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RESEARCH AND MARKETING ANALYSIS OF OPPORTUNITIES FOR DEVELOPMENT OF CULTURAL - HISTORICAL TOURISM IN SOZOPOL

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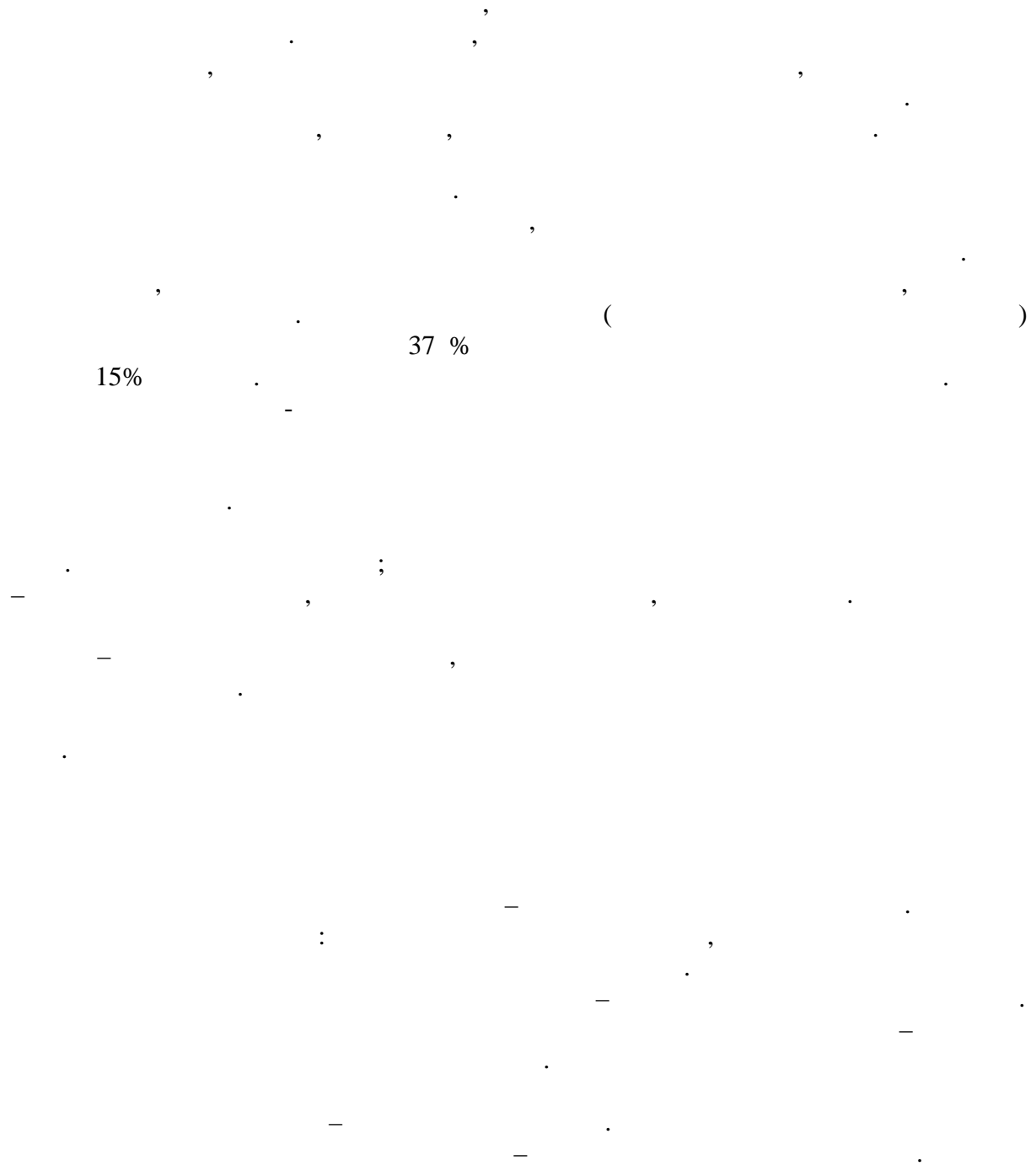
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ABSTRACT— *In the elaboration is considered the nature, characteristics and importance of the cultural tourism. Revealed are the characteristics and conditions of the cultural - historical tourism in Bulgaria. We are studied the resource base for the development of cultural - historical tourism in Sozopol and its degree of using. We made a study of the attitudes of visitors and residents of the town for development of the resort and as a destination for cultural - historical tourism. We performed analysis and recommendations for the development of this type of tourism in Sozopol. An assessment of the impact of the combination of sea and cultural tourism on the residents of the town. Sozopol. Studied the degree of agreement of concession of cultural - historical monuments in the town. Sozopol.*

Keywords: *anthropogenic resources, investigation, cultural - historical tourism, tourist consumption*

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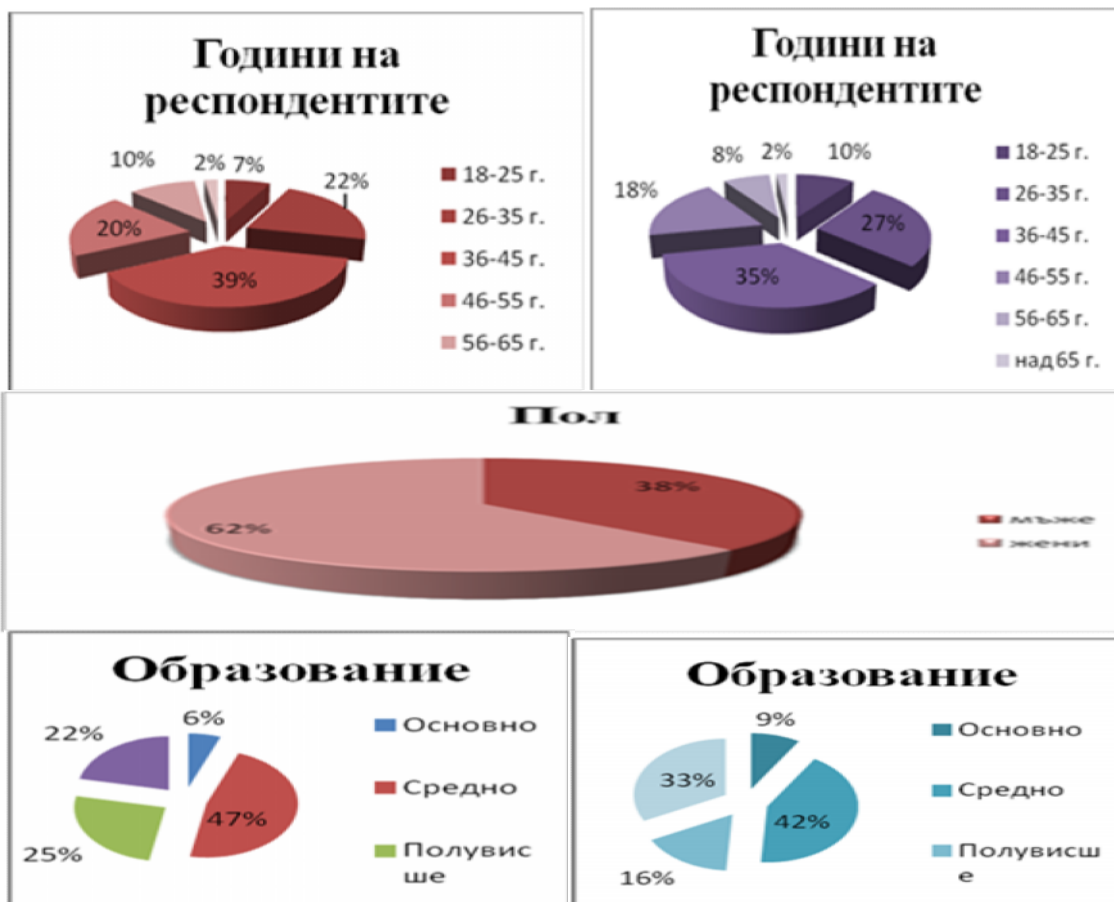
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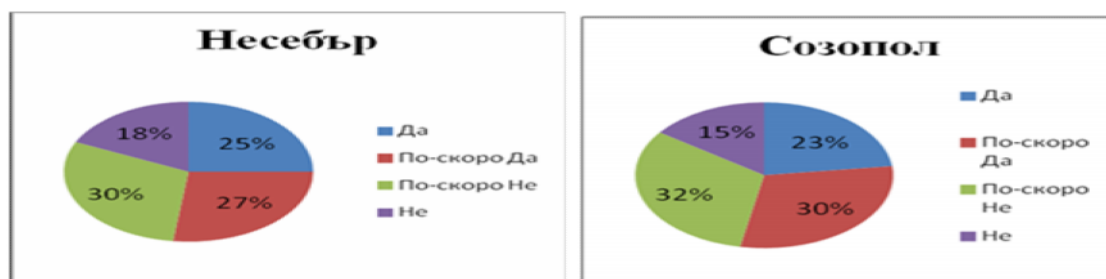
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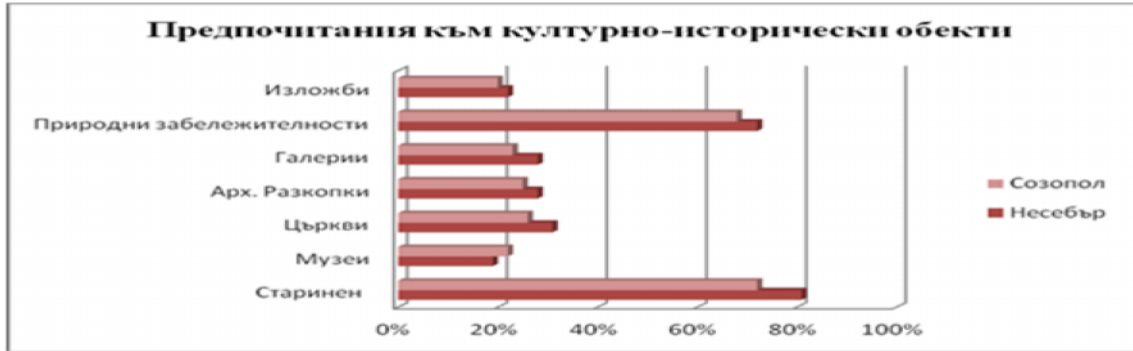
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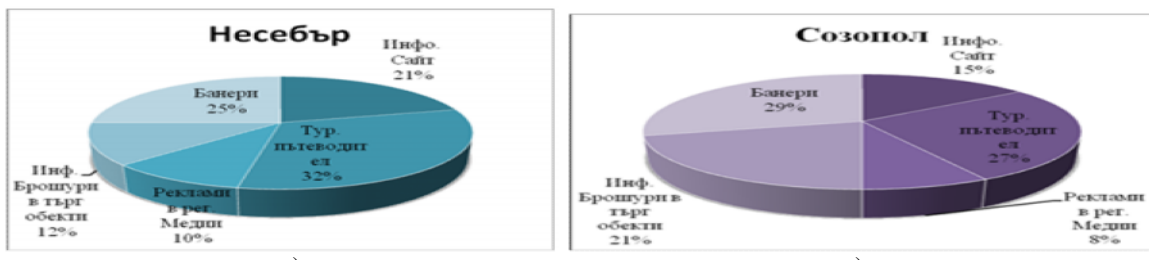
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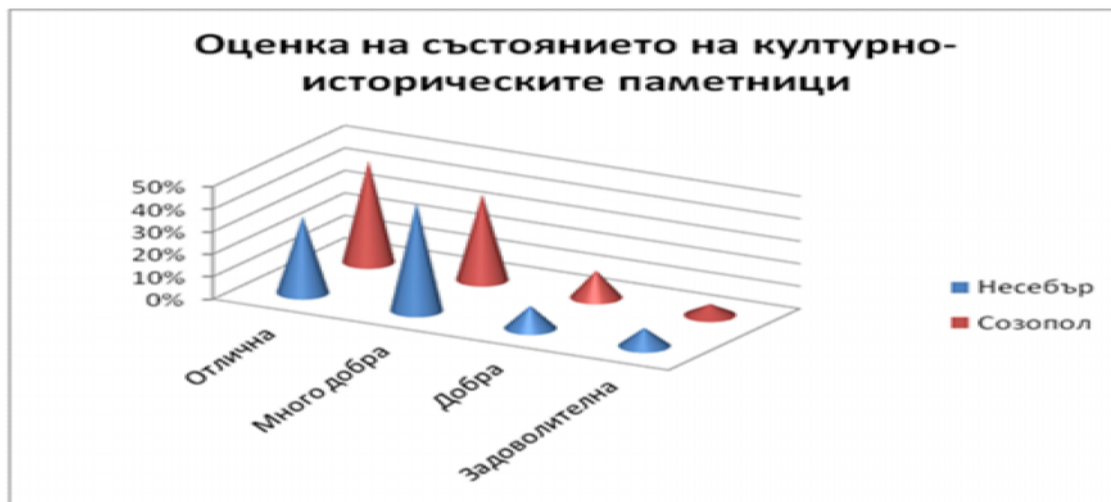


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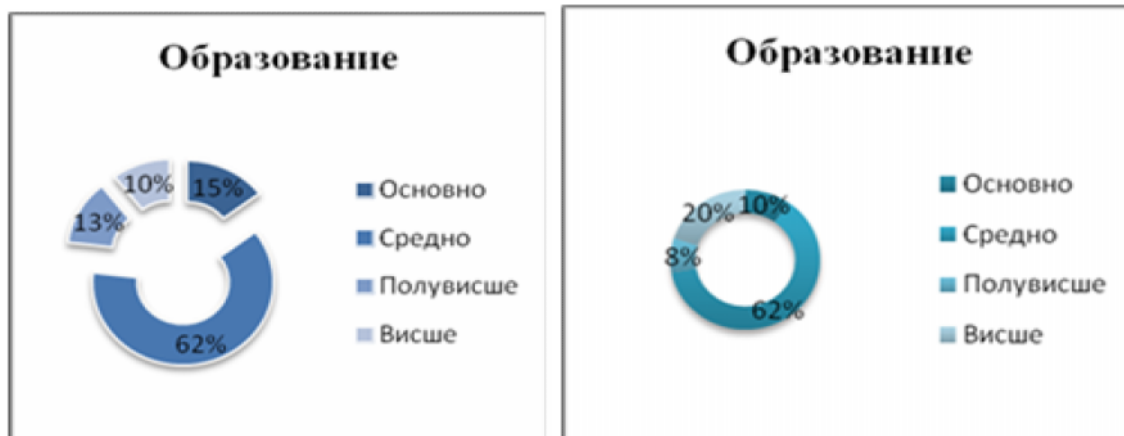
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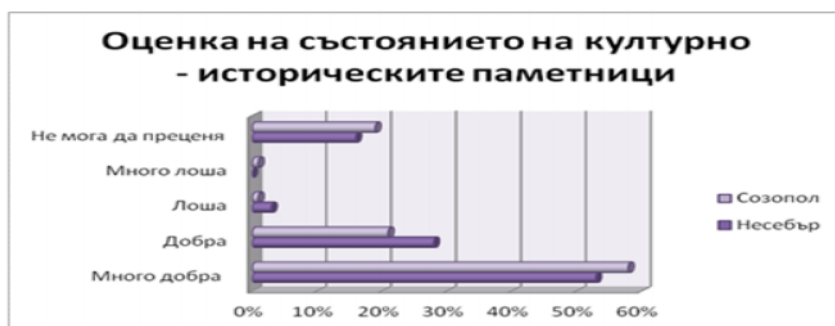


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