MANAGEMENT DECISIONS IN THE CONTEXT OF BULGARIA'S LIFECYCLE AS A COASTAL TOURIST DESTINATION

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Abstract

The report reveals the Life Cycle of Bulgaria as a coastal tourist destination. It shows the problems accompanying the Bulgarian coastal tourism in its “maturity” phase in regard to the foreign tourism demand. Possible management decisions for enhancing the competitiveness of Bulgarian coastal tourism at the international market have been pointed out.

Key words: *tourism destination management, tourism destination life cycle.*