

РЕЗЮМЕТАТА НА НАУЧНИТЕ ПУБЛИКАЦИИ И ТРУДОВЕ

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I. ТРУДОВЕ ПО НОМЕНКЛАТУРНАТА СПЕЦИАЛНОСТ

ТРУДОВЕ, С КОИТО УЧАСТВА В НАСТОЯЩИЯ КОНКУРС

- В списания с импакт фактор

1. **Lulcheva, Ivanka**, Rating of quality of service in a specialized restaurants with Bulgarian national cuisine, European Journal of Humanities and Social Sciences, Scientific journal, Premier Publishing, Vienna • Prague, 2017, № 6, pp. 63-67. Импакт-фактор IF 0.211.

Abstract

In the face of rising competition, the role of restaurant service is growing and therefore need analysis and assessment of the level and quality. In the article reflected the results of the survey conducted on the assessment of the customers for quality of service in specialized restaurants with Bulgarian national cuisine. The object of study are different specialized restaurants with Bulgarian national cuisine in the communes of: Borino, Devin, Chepelare, Nedelino, in the Rhodope Mountains. The aim of the study is to evaluate the complex quality of service in specialized restaurants serving Bulgarian cuisine, to reveal the gaps in this activity and, on this basis, to identify and take measures to improve the service at these establishments.

Key words: quality, service, specialized restaurants, Bulgarian cuisine.

- В списания индексирани в Web of Sciences

1. **Lulcheva, Ivanka**, Krasimir Aleksandrov, Research on the supply and consumer demand for rural tourism in eastern Rhodopes. // Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, Bukarest, 2017, Vol. 17, Issue 4, pp. 179-185.

Abstract

Rural tourism in Bulgaria is a relatively fast growing and newly-established alternative form of tourism. In recent years, there has been a positive tendency towards increase of the interest in practicing this type of tourism, increase of the number of tourists who have visited rural regions and have used its services, as well as towards diversifying the elements of the offered tourism product. A prerequisite for the sustainable development of rural tourism in Bulgaria and, in particular, in the research territory in the Eastern Rhodopes, is the abundant resource available to our country; already existing or newly established rural regions/villages which contain the main elements of rural tourism – natural and ecological conditions; specific culture, art, folklore; attractive traditions (customs, rituals); authentic cuisine; agricultural and other specific activities.

Village holiday market is growing at precisely the time when the future of many rural areas is uncertain due to changes in agricultural policy or the increasing attractiveness of urban life. Rural tourism seems to be among the most suitable tools to revive the dying rural regions, such as the villages and municipalities in the Eastern Rhodopes, as well as to provide opportunities for economic and social development of the regions.

The aim of this research is to analyze the tourist services offered as well as the consumer demand for rural tourism in the Eastern Rhodopes. Based on the results achieved in this research we have made some conclusions that may be of great use to the parties concerned, who live in the municipalities in the Eastern Rhodopes, to help them develop the territory as a destination for rural tourism, as well as to the owners and managers of rural tourism facilities to offer a more qualitative, comprehensive and competitive tourism product.

Key words: rural tourism, research, rural tourism supply and demand, Eastern Rhodopes

2. Lulcheva, Ivanka, Opportunities for the development of rural tourism in small settlements, Scientific Papers Series Management, Economic Engineering in Agriculture and Rural Development, Vol. 18, Issue 2, 2018.

Abstract

The paper aimed to present the analysis of the situation and opportunities for the development of rural tourism in the lesser known tourist destinations that have attractive natural landmarks, historical heritage and folklore traditions. Separate settlements were selected in mountain and lowland areas, to distinguish and specify their specific problems. Rural tourism establishments – guest house and a house with a courtyard and a farm were surveyed during the period 2009 – 2016. In the study used the following methods: questionnaire survey among the owners of sites for rural tourism; polls among members of the rural tourism product; the method of comparison; the experimental method; SWOT-analysis of the strengths and weaknesses in the operation of the sites for rural tourism in the studied localities.

Notes: diversification of economic activities in small settlements (less than 300 inhabitants) for the development of improved conditions of rural tourism, growing role of services in the local economy: retail trade, transport, communications, etc.; more effectively conserve nature and cultural heritage; with employment persist people of working age in the small settlement. So the integration between rural tourism and other activities support economic revitalization of the area, preserve and stabilize the small settlements and improve the lives of the people in them.

Key words: development, rural tourism, analysis, small settlements

• **В рецензирани списания**

1. **Lulcheva, Ivanka**, Yulia Dzhabarova, Evaluation of the impact factors on the development of rural tourism in the Rhodopi region. *Agrarni Nauki*, 2012, Academic Publishing House of the Agricultural University, volume IV, issue 9, p. 75-82.

Abstract

The purpose of this research is to accomplish the evaluation of the main factors in the growth of rural tourism in the municipalities of Smolyan, Laki, Chepelare, Zlatograd, Devin and Assenovgrad in the Rhodopi region. In those municipalities the situation is aggravated by the demographic collapse, worsened age structure of the population, lack of occupation, seasonal emigration of the active population, needs for big industrial enterprises, exaggerated dependence on farming for earning the living. The growth of rural tourism will contribute to improving the socio-economical condition of the municipalities. The research is based on interviews with the owners and managers of tourism enterprises during the period 2009 – 2010. The most popular objects of rural tourism were surveyed – a farm house, a guest house and a family hotel. The main factors influencing rural tourism growth were ascertained in each of the researched municipalities. The research and analysis are the basis for developing a strategy for the growth of rural tourism in these municipalities.

2. Dzhabarova, Y., **Ivanka Lulcheva**, Organic farming potential for vital rural development, *Agrarni Nauki*, 2012, Academic Publishing House of the Agricultural University, volume IV, issue 9, p.39-42.

Abstract

During the recent years the growing consciousness about ecological and socio-economic issues has made the organic farming a mainstream in the sustainable rural development. The raising concerns about the increasing depopulation of rural area, the over spread rural poverty, and the deterioration of natural resources put the score point to ensure both a nature saving and efficient farm production.

The aim of the paper is to explore the organic farming potential for providing a relevant strategy for stable economic farm development, as well as vital rural development.

By analyzing the organic agriculture prospects in the context of the European Policy for Rural Development an integrated strategy for farm resilience and vital rural development has been elaborated.

Key words: organic agriculture, rural development, farm resilience, vital development

3. **Lulcheva, Ivanka**, Yulia Dzhabarova, State Of-The-Art and Development of Rural Tourism in Bulgaria. – International Journal of Economic Practices and Theories, Bukurest, Vol. 4, No. 3, 2014, pp. 383 – 391.

Abstract

The South central region has all natural, cultural, historical and other sights and prerequisites for development of rural tourism. Over 300 small and medium tourist enterprises serving specialized forms of tourism are concentrated in the region. Significant funds and other capital have been invested here. This research aims to analyze the economic condition and development of rural tourism in Bulgaria on the example of the South Central Region. The objects of study are located in the mountain regions. We examined three of the most common tourist sites: 1. Farmhouse with yard and agricultural land; 2. Guest house; 3. Family hotel. Due to significant costs differences, two distinct periods are considered – heating period and non heating period. The results from the research show that providing tourist service in tourist enterprises classified as farmhouses with yard and agricultural land is just a form of diversification of the principal activity of the family and the farm – production of agricultural production. Tourist establishments categorized as guest houses and family hotels are independent specialized tourist enterprises. The level and trends of change in sales revenue from tourist service in family hotels is satisfactory during both periods. The following conclusions can be drawn from the examined correlations and dependencies: since the level of labour productivity is directly dependent on the occupancy rate, it is necessary to enhance the activities of attracting new clients. The strong influence of current expenses over economic results requires improvement of their management inside the tourist enterprise.

Key words: rural tourism, tourist enterprise; economic assessment

4. **Lulcheva, Ivanka**, Stefan Videv. Theoretical basis of rural tourism. Agricultural Sciences/Agrarni Nauki, Plovdiv, 2014, volume VI, issue 16, p. 109-116.

Abstract

A review and critical analysis have been done, of the standpoints of local and foreign researchers of the phenomenon "rural tourism." By using a scientifically rigorous and comprehensive methodological approach have been clarified the nature of rural tourism as a socio-economic phenomenon. Formulated are the main specific features of rural tourism. Four main elements have been defined, in the content of rural tourism: cognitive, recreational, economic and social. Justifying the circumstances, which determine interest in rural tourism and business-economic importance.

Key words: rural tourism, tourism product, recreation

5. **Lulcheva, Ivanka**, State of small and medium hospitality enterprises in Bulgaria. // Scientific Works of the Agrarian University-Plovdiv, Volume LVI, Plovdiv, Academic Publishing House of the Agricultural University, 2014, p. 149-158.

Abstract

The EU policy for formation of a stable middle class standard of living is associated with the sustainable development of the family business, including small and medium companies.

Small and medium-sized companies in Bulgaria play a major role in the tourism development of in the country.

To determine the status of small and medium tourism enterprises indicators, are used: revenue, cost, cost structure for operating activities; labor productivity, expressed through: number of tourists served by one employee; revenue per employee in the tourist development; value added per employee; profit per employee, return on fixed assets; profitability of production. Conclusions are formulated with specific practical. These are: small and medium-sized enterprises play a major economic role in creating jobs, help to reduce unemployment, generate revenue and contribute to the sustainable development of the regions; despite the high investment activity of small and medium-sized enterprises, the return on fixed assets in small and medium-sized tourism enterprises is poor, and for micro-enterprises - negative; beds usability in twenty-four-hour periods is about 35 %, which is unsatisfactory and requires special actions as managers of individual hotels and government policies in this sector; achieved level of labor productivity in small and medium-sized enterprises is unsatisfactory. All indicators for measuring labor productivity show a very low level of labor productivity in micro-enterprises; The reason for this is significantly lower qualification of the employees and the technological level. This is an indication of the still low competitiveness of this tourism enterprises; with increasing amount of tourist development increases the profitability of the "production" of tourism product.

Key words: Small and medium-sized hospitality enterprises, revenue, cost, level of profitability.

6. **Lulcheva, Ivanka**, User ratings of the service quality in restaurants and entertainment places. // Scientific Works of the Agrarian University-Plovdiv, Volume LVI, Plovdiv, Academic Publishing House of the Agricultural University, 2014, p. 159-168.

Abstract

Tourism development is a priority sector of the economy of our country and is directly related to the quality of catering and entertainment services. This article set out the survey quality results of catering and entertainment services. The certain basic criteria for service

quality assessing are defined. They are formalized in relevant indicator systems allowing elements quantification of service process. The present study is characterized by the following criteria: • service duration; • service culture; • comfort (type) of the commercial center.

These criteria are formalized through the following indicators: Length of service: measured by indicators: 1. Contract duration; 2. Duration in obtaining food and drink; 3. Duration in serving and cleaning the table; 4. Duration in charge. Service culture: measured by indicators: 1. Appearance of staff; 2. Awareness of staff; 3. Attitudes / behavior of staff; 4. Vocational skills in services; 5. Correctness in payment. Comfort (type) of the commercial area: measured by indicators: 1. Functionality of commercial indoor and outdoor areas; 2. Interior commercial area; 3. Type of furniture in the room / retail space; 4. Type of funds services; 5. Heating, lighting, ventilation, air conditioning, sound system in the commercial area; 6. Hygienic condition. Based on a survey, conducted by 535 real users of the product and the restaurant by using the developed methods assessed of service quality in five types of catering and entertainment: restaurants, fast foods, pubs, cafes, bars (according to the Regulation of catering and entertainment classification, 2013) in Plovdiv, Hisar and Pamporovo. Formulates conclusions: Reception, accommodation and transfer are important moments in the service, especially in the restaurants of these moments careful attention; rapid execution of the contract is a special time of service, which depends not only on the waiter, but in some cases by the chefs in the kitchen or the bartender. This process chain maintenance is carried out in good coordination and integration of work between the different units of the service staff; one of the duties of the staff - good faith, ethical conduct and fair customers treatment is a requirement in all surveyed establishments. Sometimes is possible the check to be wrong, but it is totally unacceptable these "mistakes" to be intentional. The restaurant will lose the disappointed customer. The surveys results can be interpreted and used by catering and entertainment managers for practical purposes. When results indicates a low quality of service, they can use them to remove the weaknesses, and when the results are good - means good practice in the areas of distinction.

Key words: Quality of service, catering and entertainment, basic criteria for assessing, indicator systems, consumers.

7. Славена Димитрова, **Лулчева, И.**, СПА туризмът в България – възникване и развитие. // Научни трудове на Аграрен университет, Пловдив, бр. LIX, кн. 5, 2015, стр. 397-407.

Abstract

Great wealth and variety of mineral waters in Bulgaria is rapid implementation in recent years in spa tourism. Effective use of spa resources for the development of spa tourism in the country contributes to upgrade traditional summer and winter holidays and for providing comprehensive travel service, attracting more affluent guests and overcoming seasonality in the sector with the opening of new jobs. Demand for spa tourism in Bulgaria has increased 3 times in the last five years. Spa resorts are frequented mostly by tourists

from Bulgaria and very few foreigners, unlike sea destinations. In currently bulgarian spa resorts are building new modern spa facilities, and existing ones are renovated. This creates great prospects for the development of spa tourism.

Key words: SPA Tourism, SPA destination, trends

8. **Лулчева, И.**, Потенциалът на кулинарния туризъм за развитието на селските райони. // Инфраструктура и комуникации, София, 2015, V, кн. 10, с. 242–252.

Резюме

Въпреки, че в България кулинарният туризъм все още не е особено популярен, той има огромен потенциал. Предпоставка за трайното му развитие е богатият ресурс, с който разполага страната ни. Кулинарният туризъм е пресечна точка на две понятия, които се комбинират, за да дадат силен стимул на бизнеса и местните общности. Традиционните ястия на нашата страна и техният начин на приготвяне са отличен туристически продукт. Те са основен фактор за съхраняване и възстановяване на производството на автентични български продукти и един от ключовите фактори за устойчиво развитие на селските райони. Ето, защо целта на настоящата статия е да се разкрие потенциалът на кулинарния туризъм и да се предложи интегрирана стратегия за развитието на селските райони чрез кулинарен туризъм.

Ключови думи: кулинарен туризъм, потенциал, селски райони, развитие

9. **Lulcheva, Ivanka**, Service quality in four star hotels in Bulgaria – evaluation, analysis and trends, – Agricultural sciences, Plovdiv, Volume VIII, Issue 20, 2016, p. 207 – 212.

Abstract

The development of tourism as a strategic and structurally sector of our economy, is strongly dependent on the quality of services in the hotels. The aim of this survey is to assess the quality of service in four-star hotels in Bulgaria, to reveal the omissions in this activity and based on that, to identify and take measures to improve the services in these hospitality premises. In the current research, are outlined three key stages of service in the hotel: check-in reception services, service during stay; check-out services. For the right service rating, these criteria are set up through separate indicators, which are thoroughly examined. In this sense, the quantification of the criterion, reception services, is performed by service indicators: during reservation, check-in and accommodation. The evaluation of criterion for service during stay, is conducted with indicators: for room service for the overnight stay, in the restaurant and ongoing service. The third criterion for service when check-out, we evaluate the indicators: customer service at the reception upon check-out and customer satisfaction feedback.

The results of the survey, conducted by us, show that in most of the surveyed four-star hotels, the quality of service found does not correspond to the category of the hotel, despite the magnificent facilities available. The basic characteristics of quality have been achieved and customer expectations have been partially satisfied, but the so specific attention to guests has not been paid during the service. Although there is satisfaction with the services, where specific needs and desires have been taken into account, this satisfaction is so insignificant that it doesn't influence very much the choice of the same hotel in subsequent accommodation.

This article has expressed practical-executive focus. Based on deficiencies in the activity of the customer service, were outlines measures for their improvements.

Key words: Quality of service, four-star hotel, evaluation.

10. Kilimperov, I., Ivanka Lulcheva, Popularizing of rural tourism products through demonstration centers. // Scientific Works of the Agrarian University, Plovdiv, Academic Publishing House of the Agricultural University, volume LX, issue 1, 2016, p. 223-230.

Abstract

In the late 20th century appear and become popular alternative forms of tourism, including "rural tourism". The combination of authentic nature, organic agriculture and stock-farming with rural tourism will undoubtedly be a successful alternative for rural areas that are in environment. Often, however, proposed in Bulgaria rural tourism product recede from the philosophy of rural and agricultural tourism. The reasons often are lack of funds, as well as misunderstandings about rural tourism product. On this basis - there is a wrong understanding of the nature of the services provided by the users. Therefore, we believe it is highly necessary to be created integrated demonstration centers of rural and agricultural tourism.

In this connection, the objective of this article is to reveal the role of demonstration centers of rural tourism, for promoting rural tourism product in the following areas: training of students; demonstrations of the authentic product to owners of rural tourism sites; expounding campaigns to potential users of rural tourism product. Subsequently, demonstrating in the center product can be used as a normative model of rural tourism in the relevant region.

Key words: Rural tourism, product of rural tourism, demonstration center.

11. Lulcheva, Ivanka, K. Aleksandrov, Study of culinary heritage and traditions of of Bulgaria and differentiation of culinary development – a prerequisite for the development of the regions and the preservation of culinary traditions. // Agricultural sciences, Plovdiv, Volume VIII, Issue 20, 2017, p. 213 – 218.

Abstract

One of the main priorities of the EU is the development of the regions in all aspects of their diversity, including cooking. The need for a culinary exploration of the zoning and authentic Bulgarian cuisine is extremely pressing and linked to the need for the creation of a quality tourism product. The identification, evaluation, analysis and promotion of the culinary phenomenon are of extreme importance, typical of a specific region and its presentation to the general public. In Bulgaria there are separate areas characterized by their typical dishes and quirks in eating habits which gives grounds to speak of regional cuisines in this country. Mention of the Rhodopi cuisine, Thracian cuisine, cuisine from Dobroudzha, etc., it is known that we have typical dishes, typical dishes in the Pirin region, in Srednogorie, etc. Regardless of the studies on the regional characteristics in culinary technology and several previous entries/mainly by the Institute of Nutrition, as well as various events to promote our national cuisine in catering establishments, the materials in this respect are extremely scarce. There are few publications with recipes from regional cuisines/typical of individual areas/and even fewer are the authentic recipes for dishes and desserts, collected in various parts of the country, directly from local people/culinary folklore. The goal of this article is to show that the authentic old Bulgarian cuisine is influenced by the region in which it is produced and its preservation and promotion matters for its development; to make an exemplary model for culinary zoning, based on the developed methodology applied to the region of the Rhodopes; to select and systematize typical products and dishes of the region. Based on elite gourmets and studies carried out on our part, we divided the country into 7 gourmet areas: 1. Balkan mountains region; 2. Black Sea region; 3. Danube region including the area from Vidin to Silistra; 4. Culinary region of Thrace; 5. The Rhodopes region; 6. Western Bulgaria (Shopski); 7. Macedonian culinary region. On the other hand, during the culinary regionalization we relied on local food resources; factors determining the national characteristics of eating; eating habits that have been formed over the centuries of national historical development based on local climatic conditions, soil fertility, religion and traditional culinary practices, passed down from generation to generation; eating ways and features in different regions of Bulgaria.

Keywords: Authentic country cooking, culinary regionalization, regional product.

12. Lulcheva, Ivanka, Slavena Dimitrova, Study consumer demand for rural tourism products in the region of the middle Rhodopes. // Vocational Education Journal, Volume 19, Number 5, Az Buki Publishing House, Sofia, 2017, p. 491-499.

Abstract

The abundance of diverse and well-preserved natural features specific heritage and anthropogenic factors make the territory of the Middle Rhodopes attractive for tourism during all seasons of the year. Many of the villages in the region over the past 20 years have established themselves as destinations for rural tourism. The paper summarized the

results conducted among residents of the municipalities of Plovdiv, Pazardzhik and Stara Zagora survey on opinions and attitudes towards rural tourism product in the region of the Middle Rhodopes. As was clear from the responses to the survey, residents of large cities are the main users of rural tourism product, their opinion is very important and should be taken into account in the formation of rural tourism product. Most appeal ability factor for consumers (actual and potential), according to respondents' presence of the original rural setting "precisely the essential content of rural tourism. Necessary, on the one hand, to keep the originality and authenticity of the region and objects, and another to create and convenience for tourists in terms of easy accessibility, infrastructure, quality of service and more. The aim of the article is to examine consumer interest in rural tourism product in the region of the Middle Rhodopes. So they explored the factors that attract users of rural tourism product in the region.

Key words: Rural tourism product; consumed; study; factors

13. **Lulcheva, Ivanka**, Evaluation of the quality of the hotel product in family hotels // European Journal of Humanities and Social Sciences, Vienna, 2017, p. 75-81
European Journal of Economics and Management Sciences, Vienna, 2017, vol. 3, p. 32-35.

Abstract

Explore the economic results of family type hotels. The following criteria were adopted for measurement and evaluation of economic efficiency of activity of enterprise hospitality of family type: achieving maximum sales volume of accommodation services with minimal resources (monetary, material, human, information, etc.) for unit hotel service, quality service and achieve the maximum level of satisfaction of the needs of guests with the use of an optimal combination of resources per unit of service.

System of indicators used, adapted by the author: number of nights (occupant days); financial-economic results; indicators for recovery of labor staff;

The object of study is family hotels in villages in the Eastern Rhodopes and in villages near the southern Bulgarian Black Sea coast but not near the coast. The survey was conducted during the period 2014-2016 year. The results of the study have important implications for the management of these enterprises.

Because of the restrictions recommended there is no possibility to put details of the analysis.

Keywords: economic performance, cost management, quality staff.

14. **Lulcheva, Ivanka**, Diagnosis of state of rural tourism in Borino municipality, Trakia Journal of Sciences, 2017, Vol. 15, Suppl. 1, pp 36-41.

Abstract

Borino municipality is located in the Western Rhodope Mountains among the preserved nature, varied topography, unique natural attractions, diverse flora and fauna, favourable climate all year round, the presence of water areas and balneological resources, excellent conditions for skiing in the winter, unique and authentic folklore, traditions and crafts. These rich resources are excellent preconditions for the development of tourism, including rural. Socio-economic development of the municipality is characterized by underdeveloped and non-diversified economy; a small number of companies in the industrial sector, dominated by micro-and small enterprises, fragmentation of land ownership and extensive agriculture; a very low percentage of the economically active population, high unemployment. Borino municipality has built capacity for accommodation of tourists – 23 hotels and guesthouses, with a capacity of 144 rooms that caters to rural tourism, but their occupation is very low (only 3.8%), i.e. the development of rural tourism does not correspond to the options in the municipality and the region. The goal the present study is to make a diagnosis of the situation of rural tourism in Borino municipality and to specify the main factors that determine its development. Use the methods of the standard linear correlation measurement of tesnotata of the relationship between the level of employment of tourist facilities and major demographic, economic, agricultural, infrastructure and settlement system factors. Each factor is formalised through a few specific indicators. As a result of the study are synthesized the following conclusions: in general there is a contemporary Borino. base which, as capacity and as a structure of the offering (types of tourist sites) can take on a significantly higher flow of people; beds capacity in recent years has increased significantly, but not fully utilized; entrepreneurs offering rural tourism product act independently and separately . The main factors that determine the development of rural tourism in Borino municipality are: unemployment rate of the population, the absence of small and medium-sized enterprises, the duration of each period unemployed unemployed, presence of tourist resources.

Key words: development, factors, bed capacity.

15.Lulcheva, I., Economic Performance of the family-type hotels // Proceedings of 15-th International Conference on Economic Sciences. <<East West>> Association for Advanced Studies and Higher Education GmbH. Vienna. 2017, p.51-55.

Abstract

Explore the economic results of family type hotels. The following criteria were adopted for measurement and evaluation of economic efficiency of activity of enterprise hospitality of family type: achieving maximum sales volume of accommodation services with minimal resources (monetary, material, human, information, etc.) for unit hotel service, quality service and achieve the maximum level of satisfaction of the needs of guests with the use of an optimal combination of resources per unit of service.

System of indicators used, adapted by the author: number of nights (occupant days); financial-economic results; indicators for recovery of labor staff;

The object of study is family hotels in villages in the Eastern Rhodopes and in villages near the southern Bulgarian Black Sea coast but not near the coast. The survey was conducted during the period 2014-2016 year. The results of the study have important implications for the management of these enterprises.

Because of the restrictions recommended there is no possibility to put details of the analysis.

Key words: economic performance, cost management, quality staff.

16. Lulcheva, I., Analysis of the connection quality of service – occupancy of the hotels, // Proceedings of 15-th International Conference on Economic Sciences. <<East West>> Association for Advanced Studies and Higher Education GmbH. Vienna. 2017, p. 56-61.

Abstract

Analyzed is the relationship "quality of service - occupancy of the hotel accommodation". The quality of service is determined by information from a survey of hotels in Plovdiv region and Smolyan region, conducted in June-August 2016. The overall process of service in hotel is divided into three successive phases: reception service; service during stay; service when checking-out. The implementation of each stage is separated as a separate criterion for quality of service. The criteria are formalized through separate indicators. The indicators were measured quantitatively. Establishes that 54% of occupancy of the hotel accommodation, expressed in number of nights due to the satisfaction of the conditions and quality of service. Increasing the quality of performance at each stage of the overall service process in the hotel has led to increased occupancy of the hotel accommodation and leads to better financial results.

Keywords: Analysis, occupancy of the hotel accommodation, quality of service, hotel accommodation.

• **В други списания**

1. **Lulcheva, Ivanka,** Yulia Dzhabarova, „A Study on the consumer demand of the rural tourism product”, // Proceedings of International scientific conference Cultural road via pontica cultural tourism without boundaries, Istanbul (Turkey) – Dyuni Royal Resort, 2012, p. 115-120.

Abstract

During the last years the rural tourism product gets more popular and important, which is caused by the reviving interest to the rural landscape, the traditional lifestyle and agricultural practices, the local nature and the cultural heritage and traditions, and on the

other hand – its dual form – as an alternative form and also as a strategy for development of the rural areas.

The aim of the elaboration based on a market research, is to analyze the demand of rural tourism product in the mountain regions in Bulgaria: Central and East Rhodopes mountains, Stara Planina mountain and the Fore Balkan.

Because of distinctive differences in the content of the tourism product, the touristic entities are distinguished into two groups: the first one - house with yard and a farm, and the second one – guesthouse and family hotel. For the purpose of the study a survey was provided. Inhabited areas of different size are covered: big regional cities - Plovdiv, Pleven and Stara Zagora; medium cities - Pazardzhik, Haskovo and Dimitrovgrad; as well as villages - Popovitsa, Bolyarovo, Vetren and Bogomilovo. The questions in the survey aim to determine the motivation of the demand of rural tourism product in the mountain areas.

The main factors, motivating the consumer demand are ranged by the score they get in the survey. On this basis the profile of the consumer of the rural tourism product is defined.

2. **Лулчева, И.**, Развитие на културно-историческия туризъм в България. Фактори, възможности, перспективи,- В: Сборник статии от Седми черноморски форум, Варна, 2014, с. 249-265.

Abstract

The article examines the conditions and factors of developing cultural tourism in Bulgaria. The author proves the point that the cultural tourism is not only different, from the traditional tourist product, but is also specific, due to its role of formation of individual users. During last decades, the society processes put forward the establishment of a certain style of life of individuals, forming a worldview, personal interests and consumption opportunities, as essential elements identity of the individual user. The result of ongoing social processes is increasing the needs of cultural tourism. Consumption of certain tourism product becomes part of formation and consolidation process of individual identity and personality. In this way, cultural tourism become specific need of the flow of formation process of each single person.

Based on a survey from among 221 real users of this type of tourism product, are defined the major factors of cultural tourism in Bulgaria. By using the scientifically based methodology, the factors are ranged. Three main factors are determined: cultural and historical sites, presentation of handicrafts and other local activities, presence of pristine nature. Indicated are the factors which discourage the potential users of cultural tourism.

Based on the study and analysis, is concluded that Bulgaria has all the necessary conditions and prerequisites for developing cultural tourism. Formulated are specific conclusions and practical recommendations.

3. **Лулчева, И.**, Проучване на потребителското мнение при качеството на обслужване в туристическите агенции. – В: Сборник статии от Юбилейна международна научна конференция – Туризмът в епохата на трансформации – Варна, 5-7 ноември. Варна, 2015, с.769-773.

Abstract

Travel agencies are key participants in the tourism markets. The heightened competition and increased consumer demands, quality of service is crucial for the economic realization of their product. In this study, consumer opinion about the quality of service is characterized by the following criteria: exterior of the agencies; customer service; establishing of loyal customer relationships. Managers can use the received results, when they are showing low quality service, they can remove the weaknes points and when the results are good, to use them as best practice areas of distinction.

Keywords: travel agencies, quality, service, customer evaluation.

4. Михайлов, Пело, **Иванка Лулчева**, Непрякото влияние на курортите при определянето на специализацията на новите туристически райони, // В: Сборник статии от Кръгла маса с международно участие «Търговският и туристическият бизнес в условия на интелигентен, устойчив и приобщаващ растеж. 21 октомври 2016 г.». Том I. Свищов: АИ „Ценов“, 2016, с. 185-190.

Резюме

Целта на статията е да разкрие разпределението на съществуващите курорти в границите на новите туристически райони в България, обособени през 2015 г., и да оцени влиянието им за определянето на основната и разширената туристическа специализация на районите.

Новите туристически райони бяха въведени в практиката чрез утвърдената през 2015 г. от министъра на туризма „Концепция за туристическо райониране на България“ . В съответствие с изискванията на Закона за туризма, туристическите райони покриват цялата територия на страната, а минималният териториален модул, използван за очертаване на техните граници, е общината. За всеки от районите е предложена основна и разширена туристическа специализация, открояваща самостоятелната им идентичност.

5. **Лулчева, И.**, Селският туризъм и устойчивото развитие на селските райони. – В: Сборник статии от Научна конференция и кръгла маса „Ролята на фамилията бизнес за устойчивото развитие на селските райони“, 22-23 февруари, Пловдив, 2017, стр.140-149.

Резюме

Селският туризъм в България е една сравнително бързо развиваща се и утвърждаваща се алтернативна форма на туризъм. През последните години се отчита положителна тенденция на нарастване интереса към практикуване на този вид туризъм, към увеличаване на туристите, посетили селски региони и ползвали услугите му, както и разнообразяване на елементите на предлагания туристически продукт. Предпоставка за трайното развитие на селския туризъм е богатият ресурс, с който разполага страната ни; оформени са или се утвърждават селски райони/селища, притежаващи основните елементи на селския туризъм – природни и екологични дадености; специфични култура, изкуство, фолклор; атрактивни традиции (обичаи, обреди); автентична кухня; селскостопански и др. специфични дейности. Селските къщи са с типична архитектура и предлагат автентична атмосфера. Развитието и утвърждаването на селския туризъм у нас води до редица позитиви, касаещи начина на живот в селските райони/селища и е от особено важно значение за изоставащите и слаборазвити региони. За по-нататъшно развитие на селския туризъм у нас е необходимо: изучаване и популяризиране на ресурсите, гарантиращи устойчивото му развитие; съхраняване и развитие на традиционната култура и изкуства; създаване и прилагане на национална и регионални стратегии за развитие на селски туризъм; подобряване на инфраструктурата, засилване на рекламno-информационната дейност, усвояване на средствата за развитие на селските райони.

Ключови думи: селски туризъм, селски район, развитие

6. Александров, К., Иван Килимперов, **Иванка Лулчева**, Виненият туризъм в системата „Селски туризъм“. В Сборник статии по случай 65 годишнината на проф. д-р Иван Марков, Велико Търново, 2017, стр.149-155.

Резюме

България разполага с отлични условия за развитие на лозарството, което е в основата на винопроизводството и винения туризъм. Освен като самостоятелна форма, виненият туризъм може да се разглежда и през призмата на селския туризъм и устойчивото развитие на селските райони. В тази връзка – ще се проследят и възможностите за комбиниране на туристическата услуга и предлагането на комплексен туристически продукт, основан на виното, традициите и обичаите в неговото производство, аграрните практики и специфичната селскотуристическа, ведно със специфичния кулинарен фолклор.

II. УЧЕБНИЦИ, УЧЕБНИ РЪКОВОДСТВА И ПРОГРАМИ И МОНОГРАФИИ

а) Учебни пособия

1. Терзиева, В., **Иванка Лулчева**, Национални особености в храненето (учебник), АИ „Паисий Хелендарски“ – Пловдив, 2014.

2. **Лулчева, Иванка**. Хотелиерство (учебно-методическо ръководство). АИ на АУ – Пловдив, 2015.

б) Монографии

1. **Лулчева, Иванка**. Селски туризъм и семейно хотелиерство. АИ на АУ – Пловдив, 2017.

в) Учебни програми

През 2015 г. разработени програми по нови дисциплини „Туристически борси и изложения“, „Качество и сертифициране в туризма“, залегнали в обучението на специалност „Аграрен туризъм“ от 2015/216 учебна година. Актуализирани са и учебните програми по „Хотелиерство“, „Ресторантьорство“, „Туроператорска, агентска и транспортна дейност“, „Национални особености в храненето“, „Екскурзоводска и анимационна дейност“.