

ESSENCE, PECULIARITIES AND TRENDS IN THE DEVELOPMENT OF EXTREME TOURISM IN BULGARIA

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Abstract: Tourism plays a significant role in the development of a free market economy. It is a source of foreign investment and has a direct contribution to the balance of capital of its developing destinations. Creates and maintains jobs through direct or indirect employment of people as a result of foreign visitors' spending in the host country. In the late 1980s and early 1990s in the history of sport, a new stream called "extreme sports" (extreme - from lat. Extremus - extreme, extraordinary) entered. They combine athletes with increased risk, non-standard thinking and behavior. Some of this group of sports, or the like, have existed since ancient times in the form of an ancient ritual or a local custom in which courage and fearlessness proved. Recently, there is an increasing number of people who want to practice some sports, which have very strong feelings - jumping with elastic rope, delta and paragliding, rock climbing, "white water" rafting and canoeing, , jumping with a parachute, balloons and more. Changes in the value orientation of modern man lead to changes in his attitudes towards different types of sports and tourism. Especially in the younger generation - from 14 to 35 years. Not many of them are looking for non-standard, extreme sports, adventure to meet their personal emotional needs and to discover through their sports their own identity. Based on the practice of the most renowned tourist companies in the world, a number of non-standard sports and activities, sometimes bearing the scars of adventure and adventure, but sought after and desired by some tourists, have entered and continue to take place in recent years.

Keywords: extreme tourism, free market economy, tourism clusters

The term "tourism" derives from the French word "tour" - a tour. Under this term, we mean traveling to an individual or group of people, related to temporary departure from home and visiting nearby and distant places for rest, entertainment and exploration. Tourism is "an indicator of the development of civilization, a method of understanding the surrounding reality, a way of raising the cultural level and restoring the health of the people"³⁹⁶. The emergence of modern tourism is in the nineteenth century. In the following years, tourism has become a very dynamic phenomenon, there are specialized sites for offering tourist services (hotels, restaurants, casinos) and developing a complex theory for their service. Tourism plays a significant role in the development of a free market economy. Tourism is the third largest socio-economic activity in the EU. It is one of the engines for development, which has many positive effects from trade to employment³⁹⁷. It is a source of foreign investment and has a direct contribution to the balance of capital of its developing destinations. Creates and maintains jobs through direct or indirect employment of people as a result of foreign visitors' spending in the host country.

The tourist industry is very important for the economic development of the cross-border regions³⁹⁸.

Extreme tourism is characterized by the following:

1. most often, it is based on practicing a sport. this is, of course, far from mandatory - for example, some countries offer exceptionally interesting forms of extreme tourism - for example giving Ukraine the opportunity to visit the failed nuclear reactor, but few countries have similar resources, which determines the sport's direction of this type of tourism;
2. Extreme tourism is usually practiced by people in excellent health because it is related to the physical load of the body;

³⁹⁶ Славеиков П., Кл. Найденов, Икономика на туризма, ISSN 9789540729732, УИ "Св. Климент Охридски", 2009, София

³⁹⁷ Naydenov Kl., Circular tourism as a key for eco-innovations in circular economy based on sustainable development, 18th International Multidisciplinary Scientific GeoConference SGEM 2018, p.135-142, ISSN (print):1314-2704, ISBN:978-619-7408-48-5, doi:10.5593/sgem2018/5.3/S28.017

³⁹⁸ Slaveykov P., Kl. Naydenov, Cross-Border Co-operation between Bulgaria and Turkey (Cultural and and Historical Heritage Diversity – Opportunities for Tourism), Celebrating Geographical Diversity, Ayvalik, Turkey, 2009

3. most often, extreme tourism should be practiced with a suitable person - trainer, animator and others, although there are also many possibilities for his / her own practice;
4. Extreme tourism requires a certain type of clothing, equipment and others to ensure the safety of tourists and animators;
5. Extreme tourism can be practiced and practiced both internationally and nationally;
6. Extreme tourism contributes to the reduction of stress, to overcome some purely psychological problems - such as phobias, etc .;
7. there are generally three types of extreme tourism - by land, by water and by air. However, there are no obstacles to combine these types of tourism with each other in order to obtain a complex tourist product;
8. Extreme tourism can be one-time - for example, bungee jumping, short-term - for example, visits to several caves or mid-term - for example, practicing extreme skiing. Very rare forms of extreme tourism in the long run;
9. most often, extreme tourism is based on the available natural resources - suitable air currents (paragliding), mountain peaks / extreme skiing and ski jumping, or snowboarding, but it is not uncommon for this type of tourism to be based on human resources - for example, the already mentioned visit to an atomic reactor, jumping from bridges and others.

Changes in the value orientation of modern man lead to changes in his attitudes towards different types of sports and tourism. Especially in the younger generation - from 14 to 35 years. Not many of them are looking for non-standard, extreme sports, adventure to meet their personal emotional needs and to discover through their sports their own identity. According to Jeffrey Lipman, President of the World Council on Travel and Tourism, the future of the tourism industry depends on its ability to satisfy even the most incredible whims of customers and raise the standard. Based on the practice of the most renowned tourist companies in the world, a number of non-standard sports and activities, sometimes bearing the scars of adventure and adventure, but sought after and desired by some tourists, have entered and continue to take place in recent years. As mentioned in the introduction to the article, there are a number of forms of extreme tourism, most often associated with sporting activities. One of these sports is rafting. Rafting is an extreme sport where boat rafts (rafts) are made on lush (eg snowshoeing) rivers. In Bulgaria good conditions for rafting are provided by the Struma River in the Kresna Gorge region. Other suitable rafting sites in Bulgaria are the Arda, Mesta, Veleka, Rilska, Beli and Cherni Vit rivers.

Rafting takes place in lush mountain rivers with many thresholds and rocky obstacles along the route. The movement is made with inflatable rubber boats (kayaks), two-seat or many local, under the guidance of experienced instructors. Tourists are obligatorily equipped with lifejackets and in some tourist companies a head helmet is also obligatory. Such a journey through raging water, foam, many turns, collapses, rotation of the boat (and sometimes turns) usually takes an hour or two. With a good organization at appropriate critical locations along the route, there may be a photographer who offers end-of-travel photos of tourists (usually they cause a lot of laughter and emotions from the amazing faces and attitudes of tourists).

Rafting has not yet entered the practice of our tourist companies, although suitable conditions for this sport exist in our mountain rivers (for example, in neighboring Turkey is widely used).

Jetbot is another non-standard and highly rising adrenaline sport. It is a hybrid between a water jet and a quater. Fast, sharp and manoeuvrable like a jet, but with larger gauge (like a jetty) with a powerful water-jet engine, Jetbot is distinguished by its very small draft (about 10 cm) and can move in relatively shallow rivers and water basins . Thanks to these qualities during a walk, jetboat offers tourists a lot of emotions with their high speed, sharp turns and slalom between the rocks. Jetboat is a relatively new sport and a new attraction for tourists and is practiced in a few countries around the world - the United States, New Zealand, the Fiji Islands, and neighboring Turkey. In the recent years of the 20th Century, they have received some modifications to parachute sport. On the basis of parachute and paraglider in the tourist practice have entered modern sports attractions such as parasailing and paragliding.

Parasailing is a parachute with a boat, where the parachute dissolves and the tourist rises in the air over the sea. It is widely used in our seaside resorts and can be said to be one of the most fashionable sports attractions in them in recent years.

Paragliding does not use drag towers (such as parasailing). For the elevation of the paraglider in the air are used high steep coasts by the sea with counter wind and upward air currents along the high seashore. It starts with specially prepared shores on the shore. The paraglider is pre-dissolved and the paraglider rises down the runway by running (without leaps or legs) against the wind and towards the chasm where the paraglider rises to

the air. Further, in order to increase flight altitude, upward airflows are searched for in a circle (as in storks), the paraglider rises to height and drifts into the air. The landing is usually done on sand on the beach in a well-chosen location so as to serve live advertising among other tourists.

Unlike parailling in the paragliding, it is mandatory to complete a training course and obtain a permit for a separate flight. As this sport is fairly new and rarely tourists have completed similar courses, tourist practice uses tandem paragliding. Ie. the tourist does not fly (and starts) alone, and in a two-seater paraglider, together with an instructor (as in our Black Sea resorts tourists fly with two-seater motorized hang gliders with an instructor).

In our tourist practice, tandem paragliding has not yet entered, but according to specialists, the pleasure and strength of emotions in this sport are incomparably larger than the parseiling, as with the parasailing the tourist is tied up with a rope and is limited to the height that can to dial, and in the route it can move. Moreover, if paragliding tourists rise a hundred meters above sea level, they can reach a height of 1,000 - 2,000 meters in the paragliding, where the pleasure of the flight is incomparably bigger and the tourists expecting to experience something unique and exceptional is completely satisfied. In this way, the wishes and interests of this part of the tourists who have an affinity for adventure and strong emotions are satisfied. For such kind of tourists, the combined routes are also very suitable and sought after. For example: yacht - bicycle - speleo - paragliding - pedestrian - water tourism (with kayaking or canoeing).

Paintball is another modern pastime in recent years for those who are looking for strong feelings and adventures (it could be said that this is a modernized version of the popular game "Watchmen and Apache", but only at a glance.) It can be played in team two teams to fight against each other) or individually - the winner is the last one who is left unlucky by the opponent. The "weapon" he shoots is called a marker and through it he shoots pellets (gelatin-like) capsules filled with paint. With the right shot, the capsule is torn apart, leaving a colored spot on the opponent's clothing, as large as a coin to prove it is hit. Although the marker does not shoot with bullets, but with bead-capsules, there are bruises on the body when you hit it. Therefore, the mask on the face is obligatory and it is forbidden to download it during the game. It protects the face and neck from strikes, and in front of the eyes is a double glass (antiperspirant).

The tag is provided with a feeder where the balls are loaded. They are launched using a gas balloon (compressed) that is sufficient for about 1,000 beads and then replaced with another. Shooting can be conducted individually or automatically. During the game the participants are also provided with a spare bag containing tubes with 100 balls each in order to refill the marker.

The scenarios of the game can be varied. It is played in buildings and in open spaces. The goal may be to capture a "fortress" or building from the enemy, and it can be practiced in the open air, in a rugged area or in a forest (for example, on the island of Bali they offer tourists paintball in the jungle).

Paintball is a game equally interesting for adults and children (it is recommended that children be over 11 years of age). Experts also claim that the best paintball players are women with a stronger nerve in the paint and less afraid that they can lose, which is why they often win.

Inline skating and skate tourism. With the re-opening of the one-row Roller Skates (Roller Skate) by the Scott and Brennan Olson brothers (former hockey players from Minneapolis, USA) in 1980, this sporting activity - inline skateboarding - boomed. Inline skaters (or rollers), as they are called roller skaters, are only a few million in Germany. This new phenomenon leads to a new type of tourism - skate tourism, ie. hiking on roller skates. The respective companies that offer this type of tourism also appear.

Skate Tours & Events, a Dutch company, offers multi-day roller coasters across Switzerland. The group starts from a city, then goes through various stages, with day trips of 40-50 km, and the route goes through the most picturesque places and near emerald clean lakes. Other such companies are Zephir Inline Tours, offering routes in Europe and America, and Alaska Inline Adventures, providing routes to Alaska with a total length of more than 300 miles.

At this point it is difficult to organize skate tourism in Bulgaria for many reasons. The simplest reason is that our roads do not have the quality of the asphalt-covered surface. However, inline skating (roller skating, roller skating) can and should occupy a wider place in the sports and animation programs of our companies in the tourist complexes because it is normal to expect that for some young tourists they are a favorite and preferred sporting activity .

In the inline skateboard there are 6 basic styles of riding: aggressive, fitness, speeding, hockey, off-road, figure skating. For all these styles besides rollers, protective equipment is also needed - knee pads, armrests, helmet.

The "aggressive" style is characterized by a variety of trick-like performances similar to circus tricks - downhill skiing, jumping over various obstacles, etc., which requires stronger roller skates. good condition. The

"off-road" style is designed for cross-country skiing, requiring special roller coasters (with three larger wheels), as well as a roller coaster, and "figure skating" is the most beautiful style.

Of course, all forms of extreme tourism can not be represented here. Extreme downhill skiing, free skiing, rock climbing, bungee jumping and many more can be offered above.

As mentioned, there is also extreme tourism that is not related to sporting activities. In the media, some forms of space tourism are increasingly mentioned, but given their high cost it is considered that it will be a long time before this form is accepted.

In Bulgaria, extreme tourism is offered in the form of practicing various types of extreme sports.

Skiing. (ski - mountaineering, cross country sking, snowshoeing). Skiing is one of the most popular mountain sports practiced by tourists during their holidays and weekends. Characterized with seasonality - the presence of a certain snow cover. The popularity of this sport is the reason for the emergence and development of many mountain tourist centers designed for ski tourism. Typical of this type of tourism is that tourist centers, where practiced:

(a) climatic conditions (altitude, slope of slopes, duration and snow cover) have been established in places with a suitable geographic location;

(b) have ski runs;

(c) have special facilities - ski wardrobes, lifts and lifts; ski-schools;

(d) own a system of hotels, restaurants and entertainment, etc.

Extreme tourism is associated with the so-called free ride - off-slope rides, downhill slopes, snowboarding off the slopes,

Climbing (from alpinisme - type of sport, mountaineering, mountaineer, from alpiniste - a person who is engaged in high mountain tourism). The reasons for the tourists to practice this sport are:

(a) satisfying a hobby;

(b) his attitude towards the mountain - love, the desire to get to know it;

(c) desire to overcome difficulties, striving for height.

(d) photo love

Practicing mountaineering has varying degrees of difficulty. It is highest in expeditions that conquer peaks (alpinism). Difficulties in alpinism are: the influence of diluted air on the body at high heights (leading to so-called mountain sickness); overcome difficult terrains; weather - storms, colds; Dangers of relief - cracks, rock ribs, icy slopes. Mountain climbing develops a strong tourist industry in those countries where the mountain peaks are subject, as well as in the regions at their foot, along the established mountaineering routes.

Practicing mountaineering with low difficulty or elements of mountaineering can be used in tourist centers with relevant natural-geographic features. For tourists who are interested in the mountain, mountaineering courses can be organized to include: equipment and facilities, application of alpine equipment, tourist, topographical knowledge, mountain hazards, injuries to the victim, games with elements of alpine skills.

Rock climbing is also the subject of hobby hiking tourism. It refers to extreme sports.

Cave tourism. It's also called rock climbing caving; (spelion - cave). It can also refer to "hobby tourism"; combines with science-cognitive tourism; in some cases there are elements of cultural and historical tourism. It is done in an unusual environment. It has a research or cognitive character. Objectives to discover or explore the construction of caves, their phenomena, their flora and fauna. Undercurrents underground create unique emotions.

For practicing water sports in Bulgaria there are relatively good conditions in our bigger Black Sea resorts - Sunny Beach, Golden Sands, Albena, St. Constantine, Riviera, Sunny Day, Dune and Elenite. These resorts offer opportunities for practicing some types of water sports (water skiing, yachting, underwater sports), which could also attract tourists wishing to combine their summer vacation with seaside and water sports.

Water ski. Rapidly developing sport associated with experiencing strong emotional sensations on the water surface. Water skis resemble normal skiing, but are more extended - up to 160 centimeters long and up to 20 centimeters wide. They are made of wood or plastic. To practice this sport, you also need a motor thrust (with an engine power of not less than 30 horsepower) to draw the skier. Modern specialized boats are used most often. The required minimum glide speed is 25 km / h. At a speed higher than 60 km / h sliding on the soles - no skiing. It requires a high level of mastery.

Taking advantage of the technique of water skiing is relatively easy. If desired, the tourist can acquire the necessary skills for a normal skating in a few hours. Leaving as a water skier is caught by a lever hook, perpendicular to the crater, which will drag it a few meters away. The skier is in a crooked position, and skis - at an

angle to the water surface. As the speed increases, the skis occupy a normal sliding position and the skier slowly stands up, holding their weight on the back of the feet. It is then removed from the boat by unwinding the drawbar for which it is held. After gaining stability, the tourist can use a normal drawbar with a handle. It is required that water skiers can swim well. Rescue shirts are mandatory.

Windsurf. This sport was created in the United States in the 1970s and is spreading very quickly because of the relatively easy use of motor skills to manage the board; the positive impact of the natural environment and the strong emotions in practicing it. Since 1972, he has moved to Europe, and in 1980 he joined the Olympic disciplines called "bordesailing". There is currently a wide variety of models and races - there are ice and sand windsurfers; around 500 races and regattas are held annually in the world, including six disciplines requiring different types of surfing.

Yachting. Yacht tourism is highly efficient and is for wealthy tourists because it is expensive to keep your own yacht or rent it. This tourism can be classified:

- (a) depending on the type of water - sea, river, lake;
- (b) Dependence on the area of the area - local, regional, intercontinental; ,
- (c) depending on the nationality of the tourist - domestic and international.

The reasons for the practitioners of this type of tourism are satisfying the needs:

- (a) sports and entertainment;
- (b) cognitive.

For the development of this type of tourism are necessary:

- (a) special and expensive material and technical facilities - yachts (for rent or own to tourists); yacht marina, quays;
- (b) an appropriate aquatory (sea, river, lake);
- (c) other natural and climatic conditions - flora, fauna, water currents, etc.

Other water sports - sea kayaking, snorkelling or sailing, sailing can be practiced at sea.

Horse riding is one of the most exciting activities that can be motivated for this type of tourism, but it can also be considered as sport-recreation, hobby tourism, entertaining tourism. For horse riding, tourists can use their own horses to travel to the desired destination, using special transport for them. For this type of very wealthy tourists have created even a special kind of hotels, the so-called "hippos" (horse), with all the conveniences and conditions for staying in the horses. Another, most of the tourists enjoy horse riding services, as many tourist and hotel resorts offer. Horseback riding, in addition to sporting activities, is also an effective remedy against stress, regardless of gender and age. This is one of the reasons for it to be revived as a specialized tourism, especially in countries with a more developed economy. Our country has undoubted assets for the development of this kind of specialized tourism - well-kept horses, trained drivers and coaches, picturesque nature.

In the late 1980s and early 1990s in the history of sport, a new stream called "extreme sports" (extreme - from lat. Extremus - extreme, extraordinary) entered. They combine athletes with increased risk, non-standard thinking and behavior. Some of this group of sports, or the like, have existed since ancient times in the form of an ancient ritual or a local custom in which courage and fearlessness proved. Recently, there is an increasing number of people who want to practice some sports, which have very strong feelings - jumping with elastic rope, delta and paragliding, rock climbing, "white water" rafting and canoeing, , jumping with a parachute, balloons and more.

This tourism is a fast-growing sector in the tourism industry, including in Bulgaria. A key issue in this kind of specialized form of tourism is the balance between thrill and excitement from adventure activities on the one hand and security on the other. The range of extreme tourism is wide and classified as air, sea and land-based. He likes mostly 20-25-year-old tourists, but other forms of his product variety are not uncommon.

Different nationalities of tourists have a different propensity for adventures, and individual activities have a varying degree of risk. What is obvious in tourist participation in such activities is that they attract people looking for strong sensations and a high level of risk. Most accidents occur during cycling, cave adventures, fishing, horse riding and canoeing.

The main factors that are mandatory when offering this tourist product are:

1. availability of equipment and facilities;
2. presence of specially trained personnel, including risk;
3. availability of resources and environment for this kind of tourism;
4. Active advertising and promotion
5. accommodation facilities or facilities for such / tents, campsites and others /.

It should be pointed out that the development of this type of tourism in Bulgaria is distinguished by:

1. Firstly, the tourist product is offered "fragmented". Unlike other forms of tourism - such as eco-tourism or alternative tourism, there is still no established association or NGO to offer methodological or other support to organizations offering this form of tourism;
2. Tourism is mostly practiced by young people. This also implies the specificity of advertising and promotion related to this tourist product - most often the product is advertised through online advertising, of course, other forms of advertising are not excluded;
3. thirdly, special equipment is required for practicing this type of tourism. In Bulgaria there are specialized commercial outlets offering this kind of equipment, but very often, the tourist organizations themselves offer similar equipment for rent. This, of course, increases the cost and cost of the tourist product;
4. thirdly, extreme tourism is highly dependent on weather conditions, which should be taken into account when offering its product. Tourist organizations must be prepared and able to offer alternative forms of entertainment if the weather does not allow the planned race to take place;
5. Fourthly, extreme tourism requires specially trained personnel. With the exception of the mountain rescue school, there is almost no institutionalized organization in Bulgaria to train personnel who can offer a quality tourist product.
6. For the adequate development of extreme tourism in Bulgaria, we can recommend:
7. firstly, unification in a non-governmental organization of clubs offering similar forms of tourism. Through this union, it will be able to:
8. to implement a quality standard for this product;
9. to prepare methodological and other publications related to the provision of extreme tourism;
10. to share experience and coordinate efforts in offering aggregated tourism products - such as diving and horseback riding, bungee jumping and parachuting;
11. to make a complex advertisement of the Bulgarian tourist resource for the provision of extreme tourism - for example, both the opportunities for practicing extreme tourism and the resources for practicing a mass tourism product - a typical example in this case can be given for cave advertising in Bulgaria, combined with the practice of mountain tourism or holiday tourism;
12. Institutional-based training courses for staff should be considered. Such courses can be created at the National Sports Academy, through the combined efforts of some universities and others;
13. to create tourist clusters that are geared to offering this kind of tourism. A typical example of this can be presented in the directions - creation of a cluster for practicing extreme tourism in the Rhodope Mountains (hiking, extreme skiing and paragliding), a cluster for practicing extreme tourism in the Balkan Mountains (horseback riding, paragliding and hang gliding) cluster for practicing extreme tourism in the Black Sea region - water extreme sports, paragliding and diving, and others.

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