

Development of Diversified Tourism Destination Products – A Case Study of Tourism Destination, Municipality of Sofia, Bulgaria

Elena PETKOVA^{1a}, Vassil MARINOV^a

*^aSofia University "St. Kliment Ohridski", 15 Tsar Osvoboditel Blvd, 1504, Sofia,
Bulgaria*

Abstract: In this paper, it is argued that there is a variety of products and accordingly a diversity of types of tourism in the municipality of Sofia, Bulgaria: urban and "non-urban", mass and specialized, tourism based on natural and anthropogenic, on tangible and intangible resources. In this regard, diverse tourism products of the destination may be offered to its visitors, which to a greater extent meets their various needs and contributes to the sustainable tourism development. Thus, the aim of the paper is to reveal whether tourism professionals in Sofia are aware of the possibilities for combining various types of tourism and promoting the diversified destination tourism product among local and foreign visitors.

Key words: *tourism product, destination, Sofia, Bulgaria*

¹ Corresponding author: Elena PETKOVA, E-mail: epetkova@hotmail.com