

RESEARCH ON THE KEY GENERATING MARKETS FOR DESTINATION «BULGARIA»

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World globalization changes the profile and behavior of tourists and they are becoming more mobile and more independent in the process of choosing and deciding what destination to visit and how to organize their holiday. It should be pointed out that the modern tourist is typical to take as short haul holidays and longer to distant ones. When choosing their destination tourists are guided by the image associated with a particular region and state. Role of the state for the creation of policies and strategies for tourism development. This requires the government to initiate concrete actions to study consumer demand, a survey of customer satisfaction and promote national tourism product. The analyses are a prerequisite to outline user demand to provoke competitive supply of basic and additional travel products. Identifying the needs and behaviors of tourists is the opportunity to respond adequately to tourism demand and to build the image of the national tourist destination. All these measures give rise to construct an image of the country in relation to the policies and strategies of the European Community as a whole.

Keywords: key markets, generating markets, tourist markets

Among the objectives of the European Union, including Bulgaria and as a member of the community, is the development of tourism as a priority sector of the economy. These objectives require the creation of conditions for tourist services, which meet the interests and enhance the well-being of the local population. Meanwhile, the development of tourism conserves and enhances the natural and socio-cultural resources of the local environment for future generations [1, p. 24].

Tourism development affects all activities related to the provision of facilities for tourists in the destination. This includes activities such as skills development in tourist services, jobs and livelihoods for the formation of the tourist market. The tourism market, was set in a tourist destination promoting the development of tourism and entrepreneurship.

Bulgaria's goal is to become a well known and preferred as a year round destination for Bulgarian and foreign tourists through its rich history, traditions, culture and unique natural heritage. National hospitality brings about positive international image, competitive and high-quality tourism products are key factors for business development, to provide relaxation and realization of a harmonious living environment.

Tourism in Bulgaria is a priority sector. The tourism sector is developed based on successful long-term partnerships at national, regional and local level between all stakeholders – national, regional and local authorities, businesses, NGOs, local communities and foreign partners [2].

The purpose of this article is based on researching the key generating markets for destination «Bulgaria» to outline the characteristics of demand for tourist products.

The results of the international research in 2013 suggest that the demand for international tourism market is directed to destinations in Asia and the Pacific (+6%), Africa (+6%) and Europe (+5%). Top sub-regions are Southeast Asia (+10%), Central and Eastern Europe (+7%), South and Mediterranean Europe (+6%) and North Africa (+6%) [3, p. 2].

The European Tourism Commission aims to promote Europe as a tourist destination for distant markets. The innovative marketing strategy is based on sound research to promote «Destination Europe» to four key markets: USA, Canada, Brazil and China are emerging as major and most promising generating markets.

In a study of the European Commission, published in February 2014 it is stated that «time spent in the sun or on the beach is the main reason for taking a break in 2013»[3]. Sun / beach is the most frequently cited reason for taking holidays in 2013: almost half (46%) of the respondents indicated that response, one third (34%) – visiting family (friends / relatives) and three in ten (30%) – nature. A quarter of respondents (25%) identified culture as one of their main reasons for taking the trip, followed by urban trips (23%). About 14% of the respondents' reason for traveling is a sport or wellness / spa and treatment (13%). A less than one-tenth of the respondents (8%) take a trip for pleasure on the occasion of a particular event, while 13% say that they take a spontaneous decision to rest (6%) [4, p. 6].

Taking account of the developments in travel in 2013 [4, p. 6] provides an opportunity to highlight these trends in major markets receptive to destinations belonging to «Europe», «Bulgaria»:

- The visits of foreign tourists destination «Europe» have increased (+5%), bringing the total number of tourists as high as 563 million in 2013, an increase of 29 million visits more than the previous year. The situation in the sub-regions in Central and Eastern Europe (+7%) and South Mediterranean Europe (+6%) also reported good results, which displays «Europe» among the most visited destinations by foreign tourists.

- In relative terms, the increase in visits is strongest in the destination, «Asia-Pacific» (+6%), where the number of foreign tourists increased by 14 million to reach 248 million. The situation in the sub-region of Southeast Asia (+10%) was the best performance for visitors, while in South Asia (+5%), Oceania and Northeast Asia (+4%), growth was lower than the average for the region and the growth is relatively moderate.

- At the destination, «the Americas» (+4%) saw an increase of 6 million arrivals, reaching 169 million dollars. Leading to the positive trend in 2013 destinations in North and Central America (+4%) and visits to South America (+2%) and the Caribbean (+1%) increase over the previous year, but with some delay compared to 2012.

- In 2013, the destination, «Africa» (+6%) attracts three million additional visits, reaching 56 million, reflecting continued growth in North Africa (+6%) and sustainable growth in Sub-Saharan destinations (+5%).

• The results in 2013 in the Middle East are more volatile and tend to decline.

As is evident from the trends and the results of these reporting of tourist visits to a destination «Europe», it has emerged as a very promising and approved receptive market. Favorable trend towards increasing tourist arrivals in the region, with a view to regional economic situation is a prerequisite to promote and endorse tourism as a key sector of the economy in each European country.

In the analysis of outbound trips and tourist generating markets also recorded growth in 2013 compared to 2012, which gives grounds to identify the main trends in world tourism generating markets [5, p. 2]:

• Tourism market in China is becoming the largest market for outbound trips in 2012, with expenditures of \$ 102 billion. The situation is similar in cost in 2013 in the first quarter is an increase of 28%.

• Russian tourist market in 2013 has emerged as the fifth largest market outbound trips and a growth of 26%.

• Tourist Market France (+6%) recovering from the downturn in 2012, USA, UK, Canada and Australia reported an increase of 3%, in contrast to Germany, Japan and Italy, which reported a decline in the cost of outbound trips. Other emerging markets with a significant increase in costs of outbound trips include Turkey (+24%), Qatar (18%), the Philippines (18%), Kuwait (+15%), Indonesia (+15%), Ukraine (+15%) and Brazil (+14%).

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Russia and China stand among the top ten tourism generating markets in the world demand.

Bulgaria tourist market is receptive market and identifying key generating markets is necessary to examine the structure of tourists – visiting Bulgaria.

Free movement of EU citizens within the EU is a prerequisite for increasing interest in Bulgaria as a tourist destination. This requires positioning of Bulgaria to be carried out in accordance with laid down in European priorities.

From Table 1, it is clear that the interest of foreign visitors from member states of the European Union increased. The accession of Bulgaria and the possibility of more liberal border crossings within the union undoubtedly have impacted the choice of destination «Bulgaria» by European tourists.

The data in the table show that the number of foreign nationals mostly from countries neighboring Bulgaria, namely Romania and Greece.

Romania is the most important foreign market for generating Bulgaria (933,936 trips in 2009, 597 546 – in 2011, 552 527 – in 2012, 560 986 – 2013), which has emerged as a market leader among the tourist generating markets.

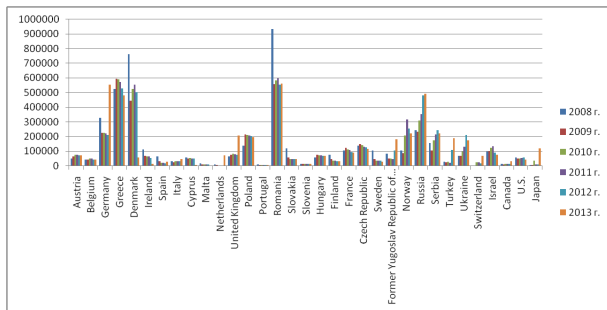
Bulgaria is a tourist destination of interest to foreign citizens of countries outside the European Union and Europe as a whole, namely the priority for Europe markets – U.S., Canada, and in 2013 the

Table 1
Foreign visitors to Bulgaria with holiday and recreation purpose for the period 2008-2013
(number)

Country / year	2008	2009	2010	2011	2012	2013
Austria	49599	64098	74221	74081	70581	70317
Belgium	43418	42986	48313	47957	43416	43056
Germany	328696	223668	225992	221866	211051	553457
Greece	523580	592314	591312	571696	529615	482181
Denmark	762222	445680	522896	554051	503504	57552
Ireland	110140	66163	65528	63538	54912	12899
Spain	62249	30239	20594	19319	18001	27327
Italy	29614	24348	31176	32550	30291	46097
Cyprus	58341	49596	52761	50760	49159	6981
Malta	16726	10880	10060	9204	7936	1779
Netherlands	9766	4432	3508	2464	2253	72653
United Kingdom	63278	73742	81548	77054	73520	207293
Poland	136784	212757	211180	208076	201961	195645
Portugal	9141	5078	6180	5977	5010	4646
Romania	933936	558266	583447	597546	552527	560986
Slovakia	118846	56024	45292	47215	45211	44412
Slovenia	14591	11891	12236	12163	11872	11422
Hungary	56076	73477	73067	73079	69189	67815
Finland	73556	44155	33039	33049	31595	32309
France	102717	122570	110497	106454	94216	90771
Czech Republic	137931	149126	140387	129500	126190	115380
Sweden	103560	44050	35385	35399	33725	28924
Former Yugoslav Republic of Macedonia	83685	48533	50897	44592	103112	181561
Norway	104114	86153	206708	316100	254890	221741
Russia	242478	231491	308736	350969	481539	491775
Serbia	155646	102769	173750	213898	242707	221986
Turkey	29233	25376	26670	21570	106282	187503
Ukraine	69423	66584	95256	129083	209902	173910
Switzerland	0	0	24180	22616	14806	69428
Israel	97050	99563	123505	134016	90712	73631
Canada	11288	10704	11676	12045	13220	30772

According to: NSI

interest of Japanese tourists is surprisingly high – more than 12 times longer visits with holiday and recreation purpose than the previous – 2012 Trends in the number of foreign nationals for the purpose of holiday, can be represented schematically (Fig. 1), which allows to clearly identify priority generating markets – generating sustainable travel to destination «Bulgaria».



Pic. 1. Foreign visitors to Bulgaria with holiday and recreation purpose for the period 2008-2013

According to: NSI

In Pic. 1 clearly stand arrivals from ten major generating markets in the six-year mark certain gains and downs, but overall remain the highest share of total visits to the country with holiday and recreation purpose.

Consequently, the data for the visits of foreign citizens in Bulgaria for holiday, and the published results of research projects conducted at the Ministry of Economy and Energy «Marketing research and evaluate the effectiveness of national marketing» [6] and «Developing a brand «Bulgaria», product and regional brands and the introduction of integrated brand management» [7] outlines ten generating markets: Romania, Greece, Germany, Russia, Great Britain, Serbia, Turkey, Ukraine, Czech Republic and Sweden.

Within the project «Market research and evaluate the effectiveness of national marketing» [6] is carried out survey of Bulgarian and foreign visitors to the winter and summer tourism in the off-season, as well as specialized types – cultural, cognitive, ecological, rural, spa and wellness vacations. Studied further information assurance sector, regional development and tourism market position as a ten generating markets.

Targeting Bulgaria's outlined ten key generating markets makes it possible to study and analyze the consumer, as the purpose of their trip.

Romania market. The main type of holiday shopping Romania, with the best prospects for Bulgaria's seaside vacation. For smaller target groups seaside vacation can be complemented with suggestions for spa, spa and wellness, as well as day trips oriented cultural tourism and sightseeing. Although Romania this market awareness for holidays with winter sports in Bulgaria is relatively low. Destination «Bulgaria» has a very good and competitive offering holidays with winter sports among Eastern European countries.

Market Greece. Given the direct competition between the two destinations, the best market prospects for destination «Bulgaria» market Greece for holidays with winter sports. Furthermore, tours oriented consideration of cultural and natural attractions, city break in Sofia (sightseeing, shopping, entertainment, visiting casinos) and spa, spa and wellness breaks should also be widely available on the market Greece. There are good market prospects for the rest of the

Black Sea at very reasonable prices for the target group of young people (as a cheaper alternative to Holidays in Greece).

Market Germany. Germany is the third most important foreign market for generating destination «Bulgaria». The main reasons for choosing the German citizens is sunny and warm climate, attractive beaches and sea and mostly acceptable prices destination «Bulgaria» offers. German citizens the price plays a very important role in deciding to visit Bulgaria.

Russia market. Russia is the fourth most important foreign market for generating destination «Bulgaria». 80% of the visits of Russian citizens in Bulgaria in order to holiday travel, and three quarters of them – summer vacation. As in the past, is interested in the rest of the Black Sea, but particular interest is observed to holidays by the sea in combination with tours. Therefore, the main motives of Russian citizens are the sea, the beaches, the sun and the warm climate in Bulgaria. Moreover, culture, history, landscape and nature are also essential factors. Destination «Bulgaria» is able to offer a variety of ski holidays and to meet expanding demand for holidays with winter sports.

UK market. Britain is the next most important foreign market for generating destination «Bulgaria». Our country has only a small market share (1%) of the UK market for overseas trips, but in absolute terms, visit us 207 293 tourists in 2013 were seventh in number of visits. Nearly 90% of all visits to British citizens in Bulgaria holiday travel (mainly beach vacations). Holidays at the seaside, with relatively low and affordable prices are the positive aspects of the image that British consumers, tour operators and journalists who write about tourism most often connected destination «Bulgaria». Some tourists associate our country with winter sports and culture.

Ukraine market. Ukraine is still considered one of the medium-sized foreign-generating markets for destination «Bulgaria». Three quarters of all visits to Ukrainian citizens in Bulgaria holiday trips holiday. In proposing this type of holiday our country has a competitive position against the Black Sea countries and has demonstrably better offering than itself Ukraine (Crimea). However, compared with the Mediterranean countries, the supply of the country for a holiday is considered to be less attractive. Destination «Bulgaria» is flawed in terms of offering and image, but it is often less expensive destination, which in turn represents a decisive advantage. The country achieved an average score on the supply of tours for cultural tourism and sightseeing, as regards breaks with winter sports and spa, spa and wellness breaks.

Market Serbia. In offering holiday destination «Bulgaria» is extremely competitive among the Black Sea countries and undoubtedly better offer from Romania. In principle, the same applies to the supply of a winter sports holiday.

Market Turkey. Turkey still belongs to medium-sized foreign-generating markets for destination «Bulgaria». About 60% of all visits to Turkish citizens in Bulgaria holiday travel, but business travel with a share of 30%, are also of importance. Currently, tours are most often take the form of Turkish holiday home in Bulgaria. Given the competitiveness of Bulgaria regarding the different types of holidays (and in view of what Turkey itself may suggest), the best market prospects for Bulgaria Market Turkey monitored for holidays with winter sports, ski holidays and for a smaller target group can also be combined with spa, spa and wellness offerings. In addition to

winter sports holidays, tours oriented consideration of natural attractions and also combined with a visit to Sofia and summer holidays in the mountains and trips aimed at entertainment and visits to casinos (mostly at the seaside or in Sofia) additional holiday products with good market prospects. In contrast, seaside look less successful in terms of market Turkey because that country has its own supply is not only attractive, but also profitable.

Czech market. Emphasis on holidays on the Black Sea, but it also has a specific interest in beach holidays in combination with tours, mostly oriented cultural tourism and sightseeing. In contrast, the interest in all other types of breaks is rather low. The main motives of Czech citizens are the sea and the beaches and warm climate, landscape, nature, culture also attract the interest of tourists. Moreover, it is very important factor when choosing Bulgaria, especially for families with children. In offering a winter sports holiday, spa, spa and wellness vacations, summer vacations and holidays in the mountains with hiking, golf tourism or rural tourism and ecotourism, Bulgaria is less competitive.

Market Sweden. Prevailing 90% of visits to Swedish citizens in Bulgaria holiday travel, and 88% of holiday trips are intended holiday. In offering recreation, Bulgaria is very competitive among the Black Sea countries and has demonstrably better offering than as Romania. However, compared with the Mediterranean countries Bulgaria has disadvantages in terms of offering and image, but is cheaper, which is a decisive advantage.

As a result of world-wide, European and national surveys of the main generating markets can be displayed **several trends in the tourist behavior of tourists:**

- increasing demands of tourists as to the quality, specificity, attractiveness and variety of tourist services as a major factor in tourist behavior;
- orientation of the preferences of tourists for the period 2008 to 2013 of haul (1 to 4 hours travel by plane), but there was a significant increase in interest in travel from distant places;
- targeting the preferences of tourists from one country to destinations and countries to ensure security and peace and on the other – to the specific

forms of tourism – spa tourism, SPA, hobby and adventure tourism, eco and rural tourism, sports and medical tourism, adventure and others., which in full force refers to destination «Bulgaria»;

- increase the supply of tourist trips at relatively low prices from tour operators, airlines, etc.... It allows for a better offer in positioning destination «Bulgaria». The advent of new low-cost carriers is a prerequisite for a significant reduction in air fares and demand for travel at the last minute of a close and more distant destinations;

- Increasing travel of the elderly for treatment, prevention, rehabilitation and recovery;

- Increase the proportion of children and youth travel, especially students to participate in cultural and educational tourism, travel for training in other countries, student teams and others.;

- increase the proportion of cruises, especially for affluent tourists;

- a significant expansion of the role of information and communication technologies in hospitality and tour operator in terms of demand, planning and realization of trips .

Examining the key generating markets of Europe and Bulgaria, as a tourist destination, gives rise to the **following conclusions:**

First, the preparation of national plans and strategies for the development of destination «Bulgaria» should follow the provisions laid down in the European strategy for tourism development principles and guidelines, as Bulgaria is part of the destination «Europe» and the image that it builds corresponds to the image of the destination «Europe».

Second, the construction of strategies for the development of tourist destinations should take into account the demand of the key markets for the destination and on this basis to build and complement the tourist offer.

Third, the study of the key markets to answer the question «What are the competitive tourist products of the destination?», Which in turn can be used in building the image of the destination.

Fourth, trends in tourist behavior require the creation of competitive tourist products that are affordable and at the same time stand for quality and uniqueness of the offering.

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ИССЛЕДОВАНИЕ В ОБЛАСТИ КЛЮЧЕВЫХ РЫНКОВ ДЛЯ МЕСТА НАЗНАЧЕНИЯ «БОЛГАРИЯ»

Аннотация

Глобализация меняет профиль и поведение туристов, они становятся, все более мобильными и более независимыми в процессе решения, и выбора мест посещения для организации своего отдыха. Следует отметить, что современному туризму характерны, как короткие так и длительные поездки на отдых. При выборе места назначения, турист руководствуется описаниями и изображениями связанными с определённым регионом и государством. Политика и стратегия государства играет огромную роль в развитии туризма. Это требует от правительства принятия конкретных мер, для изучения потребительского спроса и желаний клиентов, для подбора национального туристического продукта. Анализы являются предпосылкой к конкретному спросу пользователя и организации необходимых условий в основных и дополнительных поездках. Выявление потребностей в поведении туристов, помогает адекватно реагировать на спрос в различных секторах туризма и дает возможность построить образ национального туристического направления. Все эти меры определяют имидж страны и ее отношение к политике и стратегии Европейского сообщества в целом.

Ключевые слова: основные рынки, туристические рынки, туристическое место назначения

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«ЕКОНОМІЧНА СТІЙКІСТЬ» ТА «ФІНАНСОВА СТІЙКІСТЬ»

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В статті уточнено значення понять «економічна стійкість» та «фінансова стійкість». Проаналізовано основні характеристики понять. Виділено критерії економічної та фінансової стійкості з відмінними характеристиками.

Ключові слова: економічна стійкість, фінансова стійкість, підприємство, фінансові ресурси, конкурентоспроможність, платоспроможність.

Постановка проблеми. Однією з головних умов виживання та розвитку підприємства в сучасних, достатньо складних умовах функціонування є його стійкість, високий рівень якої забезпечує конкурентоспроможність та платоспроможність.

Питанню економічної стійкості присвячено багато наукових праць, однак більшість з них найчастіше зводиться лише до фінансової стійкості підприємства – тобто його платоспроможності. Це твердження не є зовсім коректним, так як ці поняття взаємопов'язані та економічна стійкість є значно ширшою характеристикою.

Аналіз останніх досліджень та публікацій. Економічна стійкість використовується науковцями-економістами у різних галузях діяльності (промисловій, машинобудівній, маслосудівній, поліграфічній та інш.), такі автори як В. Дергачева, Д. Ковальов і Т. Сухорукова, З. Коробкова, Є. Коротков, А. Шеремен, Ю. Масленко та Н. Кульбака, І. Недін, і. Сенько розглядають економічну стійкість підприємства, як його фінансовим станом.

Аналіз питання економічної стійкості підприємства показав, що дослідження в цій області ведуться доволі інтенсивно, проте увага дослідників переважно зосереджена на фінансових аспектах. Хоча економічна стійкість – це узагальнювальна комплексна категорія, що не може бути обмежена відображенням лише однією складовою діяльності суб'єкта господарювання.

Неоднозначність дефініцій, відсутність злагоженості поглядів учених щодо визначення сутності та змісту категорії «економічна стійкість» та «фінансова стійкість» зумовили актуальність цього дослідження.

Виділення не вирішених раніше частин загальної проблеми. Не зважаючи на широкий розгляд піднятих у роботі питань, все ж не достатньо уваги приділяється розбіжностям «економічної стійкості» та «фінансової стійкості».

Мета статті. Головною метою цієї роботи є уточнення значення сутності та змісту понять «економічна стійкість» та «фінансова стійкість».

Виклад основного матеріалу дослідження. У науковій економічній літературі стійкість підприємства частіше розглядається тільки з позиції його фінансового положення, платоспроможності, рівня ймовірності банкрутства, а також як здатність господарюючих суб'єктів не відхилятися від траєкторії свого розвитку за темпами зростання прогнозованих показників при впливі на них зовнішніх і внутрішніх факторів. Практично економічна стійкість підприємства зводиться лише до фінансової стійкості. Фінансова стійкість – тільки прагнення до рівноваги, а її досягнення можливе лише за відсутності негативних шоків. На нашу думку, економічна стійкість не може визначатися лише фінансовим станом підприємства. Фінанси підприємства безсумнівно відіграють велику роль у діяльності підприємства, але економічна стійкість є більш широким поняттям.

Економічна стійкість – це комплексне поняття, що пов'язане зі здатністю зберігати цілісність та рівновагу в умовах негативних та позитивних впливів різноманітних внутрішніх і зовнішніх факторів, завдяки ефективному використанню ресурсів підприємства.

Фінансова стійкість підприємства – це стан фінансових ресурсів, їх розподілу та використання, що забезпечує стійкий розвиток підприємства на основі