

MARKETING OF THE BALKANS AS A TOURIST DESTINATION FOR CULTURAL TOURISM

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Abstract

The aim of this work is to outline possibilities for the marketing of the Balkans as a tourist destination for cultural tourism. It gives a definition of the Balkan region as a tourist destination. The target cultural tourist segments of the region are indicated. The strategic marketing mix is drawn for the positioning of the Balkans on the market of cultural tourism. The possible organizational platform for the marketing of the Balkans as a tourist destination is shown.