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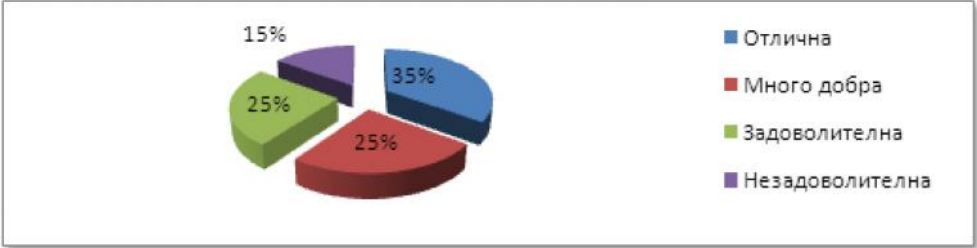
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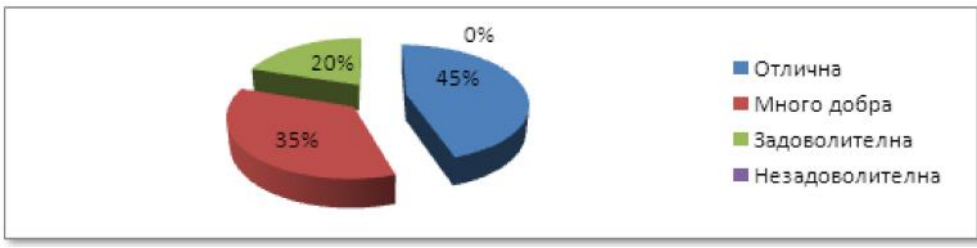
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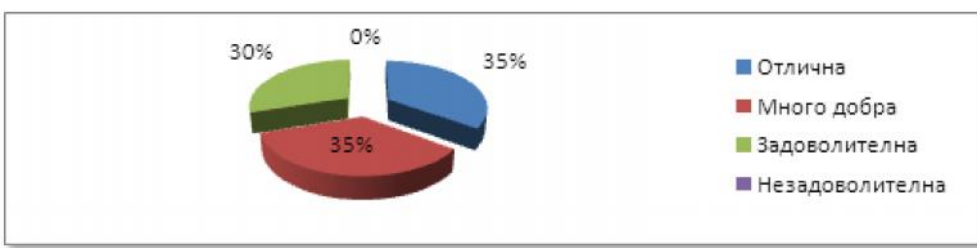
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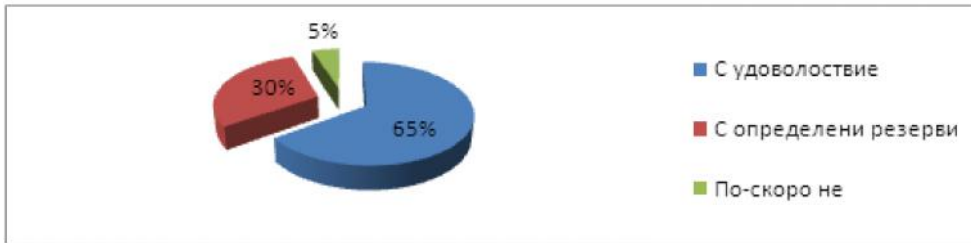
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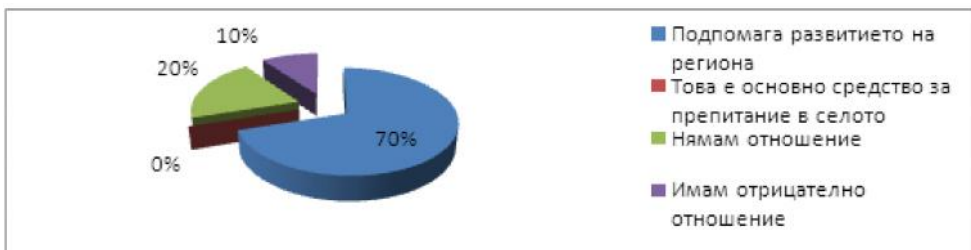


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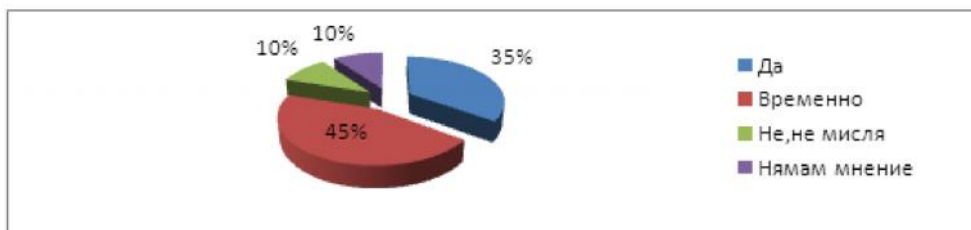
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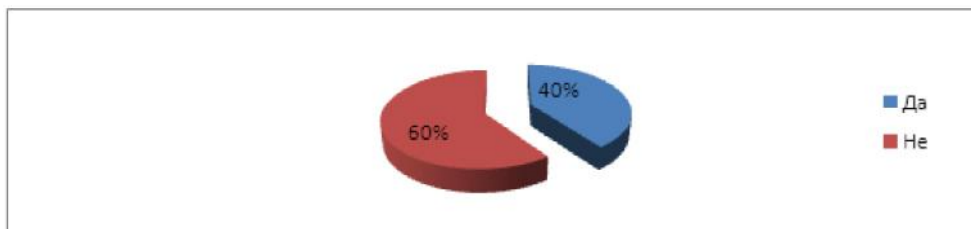
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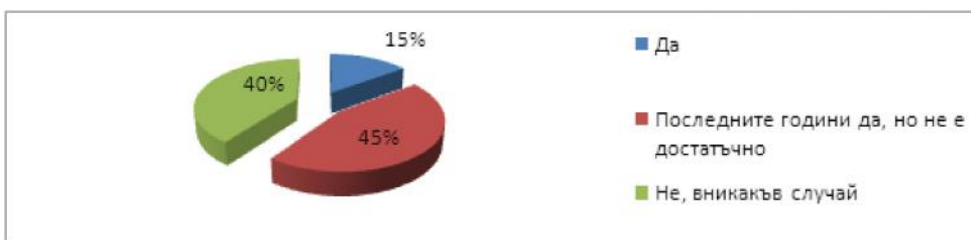
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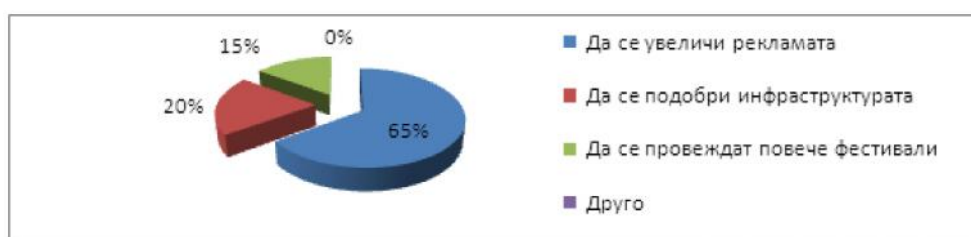
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ASPECTS OF IMPROVING FESTIVAL TOURISM IN BULGARIA**Assist. Prof. Dr Krasimira Yancheva****Abstract**

Festival tourism represents one of the fastest developing kinds in the entire tourism sector. Trips connected with certain events are extremely popular and are the result of the increased necessity for experiences. It's about specially staged events whose main features are uniqueness, transience, rarity, thus they differ from the remaining natural and permanent cultural offers. Their cultural variety encompasses different events in the area of music, theatre, art and religion, as well as traditions, customs, science, technology and the media. More and more regions see in festival tourism the possibility - through big and large-scale projects - to attract the attention and interest to themselves, by which to increase their cultural capital, and which would lead to attracting more visitors and increasing economic revenues. One example of such a region is the village of Zheravna and the festival of the national costume.

Keywords: *festival, festival tourism, event tourism.*