

”⁵

” - ” (4 P’s),⁶

25 . 50 .,⁷

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-
-

90- *Marriott, Four Seasons, Hilton, Hyatt, Accor, Radisson Ramada*⁸.

*Marriott Vacation Club, Disney Vacation Club, RCI Vacation Club, Hilton Grand Vacations, Club Med, Hyatt Vacation Club*⁹

⁵ , . . . , 2000, . 143.

⁶ Hovey, M. Is timeshare ownership an investment product. Toowoomba, University of Southern Queensland, 2002, p. 8-23.

⁷ , . . . , 2004, . 61.

⁸ Leposky, G. Timeshare basics. Timesharing today, 22 Jan 2010, p. 2.

⁹ <http://vacation-club-review.toptenreviews.com/>

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1

<i>(deeded/fee sample)</i>	;	;	
<i>(right to use)</i>	10 . 50 .;	-	;
<i>(lease/leasehold)</i>	25	;	-
<i>(company share)</i>	;	;	;
<i>(point based club membership)</i>	25 . 30 .;	;	;

- ,
- , - 9500\$, -
8900\$.
(9,400\$) (7,900\$)¹¹,
8700\$

¹⁰ Savage, J. The Assessment of fractional interests – timeshares. Journal of property tax assessment & administration, Vol. 5, 2088, p. 41-45.
¹¹ Ragatz Associates. The 1995 Worldwide Resort Timeshare Industry, p. 72.

2004 2001 14652\$
 7% (15571\$)¹², 2012
 19000\$ (+22%)¹³,
 „ „
 14, 200\$ 1000\$
 15,
 2

„Tour-no-buys”	
„Trial programs”	
„Fly-buy”	

¹² ARDA. World wide shared vacation ownership report. Washington: ARDA, 2010, p. 12.
¹³ <http://money.usnews.com/money/personal-finance/articles/2012/07/19/should-you-invest-in-a-timeshare>
¹⁴ Consumer Reports Team. The catch behind \$1 timeshares. Money Advisor, Oct 2011, p. 12.
¹⁵ Ann Shreier, L. Are Timeshare Sales Representatives Taught To Lie? Timesharing today, Nov/Dec 2010, p. 33-34.

St. George Palace		5*	72	
Sun Village		4*	153	
Azzuro		3*	58	
Sunny Day 1		4*	124	
Severina		4*	50	
Palm Court		3*	80	
Emerald Beach Resort and SPA		5*	778	
Marina Cape		5*	760	
Sunset Resort		5*	770	
Marina Holiday Club		5*	150	
Festa Pomorie Resort		5*	229	
Santa Marina		5*	1200	
Grand Hotel Primorsko		5*	28	
Bay View		3*	107	
Aparthotel Vris		4*	75	

3 5 , 4- 5-

- 12,

3

5% 50%

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✓ , - :
 - 13 (87%);
 ” - ”,
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 ” - ”, 27% 1 - 67% ” ” 6% ” ”,
 ✓ , : ” (10) ”
 ” (7) ”
 ” (6),
 ✓ , 52-
 - ,
 , -
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 ✓ , - -
 5 (-) . 4,1 4,0 1
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 ,²⁰

²⁰ , . - ? , . 6, 2007, . 42-43.

✓ ”(6),,, ”(5) ,, ” ”(4), -
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 5 . - ” (7),
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✓ -5 ,, - ” 5,, ”. ,, - ”.
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✓ (74%) , -
 , -4 ” ” 7 ” - ”.
 ,, ” ” ”
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✓ 2005 , ” ”
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 ,, ”²¹
 , 4-5 .²² -
 , -

²¹ .4. , .1, 2005,
²² , . 2005, . 8-9.

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10% 30%

23

4-

5-

23

.379-384.

21 ”. ., 2012,

**ATTITUDES AND EVALUATION OF HOSPITALITY MANAGERS
ON THE DEVELOPMENT OF TIMESHARE ALONG
THE BULGARIAN SOUTHERN BLACK SEA COAST**

PhD student Elena Klateva

Abstract

The main objective of the article is to reveal the attitudes of managerial staff in Hotel keeping with respect to the possibilities for developing timeshare on the Bulgarian Southern Black Sea coast. In this connection there are briefly explained the nature and peculiarities of hospitality timeshare, there are also pointed out the main subjects in the system and is stressed the role of managers. There is an emphasis on the author's survey among managers of timeshare sites in eight Bulgarian southern sea resorts, on the basis of the estimation of which there are drawn four major guidelines for improving the prospects before the use of timeshare. The proposed study could serve as the basis for an extended survey of the possibilities for the development of timeshare in this country.

Keywords: *Timeshare, Hotel keeping, managers, attitudes, Bulgarian Southern Black Sea coast.*