

**ИЗДАТЕЛСТВО "АЙ АНД БИ"
2021**



ТУРИЗМЪТ И ГЛОБАЛНИТЕ КРИЗИ

СБОРНИК ДОКЛАДИ ОТ МЕЖДУНАРОДНА НАУЧНА КОНФЕРЕНЦИЯ,
ОРГАНИЗИРАНА ОТ КАТЕДРА „ТУРИЗМ“ НА СТОПАНСКИЯ ФАКУЛТЕТ НА
ВЕЛИКОТЪРНОВСКИЯ УНИВЕРСИТЕТ „СВ. СВ. КИРИЛ И МЕТОДИЙ“,
21 АПРИЛ 2021 ГОДИНА

ТУРИЗМ И ГЛОБАЛНЫЕ КРИЗИСЫ

ДОКЛАДЫ ОТ МЕЖДУНАРОДНОЙ НАУЧНОЙ КОНФЕРЕНЦИИ,
ОРГАНИЗОВАННОЙ КАФЕДРОЙ „ТУРИЗМ“, ФАКУЛТЕТ ЭКОНОМИКИ,
УНИВЕРСИТЕТ ВЕЛИКО ТЪРНОВО „СВ. СВ. КИРИЛ И МЕФОДИЙ“, БОЛГАРИЯ
21 АПРЕЛЬ 2021 Г.

TOURISM AND THE GLOBAL CRISES

PROCEEDINGS OF THE INTERNATIONAL SCIENTIFIC CONFERENCE ORGANIZED
BY TOURISM DEPARTMENT AT FACULTY OF ECONOMICS OF THE
"ST. CYRIL AND ST. METHODIUS" UNIVERSITY OF VELIKO TURNOVO, BULGARIA
21 APRIL 2021 YEAR

TURISMO Y CRISIS GLOBALES

LIBRO DE ACTAS DE LA CONFERENCIA CIENTÍFICA INTERNACIONAL
ORGANIZADA POR EL DEPARTAMENTO DE TURISMO, LA FACULTAD DE
ECONOMÍA DE LA UNIVERSIDAD DE VELIKO TURNOVO, BULGARIA
21 ABRIL 2021

РЕДАКЦИОННА КОЛЕГИЯ:

доц. д-р Десислава Вараджакова
ас. д-р Олга Манчева-Али
ас. Надежда Костадинова
проф. д-р Слави Димитров
доц. д-р Елмира Годжаева
д-р Никола Наумов
д-р Сара Тангадурай

Всички доклади са двойно сляпо
рецензирани.

Организаторите на конференцията не
носят отговорност за изразените мнения
от авторите, невярност на представеното
съдържание от тях и/или плагиатство.

Издателство „Ай анд Би“
Велико Търново, 2021

ISBN: 978-619-7281-73-6

EDITORIAL BOARD:

Assoc. prof. Desislava Varadzhakova PhD
Assist. Olga Mancheva-Ali PhD
Assist. Nadezhda Kostadinova
Prof. Slavi Dimitrov PhD
Assoc. prof. Elmira Godzhaeva PhD
Nick Naumov PhD
Sarah Thangadurai PhD

All papers are double-blind peer reviewed.

The conference organizers are not responsible
for the authors' opinions, incorrectness of the
content presented by them and / or plagiarism.

Publishing house “I and B”
Veliko Turnovo, 2021

СЪДЪРЖАНИЕ/TABLE OF CONTENT

PART I/ CAPITULO I TOURISM AND THE GLOBAL CRISES TURISMO Y CRISIS GLOBALES

Aleksandra STAMENOVIĆ, Zoran RISTIĆ, Milutin KOVAČEVIĆ THE BANAT – TOURIST DESTINATION FOR FUTURE	10
Bekir EŞİTTİ SUSTAINABILITY AND TOURISM: DOES UNCERTAINTY HAVE AN EFFECT ON THE SUSTAINABILITY PERFORMANCE OF RESTAURANTS?	19
Bistra VASSILEVA, Zhechko KOSTENSKI STRATEGIC DESTINATION BRANDING: THE DMO PERSPECTIVE	28
Buket BULUK EŞİTTİ ONLINE REPUTATION MANAGEMENT AND EFFECTIVE DIGITAL MARKETING IN TOURISM ENTERPRISES FOR THE CORONAVIRUS (COVID- 19) ERA AND BEYOND	36
Çiğdem ÖZKAN, Nilay KOLEOĞLU ANALYSIS OF THE FOREIGN TOURISTS VISITING TURKEY DURING THE PANDEMIC PERIOD.....	50
Daniel De Jesús CONTRERAS, F. Xavier MEDINA DESARROLLO DE LOS DESTINOS TURÍSTICOS A TRAVÉS DEL VINO Y LA GASTRONOMÍA. LOS CASOS DE QUERÉTARO (MÉXICO) Y EL PENEDÈS (ESPAÑA)	55
Elídio VANZELLA, Luciana BRAMBILLA, Adriana BRAMBILLA, Arthur Medeiros de Farias LIMA EVENT TOURISM IN HOTELS: ITS IMPORTANCE FOR THE SECTOR’S RECOVERY IN THE POST-PANDEMIC	61
Eray POLAT JOB INSECURITY: REVIEW OF THE TOURISM THESIS LITERATURE IN TURKEY AND THE SUMMARY OF THE STUDIES	69
Fernanda BRAMBILLA, Alessandra Souza Queiroz MELO, Francinete da Silva GUILHERME MEASURES FOR THE PRESERVATION OF JOBS DURING PANDEMICS AND REFLECTIONS AT TOURISM AGENCIES IN THE CITY OF JOÃO PESSOA-PB ...	80
Francesco FONTANA, Diletta MIGLIACCIO WEB COMMUNICATION OF SUSTAINABILITY OF ITALIAN HOTELS: RESULTS OF AN EXPLORATORY SURVEY	89
Gheorghia COSTANDACHI ANALYSIS OF A SUSTAINABLE TOURISM STRATEGY BASED ON COMMUNITY INCLUSION AND HERITAGE PROMOTION IN REPUBLIC OF MOLDOVA	99

Guillermo FÉLIX, María GARZÓN THE PRESENCE OF COVID-19 IN LATIN AMERICA	109
Guido MIGLIACCIO ITALIAN HOTELS AND SUSTAINABILITY: SOME EXPERIENCES	125
Guido MIGLIACCIO, Sabrina LA MARCA THE DEBT OF ITALIAN TRAVEL AGENCIES BETWEEN THE TWO MAJOR INTERNATIONAL ECONOMIC CRISES	135
Gulenbar Arif AZIZOVA, Nargiz Chingiz EMINOVA WAYS OF HUMAN RESOURCE MANAGEMENT IN TOURISM ENTERPRISES	145
Hürriyet ÇİMEN THE FACE OF TOURISM IN THE LOCAL PEOPLE: THE CASE OF SARIKAMIŞ DESTINATION	154
Isabel González ENRÍQUEZ IMPACT OF SOCIO-POLITICAL CRISES ON THE TOURISM SECTOR: LIVELIHOODS AND MIGRATION OF TOURISM WORKERS IN NICARAGUA .	163
Isabel González ENRÍQUEZ INFORMAL PRACTICES AND THE TOURISM SECTOR IN POST-DISASTER SCENARIOS	171
Kuntal SARMA ETHNIC TOURISM IN ASSAM WITH SPECIAL REFERENCE TO THE POI SANGKEN FESTIVAL CELEBRATED BY THE TAI BUDDHIST COMMUNITIES	179
Letife ÖZDEMİR, Ercan ÖZEN EFFECT OF COVID-19 PANDEMIC ON BIST TOURISM INDEX IN TURKEY	185
Maya IVANOVA, Dimitar BALCHEV, Stanislav IVANOV THE PATH TO SUSTAINABILITY OF BULGARIAN HOTELS	195
Mustafa BOZ, Çiğdem ÖZKAN TRAVELING WITH A SMARTPHONE: TURKISH TRAVELERS CASE	205
Naida TOPALOVIĆ, Amra ČAUŠEVIĆ, Amra BANDA NEW TRENDS IN TOURISM WITH A FOCUS ON ROBOTS IN THE HOSPITALITY	215
Parmesh DUTT, Abhishek CHANDER, Mahesh DUTT COVID-19 EFFECT ON WEDDING EVENT MANAGEMENT	227
Plamena PALAMAROVA CONSUMER ATTITUDES TOWARDS ADVENTURE TOURISM IN BULGARIA	236
Pradip BARMAN TOURIST SPOTS IN ASSAM: PROSPECTS AND POTENTIALITIES	245
Rafael VERA, Johnny BAYAS POTENTIAL RURAL ACTIVITIES BASED ON THE PERSPECTIVE OF PROXIMITY TOURISM DEMAND IN THE CONTEXT OF COVID-19 IN THE DESTINATION OF BOLIVAR, ECUADOR	264
Sarah THANGADURAI, Vally SENASI POSITIVE IMPACTS OF COVID-19 ON THE LUXURY HOTEL PRACTICES	277

Tanja STANIŠIĆ, Sonja MILUTINOVIĆ IMPACT OF COVID-19 PANDEMIC ON TOURIST TRAFFIC IN SERBIA	289
Tatiana COLESNICOVA , Mihail CIOBANU, Vlada COLESNICOVA THE COVID-19 IMPACT ON THE DEVELOPMENT OF TOURISTIC ACTIVITY OF REPUBLIC OF MOLDOVA	299
Tülay GÜZEL, Özge ERYÜCEL ÇANAKKALE CERAMICS AS INTANGIBLE CULTUREL HERITAGE	309
Valentin SAPUNOV TIKHVIN WATER SYSTEM AS OBJECT OF MODERN ECOLOGICAL AND EDUCATION TOURISM	323
Zhanina STOYANOVA VIRTUAL TOURS AND EXPERIENCES DURING PANDEMIC - NEW OPPORTUNITIES IN FRONT OF TOUR GUIDES	333
Alexandra CIOCLU, Bianca-Ilinca CĂLIN MAMAIA RESORT: STRATEGIES OF PROMOTION AND DEVELOPMENT	339
Alexandra CIOCLU, Bianca-Ilinca CĂLIN WEEKEND TOURISM IN PROXIMITY OF BUCHAREST	346
Aleksandra TEŠIN, Ivana BLEŠIĆ, Sanja OBRADOVIĆ THE IMPACT OF CUSTOMER VERBAL AGGRESSION ON HOTEL EMPLOYEES	352
Amolakdeep KAUR SUSTAINABLE PRACTICES IN TOURISM: A STUDY OF INDIA	362
Andrei DUCMAN, Camelia TEODORESCU, Andrada Elena STOICA, Vasile POP, Nicoleta BIRA THE ATTITUDE OF YOUNG PEOPLE TOWARDS THE SAFETY NORMS OF TOURISM DURING THE COVID-19 PANDEMIC	370
Ayshah ASLANOVA PROSPECTS FOR THE DEVELOPMENT OF THE TOURISM SECTOR IN AZERBAIJAN	379
Barbara URH COVID-19 VACCINATION, HEALTH AND TOURISM	386
Barbara URH HEALTH AND LEISURE CONDITIONS DURING COVID-19 PANDEMIC	395
Camelia TEODORESCU, Andrei DUCMAN, Aurel GHEORGHILAS, Vasile POP, Nicoleta BIRA LANDSCAPE VERSUS SERVICES AND TECHNOLOGY IN ROMANIAN ECOTOURISM DURING THE COVID 19 PANDEMIC	404
Cosmina-Andreea MANEA CULTURAL TOURISM AS REGENERATION SOLUTION FOR VILLAGES IN THE URBAN-RURAL INTERFACE. CASE STUDY: FELDIOARA VILLAGE	413

Dorottya SÜLI, Viktor PÁL THE ROLE OF MUSIC FESTIVALS IN SHAPING THE IMAGE OF DESTINATIONS BY USING GEOGRAPHICAL NAMES - ON THE EXAMPLE OF THE SZEGED YOUTH DAY	423
Elane Raquel do Nascimento SOARES, Adriana BRAMBILLA, Elídio VANZELLA SENIOR TOURISM: A STUDY ON ACCESSIBILITY AT THE AREIA VERMELHA MARINE STATE PARK IN THE CITY OF CABEDELO/PB	434
Felipe Gomes do NASCIMENTO, Priscilla Fernandes Carvalho de MELO, Adriana BRAMBILLA, Elídio VANZELLA ONLINE EVENTS AND COVID-19 PANDEMIC: A STUDY IN THE BRAZILIAN CONTEXT	442
Fernanda de Lima CANDIDO, Leylane Bertoldo de CAMPOS EXCHANGE AND EXPERIENCE TOURISM: OPPORTUNITIES AND CHALLENGES, A STUDY ON AIESEC	450
Francinete da Silva GUILHERME, Alessandra Souza Queiroz MELO, Elídio VANZELLA TOURISM IN REEFS ENVIRONMENTS IN JOÃO PESSOA-PB / BRAZIL AND THE IMPACTS OF PANDEMIA	457
Gergana VASILEVA SEA HOTELS: CAPITALS RESTRUCTURATION AND OPERATIONS REENGINEERING AS MEANS OF OVERCOMING THE CRISIS	464
Irena ČELIĆ THE ROLE AND IMPORTANCE OF EMPLOYEE ENGAGEMENT IN THE HOTEL COMPANIES	473
Maria UNDZHIEVA TYPES OF TOURISM AND TRENDS IN TOURISM SUPPLY AND DEMANDS	478
Mihail CIOBANU REST OF CHILDREN IN SUMMER CAMPS IN THE REPUBLIC OF MOLDOVA: PARTICULARITIES OF THE EVOLUTION IN THE PANDEMIC PERIOD	487
Mukhriddin KILICHOV BUILT HERITAGE USAGE FOR SUSTAINABLE TOURISM DEVELOPMENT IN BUKHARA (UZBEKISTAN)	497
Nilufarbegim NEMATILLOYEVNA THE ESSENCE AND MAIN DIRECTIONS OF INNOVATIVE DEVELOPMENT	505
Pietro PAVONE, Francesco CORBO TRACES OF SUSTAINABILITY IN THE TOURISM SECTOR. AN EXPLORATORY STUDY	516
Priscila Fernandes Carvalho de MELO, Felipe Gomes do NASCIMENTO, Adriana BRAMBILLA, Elídio VANZELLA STRATEGIES ADOPTED DURING THE COVID 19 PANDEMIC IN THE DEVELOPMENT OF FILM TOURISM: THE CASE OF NORTHEASTERN ROLIÚDE, CABACEIRAS / PB / BRAZIL	525

Rashad AHMADOV FORMATION AND PROSPECTS OF DEVELOPMENT OF TOURISM DESTINATIONS IN AZERBAIJAN	534
Sanja OBRADOVIĆ, Aleksandra TEŠIN LOCAL COMMUNITY PERCEPTION TOWARD IMPACTS OF TOURISM DEVELOPMENT AND SUPPORT FOR FUTURE DEVELOPMENT	544
Veselin VASILEV CULTURAL HERITAGE GOVERNANCE AND CULTURAL HERITAGE TOURISM IN THE CZECH REPUBLIC AND SLOVAKIA	554
Veselin VASILEV THE CONNECTION BETWEEN CULTURAL HERITAGE GOVERNANCE AND CULTURAL TOURISM DEVELOPMENT IN ALBANIA	559
Vuqar DARQAXOV TERRITORIAL ORGANIZATION AND DEVELOPMENT OF HEALTH AND RESORT TOURISM	564

РАЗДЕЛ II.
ТУРИЗМЪТ И ГЛОБАЛНИТЕ КРИЗИ
ТУРИЗМ И ГЛОБАЛНЫЕ КРИЗИСЫ

Вероника КОЗЛОВА ОЦЕНКА ЭФФЕКТИВНОСТИ РЕАЛИЗАЦИИ ТУРИСТСКИХ ПРОДУКТОВ РОССИЙСКИМИ ТУРОПЕРАТОРАМИ	573
Виляна РУСЕВА НОВИТЕ МОДЕЛИ И СТАНДАРТИ ЗА ДОБРО УПРАВЛЕНИЕ - ЩЕ ИЗДЪРЖИ ЛИ ТУРИСТИЧЕСКАТА ИНДУСТРИЯ В ЕПОХАТА НА УСТОЙЧИВИЯ КАПИТАЛИЗЪМ И ГЛОБАЛНА ПАНДЕМИЯ	579
Владимир ЛИПОВ ИНФОРМАЦИОННЫЕ ПЛАТФОРМЫ И ЦИФРОВИЗАЦИЯ ТУРИЗМА В УСЛОВИЯХ КРИЗИСА: ПОТЕНЦИАЛ, ПРОБЛЕМЫ, ПАРАДОКСЫ	588
Диляна СТЕФАНОВА, Петър СТЕФАНОВ ПЕЩЕРНИЯТ ТУРИЗЪМ В БЪЛГАРИЯ В УСЛОВИЯТА НА COVID КРИЗАТА	598
Евгений БОРТНИКОВ, Роман ОЛЕКСЕНКО КРИЗИС КАК СТИМУЛ ДЛЯ РАЗВИТИЯ (НА ПРИМЕРЕ ПРОЕКТА СТРАТЕГИИ РАЗВИТИЯ ТУРИЗМА ЗАПОРОЖСКОЙ ОБЛАСТИ)	612
Елена ИЛИЕВА МОТИВАТОРИ И БАРИЕРИ ЗА УЧАСТИЕ В СИСТЕМАТА НА СПОДЕЛЕНОТО НАСТАНЯВАНЕ	622
Елена ИЛИЕВА УСЛОВИЯ ЗА ПРИСЪЕДИНЯВАНЕ НА РЕСТОРАНТЪОРСКИТЕ ОБЕКТИ В БЪЛГАРИЯ КЪМ МЕЖДУНАРОДНИ КОРПОРАТИВНИ ВЕРИГИ	632

Елка ДОГРАМАДЖИЕВА НАГЛАСИ ЗА ПЪТУВАНЕ И ОЧАКВАНИ ПРОМЕНИ В ТУРИСТИЧЕСКОТО ПОВЕДЕНИЕ ПРЕЗ ПЪРВАТА ВЪЛНА НА КОВИД-КРИЗАТА: МЕЖДУНАРОДНО СРАВНЕНИЕ	641
Эльмира Магомед ГОДЖАЕВА, Эмира Мадат ГОДЖАЕВА ФОРМИРОВАНИЕ И РАЗВИТИЕ ТУРИСТИЧЕСКОГО РЫНКА В АЗЕРБАЙДЖАНЕ: COVID - 19 И ИССЛЕДОВАНИЕ	653
Жечко КОСТЕНСКИ ПРЕДИЗВИКАТЕЛСТВОТА ПРЕД ТУРИЗМА В ДИГИТАЛНИЯ СВЯТ	663
Илхам САЙПИДИНОВ, Абдурашит НИЗАМИЕВ, Гулиза МОМОШЕВА ЗЕЛЕНЬИ ТУРИЗМ – СОВРЕМЕННЫЕ ТЕНДЕНЦИИ ЕГО РАЗВИТИЯ В КЫРГЫЗСТАНЕ	672
Ирена БОКОВА КУЛТУРНИЯТ ПЕЙЗАЖ - МУЗЕЙНИ РАЗКАЗИ И ТУРИСТИЧЕСКИ АТРАКЦИИ	677
Ирена ЕМИЛОВА, Аделина САВОВА ВЪЗМОЖНОСТИ ЗА ИЗЖИВЯВАНИЯ ЧРЕЗ ЕКОЛОГИЧНИЯ ТУРИЗЪМ	686
Ирина КРОТЕНКО, Елена ЖИГАРЕВА ВЛИЯНИЕ ПАНДЕМИИ НА ИННОВАЦИОННЫЕ ПОЛИТИКИ В СФЕРЕ МЕЖДУНАРОДНОГО ТУРИЗМА	697
Красимир ЛЕВКОВ ТУРИСТИЧЕСКАТА ИНТЕНЗИВНОСТ ПРИ ГЛОБАЛНИТЕ ГРАДОВЕ. ОСОБЕНОСТИ И НАЧИНИ НА ИЗМЕРВАНЕ	706
Кристина ГЕОРГИЕВА РАЗВИТИЕ НА ОБРАЗОВАТЕЛНИЯ ТУРИЗЪМ В БЪЛГАРИЯ В УСЛОВИЯТА НА COVID-19	715
Любомира ТОДОРОВА ИНОВАЦИИТЕ И ПРОЯВЛЕНИЕТО ИМ В ТУРИЗМА	724
Людмила ЛАПИЦКАЯ ТУРИСТИЧЕСКАЯ ДЕЯТЕЛНОСТЬ: ПРАКТИЧЕСКИЕ АСПЕКТЫ ОТРАЖЕНИЯ В УЧЕТЕ РЯДА ХОЗЯЙСТВЕННЫХ ОПЕРАЦИИ	730
Олга МАНЧЕВА-АЛИ, Елеонора ЯНЧЕВА СЪСТОЯНИЕ НА НАСТАНИТЕЛНАТА БАЗА В КУРОРТЕН КОМПЛЕКС „ЗЛАТНИ ПЯСЪЦИ“, БЪЛГАРИЯ	736
Олга МАНЧЕВА-АЛИ, Надежда КОСТАДИНОВА, Десислава ВАРАДЖАКОВА ОТРАЖЕНИЕ НА ГЛОБАЛНАТА ПАНДЕМИЯТА ОТ COVID-19 ВЪРХУ КУЛТУРНИЯ ТУРИЗЪМ ВЪВ ВЕЛИКО ТЪРНОВО, БЪЛГАРИЯ	743
Ольга ПУГАЧЕВА РАЗВИТИЕ ТУРИЗМА В РЕСПУБЛИКЕ БЕЛАРУСЬ И ПЕРСПЕКТИВЫ ИСПОЛЗОВАНИЯ ИННОВАЦИОННЫХ ТЕХНОЛОГИЙ	752
Павлин ПАВЛОВ АЛТЕРНАТИВНИЯ ТУРИЗЪМ В БЪЛГАРИЯ В УСЛОВИЯТА НА COVID-19	762

Пело МИХАЙЛОВ КОМУ ЩЕ СА ПОТРЕБНИ „НОВИТЕ“ НАЦИОНАЛНИ КУРОРТИ НА БЪЛГАРИЯ?	770
Радка НЕНОВА РОЛЯ НА СОЦИАЛНИТЕ ЗЕМЕДЕЛСКИ СТОПАНСТВА ЗА РАЗВИТИЕ НА СЕЛСКИ И АГРАРЕН ТУРИЗЪМ	779
Сергей НЕЗДОЙМИНОВ РОЛЬ ЦИФРОВЫХ ТЕХНОЛОГИЙ В ЭКСКУРСИОННОЙ ДЕЯТЕЛЬНОСТИ ..	787
Тамара ДРАГАНОВА БИОГРАД НА МОРУ – ЕДНА ОТ МАЛКО ИЗВЕСТНИТЕ ТУРИСТИЧЕСКИ ПЕРЛИ НА СЕВЕРНА ДАЛМАЦИЯ	795
Татяна ЯЦИШИН ВИННЫЙ ТУРИЗМ И ВИННЫЕ ТУРИСТИЧЕСКИЕ МАРШРУТЫ МОЛДОВЫ.	810
Юрий КРОТЕНКО МЕЖДУНАРОДНЫЙ ТУРИЗМ КАК ИНСТРУМЕНТ ЭКОНОМИЧЕСКОЙ ДИПЛОМАТИИ ЕВРОСОЮЗА	820
Андриан ГЕОРГИЕВ ОПИТЪТ НА ВОДЕЩИТЕ ЕВРОПЕЙСКИ СТРАНИ В ПОДГОТОВКАТА НА НАСЕЛЕНИЕТО В СЛУЧАЙ НА ИНЦИДЕНТ	830
Бахруз ИСКЕНДЕРОВ ПРОБЛЕМЫ ТУРИСТИЧЕСКОГО МАРКЕТИНГА ШЕКИНСКОГО РЕГИОНА АЗЕРБАЙДЖАНСКОЙ РЕСПУБЛИКИ	840
Валентин КОЦАКОВ ВЛИЯНИЕТО НА КРИЗАТА, ПОРОДЕНА ОТ КОРОНАВИРУСА COVID-19 ВЪРХУ НАГЛАСИТЕ И МОТИВАЦИЯТА НА СЛУЖИТЕЛИТЕ, ЗАЕТИ В СЕКТОР ХОТЕЛИЕРСТВО И РЕСТОРАНТЪОРСТВО (НА ПРИМЕРА НА ОБЩИНА ДЕВИН)	846
Весела ГЕОРГИЕВА ОСОБЕНОСТИ НА КУЛТУРНИЯ ТУРИЗЪМ В СИТУАЦИЯТА С COVID-19	856
Весела ГЕОРГИЕВА, Никола ПОПОВ ПЕРСПЕКТИВИ НА КУЛТУРНИЯ ТУРИЗЪМ В УСЛОВИЯТА НА ГЛОБАЛНИТЕ КРИЗИ СЛЕД 2010 Г.	863
Георги РАДЕВ РЕСТОРАНТЪОРСКИ ВЕРИГИ И ФРАНЧАЙЗИНГ В БЪЛГАРИЯ	871
Димитрина ПОЛИХРОНОВА ДОБРИ УПРАВЛЕНСКИ ПРАКТИКИ В КОНТЕКСТА НА УСТОЙЧИВОТО РАЗВИТИЕ НА ТУРИЗМА	879
Димитър ДИМИТРОВ КРИЗИ И ПАНДЕМИИ – ИЗПИТАНИЯ ЗА ТУРИЗМА	889
Иван БОНЕВ ТЕНДЕНЦИИ В ТУРИЗМА ПРЕЗ ПОСЛЕДНИТЕ ГОДИНИ	895
Илаха АЛИЕВА COVID-19 И ТУРИСТИЧЕСКИЙ СЕКТОР	904

Ирена ИЛИЕВА-ИВАНОВА ДИГИТАЛИЗАЦИЯТА, ФАКТОР ЗА РАЗВИТИЕ НА АЛТЕРНАТИВЕН ТУРИЗЪМ В БЪЛГАРИЯ В УСЛОВИЯТА НА COVID-19	910
Йнгиталп ЯЛЧЪН ОСОБЕНОСТИ НА АУТСОРСИНГА В ХОТЕЛИЕРСТВОТО И НЕГОВОТО ПРИЛОЖЕНИЕ В F&V ОТДЕЛА	917
Йордан АДОЛФОВ ДИГИТАЛНОТО ОБУЧЕНИЕ НА БЪДЕЩИТЕ КАДРИ В ТУРИЗМА ПРЕЗ ПРИЗМАТА НА COVID-19	926
Марина РАЙКОВА ЕКОЛОГИЧНИ ЕФЕКТИ ОТ ВЪВЕЖДАНЕ НА ИЗВЪНРЕДНИ МЕРКИ ВЪВ ВРЪЗКА С ПАНДЕМИЯТА ОТ COVID-19	935
Марина РАЙКОВА НОВИ ТЕНДЕНЦИИ В ОБЛАСТТА НА ТРАНСПОРТА В ЕВРОПА В УСЛОВИЯТА НА СВЕТОВНА ЗДРАВНА КРИЗА	942
Мария ВЕЛКОВА УПРАВЛЕНИЕ НА КОНФЛИКТИ В ТУРИЗМА	948
Нигина КАБИЛОВА ПЕРСПЕКТИВЫ РЕАЛИЗАЦИИ НОВЫХ ТУРИСТИЧЕСКИХ УСЛУГ В БУХАРСКОЙ ОБЛАСТИ	956
Нигяр МИРАЛАЕВА ОРГАНИЗАЦИОННО-ЭКОНОМИЧЕСКОЕ СОВЕРШЕНСТВОВАНИЕ И РАЗВИТИЕ ВНУТРЕННИХ ТУРИСТИЧЕСКИХ УСЛУГ НА СОВРЕМЕННОМ ЭТАПЕ	963
Олег ПЕТЕЛКА, Чиприян-Константин ПЭТРЭУЧЯНУ ОСОБЕННОСТИ СЕЛЪСКОГО ТУРИЗМА. УПРАВЛЕНЧЕСКИЕ АСПЕКТЫ ...	970
Радостина ШИВАРОВА ВЪЗДЕЙСТВИЕТО НА КОВИД-19 ПАНДЕМИЯТА ВЪРХУ ТУРИЗМА ПРЕЗ 2020 ГОДИНА	980
Стела СТЕФАНОВА СЪВРЕМЕННО СЪСТОЯНИЕ НА НЕДВИЖИМИТЕ РИМСКИ АРХЕОЛОГИЧЕСКИ ЦЕННОСТИ В ОБЛАСТИТЕ ВИДИН, МОНТАНА И ВРАЦА КАТО ОБЕКТИ ЗА КУЛТУРЕН ТУРИЗЪМ	989
Татяна ДИМИТРОВА БРАНД “БЪЛГАРИЯ” – МЕТОДОЛОГИЯ И БРАНДОВО ИЗГРАЖДАНЕ В РЕЗЮМЕ. БРАНДОВАТА ИСТОРИЯ НА БРАНД “БЪЛГАРИЯ”	1001
Цветелина ЦАНКОВА ФИНАНСОВИ ПРЕДИЗВИКАТЕЛСТВА ПРЕД ТУРИЗМА В СИТУАЦИЯ НА ИЗВЪНРЕДНО ПОЛОЖЕНИЕ СВЪРЗАНО С COVID-19	1014

THE ROLE OF MUSIC FESTIVALS IN SHAPING THE IMAGE OF DESTINATIONS BY USING GEOGRAPHICAL NAMES - ON THE EXAMPLE OF THE SZEGED YOUTH DAY

Dorottya SÜLI⁷⁵, Viktor PÁL⁷⁶

University of Szeged, Hungary

***Abstract:** Nowadays, the branding of settlements is becoming more and more important. In the tourism market, we can observe intensifying competition to attract potential tourists, as a result, the tools by which participation in the supply market can be maintained or improved are becoming increasingly important for destinations. This tool can be the formation of the image of the settlement, its connection with tourism products and its transformation into an experience related to uniqueness. The success of a settlement can be influenced if it becomes known, unique and it can create a positive image for itself with the help of a tourism product or a well-established brand. If a settlement name functions as a brand name, and a tourism product uses the base of the settlement's reputation, geographical ties can help to retrieve information and assign it to different attitudes. Incorporating geographical elements into a brand name can be part of a marketing policy, and different festivals represent a well-identified brand on which some destinations can build a more competitive image.*

The aim of the research was to examine the impact of the inclusion of a geographical name in the branding of a tourism product, such as a festival, for the settlement, with special regard to the role played by the event in shaping the image of the settlement. To examine the questions, we conducted interviews with the key players involved, among the actors shaping the image of the settlement, the organizers of the festivals, and the actors involved in the tourism process.

The results support that image building for festivals may be workable due to the uniqueness of these tourism products, however, it is not enough to display the name of the settlement in the name of the festival, it is also important to display it during the tourism presentation of the city. The importance of the geographical location can be established, in the case of SZIN, the location, the Tisza and the proximity to city center can give a unique triple attraction and experience to the festival visitors, by which a strong connection can be formed between the city and the event.

***Keywords:** image-enhancing effect, music festival, place marketing, branding with geographical name*

Introduction

Tourist destinations can also be understood as specific market products, which are competitive if they can “sell” the place to as many tourists as possible. Nowadays, the success of place marketing depends on the image they create and communicate, and the tool of city marketing is not the city itself, but the image of the city. The decision-makers of the locality play a major role in shaping this image, they use the practice of place branding to position themselves in the supply market and to build a strong, unique image, distinguishing it from its

⁷⁵ Dorottya Süli, Department of Economic and Social Geography, University of Szeged, Hungary, email: dorottya.suli@gmail.com

⁷⁶ Viktor Pál, Department of Economic and Social Geography, University of Szeged, Hungary, email: pal.viktor@szte.hu

competitors and placing it in the minds of potential consumers. Naming a product from a geographical area can play an important role in branding strategies, since the geographical name, as a central element in the recall of space, allows identification and can retrieve the information, which has already been formed. There are several cases where a place shaped its image based on a festival, because they represent a well-identifiable brand, on which some destinations can build a more competitive image and they can also contribute to increasing awareness by stimulating the cultural offer of the settlement.

The aim of the research was to examine the impact of the inclusion of a geographical name in the branding of a tourism product, such as a festival, with special regard to the role played by the event in shaping the image of the settlement. The goal was to explore the different mechanisms between the event and the destination, as a weak relationship can cause negative branding and negative image transfer. To examine the questions, it was necessary to find the key actors involved, so we conducted interviews with the city management, the organizers of the festivals, and the actors involved in the tourism process of the settlement.

Literature review - the role of image in settlement marketing

The concept of destination image has been applied in tourism research since the 1970s. These studies on the one hand examine the image of a destination as a supply-side image, which promotes, develops, and communicates the message of the destination to attract tourists. On the other hand, they are analyzed as perceived images from the consumers which can be used in their travel-related decision-making process (Castro et. al., 2007). Third, the studies examine the changes in destinations, in their identities, which emphasize the meaning and role of space and spatial representations (Jarkko, 2004). These tourist localities are the products of the interaction of the “supply and demand” structure in the tourism system and the combination of social, economic, and political processes and practices in each space (Framke, 2002). Social practices and actions are also part of the construction of destinations in the field of marketing and place promotion (Ateljevic & Doorne, 2002). The socially constructed meaning of a destination is its culture and its tourist attractions, which present the locality in a tourist context (Framke, 2002). In tourism, destinations and related attractions are places of representation, which define their identity and create meaning for places, cultures, attractions, and activities (Jarkko, 2004). Destinations are consumption points, which include experiences that are eventually sold by local marketing agencies in a competitive market. Destination marketing is about designing a place, selecting, and developing attributes, besides positioning the destination as a strong brand. These marketing efforts include creating and promoting attractive destination

images based on local resource elements to increase distinctiveness and competitiveness (Maria et. al., 2008). The destination image can be used as a mental short-cut to evaluate information in the decision-making process (Erdinc & Rami, 2012), and the actors of the locality play a key role shaping this image, who are engaged in marketing activities, branding. If they can identify potential tourists and their expectations well, the more effective the marketing will be.

In recent decades, the globalization operated by neoliberal economic policy has changed the role of branding (Holt, 2006), which has also become perceptible in urban branding. In the postmodern world, the success of place marketing and the success of destination depends on how they create and communicate the image or the brand of the city (Kavaratzis, 2004), which plays a major role in shaping the future of the locality and it has an impact on consumer behavior (Nagy, 2015; Sung-Eun et. al., 2017). As most tourists have limited knowledge of unexplored destinations, settlements with a strong, positive, and recognizable image are more likely to be chosen. Conscious development of the destination image can help the localities in a more efficient positioning for the optimal consumer decision (Trošt et. al., 2012). Destinations must make the settlement brand unique and distinguishable from other competitors, as positioning is a competitive advantage and a promise of value (Nagy, 2015). The geographical name, as a central element of the recall of the space, enables identification, so it may be appropriate for the branding of the tourism products of the settlement (Kozma, 2000). Geographical connections can help to evoke tourists' information, for example, the name of a settlement can help to evoke all the imaginations whose antecedents have already been formed. For example, based on travel experiences or knowledge conveyed by different media platforms the elements of space can be more easily linked to the information recorded by geographical names (Del Casino & Hanna, 2000). The attractions and events that use the names of the settlements can induce emotions and thoughts in many people and if the brand is uniquely linked to the destination it can strengthen the emotional connection between the visitor and the locality and reduce the perceived risk (Trošt et. al., 2012). The branding of the settlement can be done in several ways, emphasizing, for example, the natural or built environment, the city's educational and health infrastructure, the economic performance, or even cultural events, and festivals (Jakab, 2016).

A relatively new strategy in destination activities is to use events in brand building, as events can be used to strengthen the destination brand identity. This may be indicated by the co-brand name, which describes the practice of pairing the brand of the event with the brand of the destination, so the characteristics of the brand of the event can be transferred to the brand of the locality and vice versa (Trošt et. al., 2012). There is a reciprocal connection between the

settlement and the festivals, as the framework for the organization of the event is provided by the institutions and service providers of the destination, however, the festival also has a repercussion on the settlement, in shaping its image (Kundi, 2012). If the cooperation between the event and the destination is close enough, the so-called image transfer is displayed, so, in the optimal case, positive experiences related to the festival can also become an advantage of the destination (Oklobdžija, 2015). Many music festivals incorporate the name of the locality into the name of the festival to be more attached to the destination. Many countries have used music festivals to gain legitimacy and fame, highlight their achievements, support tourism, or make the country accessible to global influences, and this process can be transferred to the municipal level. The music festival can be the “engine” that lays the real reason for a potential tourist to visit a destination, because through high media coverage, they can attract the attention of a wide audience and become distinctive for the environment of the settlement (Oklobdžija, 2015).

Methods

In the course of the research, we used a qualitative method, in this case semi-structured interviews, to answer the research questions. Exploring the relationship between music festivals which are using the name of settlements and the image of the destination, as well as understanding the different mechanisms between the event and its location, required a method which provided an opportunity to explain the issue in more detail. The aim of the research was to examine the impact of the inclusion of a geographical name in the branding of a tourism product (Szeged Youth Days) for the settlement, with special regard to the event’s role in shaping the image of the destination. In order to examine the questions, it was necessary to find the key actors involved, so we conducted interviews primarily with the actors shaping the image of the settlement, the organizers of the festival, and the actors involved in the tourism process of the settlement, then we used the snowball method - using the network of contacts of the interviewees - to further expand the number of interviewees. The interviews were conducted between September 2020 and January 2021. During this time interval, a total of 9 interviews were conducted. In addition to our notes, we also used a dictaphone to record the interviews, which allowed us to rewrite the text, which we analyzed according to preliminary aspects.

Results

First, it is necessary to explore the tourist image of the settlement in order to examine and interpret the role of festivals in the image of the destination, for which we learned the

opinions of different interview partners. The interviewees agreed that Szeged is a youthful, constantly vibrant city with a good atmosphere, which is due to the diverse program offer and available services (*Figure 1*). In their opinion, the external perception of the city is positive in terms of tourism, which is supported by the opinions that the actors of the city management receive as tourist feedback. The tourist offer of the city is colorful, the main images are the slogan (“the city of sunlight”), the Szeged Open-Air Festival as a tourist brand and the Dóm. One of the interviewees emphasized that “...summer events are still predominant in the tourist image of Szeged...” (SZ5, man, city management), thus, Szeged appears in many places as the city of summer festivals, and this image is mainly related to the Szeged Open-Air Festival and the Szeged Youth Days (SZIN).



Figure 1. Szeged's tourist image elements
(edited by authors, based on interviews 2020)

According to one interviewee, “...I don’t think it shows up in as many places as it could... who does not seek these, won’t find them.” (SZ3, woman, tour guide). Therefore, it can be said, that it is not clear to a potential tourist what the tourist image of Szeged is, and that there is no unified image yet, but it was mentioned that “...the increasingly serious goal of the city is to have a unified image of Szeged's tourism, Szeged's urban institutions and companies, and there is a very serious initiative and will for that...” (SZ7, woman, tourism service provider). Some tourism providers said that the slogan of the city of sunlight is not enough to attract tourists, it is not unique, in his opinion, programs can be alluring much earlier, which diverse program offer was also highlighted by multiple interviewees. Thus, we assessed the role of various events and festivals in the tourist image of the settlement, as the image can also be built on events. Festivals are products that can make destinations distinctive but require funding. If there are no resources for marketing tasks and activities, this cannot be achieved.

According to the interviewees, there are many people who come to Szeged for various events (e.g., Wine Festival, Szeged Open-Air Festival, SZIN), which all play an important role in the tourism of the city, as “...the name of the city rotates in connection with the events...” (SZ1, man, city management). The complexity of the city, the different locations and

infrastructure of the settlement contribute to the fact that these events play a significant role in the tourist image, *"...here it is necessary to sit under the shady plane trees in a historic city...the special attraction of SZIN is that it is integrated with a campsite on the bank of the Tisza... for whatever reason someone comes to visit, always gets something else too"* (SZ1, man, city management). A local service provider has a similar view, he said that if tourists visit the town for a festival, they will get a part from Szeged, which has a great influence on tourism. The respondents all emphasized that event and festival tourism is one of the cornerstones of Szeged, they play a key role in the tourism image, as *"...the larger festivals in Szeged offer a series of programs announced and recognized at the national level, which attracts both returning and new guests every year..."* (SZ6, man, tourist service provider). The local tour guide said that Szeged is a bustling, university town, with a lot of young people, it can be also connected to the image that it is a festival city, which was also formulated by the city management, *"... Szeged is the city of festivals..."* (SZ1, man, city management). However, despite the importance of events, there is no related concept, coordination, and branding, *"...I think that there would be serious reserves from the side of festival coordination...it is worth grasping this issue, examining it thoroughly..."* (SZ5, man, city management). The lack of coordination can be attributed to the fact that the events have many types of organizers and they have different target groups, for example, music festivals are characterized by a more limited target group. Thus, the question arises, what role can play a music festival (in terms of research the SZIN) in the tourism image.

The experts of the city management said that this music festival does not necessarily have an impact on the tourism of the Szeged but is more important in terms of image, *"...it may contribute more to the image of the city, especially among young people, or be more important in image building than in specific tourism revenue..."* (SZ1, man, city management). Based on the opinions, this event can strengthen the vibrant cityscape, and provides an opportunity to shape a younger, fresher image. The festival organizers also want to build the image of the city with the festival, as Szeged, as the "city of sunshine", provides an ideal location for the festival. They said that an incomparable and special atmosphere and attraction is that during the festival you can sit at the venue on the banks of the Tisza, you can see the setting sun in the background with the Dóm and the Móra Ferenc Museum, so in their opinion *"...SZIN itself is decisive in the life of the city, thus in terms of the city's marketing..."* (SZ4, man, festival organizer). This is because the festival venue is located almost in the city center, which generates familiarity with the city. *"...Festival visitors may have some impression upon arrival as they encounter the beauty of the city, its cultural and tourist offer...we organize a number of tourism programs*

that help our guests, the guests of SZIN, not only to be festival visitors, but also city visitors... ” (SZ8, woman, festival organizer). We get a different opinion from the tourism expert as well as from the tourism service providers’ side, in their view, not many initiatives have been launched by festival organizers to engage festival guests in the city’s tourism.

Based on all the opinions expressed, the festival could be included in the tourist image of the settlement and fit nicely with the other image elements, and the main point of image transfer could be the Tisza and its surroundings, as it is a strong emotional factor that gives the festival visitors a feeling of freedom and calm. Besides, it plays a major role in building the image of Szeged, it can also contribute to the reputation of the settlement. Festival organizers consciously use the Szeged adjective and believe that “...*Szeged is a well-known settlement in the country, but even if the younger ones didn't know it, they also close the city to their hearts in connection with the festival. Many people mention the festival when they hear the name of the city...*” (SZ8, woman, festival organizer). According to the city management and the tourism expert, additional elements (e.g., festival anthem) born in connection with the festival, on which basis the settlement and the festival can be connected. In their view, a significant proportion of visitors themselves engage in very good tourism marketing activities, if they leave with pleasant memories. The interview partners agreed that the festival and the related promotional activities can promote the city and make known to the public, as well as a new layer, less targeted by another festival in Szeged, can get to know the city. However, to connect the settlement and the festival in advance and to establish the image transfer before the visit, it is important that the event appears during the tourist presentation of the settlement. Thus, we examined how the festival appears in Szeged's tourism promotional materials, according to the interviewees.

The actors who are responsible for the tourist presentation of Szeged said that they try to display the festival on various surfaces in time. During online campaigns, it is displayed on the tourist community pages of the town, although they added that in recent years, they have only done it when they already know specific information (e.g., performers). The image-related part of the festival is rather communicated on national surfaces, as an opportunity among the other attractions and events. In addition, the city management said that the event is included on the settlement's website and in various city publications, such as the Szeged Mirror. The festival organizers added the information that when the Tourinform office or the university made a presentation film, they asked for the right to display the SZIN as an attractive point in the city. It was said that Szeged also play a role in the presentation of the festival, some iconic venues (e.g., Dóm, Tisza) appear in the promotional materials, but mostly indirectly, they hide things

in the communication that are typical or can be connected to Szeged. According to the organizers, “...it is absolutely important that tourists and future festival visitors get to know the sights, atmosphere, kindness, and tourist attraction of the city...” (SZ8, woman, festival organization). According to the opinion of the tourism service providers, the festival appears at the level of mention during the presentation of the settlement, but either they could not give an example of where, or they think it does not show up as much as it could, for example, they haven’t seen it on Tourinform’s pages. There was a service provider who was more concerned with promoting the festival for their guests on their own social media platforms and in the package offers created for the festival. According to the city management, more could be done to give the festival more space in national newspapers and advertisements, but it is very expensive to buy these ads. Nevertheless, social media is a cheaper option, so it would be worthwhile to exploit its potential, as the generation of festival audiences make extensive use of social media, so it would be worthwhile to place more emphasis on this. Based on these, the city management claim that they advertise the festival according to their financial possibilities, the festival organization says that they consciously and purposefully present Szeged, however, some interviewees think that only the feeling of the festival atmosphere appears during the tourist presentation of the settlement. Moreover, some tourism service providers feel that the joint promotion and presentation could be strengthened, but despite all this, almost all the interviewees agreed that the festival has already merged with the city.

The reasons for this are different, according to the city management, on the one hand, the location is what is very decisive, “...the downtown location means an extra service with this location on Partfűrdő (beach, bath and camping), city accessibility, Tisza bank, triple attraction and triple experience...” (SZ1, men, city management). On the other hand, in their opinion, the complexity of the city can provide a lot of added value to the festival. Since Szeged is a university town, its cultural institutions and tourism service providers are present in large numbers, it is easily accessible and has unlimited accommodation compared to the size of SZIN. The importance of the geographical location was also confirmed by the tourism expert, who also said that the location is unique, it provides an atmosphere that absolutely sells the festival. According to the festival organizers, Partfűrdő is a well-lived festival venue, which is also loved by sponsors and visitors, but in addition to the venue, the festival is also connected to the settlement due to its name. The marketing expert said, if you build a brand, you are building the Szeged Youth Days itself and with Szeged too, for which brand the festival tourist will be attached to. In addition, it may be important to include the name of the settlement in the brand of the event because “...you can also reach a target audience, who is not necessarily connected

to the event, but to the settlement...someone loves Szeged very much, but that's not so much for SZIN, but then it is that I love Szeged, let's go down then...” (SZ4, men, festival organization). Some tourism providers agree that SZIN is one of the oldest festivals with the longest history, and its name is intertwined with the city. Moreover, there are service providers who think that the identity point of the festival is not so strong, this could be strengthened even more, and they believe that the main attraction for tourists is still the performers and the atmosphere of the festival, but secondly, the venue, the city center and the Tisza are also among the attractions of the festival.

Conclusions

Based on our research findings, it can be stated that festivals can play a role in getting to know a destination, in shaping the image of the settlement and in reaching a wider audience. The results show that Szeged is characterized by a diversified image, in which events are emphasized and they are an integral part of the city's tourism. However, there are still areas to be developed in coordination, as a unified, well-defined image of Szeged is still lacking, and according to the opinion of the interviewees, it doesn't even appear on as many surfaces as would be necessary to ensure the tourism competitiveness of the settlement. Building the image on festivals can be successful because of the uniqueness of these tourism products, and most events in Szeged provide a complex experience due to the location, they can be more easily involved in the tourist processes of the settlement.

The SZIN festival significantly contributes to the image of the settlement, it can strengthen the youthful, vibrant image of the city and can be properly matched to other image elements. However, it is important to emphasize that the target group of the event is specific, so the selection of appropriate marketing methods is also key, for example, it may be worthwhile to place more emphasis on social media. This young festival audience can get to know the sights, atmosphere, kindness, and tourist attraction of the city through the event, by which they can return to Szeged in the future. But the event is also suitable for reaching a target audience who is not connected to the event itself, but to the city, and this is because the name of the settlement is part of the brand of the event. However, it is not enough that the name of the settlement appears in the name of the festival, the display of the event can also be important during the tourist presentation of Szeged, which appears at the level of mention, but based on the opinions expressed, the joint promotion and presentation could be further strengthened. Based on the lessons and conclusions of the study the importance of the geographical location can be determined, the location itself (Partfűrdő), the proximity of the Tisza and the downtown

can give a unique triple attraction and experience to the festival visitors, by which a strong connection can be formed between the city and the event. The main point of the image transfer can be the Tisza and its surroundings, which is also supported by the opinions of the interview partners, and building on this basis, the identity point of the festival could be further strengthened.

References

- Ateljevic, I & Doorne, S 2002. Representing New Zealand, Tourism Imagery, and Ideology. *Annals of Tourism Research*, Vol. 29, No. 3, pp. 648-667.
- Castro, C B & Armario, E M – Ruiz, D M 2007. The influence of market heterogeneity on the relationship between a destination's image and tourists' future behavior. *Tourism Management*, 28(1), 175–187.
- Del Casino, V & Hanna, S 2000. Representations and identities in tourism map spaces. *Progress in Human Geography*. 24. 1.
- Erdinc, C & Rami, K I 2012. What destination marketers can learn from their visitors' blogs: An image analysis of Bethlehem, Palestine. *Journal of Destination Marketing & Management* 1, pp. 124-133.
- Framke, W 2002. The destination as a concept: a discussion of the business-related perspective versus the socio-cultural approach in tourism theory. *Scandinavian Journal of Hospitality and Tourism* 2: 2, pp. 92–108.
- Holt, B D 2006. Toward a sociology of branding. *Journal of Consumer Culture*, 3.
- Jakab, P 2016. Európai Ifjúsági Olimpiai Fesztivál (EYOF) – imázs és önkéntesség. In.: Reisinger A. – Kecskés, P: „Ifjúság - jövőképek" Kautz Gyula Emlékkonferencia, Győr
- Jarkko, S 2004. Tourist destinations and the production of representations in tourism. *Nordia Geographical Publications* 32: 2, pp. 1–9.
- Kavaratzis, M 2004. From city marketing to city branding: Towards a theoretical framework for developing city brands. *PlaceBranding*, 1. pp. 58–73.
- Kazár, K 2014. Fesztivállátogatást befolyásoló tényezők vizsgálata fókuszálva a márka szerepére. „*Marketing megújulás*”, Marketing Oktatók Klubja 20. Konferenciája, Szeged.
- Kozma, B 2000. Desztináció marketing. *Tér és Társadalom*. 14. 2-3. pp. 195–202.
- Kundi, V 2012. *A fesztiválok városokra gyakorolt gazdasági- és társadalmi-kulturális hatásainak elemzése*. Értekezés tervezet, Győr. 222 p.

Maria, L & Lisa, O'M & Maurice, P 2008. Place-product or place narrative(s)? Perspectives in the Marketing of Tourism Destinations. *Journal of Strategic Marketing* Vol. 16, No. 1, pp. 27–39.

Nagy, A J 2015. A városmarketing és a gazdasági szerkezetváltásösszefüggései Manchesterben. In.: *Tér és Társadalom*, 29.évf.,4.szám

Oklobdžija, S. 2015. The role and importance of social media in promoting music festivals. *Synthesis: Marketing and Trade*. pp. 583-587.

Sung-Eun, K & Kyung, Y L & Soo, I S & Sung-Byung, Y 2017. Effects of tourism information quality in social media on destination image formation: The case of Sina Weibo. *Information & Management* 54, pp. 687–702.

Trošt, K & Klarić, S & Dropulić Ružić, M 2012. Events as a framework for tourist destination branding – Case studies of two cultural events in Croatia. In.: *TURIZAM*, vol. 16, no. 2, pp. 65-77.