

RESIDENTS' ATTITUDE AS A MEASUREMENT TOOL FOR TOURISM IMPACTS

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ABSTRACT

One of the methodological issues in tourism research is the comparison of various tourism impacts.

In order to obtain comparable results the source and method used should be standardised across all types of impacts – economic, social and physical. An approach is proposed with evaluation of various tourism impacts by one subject only (local population) and using one standardised tool (questionnaire survey). A hypothesis is formulated – residents' evaluations can be used as a common measurement tool for tourism impacts.

The paper presents the results obtained in a research conducted across Bulgaria. The analysis of the results of a 4 000 respondents survey confirmed the initial hypothesis.

Key words: tourism impacts, manifestation, evaluation, survey method, measurement, impact factors

INTRODUCTION

As a result of the increasing numbers of tourist trips worldwide, more and more evident become the problems related to economic, ecologic and social tourism impacts. Adequate answers to those issues should be based on systematic and detailed research. In recent years this need was met to a certain extent by a substantial number of scientific investigations in the field of tourism, aimed at its impacts which no longer are perceived only as positive, simple and unidirectional. Any contemporary international literature review shows that this subject-matter is at the core of numerous scientific publications. Some of them consider that these issues are to be encountered most frequently in contemporary tourism research - Archer and Wanhill (2002), Beskulides (2007), Burns (2008), Holden (2007), Kollick (2008), McGill (2003), Mowforth (2007), Sharpley (2007), Stynes (2008), Vodenska (2006), Woodruff (2004), etc.

The importance of tourism impacts increased significantly lately in the context of tourism policy and tourism planning and of the widespread sustainable tourism development concept. The equity of economic, social and ecologic tourism development aspects is stressed upon and that the satisfaction of public needs should be placed in conformity with the limited resources as well as with the equality of present and future generations' rights.

Conducting research on tourism impacts on a certain environment is an extremely difficult task, the difficulties being of a very diverse character.

One major problem of tourism impacts investigation is the contradiction between their complex and versatile character on the one side and the unbalanced and one-sided approach to their research and evaluation, on the other.

This problem is manifested in many various aspects and its causes can be looked for in several directions (Mathieson, Wall 1982 and others):

- A very complicated mechanism of formation, manifestation and spreading of tourism impacts in various environments (occurrence of direct, indirect and induced effects);
- The problematic determination of an initial baseline against which changes could be measured;
- The complexity of human – environmental relationships;
- The complexity of the environment itself;
- Spatial and temporal detachment of cause and effect
- Lopsided approach to impact research – representatives of various branches of science direct their attention only to certain fragmentary problems which are traditional investigation objects of their specific science;
- A major methodological difficulty is the choice and determination of variables to be measured, evaluated and monitored. Open remains the question about the comparison of these variables (most of which are measured in various units of measurement) as well as about the determination of their weight and

importance which can vary greatly from situation to situation and from one region to another. Of no less importance is the issue of combining separate variables and their values so that a complex expression or index for the force of the observed impacts can be obtained.

It is this insurmountable obstacle that lies at the bottom of the idea proposed in the present investigation and namely **to use residents' evaluation of tourism impacts as an universal measure for their expression, measurement and comparison**. Local population is able to grade its rates of various types of impacts without any need for specific values of their characteristics. In this way the measurement and monitoring of a multitude of various variables is avoided, while the state of any impact is determined directly by local residents in such a way as to allow for the implementation of a comparative analysis among separate groups of indicators and areas.

RESEARCH METHODOLOGY

The objective of the present investigation is the manifestation of tourism impacts (economic, social and physical) in Bulgaria. The subject of research is the evaluation of these impacts by the local population as one of the major components of destinations in which Bulgarian tourism is being developed. Added to these 3 impact groups are also the general attitude of local residents to tourists and tourism development and tourism management. In this way the number of issues evaluated becomes 5.

A more specific research target in this paper are tourism impacts in 15 municipalities in Bulgaria: Sofia, Veliko Turnovo, Koprivshitzha, Smolyan, Elena, Bansko, Samokov, Bourgas, Pomorie, Byala, Primorsko, Sandanski, Velingrad, Vurshetz and Kostenetz.

The aim of the research is to evaluate and compare tourism impacts in Bulgaria as well as to reveal the main factors having influence on their evaluation.

The work hypothesis is formulated as follows:

H1. Tourism impacts can be compared through their evaluations by the local population.

The formulated aims and objectives of the research require a detailed analysis of tourism development in the selected territories, of the state of the tourism industry in them and of the local community's attitude towards tourism development conducted in close relation with the destination's characteristics and its socio-demographic and economic factors.

For better comprehension and systematization in the present research of factors influencing residents' evaluation of tourism impacts, two main groups of factors have been determined:

- **Internal factors**, related to the destination's population characteristics, and
- **External factors**, related to the destination's actual tourism development

As major internal factors in the present research the main socio-demographic and economic characteristics of the local population are examined:

- Age structure;
- Gender structure;
- Educational structure;
- Duration of stay in the municipality;
- Professional structure;
- Employment in the tourist industry;
- Family member employed in the tourist industry;
- Contacts with tourists

As major external conditions and factors of the tourist destination state and the degree of tourism development in it are taken:

- The degree of the destination's tourism development;
- The stage of the destination's tourism development;
- The prevailing tourism type in the destination

The necessity of taking into account the territorial differences in the studied municipalities brought about their grouping on the basis of the stage of tourism development in each one of them. This grouping was done implementing Butler's model (1980) of tourism development evolution. This was carried out with the help

of Cooper's matrix (1997) presenting tentative parameters characteristic for destination development at every separate stage. On the basis of this matrix the municipalities under study formed 5 groups and the tourism impacts evaluations were analysed in each corresponding group.

Local population's attitude towards tourism impacts and its evaluation of the manifestation of these impacts in the 15 municipalities was investigated through a field survey using a written standard anonymous questionnaire. It was developed after a detailed and in-depth study of questionnaires published in international scientific sources bearing in mind Bulgarian population's characteristics and specifics.

One and the same questionnaire was used for those employed in the tourist industry and for the rest of the local population. Two sample types were used – a single stage areal sample and simple random (stochastic) sample. Several scale types are used: ordinal (rank) scale, Lickert 5-stage scale, nominal scale, interval scale, the scale of Gutmann.

Interviewed were a total of 4 397 representatives of the local population. The study covered representatives of all age groups over 16 years - people with different educational background, field of activity and impact of tourism on their income. Those employed in tourism are about 16.7% of respondents, but tourism increases directly or indirectly the income of 38% of the respondents. Interviewed were also key players of tourism development (mayors and officials of local administrations, representatives of local tourism associations, regional tourism associations and other NGOs, tourism entrepreneurs and local people with an active attitude towards tourism issues).

The survey was conducted using the personal interview method by students in the "Tourism" program of Sofia University. Information from surveys was processed with the help of SPSS. For the purpose of the analysis traditional tourism research methods (quantitative and qualitative assessment, structural analysis, etc.) were applied.

Widely used is the analysis of the averages for the evaluation of the different impact groups which are calculated as the arithmetic mean of the positive or negative impacts in each impact group. Mean values for each group of municipalities were obtained as the arithmetic average of the individual municipalities in the group. As with any generalization, whether quantitative or qualitative, certain amount of information is lost, so the analysis of the impact assessment is carried out not only on the basis of their average values, but also by separate impact groups - positive or negative.

Evaluations of tourism impacts of tourism are analyzed both within the impact groups already identified and within separate municipalities and municipality types. This is done with a view to a better and detailed clarification and definition of the key factors influencing their values and to a more specific and targeted formulation of the problems facing tourism development and its impacts in Bulgaria.

In the analysis of the results from respondents' answers a value of 0.5 for the standard deviation is accepted. For values less than 0.5 a relatively little scattering of responses is observed, while values greater than 0.5 indicate lack of consistency in the respondents' opinions.

The municipalities selected for analysis are very diverse, they are located in different parts of the territory of Bulgaria, covering various natural and anthropogenic landscapes and also have different areas and population numbers.

They fall in several tourist regions of the country, characterised by varying degrees of tourism development. This selection of municipalities is aimed at the inclusion in the study of areas with varying stages of tourism development and various tourism supply, including also the presence of large tourist resorts – e.g. Pamporovo and Borovetz

In the selected municipalities 20.4% of all beds and 23.6% of all possible overnights in the country are concentrated. Here are registered about 20% of all nights (2009) and 31.7% of all registered tourists in the country. In these 15 municipalities are generated 32.3% of all accommodation revenues and 11.4% of the accommodation revenues generated by foreign tourists.

The tourist characteristic of the municipalities under study is based on the analysis of absolute and relative indicators and the stage of their tourism development. Data is based on official statistics in the country

and covers indicators in almost all tourist facilities in the country - hotels, campsites, huts, holiday homes, while revenue data excludes holiday homes which are widely sponsored.

Absolute indicators are: number of beds, number of maximum possible overnights, actual number of overnights (in general and by foreign tourists), number of persons who stayed overnight (in general and by foreign tourists), tourism revenues (in general and by foreign tourists).

Tourism development intensity and tourism impacts are characterized by 3 basic indicators – tourist function, accommodation density and tourism intensity. Other indicators taken into consideration are the overnight density and number of beds per 1000 of the population.

Other indicators taken into account are some basic characteristics of the structural peculiarities and the tourism type: average stay (in general and of foreign tourists), percentage of overnights registered by foreigners, percentage of hotels in the accommodation structure, accommodation occupancy, revenues per 1 bed, per one tourist, per night and per local resident, lodging index.

Another factor was the stage of the life cycle of tourist destinations for each municipality.

Taking into account the values of all these indicators and their trends, the studied 15 municipalities were grouped into 4 groups with 6 types of tourism development.

FACTORS IN TOURISM IMPACTS ASSESSMENT

EXTERNAL FACTORS (degree of tourism development, the predominant tourism type, stage of tourism development)

Level of tourism development

The analysis of the relations between respondents' evaluations and the level of tourism development is based on the correlation coefficients between positive and negative evaluations of the five impact groups with the chosen indicators of tourism development.

For all types of communities defined by their level of tourism development, the highest ratings of positive tourism impacts were observed in the general attitude towards tourism, its social impacts and its management. The lowest evaluations received the positive economic effects, with one exception – in municipalities with highly developed tourism the lowest score is received by positive physical tourism impacts (3.52).

The highest evaluation among the negative tourism impacts is received by the negative economic effects of tourism with the exception of the least developed municipalities – in them the general attitude towards tourism and tourists gets the highest score (2.95). The lowest evaluation is with negative social tourism impacts (in all types of municipalities) and tourism management (except in municipalities with medium tourism development).

In general the following conclusions can be drawn:

- Relation between local residents' evaluations of tourism impacts and the level of tourism development in the municipalities is not great – the correlation coefficients with very few exceptions, have medium and low values;
- Negative relations are more numerous than the positive ones - it can be argued rather what limits the manifestation of one or another impact than what encourages it;
- Main indicators characterizing tourism development of municipalities and exerting a substantial influence on the evaluation of certain tourism impacts are: the absolute number of beds, the density of beds and overnights, the tourist function and the tourism intensity.

- The level of tourism development in the municipality is a considerable factor for the tourism impacts' evaluation by local population.
- With the increase of the level of tourism development more strongly perceived are both the positive and the negative impacts of tourism;
- There is a clear trend of influence of the level of tourism development primarily on the evaluations of the negative tourism impacts – definitely low values received by negative tourism impacts are characteristic mainly for municipalities with the lowest level of tourism development. There is no exception to this rule, while in terms of positive tourism impacts this can not be definitely confirmed for all impact groups
- Regardless of the level of tourism development in all municipalities the highest ratings were received by the general attitude towards tourism and tourists and the positive social impacts, while the lowest were received by the economic impacts.

Prevailing type of tourism

Seaside municipalities

The highest values of positive impacts are received for the general attitude towards tourism and tourists and tourism management, and the lowest – for the economic impacts. For negative tourism impacts the highest values are for economic impacts, and the lowest - for tourism management. The largest difference between the evaluations of positive and negative tourism impacts were observed in tourism management and for the economic impacts the negative value is higher than the positive one.

Spa municipalities

For positive tourism impacts in municipalities with spa tourism the highest score is obtained by the general attitude of the local population towards tourism and tourists, and the lowest - for economic impacts. For the negative impacts of tourism the highest scores is registered again with the general attitude of the locals to tourists and tourism development, and economic impacts, and the lowest - for social impacts of tourism. The difference between the values of positive and negative impacts in these communities is greatest in social tourism impacts, and the smallest - in economic impacts.

Municipalities with prevailing cultural tourism

In municipalities with a predominantly cultural tourism the highest ratings of the positive tourism impacts are observed for the general attitude towards tourism and tourists and social impacts, and the lowest - for economic impacts. For negative tourism impacts the highest values were observed for the general attitude towards tourism and tourists and the economic impacts, and the lowest - for social impacts. The biggest difference between positive and negative impacts was for the social impacts and the smallest - for economic impacts.

Mountain municipalities

For all groups of positive tourism impacts with the exception of physical and to a certain extent economic impacts, mountain municipalities register no problems. For negative tourism impacts the highest values were observed for the general attitude towards tourism and tourists - 3.14 and for the economic impacts - 3.15, and the lowest scores are for social impacts - 2.20. The biggest difference between positive and negative tourism impacts are for the social and the smallest – for the economic impacts.

In general the values for positive tourism impacts are better balanced and more evenly distributed across the various subgroups of municipalities. In all impact groups except the management of tourism the highest ratings were obtained in municipalities with predominant spa tourism. Only for the positive economic and social impacts of tourism there is a significant impact of the prevailing type of tourism (in both cases the highest grades were again registered in municipalities with a predominantly year-round tourism – spa tourism).

Evaluations of negative tourism impacts are more differentiated. At the same time the highest ratings of negative impacts in all groups (except for tourism management) were recorded in seaside communities, and the lowest (again with the exception of tourism management and general attitude to tourism and tourism development) - in municipalities with predominantly cultural tourism. This fact can be explained not so much

with the specifics of seaside tourism, but rather with its features as a highly seasonal type – the excessive concentration of tourists and tourist activities in a relatively short period of time leads to significant spatial and temporal concentration of various negative impacts of tourism.

It can be concluded that:

- The predominant type of tourism also plays a certain role in the formation of assessments of different types of tourism impacts;
- A certain role in the manifestation and assessment of various tourism impacts is played by the seasonality of the predominant type of tourism (year-round or seasonal) - excessive concentration of tourists and tourist activities in a relatively short period of time leads to significant spatial and temporal concentration of various tourism impacts (especially negative) in municipalities with prevailing seaside and mountain tourism. In year-round tourism types - cultural and spa, no such great polarization of the impact assessments was observed.

Stage of the tourism development

This analysis is made for the various tourism impact groups and the relationship of their assessments with the stage of tourism development in the municipality.

Summarizing the results obtained the following conclusions can be made:

- The stage of tourism development in the studied municipalities as a whole has an influence on the population's evaluations of various tourism impacts;
- Respondents' evaluations of the various tourism impacts in the municipalities under study are generally consistent with their tourism development;
- Greater compliance is observed in the overall negative assessment of tourism impacts by the local population, which indicates that the population is much more aware of the damage and losses due to tourism development, rather than its benefits
- The least correspondence with the stage of tourism development is observed in the assessment of economic tourism impacts;
- With the advancement of tourism development in the municipalities, better perceived are both the positive and the negative impacts of tourism;
- The stage of tourism development is the best indicator for the degree of perception of the negative but not the positive tourism impacts.

INTERNAL FACTORS (gender, age, educational and occupational structure, length of residence in the municipality, employment in tourism)

The questionnaire developed for the study of local population's evaluations of various impacts of tourism in the 15 municipalities included some questions characterizing respondents regarding their gender, age, educational and occupational structure, length of residence in the municipality, employment of the respondent or of a family member in tourism. International authors consider these to be the main socio-demographic characteristics acting as major factors affecting the attitude of locals towards tourism development.

As a result of the analysis the following important conclusions can be made:

- The most important role in differentiating respondents' evaluations of the various tourism impacts is played by their level of employment in tourism – manifested in all impact groups, followed by their professional structure;
- Respondents' evaluations are influenced at least by their gender - only in 1 out of 10 impact groups (5 positive and 5 negative), followed by the duration of residence in the municipality - in 4 impact groups;
- Educational and age structure as well as the employment of a family member in tourism occupy an intermediate position in terms of their impact on the differentiation of the assessments of respondents - in 8 to 6 out of 10 impact groups

- For positive tourism impacts the respondents' evaluations are influenced by some 4 to 5 socio-demographic characteristics or factors, which is quite few (out of 7). This indicates the relatively large differences in the perception of positive tourism impacts and is the cause of diversity and contrast in their assessments. The only exception is the group of positive statements about tourism management, where only one factor was crucial.
- The negative impacts assessments of respondents are influenced by a much smaller number of socio-demographic (internal) factors than positive impacts - 2 to 3 factors. This indicates a greater understanding and perception of negative tourism impacts by local residents compared to positive ones. Exceptions are the negative physical impacts and the negative general attitude toward tourism and tourism development, where 5-6 internal factors played a major role in the distribution of values.

The generalisation of the above results confirmed the influence of the following socio-demographic factors in terms of the socio-economic and tourism development in Bulgaria:

- Longtime residents of tourist destinations are more familiar with both the positive and negative impacts of tourism.
- Tourism employed (both direct or indirect) respondents are more positive about tourism than other groups in the host community.
- Unemployed in tourism respondents are more cautious in their assessments compared with tourism employed.
- Economic dependence on tourism is associated with a positive attitude towards it.
- Close contact with tourists is not associated with manifestation of only positive or only negative attitude towards tourism.
- Older people are less positive towards tourism.
- There is no definitive connection between tourism impact evaluations and age, gender or education of the local population.
- Residents born in the destination are more positive about tourism than newcomers.
- When locals forecast a bright future for their town, they tend to support tourism to a greater extent.
- Knowledge in the field of tourism and knowledge of the tourism business lead to a positive attitude towards tourism and to an expressed support for tourism development but also help raise awareness of its negative impacts and can be a cause for relatively high values of negative tourism impacts;.

TOURISM IMPACTS GENERAL ASSESSMENT. GENERAL RESULTS DISCUSSION

Positive tourism impacts

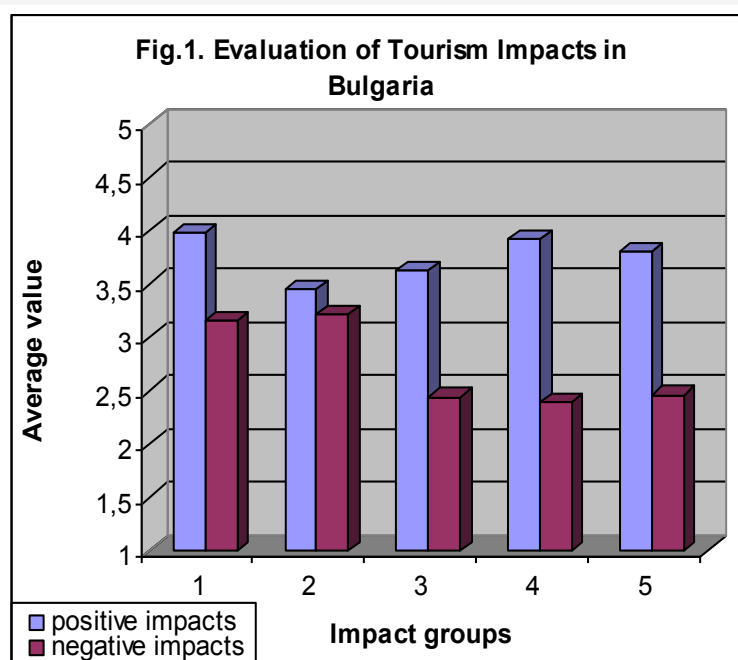
In the studied 15 municipalities in general the highest evaluations of the positive tourism impacts are observed for the general attitude towards tourism development and tourists (3.99), social impacts (3.92) and tourism management (3.81). Relatively high is the assessment of physical tourism impacts (3.63). Of the three types of tourism impacts - economic, physical and social, the lowest value is for the positive economic impacts - 3.46, indicating the need for increased attention to their specific manifestations and consequences. For all other groups of positive impacts municipalities do not seem to encounter any serious problems (Fig. 1).

Negative tourism impacts

As for the negative tourism impacts the highest value was observed in economic impacts - 3.22, due mainly to the claims that tourism raises the prices of goods, services and property (an average value of 3.59 and 3.85), and the general attitude towards tourism and tourists - 3.16, expressed mostly in the statement "Tourists should pay more for services than the local population" - average 3.41, and the lowest was obtained for the negative social tourism impacts - 2.16 (Fig. 1).

The biggest difference between the evaluations of positive and negative tourism impacts is observed in the group of social tourism impacts and the smallest one - in economic tourism impacts (Fig. 1). The relatively low positive evaluations and respectively, the relatively high assessments of negative economic tourism impacts are an indicator for the need for additional studies focused particularly on the economic effects of tourism using specialized methodological tools – cost-benefit analysis, employment and income multipliers, etc. Smaller is the difference in physical tourism impacts evaluations, but there seems to be a need for further study and subsequent

regulation of such negative tourism impacts such as noise and environment pollution. The situation of social tourism impacts is the most reassuring at the moment of the conducted investigation. It must be remembered, however, that negative social impacts are the last to be manifested and noticed, but at the same time they have a significant cumulative effect.



1 – general attitude towards tourists and tourism development; 2 – economic tourism impacts; 3 – physical tourism impacts; 4 – social tourism impacts; 5 – tourism management

Positive tourism impacts are generally rated high while negative impacts have received lower ratings; Most quickly and clearly manifested are the economic tourism impacts (both positive and negative), followed by the physical ones. The slowest to be manifested and most imperceptible are the social tourism impacts, especially the negative ones.

CONCLUSION

Tourism impacts are numerous, varied, complex and diverse. They are a result of the complexity of tourism itself and the many tourism-related elements of the environment.

Studying and forecasting tourism impacts are vital for tourism policy, regional development and regional economy. Of particular importance is their consideration at various spatial and hierarchical levels, since one and the same impact can be manifested differently at international, national, regional or local level and within the same territory or the same social community.

Conducting research on the impacts exerted by tourism on the environment is related to a number of difficulties which can be overcome step by step. Most essential of them are those concerned with getting reliable information. Despite these objective difficulties, it is necessary to develop a methodology for their monitoring, forecasting and management.

One of the ways for better investigation of the diverse tourism impacts, their identification, management and forecast is through the application of modern methods for processing and analyzing large masses of spatial data. Such an approach is the assessment of tourism impacts by studying the attitude of local residents towards them. This approach provides completeness to the impact study, is based on primary information and allows on the one hand, the construction of an overall picture of the impact manifestations at various spatial levels, and on the other hand - the identification of areas or impacts that require more in-depth and detailed study with the implementation of more sophisticated and specific methods.

The review of known research on tourism impacts at national and regional level confirms the need of

systematic investigations using standardised methodology with a view to obtaining comparable results (both in spatial and temporal aspects).

Following the above reasoning the aim of the conducted investigation was to evaluate tourism impacts in Bulgaria through the research and analysis of the attitude of local residents towards them, identifying the main factors affecting it, and on this basis to formulate strategic guidelines for their study, monitoring and management with a view to future sustainable tourism development in the country.

The evaluation received in this study can serve as a baseline from which the future measurement and management of changes occurring as a result of tourism development can be performed. The establishment of such a baseline, as well as the approbation of the proposed for this purpose methodology, enables the future monitoring, detecting and forecasting of positive and negative changes in tourism impact evaluations, provides guidance for in-depth and detailed studies of certain specific tourism impacts (mostly economic) and draws the attention of planning and managing organizations to the regulation of certain desired or undesired tourism impacts.

A major contribution of this research is the model developed for collecting primary information and for conducting a comprehensive assessment of tourism impacts at local and regional levels. It takes into account the known theoretical and practical requirements and constraints arising from the present informational deficit concerning tourism impacts in the country. Its practical applicability lies in the fact that it can be taken as a basis for further development, improvement and adaptation depending on the specific needs and existing conditions for its implementation.

Which are the main conclusions from the conducted survey:

Firstly, a clear and definitive answer and full confirmation of the working hypothesis was obtained and namely, that tourism impacts can be and are actually valued by the local population. These evaluations are equally important for the management and forecast of tourism impacts as assessments made by other entities.

- The main factors and their importance for the formation of tourism impact assessment were established.
- The manifestation of the various groups of positive and negative tourism impacts in Bulgaria was revealed.
- A baseline for comparison with future changes in tourism impact evaluations was set.
- A model for the assessment of tourism impacts and a methodology for residents' attitude towards them were constructed.

What has changed as a result of the conducted investigation in the theory, methodology and practice of tourism research and especially in tourism impact studies?

1. In the theory

- It was found that tourism impacts and their evaluation are influenced by the following factors – the level and the stage of tourism development, the prevailing type of tourism and the socio-demographic characteristics of the local population.

2. In the field of methodology

- The possibility to obtain comparable evaluations for different types of tourism impacts was proven - through their evaluation by one single entity being the local population.
- The major factors for assessing tourism impacts by the local population were established.
- A model of empirical research and analysis of various tourism impacts evaluations by one and the same subject - the local population was developed and tested. A questionnaire was developed for the study and analysis of these assessments.
- A necessity of refining the model and the questionnaire was established - not all questions included in it are equally informative or were equally understandable to the respondents. More precise rewording of some questions is needed, as well as the dropping out of some questions and the inserting of some new ones.

3. In the field of practice

- A baseline for the manifestation of various groups of tourism impacts in Bulgaria was established and empirical material that can support management and tourism development in the country was gathered.
- It was found that in Bulgaria the same tourism impacts described in the international scientific literature are observed.

- Results are obtained which reflect the current situation regarding the attitudes of local population to tourism impacts of tourism in the country, namely:
 - In Bulgaria the assessment of positive tourism impacts outweighs negative impact assessment;
 - Only in some municipalities negative tourism impacts have reached a level requiring urgent regulatory intervention (negative economic impacts in seaside municipalities, municipalities with a high level of tourism development and those at a stagnant stage of tourism development).
- A necessary of developing a system of indicators for tourism impact monitoring in various types of tourism destinations was revealed.
- A need for detailed and continuous research and observations (monitoring) of tourism impacts in various areas and destinations was established.

The following key directions for future investigations and applied research of tourism impacts in Bulgaria can be outlined:

1. Development of a system of methods and practical measurable indicators for the study of various tourism impacts, taking into account the specifics of the predominant tourism type (seasonal or perennial);
2. Targeting research primarily on the economic tourism impacts – both positive and negative;
3. In-depth and detailed study of the attitudes of local people and their reactions to tourism development in various destination types;
4. Further study of factors for the manifestation of various tourism impacts, especially negative ones;
5. Preliminary assessment of potential tourism impacts in implementing new tourism projects and taking mitigating measures;
6. Monitoring tourism impacts and their dynamics in the temporal and spatial aspects; An objective and continuous tourism impact assessment is needed, so that government authorities responsible for tourism planning and development as well as various tourism industry representatives can understand the full and multifaceted effects of tourism development in the country. As a result, some ideas about the positive nature tourism impacts may be refuted. This will bring about a whole new reinvention of the real possibilities of tourism to be an important positive factor for economic, environmental and social well-being of host tourist destinations in the country. In this way such types and forms of tourism development may be encouraged, which will comprise more of the "benefits" of tourism without the accompanying "harm" it may cause.

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