
CITIES - CENTERS FOR TOURISM DEVELOPMENT

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Abstract: Cities around the world appear attractive to millions of people. They not only offer a quality living environment, but also represented an opportunity for a relaxing holiday or a place with prominent cultural and cognitive significance. They are not only complex socioeconomic organism, cultural and historical education but also the scene of history. They emerged the opportunity for the development of urban tourism. Each of them has its face - roof, chimneys, cupolas, straight or winding streets, facades of houses, municipalities, neighborhoods, suburbs, etc. In general it can be argued that cities appear images of people who are associated with them. Urban tourist centers are divided mainly into two groups: cities in which the tourism industry performed gradoobrazuvash function and cities where the tourism industry is part of the urban economy. Depending on the specialization, there are these kinds of urban tourist centers: The centers of cultural and educational tourism, business tourism centers, centers of event tourism, cities, resorts, medical centers and pilgrimage tourism. Many large urban educated - megacities appear multifunctional. They develop several types of tourism, for example. event, business, cultural and cognitive. London, Paris, Berlin and Rome are tochnotakiva world centers of cultural podnavatelni yaturizam combined with business. In recent years, the problems of urban tourism as one of the promising directions in tourism pays great attention to international, regional and national level. The role and importance of cities for the development of Tourism, which aimed constantly increasing. Tourism is seen as a key element in strategies for urban development as an opportunity to contribute to urban development and welfare of their inhabitants.

Keywords: urban tourism, urban tourism centers, megacities.

ГРАДОВЕТЕ – ЦЕНТРОВЕ ЗА РАЗВИТИЕ НА ТУРИЗЪМ

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Градовете по света се явяват притегателен център за милиони хора. Те не само предлагат качествена среда за живот, но се явяват и възможност за пълноценна почивка или място с открояваща се културно-познавателна значимост. Те са не само сложен социално-икономически организъм, културно-историческо образование, но и сцена на историята на човечеството. В тях възниква възможността за развитие на градски туризъм. Всеки един от тях има своето лице - покрив, комини, куполи, прави или криволичеши улички, фасади на къщи, кметства, предградия, покрайнини и т.н. Като цяло може да се твърди, че градовете се явяват образи на хората, които се асоциират с тях. Градските туристически центрове се делят главно на две групи: градове в които туристическата индустрия изпълнява градообразуваща функция и градове в които туристическата индустрия се явява част от градската икономика. В зависимост от специализацията съществуват следните видове градски туристически центрове: Центрове на културно-познавателния туризъм, центрове на деловия туризъм, центрове на събитийн туризъм, градове-курорти, лечебни центрове и центрове за поклоннически туризъм. Много големите градски образования – мегаполисите се явяват полифункционални. В тях се развиват по няколко вида туризъм, напр. събитийн, делови и културно-познавателен. Лондон, Париж, Берлин и Рим са точнотакива световни центрове на културно-поднавателния туризъм в съчетание с деловия. В последните години на проблемите на градския туризъм като едно от перспективните направления в туризма се отделя голямо внимание на международно, регионално и национално ниво. Ролята и значението на градовете за развитие на туризма непрекъснато се увеличава. Туризма се разглежда като един от основните елементи в стратегиите за градско развитие, като възможност за принос в развитието на градовете и благосъстоянието на техните жители.

Ключови думи: градски туризъм, градски туристически центрове, мегаполиси.

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Today, tourism is an indicator of the development of civilization, method of knowledge of the surrounding reality, a way to raise the cultural level and restore health. At the beginning of XXI century tourism is a mass phenomenon and the tourist business is developing rapidly, because in many countries it targets huge investment. At the same time it must be stressed that tourism turned to people who are not engaged in this activity so far and the relative "ease" of activity explains this in this business. Tourist activity is a sphere of economic activity, which is aimed at providing services and goods to people who want to travel. Tourists are consumers of goods and services available to them in the sector of tourism. Links between producers of goods and services and their users in tourism form the tourist market. The market is the place where they meet supply and demand of goods and services and which determine their prices. Satisfying curiosity and raising the cultural level of tourists through cognitive tours capitals famous cities and historic centers occupy a growing part of it. Cities around the world appear attractive to millions of people. Major capital cities and large agglomerations attract tourists with its sights (mainly for developing ecotourism) and offer good opportunities for solving problems of business (congresses, business - tourism, seminars, fairs, etc.). So in the big cities there are historical, administrative, commercial, business centers and recreational areas. They not only offer a quality living environment, but also represented an opportunity for a relaxing holiday or a place with prominent cultural and cognitive significance. They are complex socioeconomic organism, cultural and historical education but also the scene of history. Big cities or called megalopolises are real engine of economic development, innovation centers, centers of cultural and political integration points connecting all types of global networks (Naydenov, 2017). The development of tourism in the cities is important for their social and economic development. They emerged the opportunity for the development of urban tourism. Each of them has its face - roof, chimneys, cupolas, straight or winding streets, facades of houses, municipalities, neighborhoods, suburbs, etc. In general it can be argued that cities appear images of people who are associated with them. Worldwide, there are many examples of this - Copenhagen - Andersen, Vitebsk - Chagall, Saint Petersburg - Peter I, Salzburg - Mozart, Weimar - Goethe. Many cities are associated with literary activities - Verona - Romeo and Juliet, Seville - Figaro, Carmen, Don Juan. Cities such as London, Rome and Paris turned with multiple characters from the books. Important role in attracting tourists play overall color of the city, which was created under the influence of a combination of factors, such as. geography and history - Venice, history and architecture - Florence, Paris, Havana, etc. On the one hand, there are villages and towns are stored targeted local customs, history, culture, the other cities that have a high degree of attractiveness due to its culture, history, science and more.

In the 50s, multiday trips to European cities still a privilege of the wealthy. Visitors arriving by car or train, as only a few among them can afford to fly an airplane. Tourists are primarily interested in major cultural and architectural landmarks. Shopping and drinking come second. City tourism has become a mass phenomenon in the 80s. Rising incomes have created a new trend of "other travel", which completely differs from the annual vacation at the beach or in the mountains. The positive growth of urban tourism is linked to the development of the transport sector, increases the mobility of tourists and cuts their average stay in destinations. New airlines such as Easy Jet and Ryan air began to revolutionize the aviation sector, which led to a contraction of traditional companies such as Lufthansa and Air France. Airfares are the price of a taxi ride. Budget airlines brought new groups of customers in hotels and hostels, mostly young people. Suddenly that their pocket money can take them much further from home than ever before. Great impetus to the development of urban tourism gave low-cost airlines. Nowadays cheapest airline tickets cover nearly 40% of the aviation market in Europe is expected this number to increase significantly in the future. Lufthansa stopped making fun of low-cost companies long ago and went into business with its own new brand Euro wings, because you cannot afford to lose this market share.

Low cost carriers play a crucial role in tracking what direction reorient tourist flows by adding new, far more expensive destinations in their schedules. Travel companies also recognize that urban tourism should be controlled more efficiently. The market leader in Europe - Tui, is in the process of promoting new destinations to avoid congestion popular. As an alternative to Dubrovnik in Croatia the company offers a trip to Kotor in the neighboring Montenegro. Instead of a trip to Amsterdam increasingly advertised Rotterdam. And since Jürgen Klopp became coach of "Liverpool", Tui shifted its focus from London to the city of the Beatles. Ultimately cities are like people. Some are simply more popular than others. But when love becomes too oppressive, it is time for radical change.

City tourism has a major impact on the economy, expressed through employment and economic growth. Urban tourist centers are divided mainly into two groups: cities in which the tourism industry performed urban formation function and cities where the tourism industry is part of the urban economy. The first group includes cities that have specialized economy and non-diversified economy. They are highly dependent on tourists and largely urban system makes it unstable. For these cities it is important to have long-term program involves creating a

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competitive tourism product. The second group includes medium and large (megacities) towns where tourism is one of many parts of the urban economy. A diversified economy helps you easily pass through negative changes in tourists. Largely urban development of tourism is due to the quick trips to nearby and distant cities that became popular a major way to spend free time. Weekend tourism is booming from Asia to South America. In Europe alone, bookings for tours and tours of various cities rose by 40% between 2005 and 2014. In Germany, Munich recorded the greatest increase in visitors. Even companies such as producer of coffee Chibo and supermarket chain Aldi dealing with tourism. Companies like Airbnb provides additional accommodation for a very congested market already. Pool of available private rooms is very high in Paris, where it accounts for half the hotel rooms in the city. On one side it is good for city business, but on the other hand, especially in densely populated cities in Europe, where entertainment are often concentrated on an area of several square kilometers as is the case with Barcelona, Prague and Salzburg this is a problem for the local population. Residents mass leave their homes and small businesses such as bakeries and grocery stores disappear with them replaced by souvenir stalls and offices of exchange. The local population plays an essential role in realizing the economic importance of the cultural and historical monuments and natural resources in the city.

Depending on the specialization, there are these kinds of urban tourist centers: The centers of cultural and educational tourism, business tourism centers, centers of event tourism, cities, resorts, medical centers and pilgrimage tourism. Many large urban educated - megacities appear multifunctional. They develop several types of tourism, for example. event, business, cultural and cognitive. London, Paris, Berlin and Rome are exactly world centers of cultural and educational tourism in conjunction with the business.

Cities that are centers of cultural and educational tourism are specialized in taking tourists traveled to obtain new knowledge and adherence to cultural values. In recent years, a tendency that cities do not attract with its museums, theaters, architecture and the atmosphere they create, the image of the urban population and contemporary design. This is particularly true for young cities that have a long and impressive history. Many of these cities are in museums of contemporary healing skill under the open sky. They are the center of attraction for musicians and artists, and tourists are mostly young people. Cities that are centers of business tourism usually are centers of economic and political life of a country. Usually tourists need special infrastructure including convention centers, high speed internet, audio and video equipment, a transport accessibility, as well as political stability and security. In these urban centers are developed and Post-Conference events - trips, concerts, etc. In principle for the development of business tourism contribute capitals of developed countries included in the international division of labor. In the centers of event tourism are many cultural and sporting events such as the Olympic Games, European and World Cup, festivals and more. For many tourists participation in one or other event is the main reason for visiting the city. For many cities around the world holding an event on a global scale is the only opportunity for tourism development. Organization of sporting and cultural events is a method in combating seasonality in the travel industry. Cities - resorts and centers for medical tourism vaznokvat in areas secured by natural resources with certain types and qualities. As a rule cities - resorts are formed along seashores, lakes and other water bodies. They are oriented towards mass tourism, the main problem is the season fluctuation of tourist flow. Cities centers medical tourism are related to the location of healing natural resources - mineral waters, mud and others. Tourist their product is addressed to people with various diseases or tourists wishing to relax. For these resorts it is important to have tourist information centers with qualified staff and as rich advertising information materials. These resorts are beginning to alter their appearance, in addition to adults coming for treatment and turn attract people who want to maintain good physical shape and in need of anti-stress programs. These are people who are middle-aged who prefer active recreation and have limited free time. They are expected to become major customers of the centers for medical tourism. Cities centers of pilgrimage tourism are closely linked to the religious currents. They are the places where the faithful believe that you should visit them at least once in life. During the mass visits of paramount importance for local authorities is to ensure safety. Directly related to the pilgrimage is developing ecotourism with a religious theme. These trips are not as long as a pilgrimage and not associated with specific religious holidays. Tourists are highly educated and interested in the history of cities and museums. The supply of tourism products and services corresponding to user requirements, an effective approach in the successful development of the city and the tourist market.

Travelers through their very presence is a threat to what they are looking for - originality and local color. The visitor goes in search of new emotions and entertainment and at the moment it reaches its destination, it automatically deprives it of its mysticism. Therefore continues to constantly seek new locations and unfamiliar emotions. Venice is an example of a city that has completely lost its magic. Since 1980, the local population has shrunk double - from 120 thousand. 60 thousand. People. However, 80 thousand. Individual and organized tourists visit the city every day.

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Another troubled city appears Barcelona, whose tourist boom began in 1992 with the Olympic games. The capital of Catalonia was rebuilt for the event - futuristic buildings, long sandy beach, which became the local fishing industry in the playground. The restaurants on the promenade advertise with neon signs mussels and chicken paella. But the narrow streets of Barcelona residents protesting crowds of tourists and hung the flag of Catalonia from the windows, along with signs "Do not give rooms to tourists." In order not to reach this position in the world are beginning to develop proposals for cities and regions in controlling tourist flows. Such a strategy used Kuala Lumpur. In Europe, Prague is trying to ignore the low-budget image, raise prices and to attract new groups of visitors like London and Paris years ago. Revenues remain the same, but locals are not exposed to too much stress. In Prague already taken the first steps - from September motorized vehicles of any kind will be allowed in the historic city center only on exceptional occasions. The city expects to attract other groups of tourists with its annual marathon, laser show over the river Vltava and several cultural festivals. Other cities also show ingenuity. Berlin recently banned the apartments rented for tourist purposes without the consent of the authorities. Barcelona introduces a fee for day visits. Who wants to visit the Alhambra in Granada, is interested to enroll online months in advance.

However, it may not recognize that the world's cities formed not only the global economy but also the related system of international tourism. The explosion in global cities as centers of world tourism is closely linked to the operation of many factors of historical and geographic, demographic, geopolitical, economic, social and cultural character. These cities largely concentrated within himself much of the world cultural heritage. Thus, they naturally increase its attractiveness for development of mass-cognitive tourism. Of great importance is the increase in the purchasing power of the population of cities like New York, London, Tokyo, Paris, Hong Kong, Singapore and others to develop urban tourism. With rising income increases and the ability to travel as tourists.

The nature of economic activities in the world's cities plays a key role in their development as centers of business tourism. They concentrate industry, financial and commercial institutions, authorities, the headquarters of many international organizations and educational institutions. Management and planning are key highlights destination for tourism development in cities.

In conclusion we can say that people will continue to visit cities that are inherently unique, which means that urban tourism will continue to grow with the development of cities and their culture. In recent years, the problems of urban tourism as one of the promising directions in tourism pays great attention to international, regional and national level. The role and importance of cities for tourism development is constantly increasing. Tourism in cities around the world will continue to develop dynamically, given on the one hand the continuous increase of urban population as a whole and the other - the opportunities offered to visitors for entertainment. Tourism is seen as a key element in strategies for urban development as an opportunity to contribute to urban development and welfare of their inhabitants. Tourism planning at the local level includes detailed local programs of formation and development of tourist resorts, recreational areas, different types of tourism - urban, cultural, scientific and others in the small villages. Modern marketing strategies create a brand destination and maintain a good image of the city.

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