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УНИВЕРСИТЕТ ЗА НАЦИОНАЛНО И СВЕТОВНО СТОПАНСТВО, СОФИЯ

**ПРОУЧВАНЕ НА МАРКЕТИНГОВИЯ ОПИТ НА НЯКОИ СВЕТОВНИ
ТУРИСТИЧЕСКИ ДЕСТИНАЦИИ, ФОРМИРАНИ НА БАЗАТА НА РАЗВИТИЕТО НА
ИЗКУСТВАТА И ЗАБАВЛЕНИЯТА, ПРИ РАЗРАБОТВАНЕ НА ТУРИСТИЧЕСКИ
ПРОДУКТИ**

**STUDY OF THE MARKETING EXPERIENCE AT THE DESTINATIONS IN THE WORLD
BASED ON THE PROGRESS OF THE ARTS AND ENTERTAINMENT IN THE
DEVELOPMENT OF TOURISM PRODUCTS**

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Abstract: Destination marketing should achieve the strategic goals set by the analysis of the interested parties, and to correspond with supply and demand, using the full range of marketing tools to communicate with customers and suppliers.

The consumers have special requests for their journey, entertainment and educational experiences. Therefore, the topics of destinations and their interpretation become more important for the future. Human resources, training and cooperation between competing and complementary destinations enable the regions to learn from each other and adapt to the demands and requirements of the customers. Innovative Marketing, led by the researches and utilization of new technologies will be the only way to manage and marketing the competing destinations in the future.

Keywords: destination marketing, destinations, tourism product, arts and entertainment.

Introduction

Destination marketing should achieve the strategic goals set by the analysis of the interested parties, and to correspond with supply and demand, using the full range of marketing tools to communicate with customers and suppliers.

The consumers have special requests for their journey, entertainment and educational experiences. Therefore, the topics of destinations and their interpretation become more important for the future. Human resources, training and cooperation between competing and complementary destinations enable the regions to learn from each other and adapt to the demands and requirements of the customers. *Innovative Marketing, led by the*

researches and utilization of new technologies will be the only way to manage and marketing the competing destinations in the future.

Exhibition

The need to reconstruct the image of the tourist point of interest, in the context of the specifics of the destination and the enterprise strategy will be carried out to improve the quality of tourism product and meet the changing demand of the consumers.

In the 90s of the twentieth century constant development of the philosophy for marketing the point of interest has been seen in domestic investment and

improvement of permanent residence. This creates great potential but also missed opportunities for marketers. Although the sites have been advertised, recent conceptualization of the tourist destination as a component of the marketing mix puts the "point of interest" for all in field of marketing. One of the most useful consequences is the renewed interest in the actual performance of the tourists' point of interest. It is said that a comprehensive study on this issue is an effective tool for assessing the strengths and weaknesses of the destinations, particularly in view of the perceptions of existing and potential tourists. Application in the theory of the image of the object is particularly useful when it involves and organizes the "organic" and "planned" images of a destination comparing it to "reevaluate" image of existing tourists.

Important development in theory of positioning of the object is the comparison of the destination's image at different stages of the process of tourist choice. In each phase potential tourists may have different perceptions of the destination that creates the volume, source and objectivity of the information available. This range of ideas is described as a hierarchy of image for the point of interest, ranging from initial perceptions based on traditional sources to one complicated or revalued image due to visit the destination. This modification is reflected in more realistic, objective, variable and complex image. Such an approach needs to be applied when creating an image of a destination in which the arts and entertainment are developed, through which creates a specialized product for rewarding complex needs of a new type.

The application of the marketing into the destinations starts from the consideration that they can be considered as products for the consumers or potential tourists¹⁷ which means that tourism marketing is a very

¹⁷ Heath, E. y Wall, G. (1992) *Marketing Tourism Destinations: A Strategic Planning Approach*, Canada: Wiley;

specific form of marketing. Although the technology, techniques and philosophy of marketing can be applied to the destinations, to do this successfully requires a specific approach and move towards the concept of "social marketing". Orientation of tourism marketing to long-term consideration of the issues is supported by various researchers. Papadopoulos¹⁸ mentions the use of an integrated approach, developed through continuous and systematic study. Heath and Wall (1992) discuss tourism marketing in terms of the long-term strategic planning. It is necessary to develop an integrated, global plan to control the process of exchanging by setting goals and formalizing the process of decision making with regard to the rational use of resources. It binds the destinations with future development plan¹⁹.

Chon (1991) identifies as a target of the tourism marketing the creating of positive image for the stage by selecting a destination by tourists, so the "initial purchase" of the first visitors to be larger. At the same time, *the importance of the customers in the marketing strategies is determined by the image and positioning of destinations as well as the need for segmentation according to the needs and desires*²⁰.

Although positioning is closely associated with the image, the concept of positioning is more extensive than the one of image, whereas the image is in relation to competitors²¹.

Positioning of the destination starts from its image in the minds of tourists: not what

¹⁸ Papadopoulos (1989) "A Conceptual Tourism Marketing Planning Model: Part 1", *European Journal of Marketing*, 23 (1), pp. 31-40

¹⁹ Brownlie, D.T. (1994) "Strategy Planning and Management", pp. 159-169 en S.F. Witt y L. Moutinho (eds.) *Tourism Marketing and Management Handbook*, New York: Prentice Hall.

²⁰ Ashworth, G.J. y Voogd, H. (1994) "Marketing of Tourism Places: What Are We Doing?", en Uysal, M. (ed.), *Global Tourist Behaviour*, New York: International Business Press.

²¹ Wind, Y. (1982) *Product Policy: Concepts, Methods and Strategy*. Addison-Wesley Publishing Company

consumers know as real facts, what they think and feel about the destination, its resources, its services, the hospitality of the host community, socio-cultural norms and those that affect the behavior of tourists.

Arts and entertainment as part of the tourism products are the source for the positioning of destinations making a suitable and competitive image and attract tourists with varied needs. Many authors in the field of tourism indicate their importance to update the image of the traditional destinations to attract new customers, or return the product to consume them. In recent years, Bulgaria attempts to create similar destinations or sending tourists to those of the corresponding operators. This requires market research on such destinations using the experience of the world in the development of tourism products of that kind.

Object of study in current article are: New York - Broadway, London - West End, Las Vegas, South Australia - Adelaide Festival, Blackpool - North West England and Atlantic City - New Jersey.

• **New York - Broadway**²²

The term Broadway consists of 38 theaters in Manhattan, New York, which are on Broadway or in nearby streets. Broadway has more commercial orientation and relates more to the size of the theater than to the place. Broadway theaters usually have more than 1,000 seats and run for profit. Most Broadway theaters are not on the street but on Times Square. Broadway area (including Times Square) had a bad reputation in the past but campaigns for enhancing the image of Mayor Giuliani change that. Broadway is determined by commercial, profit theaters, and those without profit are seen as an

outside – Broadway. Some productions often shift from off-Broadway to Broadway.

Dominance of New York theaters in the U.S. has reduced the number of regional theaters (especially in Chicago and Los Angeles) and is decisive for the development of new productions. Many of them moved to Broadway after that. *This trend determine the development of New York not only as a commercial and administrative center but also as a place to attract many tourists motivated by the opportunity to learn about new culture .*

Attendance at Broadway theaters was about 12 million in 1998-99, compared with 7 million in 1984-85, but it has not permanent growth. There was for example a decrease in the number of the customers during most of the 1980. Weeks for plays increased from 1078 in 1984-85 to 1441 in 1998-99 and fell by 905 in 1991-92. The composition of the Broadway audience is similar to that in many other places. Two-thirds are aged 35 years or more, three quarters are from Caucasus, and over half (compared with 14% of the U.S. population) have an annual income of \$ 75,000 or more. Between 1991 and 1997, however, the number of visitors of Broadway theaters under the age of 18 has doubled, partly due to the number of productions for young people. While *personal recommendation is the most important reason to choose* visiting a show one in five of the audience pointed out that *newspapers have also influenced them.*

As in the West End in London new existing productions of Broadway were dominated by musicals. Broadway is associated with a large number of music and drama productions. The name "Broadway" has become an association for a particular type of productions like old musicals "A Chorus Line" and "42nd Street", which have been performed for many years. As in many areas of theater, the nature of the productions has changed compared to the beginning of the twentieth century. Given that New York is seen as a place where many new productions appear

²² Hughes, Howard (2000) – Arts, Entertainment and Tourism, the League of American Theatres and Producers; Port Authority of New York and New Jersey; Sunday Times "Culture" 9 April 2000; the Guardian 10 April 1999; the Observer 15 November 1998: New York Convention and Visitor's Bureau

every year, *Broadway theaters focus on long performed plays and musicals in particular. This allows the tour operators to underlie such special events in a program directed to the appropriate destination in their annual catalogs.* Broadway has become more and more a place for "special events" and merchandising. It often relies on stars and big names of movie and TV productions to increase ticket sales²³.

New York is a major destination and includes some of the most famous landmarks in the world (such as the Empire State Building and the Statue of Liberty). This makes it possible to satisfy the combined customers` motives – sightseeing and visiting a famous play. In 1999, there were over 34 million visitors in New York with nearly 6 million international visitors (mostly from Canada (0.9 million) and the UK (0.8 million). *Broadway is considered as a tourist attraction in the city and become a universally accepted name for a "theater in New York".* To facilitate the booking, no charge information can be made in so-called "hotline" at box office on Broadway, located in the lively Times Square area. Nevertheless, the part of the audience who are visitors from the rest of the United States continues to decline at the expense of a slight increase in the share of foreign tourists (one in ten visitors).

There are shows like "The Cats" (since 1982 it is the longest running musical), "Les Miserables", "Chicago", "Phantom of the Opera" and "Fosse", which have been performed in New York and London (and other locations) at the same time. In recent years there has been much "import" of productions from abroad especially from the UK. Among them are new productions such as "Cabaret" (1998) by Sam Mendes, later

²³ Hughes, Howard (2000) – Arts, Entertainment and Tourism, the League of American Theatres and Producers; Port Authority of New York and New Jersey; Sunday Times 'Culture' 9 April 2000; the Guardian 10 April 1999; the Observer 15 November 1998: New York Convention and Visitor's Bureau

Oscar-winning director of the film "American Beauty".

The economic impact of Broadway in New York is estimated at \$ 2.724 billion in 1996-97, and \$ 1.719 billion are from visitors, some of whom are domestic and international tourists.

Another world tourism destination of interest in this article and which experience would be useful for the development of new tourism products is London.

• London - West End²⁴

London, the center of the government in the UK and major international business and financial center, is also *one of the most important destinations in the country.* Total tourist arrivals in London are over 20 million and over half of them are international. *London's attractions are mostly "legacy", though for the "pop" culture, the clubs, fashion, restaurants and lifestyle allegedly are of increasing importance. London collects a large number of theaters, which are tourist attractions.* Over a quarter of all professional theaters in the UK are in London and there is a particular concentration in the West End in London. Many of the major theaters in London are members of the Society of London Theatre (SOLT), known until 1994 as the Society of West End Theatres (SWET). SOLT is a trade association with a membership of about 50 of London theaters, most of which are "West End" theaters. They are located in central London with separate but nearby theater groups contributing to the entertainment area of the city. Concentration is considered to have a positive impact on attracting tourists into the city. SOLT theaters are relatively small with a capacity of 250 seats to several large theaters with over 2000 seats. SOLT theater attendance in 1997 was about 11.5 million, compared with 10.5 million the previous year for Broadway, although Broadway includes fewer theaters.

²⁴ Hughes, Howard (2000) – Arts, Entertainment and Tourism

One of the most notable new features of the West End is related to the increased importance of musicals and reduced the importance of the plays and this is related to tourism market (domestic and international). Nearly two-thirds of visits to the theaters in the West End at the end of 1997 were "modern musicals". This is markedly different from the situation outside London. For many observers, the tourist audience claims no more than "a brilliant night out". A theater critic in 1997, was disappointed that the stage version of Disney "Beauty and the Beast" at the Dominion Theatre is welcomed by the West End because of the jobs and tourism and is not seen as a threat for the national heritage²⁵.

Unfortunately, the impact of musicals on the rest of the theaters begins to be regarded as negative. Musical and other tourism productions are performed for years ("Mousetrap" since 1952, "Cats" since 1981 and "Les Miserables" since 1985) and as a result the so-called serious plays are reduced and there is limited turnover of new plays. This applies not only to the musicals that are perceived as a problem but also to popular plays and the associated long periods of performances. Access to the theater and finances is restricted to non-music and new plays. Less risky is considered the largest commercial theaters to produce blockbuster musicals and plays, than to put experimental, innovative or controversial productions that cannot be sold to a larger scale. The tourism market is large and constantly changing, updating every few days or weeks to find the perfect scenario for investment in large-scale performances.

However, there are West End theaters, usually subsidized which are some of the most adventurous and most prestigious

²⁵ Casey et al., 1996; Lipman, 1996; Gardiner and Dickety, 1996; Billington, 1996; the Guardian 6 December 1999; the Observer 13 February 2000, the Guardian 10 February 2000; MORI 1998; Travelers 1998; Sunday Times "Culture" 9 April 2000

theaters in the country: The Donmar Warehouse, The Royal Court, The Royal National Theatre and the Barbican to the recent London base of the Royal Shakespeare Company. There are a number of successful transfers (such as "Les Miserables" and "The Herbal Bed") passed by the subsidized sector to the commercial sector. In addition to these theaters many of the most innovative and with limited interest productions are presented outside the West End theaters in small or in regional theaters. It is considered that significant part of West End productions were first presented at a regional or small theater before their transfer.

West End productions also are transferred to the regional theaters often as a part of a national tour and also for other countries. In 1997, "The Phantom of the Opera" is performed in Australia, New Zealand and 17 USA cities, and "Buddy" - Japan, Germany, Canada, South Africa and USA. Revenues from international performances like these are valued between £ 40 and £ 60 million in 1997.

Next in popularity as a destination with a high level of development of specialized products which attract tourists stands Las Vegas.

- **Las Vegas²⁶**

Last Vegas (Nevada, USA) is maybe one of the most popular examples for a tourism centre orientated toward the entertainment. The main attraction in Las Vegas is gambling and until recently was the only state which legitimates the gambling halls and hazard casinos in USA (legitimated in 1931). Every year Las Vegas receives more than 30 million guests (1998), 70 % of whose have been there because of relax, fun or gambling. And this international centre is witness for existence and satisfaction of complex customers' motives in tourism. It is claimed that there

²⁶ Hughes, Howard (2000) – Arts, Entertainment and Tourism

are more hotel and motel rooms (around 109 000) than every other destination in the world and in Las Vegas are located 19 of the world's biggest hotels, which are 20. In MGMGrand there are around 5000 rooms. In Atlantic City more of the gamblers are one-day travelers but in Las Vegas visitors stay longer. They are not accompanied by children and their middle age is 40. Three quarters are visitors who do not come for the first time and almost all of them gamble during the whole stay. Their average stay is short, around 3 nights, one third of the visitors are from neighbor California, a half of them – from west states and almost 1 in every 10 tourist are international. In the city there is an international airport with direct flights from countries such as Britain and Japan. During last few years Bulgarian travel agencies offer tourism packages in order to vary their product ranges.

The main attraction in Vegas is gambling but it has always reflected to another entertainments as well. Casinos often are located in hotels where live games are presented in order to catch the customers' attention for longer. More of the attractions are connected with hotels not with theatres and concert halls. The musical „Starlight Express“ is for example presented in Las Vegas Hilton. The entertainments vary from musicians in the bar or the entrance of the hotel to circus and magicians or international stars in big halls specially made for these events. Some of the events are so large that effectively function as individual entrepreneurs. Ceaser Palace (1500 rooms) has its own close theatre with 4500 places and stadium with 15300 for events in open air. MGM Grand has centre for events with similar size and its own thematic park with 33 acres of land. In Circus Circus there is free circus and in addition there is closed thematic park with the size of 5 acres²⁷.

²⁷ Las Vegas Convention and Visitors Authority; Christiansen and Brinkerhoff-Jacobs, 1995; Thompson, Pinney and Scibrowsky, 1996; Parker, 1999

Less than the half of visitors in Las Vegas attend to some kind of show during their vacation and the costs for this attraction are around 8% in comparison to 38% – for food and beverage and 22% – for shopping. Entertainments here are considered as accompanying attraction and are justifiable because of their ability to entice gamblers. Long ago the city has had a reputation that is not only centre for gambling but also for crime and prostitution. In the past years Las Vegas is trying to recover its position as a destination. Casino games are offered in more places in USA (like Atlantic City) and Las Vegas no longer can depend on virtual monopoly in order to entice guests. It has started to develop as a centre for family vacation. That is why family-orientated attractions presented in virtual reality are being organized. For example an erupting volcano in front of hotel Mirage and pirate battle near the hotel Treasure Island. The accent of Las Vegas as a gambling centre is reduced but still there are hotels which offer similar entertainments in the same form.

Another attractive destination which is not so popular in Bulgaria yet is the festival Adelaidae in Australia. This region is another example for satisfaction of mixed consumers' motives. Except for the most desirable and traditional – the sun and beach, some motives for fun and arts are noticed.

The festival Adelaide takes place 3 weeks and was created in 1960, it is a tradition to be celebrated in March in every 2 years. In Adelaide there is population of 1 million people and it is the capital of the state South Australia. Its cultural heritage, art and beaches are being promoted in many tourism brochures and markets. Show places there consist art galleries, zoo, museums (including "Bradman Collection" connected to the popular Australian cricket player). In 1985 was founded a casino which attracted 2 million visitors in 1998-1999, 42 thousands of them were

international. Beach regions are wide and provided with special equipment for those who want to swim, dive, fish-hunt or sunbath.

Surrounding parts of South Australia offer McLarenVale and Barossa – regions where there are many breweries. One of the most significant attractions there is the island Kangaroo where the national park Flinders Chase is located which is popular for the penguins and the sea lions.

Among the tourist attraction are many events as regattas and horse racing and art festivals and till the middle of 90s – Formula One Grand Prix. Jazz festival Glenelg was visited by 11600 people in 1998, 3% of them – international and 5 % – Australians. WOMAD (World Music and Dance) takes place for first time in Australia in 1992 and in 1999 was visited by 65000 people. There are many successful festivals related to the valley Barossa including cooking festivals and for the harvest. Since 1991 the international musical festival takes place is Barossa with international musicians, concerts in breweries and churches. Attendance was 20000 people in 1997, 12 % of them lived out of the state²⁸.

In 1998 there were 300 000 international visitors in South Australia, in comparison to 2.2 million of New South Wales (Sydney). Two thirds are holiday visitors and more than one third have visited the beaches and nature in Adelaide, including the Barossa Valley, and 20% have visited Kangaroo Island. There are 1 million visitors in 1997 only from the neighbor state Victoria. Less than one third went for holiday purposes and the most popular destination was Adelaide.

South Australian Tourism Commission recognizes the importance of festivals and events as tourist generators although the main tourist attractions of the state are beaches, scenery, wineries and wildlife. Adelaide Festival is considered as the main cultural event consisting music, drama,

²⁸ Hughes, Howard (2000) – Arts, Entertainment and Tourism

ballet, opera, dance, art exhibition and light entertainment. In the opening night usually could be observed performances of recent productions of operas from the twentieth century. In 1998 the implementation was of the State Opera "Flamma Flamma", and in 2000 was presented the opera which is Dutch production "Writing to Vermeer" by Andriessen. Usually the dance performers are from many countries and in 1996 the festival presents artists from over 30 countries.

Adelaide Festival Centre was opened in 1973 The centre has four buildings for performances, including capacity of 2000 seats for theatre performances, 600 seats for Playhouse, space for performances and an outdoor amphitheater.

The festival is a subject of extensive study in 1990 and 1996. In 1990 more than 9 000 visitors who didn't live in the state attended the festival, 6000 were especially attracted to the festival. Since 1996 the study focuses on the festival and has divided research for visitors, contractors, sponsors, media and organization volunteers.

It is estimated that 42 000 people attended the festival events in 1996, most are residents of Adelaide, 2% from the rest are from South Australia and 18% – international visitors. Foreign visitors were 13% of all visitors and the most of them were from the UK, USA, New Zealand and Germany²⁹.

Besides general awareness of the existence of the festival the next most important source of information for festival visitors is "word of mouth". Almost half of the visitors have attended to previous Adelaide Festival and almost two thirds are determined to return to the next.

The economic impact of the festival is assessed by adding the cost of visitors, residents, contractors, sponsors, media,

²⁹ South Australian Tourism Commission; the Telstra Adelaide Festival; Market Equity and Economic Research Consultants; the Guardian 8 March 2000

organizers and volunteers and other incomes from the festival. As total the festival generates additional revenues of 13 million Australian dollars for South Australia.

And last but not least you can explore the experience of other smaller but also an attractive tourist center in Europe as Blackpool.

• **Blackpool**

Blackpool is situated on the coast of the Irish Sea in northwestern England, Lancashire County, 64 km northwest of Manchester and 30 km north of Liverpool. Blackpool is the largest seaside resort in the UK and his "Pleasure Beach" (complex entertainment park) is now one of the most popular tourist attractions in England.

Blackpool is heavily dependent on tourism. In the period which is often regarded as its heyday (1900-1950) Blackpool attracted the factory workers of north parts of England to spend their annual holidays there. Blackpool was also a preferred destination for visitors from Glasgow. Today Blackpool remains the most popular seaside resort in the UK although the town has suffered a serious crisis in the number of visitors which has fallen from 17 million in 1992 to 10 million today. Similarly Pleasure Beach Blackpool is the most popular free attraction in the country with 6 million visitors a year but has lost over a million visitors since 1998 and has recently introduced a 5 pounds entrance fee. Today many visitors stay only for the weekend not for a week.

In July 2010 an independent survey of 4500 members of the sociality and readers of magazine Which Holiday found that Blackpool is the favorite seaside resort in the UK of all the times, followed by Brighton, Whitby, Bournemouth and Scarborough. Fans have been choosing the special atmosphere in the town, as well as the spectacular annual illuminations which were described as "breathtaking".

• **Atlantic City**

Atlantic is a city in New Jersey, USA. It is located in the East Coast of the USA. It is famous for gambling and shopping, it is a resort town. Due to its location in southern New Jersey, on the Atlantic Ocean between marshlands and islands, Atlantic City appears to be crucial for the real estate market and is seen as a potential resort town for the entrepreneurs. Many historians believe that the decade of the 20th century (1920) is the "Golden century" for Atlantic City - when tourism reached its peak. During Prohibition alcohol flows freely and hazard games were played regularly in the back rooms of nightclubs and restaurants.

In an attempt to revive the city in 1976 voters in New Jersey approved casino gambling in Atlantic City. This happens after a referendum in 1974 during which gambling was not approved. The Chalfonte-Haddon Hall Hotel becomes Resorts International, opened on the May 26 in 1978 and became the first legal casino in the eastern United States. In the early years of this decade Atlantic City undergoes a radical building boom. Many of the modest boarding houses were replaced by huge hotels.

Atlantic City is considered as the "gambling capital of the East Coast" and is second after Las Vegas in the number of casinos, each year gambling revenues increase and the number of rooms too. Atlantic City Boardwalk was one of the first "boardwalks" of its type in the United States opened on June 26 1870. Boardwalk starts from Absecon Inlet and runs along the beach (for four to six kilometers) to the city limits. One and a half to two kilometers are stretching to the town of Ventnor. Casinos and hotels, shops, restaurants and entertainment are located in Boarwalk; popular attractions including the Boardwalk Hall, House of Blues and Museum "Ripley's Believe It or Not!".

Strong relationship between perceptions of an object at the base of which are the

arts and entertainment and preferences with respect to the destination which is located along with the ability to separate the gullible from revalued image allows integrated studies to identify priorities for action of tourism organizations. Periodic surveys and studies of perception could indicate negative stereotypes that need to be overcome in order to analyze projected image and re-evaluate satisfaction with various aspects of the product. Tourism organizations have been criticized by some sectors because of their excessive concentration toward advertising on the account of the rest parts of the marketing mix. Commercial advertising in mass media aims to build a certain image of the object which will lead to a purchase by potential tourists. It is necessary to interview those customers who are already potential visitors of the site while visiting such competing destinations. Socio-demographic information, residence and other information can also be entered to allow segmentation.

In various studies the process of choosing a touristic place by customers is being analyzed and its impact on the marketing strategies of destinations and more specifically customers' behavior which is a key element for the planning and implementation of marketing strategy of destinations. There are several reasons. On the one hand, this is the great competition between the destinations which means increased options for the customers³⁰. This gives a rise in tourism to seek differentiated products that focus on the destinations on which they are distinguished from each other and to be preferred by tourists. Including such places built on the arts and entertainment in tourist advertisements and catalogs will provide a competitive advantage in offering them.

Another reason for such studies about leading tourist locations with image of leisure destinations is the increased level of requirements of tourists reflected in

³⁰ Middleton, V.T.C. (1994) *Marketing in Travel and Tourism*, Oxford: Butterworth Heinemann

numerous factors and conditions that influence the choice of destination. Furthermore if take in account that one of the purposes of tourism marketing is to build a positive image of the destination in the minds of customers it is imperative to investigate the relationship between tourism marketing strategies and behavior of tourists using the concept of the image of the destination³¹.

Based on this framework are considered analytically contribution and conceptual foundations of destination marketing. Firstly we need to focus on strategic planning and in particular to the importance of the image of the destination based on the latest trends in tourism and the new customers' demands combined with their motives. Such an image affects the development of the tourism area as much as tangible resources and even to a higher degree.

In conclusion:

Tourism as an indicator of the expansion of the art market in destinations is based on the knowledge of managers on market segmentation taking into account customers' motives for making a trip. For the development of destination marketing in Bulgaria can be applied the experience of world famous destinations formed on the basis of arts and entertainment, and concentrated resources to create such areas to be the subject of tourists' visits in connection to the event tourism.

³¹Chon, K-S (1991) "Tourism Destination Image Modification Process: Marketing Implications", *Tourism Management*, 12 (1), pp. 68-72