Introduction.

1. An Overview of Recreation and Tourism

2. Recreational Research.
   2.1. Demographic characteristics and recreation trend analysis.
   2.2. The resource base, facilities, and equipment.

3. Planning for Recreation and Tourism.
   3.1. Changes in recreation behavior.
   3.2. Public policy in recreation and tourism industry.
   3.3. The process of tourism development.

4. The Social Impact of Recreation and Tourist Development.
   4.1. The city and the town as a tourist resource.
   4.2. The changing society.
   4.3. The shape of things to come.

Konstantin Zumbulev
Senior Fellow
Introduction.

This is a comparative study of the nature, current development, and perspectives of the future of recreation and tourism. It is an attempt to analyse the forces generating the highly increased demand for recreation and tourism activities during the second half of this century and to assess the role of these activities in our modern society.

When speaking of the nature and development of recreation and tourism it has to be noted that the study is based upon some common trends and positive results of this development in the United States and Bulgaria for the last three decades or so.

However, the methodological approaches, as well as some of the results, differ from one another through:

- political, economic and legal systems;
- historical development and its consequences. Bulgaria had undergone a hard period in its history, being under a brutal foreign rule for nearly five centuries and getting its independence in the late nineteenth century. This specific historical development has affected not only the country's economic development but, what is more important, it has left a profound imprint on the nation's social progress.
- land area; the United States is an entire continent with variability of its natural conditions. Bulgaria is a small country comparable to the size of New York State;
- Institutional framework and development planning methods;
- primary goals pursued by each for recreation and tourism.

The possibility of elaborating on this comparative study was lessened by some significant facts.
Both countries have produced state-wide, long-range prognoses for recreation and tourism. In fact, this was done during the same time period (1973-1978) and the documents approved by the highest federal and state organizations. In both cases, there was a complete study of decisive aspects influenced by recreation and tourism, exploration of its main trends and the formation of equal methodologies, even with their specific variations.

The bases for this study were mainly the complex official documents of recreation and tourism (The Third Nationwide Outdoor Recreation Plan, The Destination U.S.A. Report, The National Plan for General Territorial Organization and Physical Development of Bulgaria) and examples of various physical plans and studies for selected tourist regions. However, the author's attention is not focused on figures and planning aspects. He is making an attempt to take a look at what is behind the figures and to analyse and estimate the underlying incentives for the growing demand for recreation in this coming new age of leisure.

For the most part it is based upon the author's experience in planning for recreation and tourism and on some points it expresses his own view.

Unfortunately, as for this country's experience, the study was derived mainly from written sources, due to the fact that, for one reason or another, the author did not have the chance for personal and visual contact with some of the places and some of the people concerned.
1. An Overview of Recreation and Tourism.

A great deal of attention has been given in recent years to the increased amount of free time that is becoming available to a large majority of the population. To almost all it appears, in some sense, as the new millenium-- the age of leisure. It is generally believed that developed countries have reached a stage of technological, economic and social development which allows considerable periods of free time to the majority of the population. It is, moreover, a stage of development at which large sums of money are being invested in the construction of recreation facilities and increasing areas of land are being turned over to recreation uses. In this sense, we are living today in an age of leisure.

But despite this, there has been, until comparatively recently, very little attempt to assess the role that recreation plays within our society; and, in particular, to measure the different ways in which free time is used by the general population.

It is true that, in the late nineteenth century, great concern was shown for the provision of public open space within the urban areas; but this was as much the consequence of a paternalist desire to create a better physical environment within the cities and towns as a result of the recognition of recreation needs. Recreation has been considered by society in the past merely as, at best, a creative period of non-working time and, at worst, a period of idleness.

With, however, the rapid growth in levels of participation in recreation since the end of the Second World War, this attitude has changed significantly. Government attitudes to sport, for example, have undergone a major change during the past thirty or forty years, and not only in respect of sport but across the whole field of recreation.
There are several groups of forces which have caused this rapid growth in recreation activity.

Physical and technological factors have been particularly important determinants of patterns of recreation activities; and, of these, the most significant has been the growth of improved forms of mass communications. Personal and family mobility has been, and still is, a key factor in shaping patterns of recreation. The construction of railways in the second half of the last century introduced a degree of convenience, comfort and low cost in travel, and a means of moving large numbers of people over relatively long distances, which had been previously impossible. Today, the motor car has largely taken over from the train.

What the train and the car have done for the development of patterns of recreation within the comparatively small scale European countries, the aeroplane and ship are doing for the development of international recreation. At present, this latter development is confined mostly to relatively small numbers of holiday makers during the peak summer months. But recent years have witnessed a steady growth in the numbers of people going abroad for their annual holiday and, more significantly, in the numbers of people taking winter holidays abroad.

Parallel with these improvements in mass transportation, there has been an equally significant development of communication through the mass media. The radio and television have not only proved to be a means of widening the audiences for established recreation pursuits, such as concerts and plays; they have also stimulated entirely new pursuits, such as panel games, and have widened the dimensions of others, such as photography.

The second group of forces affecting the development of patterns of
recreation activity may be described, broadly, as institutional. One of the most important of these has been the law, which has acted as a powerful instrument in formalizing the status of a wide range of recreation pursuits. The Trade Unions have been equally important. In the Western countries they have negotiated agreements with employers' federations and with individual employers which have provided shorter working hours per week, or longer periods of paid annual holiday. In East European countries they have provided the great bulk of equipment, facilities and program services.

Socio-economic forces have been of three main kinds: demographic factors, income and occupation, and education. The chief demographic factors are age, sex and family structure. Several studies showed that age is the most significant factor of all—particularly for recreation out-of-doors. Income and occupation also have pronounced effects. The relationship between income levels and patterns of recreation is not, however, a simple one. Certainly, some very expensive pastimes are the monopoly of the wealthy, but many cheap pursuits are largely ignored by the lower income groups. Education also shows a strong direct relationship with leisure patterns. The available data show a clear relationship between further education, especially full-time, and the degree of participation in many recreation activities.

Recreation consequently is a complex concept that has evolved in meaning within our society as technologies and lifestyles have changed. Like most important concepts, there is little agreement about precisely what recreation means or should mean. There is also confusion as to the difference between the terms, "recreation" and "leisure," and "recreation" and "outdoor recreation."

Recreation, as opposed to work, has traditionally been defined as an activity which refreshes or restores the individual. Increasingly, definitions have
stressed not the aspect of refreshment from work, but "any activity pursued during leisure, either individual or collective, which is free and pleasurable, having its own immediate appeal, not impelled by a delayed reward beyond itself." (Henry Fairchild, Dictionary of Sociology, New York, 1944.)

It is also becoming more common to consider recreation as an emotional state rather than as an activity or groups of activities alone.

Tourism is a part of recreation activity. It is a concept which again is difficult to define precisely, but, broadly, it represents the movement of people, more a market than an industry, and, in general, the incidence of a mobile population on any given reception area and its resident population. The tourist product is an activity with the goal of social participation— that is, an activity enjoyed with other people— although a small minority of tourists spend their holiday time on their own. Since it is a part of total recreation activity, the first approach to planning for tourism must take account of recreation as a whole. Leisure and the related activities of tourism, holiday making and recreation involve a total philosophy, raising questions of ethics; but they also represent a powerful economic force. Social attitudes, which set the conditions necessary to enable any community to exist and make progress, also have an important bearing on the matter.

It is clear that recreation, regardless of how it is defined, affects many aspects of social life. Foremost among its influences are the considerable benefits for the physical and mental health of people and for the economic health of the nation.

However, in spite of the broad social and economic benefits of recreation, many pressing problems still exist. Among the challenges confronting the policy makers, administrators, recreation and tourism professionals and the
general public both in the United States and Bulgaria, though differences in economic level and political system exist, include coping with the following: new patterns of public recreation demand; the energy crisis; the implications of current trends in population growth; the uneven geographic distribution of recreation holdings; the degradation of fragile recreation resources; deficiencies and decay of urban recreation systems.

The scope and complexity of these issues make the task of forging new recreation policies monumental. Public demand for recreation is virtually limitless and cannot be systematized in the way that so many other elements of national life can be. Recreation by its very nature is a concept that implies individual choice. Preserving this freedom of individual choice becomes increasingly difficult in an era of scarce resources, expensive energy supplies, and expanding population.

This study identifies the problems and issues facing recreation today and in the near future. Developing workable solutions to them will require, among other things, greater technical and scientific expertise; innovative planning and management processes; increased coordination among all levels of government and the private sector; and a shared commitment to a new alliance between recreation and conservation and, above all, between recreation and sociology.
2. Recreation Research.

Many societal changes occurring in the United States are affecting the lives of the nation's population and its participation in outdoor recreation. Analysis of these factors and their cumulative impact on current trends in recreation will provide information for policy decisions that lie ahead.

2.1. Demographic Characteristics and Recreation Trend Analysis.

Demographic characteristics of the population and changes in these characteristics help to predict and explain all forms of recreation behavior, including outdoor recreation and tourism. While the relationships between recreation behavior and demographic components such as income level, education level, and gender are not so strong as they once were in this country, they are still of great relevance in examining recreation behavior.

To overcome the lack of current trend data and to remedy the deficiencies of past survey efforts, the Heritage Conservation and Recreation Service initiated the comprehensive 1972 Nationwide Outdoor Recreation Survey. This survey was the sixth in a series of national recreation surveys administered by the Federal Government and historically linked to preparation of the Third nationwide Outdoor Recreation Plan. The survey was conducted in two parts and aimed to determine levels of actual participation in outdoor recreation.

Important changes are occurring in the demographic composition of the United States' population. Many of these developing changes have important implications for outdoor recreation planning and service delivery, and may impose severe strains on the nation's social institutions and its economy in accommodating the changing needs implied by these developments. Two key current demographic changes are: shifts in the geographical distribution of the nation's population and changes in the population's age structure and absolute size.
Where people live is an important factor in their participation in recreation activities. Several important trends in current population distribution are likely to exert continuing influence on the nation's recreation patterns in the years ahead. Internal migration continues to shift population out of the Northern states and into the South and West. Other major migration patterns of the past five years continue, as more people move out of metropolitan areas than into them, and central cities continue to lose people. For the first time the nation's nonmetropolitan, or predominantly rural, counties have experienced a significant population increase due in part to immigration.

The most widely publicized of these trends is the shift in population growth to Sun Belt states. Recent projections by the Census Bureau indicate that the South and West will grow more than twice as fast as the Northeast and North-central parts of the United States over the next 20 years if recent migration patterns continue.

Part of the explanation for the shift to the Sun Belt lies with the area's favorable climate, available open space and dispersed settlement patterns, which provide improved recreation opportunities, encouraging the development of second homes and retirement communities. Studies also show that the population gains are partly the result of shifts in employment opportunities. Relocation by industry and other major employers, spurred by low tax rates, cheaper labor and energy costs and other favorable inducements, is part of this larger demographic process that includes the physical deterioration of major central cities in the Northeast and Midwest.

Paralleling this shift of population is a decline of the size of cities and metropolitan areas. Central cities also grow poorer as they lose population
because those moving out have higher average incomes than those moving into
these areas. Of the 10 largest central cities, 7 lost population; only Houston,
San Diego and San Antonio gained. Seventy-two percent of all Americans now live
in metropolitan areas as defined by the Census Bureau Standard Metropolitan
Statistical Areas, and 28 percent continue to live in the central cities of the
nation's metropolitan areas as of 1977.

One explanation for the persistence of local and regional population shifts
is economics. As net income rises, people tend to move to improve the quality
of their lives. At least some part of the migration to the Sun Belt can be
attributed to climate, available open space, low population density, and
increased outdoor recreation opportunities. However, rapid and unplanned growth
in these areas may destroy those very qualities immigrants are seeking, or create
the types of environmental problems which often plague the urban areas they
left. Already many of the fastest growing southwestern cities are unable to
provide more than limited recreational open space for their populations.

These changes in population distribution and settlement patterns have
important cumulative implications for development and protection of the nation's
land surface. As a result of population increases and shifts in its distribution,
14 percent of the total land area is now classified as metropolitan in
contrast with only 7 percent 25 years ago. It is quite possible that continued
development of the urban and rural open spaces, coupled with the flight from
aging urban areas due to deterioration will result in fewer recreation opportunities
for a larger population in the near future.

The most dramatic current demographic changes are shifts in the age structure
of the population. These effects can be summarized as follows: the number of
young adults from 25 to 34 years old is increasing rapidly; those in the prime
recreational ages from 12 to 25 years are also increasing but at a diminishing rate; the percentage of the population under 12 years old is decreasing; the population of middle-aged Americans (45-64) has remained relatively static but will increase rapidly in the future; the number of older Americans is increasing—particularly those over 65 years old.

Another important demographic consideration in the overall size of the population. Due to the recent decline in birthrates, the growth rate of the population remains low; however, the overall population continues to increase, having reached approximately 220 million Americans by 1980. These changes in the age structure of the population will have a continuing impact on recreation demand as we move into the 1980's. The recreational demands of younger adults and those entering their middle years will become increasingly important in years ahead, as will the needs of the elderly. Greater longevity, improved health care, increasing numbers of people on adequate retirement plans, and personal commitments to an active life strongly suggest that the recreation market for senior citizens will continue to grow.

In Bulgaria some similar changes in the population's age structure may be observed, though the two countries differ from one another in historical development, size, and in political, economic and legal systems. The United States represents an entire continent with the variability of its natural resources. Bulgaria is a small country comparable in size and population to one of the United States' small states— it covers about 40,000 square miles and has a population of less than 9 million people. A nationwide recreation survey has never been initiated; data on the population's age and sex structure changes is provided by a 10-year interval nationwide population census. The numbers of young adults, those in the prime recreation ages from 12 to 25 years old, and citizens over 60 years old, are increasing, while the percentage of
the population under 12 years old is increasing at a rather low rate.

The overall population of the country continues to increase, though at a low rate, having reached approximately 8.9 million by 1981. The country faces the problem of a low birthrate, while the population of the middle-aged (45-64) and older Bulgarians (over 65 years) is increasing, due to improved health care and greater longevity. However, in recent years a slight increase in birthrates is being observed, thus giving a more optimistic picture for the nation's future development.

While some similarities in the population's age structure of the U.S. and Bulgaria have to be recognized, the two countries differ substantially in population shifts. After the Second World War, Bulgaria underwent the most significant demographic change in its history. The population structure was transformed from 30:70 to 55:45 in its ratio of urban to rural population for about 30 years. This was mainly due to shifts in employment opportunities and deep changes in the country's economic structure. Internal migration still continues to shift population out of rural southern and western regions to the urban areas and to the central cities. However, these migration patterns tended to decline remarkably in recent years due to relocation of industries to newly developed regions and to government legislation.

It is clear that the recreation market for older citizens in Bulgaria, in similarity to the U.S., will continue to grow and changes in the population age structure will have a continuing impact on recreation demands for the next 20 or 30 years.

The years since about 1950 have witnessed several main trends in the patterns of recreation in this country.

For much of the population, an interest in culture and the arts is identified with class or social status. To many, a concern with the arts is
a characteristic of upper-class and professional people; they are presumed to be of little interest to the working-class. This attitude is understandable; for interest in cultural pursuits is closely related to levels of education and, until quite recently, formal education above a very elementary standard was confined largely to people in the upper strata of society. There is little doubt that education provides a greater impetus to appreciation of the arts than any other social or economic characteristics.

There are two main factors which appear to have stimulated increased interest in the arts, and in cultural pursuits in general during the past two decades: rising income levels and higher standards of education. Broadly, the cost of participation in cultural pursuits is higher than for comparable non-cultural leisure pursuits. A number of studies have shown that the proportion of people who go regularly to plays, concerts, lectures and art exhibitions rises rapidly with increasing income. A similar contrast is found when participation is related to levels of education.

The second major trend in patterns of recreation is participation in sport and physical recreation. For many years, the chief sporting interests of both spectators and participants was in team games, especially football, baseball, rugby and cricket. But there has been a steady growth of interest in individual and small-group sports, such as swimming, gymnastics, tennis, skating and golf.

The major development in recent years has been in the numbers of people participating in sports rather than watching them, and in the range of sports in which they participate.

Numerous studies have shown that recreation preferences are limited to age. The 1977 survey confirms that age is consistently negatively correlated with recreation participation. The surveyed activity participation for each age group
for all 30 recreation activities covered indicates that the young are much more likely than the old to report participation in outdoor pool swimming and sunbathing, bicycling, playing tennis, and playing other outdoor sports and games.

The number of participants in outdoor games and outdoor recreation in general has grown substantially, and their demographic makeup has changed to include people with significantly different social and economic backgrounds than those of earlier recreationists. These qualitative changes in recreating population reflect more than just a higher standard of living and expanded leisure time; they can also be attributed to a redefinition of society's values, new economic forces, and advanced technology. Recreation makers and policy makers must be aware of these cultural shifts if they hope to understand more fully the nature and roots of contemporary recreation trends and their implications for the future.

The third significant trend in patterns of recreation during the past three decades has been the increase in the use of the countryside for leisure. For many years the use of the countryside remained the privilege of the wealthy classes, many of whose activities were exclusive. Opportunities for visiting the countryside have now become available to millions. This has brought a new intensity of recreational movement, and new forms of recreational activity which are increasingly superseding the older, established pursuits in terms of their impact upon agriculture, forestry and other productive activities. To the traditional users of the countryside-- the hill walkers, youth hostellers, climbers, hikers and horse riders-- have been added the car-borne day trippers, coming in large numbers, congregating at well-known beauty spots within fairly close distances to their homes, and relying heavily upon their cars to supplement their
recreational needs. In total numbers, these new users far outweigh the others. They make substantial demands for parking space, toilet accommodation and picnic areas.

The fourth major development in recreation patterns in the last ten decades is, perhaps, the most well-documented of all. The habit of taking an annual holiday away from home has grown substantially during the past thirty years. These developments have been closely associated with the rapid increase in car ownership. The car has provided the holiday maker with increased mobility and flexibility, giving rise, in part, to the growth of camping and caravan holidays and the touring holiday regions. The increase in levels of car ownership has also tended to reduce the popularity of the established holiday in a single seaside resort, replacing it with the mobile touring holiday.

Differences in income levels and occupations do not seem to have a significant effect on the taking of holidays. Where occupation does seem to have an effect, however, is in the timing of holidays. There has been no significant change in the proportion of holidays taken in the peak summer months during the past decade or so. Two-thirds of all holidays are taken in July and August each year. But, for manual workers alone, this proportion rises to about three-quarters; while, for salaried persons, it is about a half.

The overall picture which emerges is, then, one of a fairly constant total number of holiday-makers, but ones who are becoming increasingly mobile as car ownership rises and dependence upon public transport declines; greater numbers of whom are venturing abroad; more of whom are demanding flexible holiday arrangements in the form of camping and caravan accommodations; and more of whom take second holidays each year.

The image of the recreation demand in Bulgaria shows some similarities in general trends. However, there are differences in the quantitative factors and,
moreover, in timing, since the country has undergone a different social
development. There was a rather late, but real, "boom" in the late fifties
in both domestic and foreign tourism, mainly on the Black Sea coast. The
seaside was "discovered" by large numbers of tourists and has been overcrowded
ever since, creating serious environmental problems. Already the Bulgarian
Black Sea coast is unable to provide more than limited recreational space for
the population and the tourists.

The interest in the arts and in cultural pursuits in general has always
been high in Bulgaria, but in recent decades there has been a sharp increase.
Also, the levels of car ownership, which have been high, are increasing remarkably.
In recent years a new highway development program was adopted and, now in action,
will bring a significant change in the country's entire road network.

In short, the current trends in recreation demands in Bulgaria show
significant and rapid changes in holiday making, tourism and in recreation
generally.

2.2 The Resource Base, Facilities and Equipment.

The United States' land and water resources, totaling more than 2 billion
acres, provide an almost unequaled setting for recreation opportunities. Its
territory includes a remarkably diverse variety of natural resources. Differences
in climate produce environments ranging from scorching deserts to rain forests.
Altitudes and topography range from sea level salt marshes and beaches, flat
grassland prairies, and rolling hills, to soaring mountain peaks.

Different flow characteristics and settings provide distinctions among
types of water resources, which range from placid lakes and reservoirs to roaring
mountain streams; from wide ocean beaches to remote mountain lakes; and from
shallow wetlands to the deep seas.
It has already been mentioned that Bulgaria is a small country with limited water resources. Actually there is not any major river there, except for the Danube, which is a border river, and some large water reservoirs, which were made in recent years and are now one of the main recreation opportunities, along with the mountainsides and the Black Sea coast. The forest resources are limited, too.

Yet, the two countries can again be compared. Bulgaria's territory also includes a wide range of natural settings. Grassy places lie at the foot of high mountain peaks, and rolling hills turn into broad sea level beaches.

Efforts to assess the current status of this country's resource base produce a broad range of descriptive "findings." One popular view emphasizes the continuing conflict between resource protection and resource development. From this perspective the nation's resource base is seen as badly deteriorated by uncontrolled urban growth, commercial activities, and environmental pollution. This view is supported by statistics on the destruction of critical habitat, conversion of millions of rural land acres to urban uses, discharges of toxic chemicals, and square miles of forest being cut for timber.

On the other hand, there is still support for the view that the nation's resource base is in a very healthy condition. Although traditional attitudes about endless abundance have been modified, this general perspective is supported by data on the relative stability of national land-use allocation; the vast open spaces that remain undeveloped; the capacity of technology to solve resource problems; and significant progress in reducing environmental pollution.

In spite of widely divergent viewpoints on the status of the resource base and related conservation efforts, there is widespread agreement that improvements can be made in current arrangements for making decisions about how the resources
are used. A wide variety of resource planning efforts are currently being conducted by private firms and groups, as well as Federal, regional, State and local agencies.

A vast range of different recreation facilities is maintained by a variety of Federal, State, local, private profit, and private non-profit providers. While a complete inventory of all of these various facilities is impossible due to technical limitations of available data and to the purpose of this study, it is possible to outline available facilities organized by the degree to which they alter the natural environment.

Such facilities fall into several general categories, as follows:
- Indoor multipurpose structures such as community centers and schools;
- Educational and cultural facilities such as zoos and museums;
- Outdoor spectator sports or cultural facilities such as stadiums, bandshells, and fairgrounds;
- Outdoor participant sports facilities such as swimming pools, tennis courts, and playgrounds;
- Outdoor landscaped areas such as small neighborhood parks and large urban parks; and
- Natural or nature associated facilities such as trails and campgrounds.

The dominant growth trend in outdoor recreation recently has been toward more active sports such as tennis and jogging. Such a trend can be related to Bulgaria too, but is still in its initial stage. Since outdoor recreation and sports facilities in that country are somehow underdeveloped, a very ambitious development program was recently launched in order to catch up with current and future demands.

However, forms of more passive recreation continue to be the greatest source of America's recreation and will increase further as the majority of the
population ages in years ahead. In addressing the recreation needs of an older population, more emphasis will have to be placed on building and maintaining parks and other facilities to meet these needs.

Another important facet of outdoor recreation includes the nature preserves and nature-related facilities. The Federal Government plays a significant role both directly by managing parks, trails, campgrounds, and group camps directly, and indirectly by funding facilities managed by states or localities.

The scope of recreation programs, like that of recreation equipment and facilities, is growing in size and depth. Today the term "recreation program services" includes providing facilities, working with community organizations to provide services, and stimulating community concern for recreation. Recreation programs have been expanded to include adult education, cultural activities, and volunteer programs. While it would appear that organized recreation program services will continue to be sponsored by public and private organizations as a primary function, such services will also increasingly be offered by other formal organizations as a secondary function in achieving educational, social, medical, and economic purposes.
3. Planning for Recreation and Tourism.

3.1. Changes in Recreation Behavior.

In economic terms recreation, holiday making and tourism are activities which provide a demand or market for a number of separate industries or trades. In certain areas they represent the major part of the demand, in others a complementary and often very profitable demand for catering, transport and entertainment and other services designed for a residential or industrial community.

The development of modern production techniques presupposes a knowledge of the present, and probable future, nature of the market. Behavior patterns in modern society are becoming less individual and more of a mass movement. At the same time, the recreation product is becoming increasingly complex. In other words, more and diverse types of holiday are becoming popular. This growth in size of the travel demand and increasing range of variety of activity is leading to intense specialization.

The increasing range of tourist and holiday opportunities presents a problem for the potential traveler. It is partly for this reason that the tendency to organize and package both tours and entire holiday activities on a commercial basis is proving so popular. There is an added advantage in this mass production of services; the producers of the basic components of the tourist product--accommodation, transport and specialist activity--have been able to reduce prices to a remarkable extent. Demand for recreation is partly home-based and partly mobile, covering activities away from home in recreation as opposed to residential areas. The two markets are partly complementary and partly competitive. Both are affected by fashion, which in this field can prove more upsetting than the traditional trade cycle for raw materials and capital goods.

It is possible, through research, to chart the tides of recreation behavior, to isolate the separate types of activity, to predict their rates of growth, and
to indicate their influence upon the environment and the economy.

The 1977 Nationwide Outdoor Recreation Survey, conducted as part of the planning process showed that the most popular activities are the simple ones--walking, swimming, driving for pleasure and picknicking--and that water is a focal point of much outdoor recreation. This survey recognized that the many recreation activities and facilities demanded by the public are often incompatible, and that different types of people, or the same people at different times, seek different types of recreation. In order to provide every kind of outdoor recreation in an environment in which it can best be enjoyed, a system of classification and zoning has to be proposed.

This system of zoning leads us to consider another problem which is becoming yearly more acute. Demand for recreation is growing; space for recreation is shrinking. National Parks and similar areas are becoming yearly more crowded. If the number of people visiting them continues to increase at its present rate, their beauty will be destroyed. Possible solutions include extension of the holiday season, extension of touring and holiday itineraries, invention of new pastimes, better organization of existing services, and the creation of new recreation areas, including national water parks for boating, fishing and other water sports, all of which would help to alleviate the problems of peak-time overcrowding.

3.2. Public Policy in Recreation and Tourism.

The main motives and tendencies which basically influence the developed conception of recreation and tourism can be characterized as follows:

In economically well developed countries, recreation and tourism have become a matter of "masses"--members of all social strata and classes participate to a great extent in them. The process of this "democratization" is accompanied
by a rapid increase in the development of social tourism. In the countries with high living standards, tourism and recreation have become a matter of current consumption— it is now included in the sphere of indispensable needs.

Participation in tourism has indicated some typical new tourist trends. In the United States general tendencies exist for a one-way movement of people from cities to "nature." This tendency is due to the steadily increasing growth of urban concentration and due to the increasing mobility of the population, as well as to the accessibility of new areas. This general tendency shows, that the single activities are the most popular. Driving and walking for pleasure, swimming and picnicking lead the list of the outdoor activities in which Americans participate.

Bulgaria reflects a certain concentration on traditional and newly developed tourist centers at the seaside, as well as greater interest in winter recreation.

All of these tendencies are to be assessed according to the main population groups, primarily the socio-economic groups indicating differences in the desire for tourism between young and old, rich and poor, city people and farmers.

More significant differences exist in occupational influence. In the social structure in the United States, professional people enjoy recreation more than farm-workers. In Bulgaria, there is a growing demand among the farming population, whose recreation will of course differ from that of the urban population. The rural population concentrates more on visits to the towns, to spa resorts, and to centers of historical interest. In the United States, the suburbanites and people who live in the country tend to favor camping, fishing and particularly hunting, while city people emphasize sightseeing and driving for pleasure, picnicing, and most of all, swimming.
In general, regardless of national economic systems in the two countries, the process of planning falls in the following main phases:

- inventory information and analysis of the findings and data;
- decision-making formulating the aim to be achieved, the means to be used, and the instructions and assignments arising therefrom for the bodies and agencies acting at the different levels of activity;
- achievement of the targets set under operational guidance; and
- control.

These phases apply to both long-range prognoses. However, in Bulgaria's economy, where development is governed by the national economic development plan, they are revealed in more detail.

The national development planning in Bulgaria, and according to the planning for tourism, outlines all of the elements essential to the rapid and uninterrupted growth of output on the basis of maximum economy in social labor and sets the development targets for all of the key sectors and branches of the national economy, i.e. industry, building, agriculture and transport. This also covers the vital issue of the correct distribution of the labor force and the equitable economic development of the different regions. The economic plan also embodies all of those factors essential to the further growth of the material and cultural standards of population with a view to achieving higher living standards.

The development for the individual sectors of the national economy proceeds from the principles laid down by the national plan. Hence, the question of the planning for tourism is viewed in correlation with all of the specific aspects in which tourism differs from other sectors.
While economic development plan can cover aspects related to the growth of tourism itself (e.g. the development of different tourist branches, the returns in foreign currency occurring from tourism, measures designed to attract more foreign visitors, personal requirements, etc.) the purpose of a long-range territorial prognosis in tourism is to explore all of those factors in relation to specific territorial units.

In the form of a binding document for achieving the optimum type of organization of the nation's territory for the present and more distant goals, a long-term National Plan for General Territorial Organization and Physical Development of the People's Republic of Bulgaria (or "The National Master Plan") was established in 1973. The mechanism of the interrelations between town and surroundings and among neighboring and more distant settlements has found its realization through forming the new territorial units - the settlement systems.

Along with all the aspects of the physical development this plan considers outdoor recreation and tourism in a broad sense. Special emphasis is given to the preservation and restoration of the natural beauty and quality of the outdoor environment. The nation's territory was assessed and classified into different regions according to the natural virtues and the degree of human intervention. These regions range from the National Parks and Reserves with none, or very limited, human intervention up to densely populated urban and industrial areas.

With the specific concern for tourism development a State Committee for Tourism (with the rank of a ministry) was formed. This committee has affiliated organizations for prospective directions and conveying proposed regulations with the legislative norms for procedure, method and responsibility for producing physical plans for tourist areas and create provisions for their implementation.
Apart from the State Committee for Tourism there are also other governmental semi-governmental or public institutions like the Young Socialist League, various trade unions and others, which supply the necessary facilities and equipment for recreation and tourism for the masses.

In the United States, where the economic development is not underlined by the principles of central planning, yet since 1960, national recreation surveys have been conducted periodically to assist in the development of nationwide outdoor recreation policy consistent with citizens' needs and desires. The most recent such effort was conducted in 1977 by the Heritage Conservation and Recreation Service, a non-land managing agency within the Department of the Interior.

The results were summarized in a report to the President and to Congress and helped the development of the Third Nationwide Outdoor Recreation Plan. The plan's purpose is to coordinate the development of Federal outdoor recreation policy and programs; set forth the needs and demands of the public for outdoor recreation, and the current and foreseeable availability of outdoor recreation resources to meet those needs; and to identify recreation problems, suggest solutions, and to recommend desirable actions to be taken at each level of government and by private interests.

The planning process provides an opportunity to assess the progress, to evaluate key policy issues, to set realistic goals for the future, and to specify the actions to be taken to realize these goals.

Every five years, an assessment of nationwide trends in outdoor recreation will be prepared to elaborate current problems and issues affecting recreation. Each year an action program will be developed to address some of the current national priority issues identified in the assessment. It is hoped that such a continuous, incremental process will lead to more precise and action-oriented
nationwide recreation planning.

On the other hand, concerning development of tourism in this country, the National Tourism Resources Review Commission was created by Congress in 1970 and was directed to undertake a two year study of tourism needs and the resources to meet those needs at present and in the future. The Commission adopted its report, named "Destination USA" and submitted it to the President in 1973.

Much of the report evaluates the Federal role. The Commission's major conclusion was that this role needs to be made more effective. Extensive governmental involvement in tourism already exists, particularly at the Federal level. As the report establishes, however, this involvement is fragmented and inefficient and has internal contradictions. There are about 100 tourism related programs in more than 50 Federal agencies. The major Commission recommendation was that a National Tourism Administration be established. Under a single tourism agency programs would be coordinated, and some - in cases of duplication - would be eliminated.

As a result of the Commission's recommendations the U.S. Travel and Tourism Administration was established in 1981 by the Department of Commerce, which is responsible for a single Federal policy that would specifically address tourism problems in the national interest and in the interest of both the tourism industry and the consumer.

However, all the previous efforts to promote establishment of a national tourism and recreation policy found their full recognition in the new "National Tourism Policy Act" adopted by Congress in 1981, which amended the International Travel Act of 1961.

The Congress found that "the tourism and recreation industries are important to the United States, not only because of the numbers of people they serve and
the vast human, financial, and physical resources they employ, but because of the
great benefits tourism, recreation, and related activities confer on individuals
and on society as a whole."

"In order to assure that the national interest in tourism is fully considered
in Federal decision-making, there is established an interagency coordinating
council to be known as the Tourism Policy Council."

3.3. The Process of Tourist Development

Traditionally a land of travel, America was a destination before it was a
country, and it grew great as its people moved westward.

The continental boundaries have long since been reached, but Americans
are still eager to travel. As tourists they represent all ages and races and
incomes.

The National Travel Survey is a part of a national economic census program
which covers transportation, manufacturing, mining, wholesale, retail, and
services trades. The focal point of the National Travel Survey is tourism, but
the data application is broader. Travel surveys have been made in 1963, 1967 and
1977 and are scheduled by law for every fifth year in the future.

The 1977 survey showed that travel is a widespread activity in America. In
about 63 percent of all households, at least one person took a trip. Conversely,
it also revealed that in some 32 percent of U.S. households, nobody took a trip.

Economically tourism has realized phenomenal growth: from $23 billion in

These expenditures significantly affect the general economy to the extent
that for every $4 of income earned directly by tourism, another $3 is generated
indirectly.
International travel is an important aspect of American tourism. In 1971 $2.5 billion - 12 percent of the world total - was spent by foreign visitors to the U.S. However, Americans spent $4.3 billion abroad in 1971, and the U.S. travel deficit was $1.8 billion. With international fares added the figure was $2.7 billion. The unfavorable balance which the United States has historically suffered in this account reached its peak in 1973, with 10.8 million more Americans traveling abroad than foreign tourists arriving in the United States that year.

However, during 1981, the number of inbound foreign tourists exceeded the number of American tourists traveling abroad for the first time. With foreign arrivals increasing 3 percent to 23.6 million and U.S. citizens traveling abroad increasing by 1 percent to 22.6 million, the resulting traveler balance favored the United States by some 203,000. Respectively, the deficit in the U.S. international travel account declined 30 percent to $1.32 billion ($14.623 billion in receipts and $15,942 in payments).

It is obvious, that provision of recreation and tourism services can bring prosperity to an area, and benefit industries which could not grow so fast without the added component of leisure demand. Tourism is a new economic resource which often flourishes best in the areas that are poorest in industrial resources. Tourist expenditure can be an important source of revenue to an area for several reasons. When on holiday people tend to spend as if their income were two or three times greater than it is. Tourist expenditure is new money brought into an area from outside. Even in times of depression holiday areas can be more prosperous than industrial areas. The wealthier the society the greater the proportion of total money and time devoted to service industries
as opposed to physical commodities. Recreation creates a service industry concerned essentially with people. As automation proceeds, labour must move from manufacturing to service trades. Recreation has an almost insatiable demand for personal service. Modern techniques in production of services have a long way to go, but as these techniques develop and the price of service falls, the demand for labor increases.

Holiday development also affects the image of an area, with the result that new residents and other industries may be attracted to it. Holiday spending improves communications and utilities which can become the base for other trades. Moreover, the demand for travel and recreation is not easily satisfied; the appetite once whetted, the traveller will always travel without becoming bored by a surfeit of the product.

The recreation and tourist trade can be a profitable one. It is not a luxury trade. As a source of wealth it can prove a better investment in terms of land and resources than many manufacturing industries. Preservation and development of natural resources for pleasure have not been considered profitable until very recently. These have been traditionally fit subjects for charity. Yet, from the tourist point of view they should be regarded as a long-term investment in trade likely to show increasing returns in the future. There are examples of this happening and of the longer term being much shorter than originally supposed. An enormous increase in recreation demand can be met with a relatively limited increase in physical plant. Substantial investment is needed in publicity and information services and organization to the existing resources. It is no use directing these efforts towards selling the old, traditional type of holiday. Of course, the summer holiday by the sea cannot be sold in the middle of December, but there is an increasing desire for many new recreation pastimes.
4. The Social Impact of Recreation and Tourism Development

4.1. The City and the Town as a Tourist Resource

A city's appeal is based on eight general categories of attractions: business opportunities, both work and personal; recreation; cultural and educational facilities; contact with people; amusement and entertainment; special events; shops; and atmosphere.

The pull of these attractions is in turn affected by several variables: reputation, cost, overall quality of the urban environment (of which big-city problems, particularly crime, congestion and inconvenience are a part), location and climate. The strength of a city's appeal depends on a combination of some or all of these facts, measured against the allure of other cities or alternative destinations. The broader the range of attractions and the more positive the other variables in reinforcing them, the larger and more stable will be the scope of a city's tourist business. Scope is defined by the size of the market, its makeup, seasonal spread, and geographic distribution. It is influenced by a city's national and international prominence and by weather where that is relevant to resource use. The extremes run from a city like New York, which attracts every type of visitor from all over the world throughout the year, to Zanesville, Ohio, with a local market of weekday businessmen. Most cities fall somewhere in between. Boston, for example, appeals to all types of visitors, but primarily draws pleasure tourists from the New England region during the summer months. A city like Miami Beach, which offers mainly recreational opportunities which depend on climate for their use, appeals primarily to the discretionary market, and that only at those times of the year when unfavorable weather elsewhere makes Florida desirable. Most visitors to Miami Beach come from the eastern half of the country; similar resorts on the
West Coast compete successfully for the western market.

There are few absolutes in dealing with the city as a resource. Almost any city can expand or develop a tourist market, although there are certain limitations peculiar to it. If the relationships among the various factors are understood within the context of these limitations, a city can develop an effective and appropriate tourism package.

Underlying any analysis of urban tourism and its future is a little known element which is very possibly the key to success or failure – the psychology of the tourist. How does he make up his mind? Why do some things matter to one person and not to another? What will impress a visitor, and why? What are his preferences, now and in the future?

For example, if the visitor feels tired, a trivial incident may loom out of proportion and ruin his whole trip. He may leave the city with a negative impression which he will pass along for a reason totally unconnected to the city. One potential visitor may be deterred by fear of crime because he was mugged in his own city, while another will relish that element of danger. Many people travel simply to be "where it's at." Much of a visitor's decision is based on his expectations of the city and whether or not it is likely to fulfill them. But how are those expectations formed?

There have been few systematic attempts to understand the urban tourist. Where other industries spend substantial sums to research their consumer, cities continue to invest in facilities for unpredictable and unknown customers. Research does not always provide the answer, but it certainly can contribute to more rational decisions. While the whims and vagaries of the tourist will never be fully understood, neither should they be totally ignored.
Obviously the single most important factor in determining appeal is the range of attractions a city has to offer. Most tourist attractions are inherent to the city; they exist because of demands and support from local people, combined with the willingness of governmental and other organizations to subsidize certain amenities where necessary. The diversity and quantity of attractions relate closely to the makeup and size of the resident population, the city's historic past, and its national and international standing. Most attractions are not geared specifically to the visitor, with some obvious exceptions. A very substantial share of the amenities of a resort city are directly tourist orientated.

While having broad inherent resources is important, this is by no means an unalterable factor. Every city has hidden assets which can be turned into tourist attractions, or it can develop entirely new ones. The St. Louis Arch was built expressly as a unique tourist attraction, and at the same time it serves as a symbol of the city's historic past and present role as a gateway to the west.

However, the existence or development of attractions does not guarantee tourist business. New York, with more to offer than any other city, has had little increase in tourism over the past few years because disadvantages, real or imagined, have adversely affected its innate appeal. Even if Providence, Rhode Island, were to develop its historic sites, of which it has many, it probably would not be able to compete with Boston. That city has many more historic sites of greater prominence, and offers many other amenities besides. Although the St. Louis Arch is unique, people do not feel as much need to see it as they do the nation's Capitol. These limits must be recognized when a city is deciding whether to increase its stock of attractions and what sorts of resources to develop.
Atlanta, Georgia, is one of the most successful cases of a nontourist city developing facilities to attract visitors. Concerned about the future of their city, Atlantans decided about 15 years ago to take advantage of their location at the center of the fast developing south-eastern region. Through extensive redevelopment and aggressive promotion, they launched Atlanta as the business, communications and entertainment heart of that area, until it now has a reputation as a progressive, dynamic city with lots to offer everyone. From the beginning, Atlantans recognized that tourism is a viable urban resource. Much of the redevelopment of the city was carried out with tourism in mind. The Atlanta Underground, for example, was a historic but decaying section of the city that was rebuilt in large part to provide visitors with an attractive center for diverse day-and nighttime activities.

Still most of what are now the best resort and tourist centers in Bulgaria rely heavily upon their natural beauty as tourist attraction - the City of Varna in the north and some other cities and small towns in the south along the Black Sea coast with beautiful beaches and surroundings; and the City of Plovdiv in the mid south and the City of Tšrňovo in mid north with their exclusive location, historic past and architectural sights.

However, bearing in mind that Bulgaria had not long-standing traditions in tourism industry in the past, during the last two decades these and other resort and tourist centers were redeveloped with a special emphasis on tourism in mind and today they enjoy a rapid growth in tourism business.

Realizing the economic significance of tourism as a source of income the new national policy has brought as much as well over 4 million foreign tourists to Bulgaria in 1981. This amount compared with the size of the country's territory and population is quite impressive.
Another important category of resources is special events. They can be created specifically for the purpose of focusing attention on a city and attracting visitors, but many are such long-standing traditions that they are considered as inherent resources.

Atmosphere is regarded as an attraction because a city with good atmosphere will draw tourists. Atmosphere is an intangible quality that relates to such characteristics as charm or quietness, liveliness and excitement, friendliness and warmth. Visitors react to it subconsciously - it is a feeling which the city imparts. Every city has its own intrinsic atmosphere which may act as a positive or negative force, and which is part of its overall reputation. However, atmosphere can be enhanced or changed for promotion and development activities. In the past, Boston's prestige as a cultural and intellectual center primarily attracted a well-to-do but limited family market. The city is now trying to develop a livelier atmosphere in hopes of broadening its trade. Fifteen years ago Atlanta was not noted for atmosphere; it might even have been labeled a dull city. Today it exudes old southern hospitality along with a modern air of activity and fun. This new atmosphere figures largely in Atlanta's growing tourist appeal.

The strength of appeal of any attraction is closely tied to quality. If an attraction has a desirable uniqueness, its appeal may be relatively absolute. It is one of a kind and cannot be missed (such as the White House or Congress in Washington, D.C., or the St. Alexander Nevsky Church in Sofia). Where several places offer similar attractions, however, the tourist is likely to choose the one with the best quality. Quality may, however, be offset by cost - a person may forego better quality for lower price. Elements involved in quality are attractiveness, convenience and standards of maintenance. Quality can be used
as a tool in promoting tourism along certain desirable lines.

The final constraint in any development or promotion of a city and its attractions is the tourist himself. Attractions are meaningless if the tourist does not respond favorably towards them. His preferences and preoccupations are ultimately the factors on which promoters must concentrate. The New York World's Fair of 1964-65 lost money largely because sponsors miscalculated their public, which did not react as expected. It is imperative that promoters try to know the consumer and how he will react before development decisions are made and resources committed.

The reputation of cities has always been a matter of controversy. Kevyn Lynch wrote a few years ago: "The cities we live in have many admirable features. The incidence of disease is low and the material standard of living higher than it has ever been in mankind's history. The modern metropolis provides unprecedented opportunities for education and entertainment. For millions of people it offers new ways of life that seem more attractive to them than the old ones from which they are breaking away."

Lynch recognized the existence of intractable problems, but concludes: "There is no inherent reason why life in a metropolis, however large the city, should be unpleasant or restrictive, why it cannot be a satisfactory ground for human survival and development, why its people should be unable to look on it as a beloved landscape."

Next to the attractions themselves, reputation may well be the most critical factor for visitors' choosing a destination. Every potential tourist has certain wants and needs he hopes to satisfy on his trip. At the same time, he has certain preconceived images about his alternative destinations, based on
what he has read, seen, or heard. He will try to match his wants with a place whose reputation promises the greatest probably satisfaction. This is true at the most general level — whether or not to visit a city — and at the most specific, which city to visit.

Unfortunately, the overall reputation of cities as they are currently portrayed is negative — an asphalt jungle, beset by crime, filth, congestion, high costs, and an unfriendly, hurried population. This is a logical bias, given the immediacy and criticalness of the urban crisis, the lack of any apparent solutions, and the assumption that deterioration will continue unabated. The problems of cities have received a great deal of publicity, while their visitors are often lost among the litany of urban ills. Mankind tends, in any case, to dwell on misery, and, in this instance, the misery is probably all too close to many.

People also tend to generalize about all cities in terms of a few major ones — New York, Los Angeles or Detroit — whose problems are indeed chronic, but which are hardly typical of most American cities. This tendency is understandable because of the publicity directed at those cities due to their positions of national importance. These cities are also regarded as portents of the future, and as such are of keen interest to a predominantly urban population. Dr. Ernest Dichter, an eminent psychologist and pioneer in the field of motivational research, says that one reason Europeans do not like to come to America is because they are afraid to see where their own cities are heading and how they may be living in the future.

There are four primary sources that give a city its reputation: the urban resident, the previous visitor, media and civic organizations. Residents have an impact not only by what they say, privately and publicly, about their city, but
also by the atmosphere they create. They can make a city seem friendly or cold, tense or relaxed. Visitors admit to being influenced by the resident's attitude to his own city. Tourism promoters in San Diego recently recognized the importance of the inhabitants in creating a good atmosphere for tourism. They began a campaign to show residents how they could make a tourist's stay more agreeable and why that was necessary. Visitors to New York, on the other hand, often comment on the indifference or outright unfriendliness of natives, attitudes which detract from their enjoyment of the city.

The second source of reputation is media. This includes not only news media, but also books, movies, television and other visual or written matter. What people read and see contributes to their image of a city. New York officials feel their city has been singled out as the symbol of everything that is wrong with urban life. They argue that, to the contrary, New York does not have the nation's highest crime rate, or the worst smog (Los Angeles does), it takes no longer to get from J. F. Kennedy Airport to downtown than in other cities (25 minutes), and that while New York is expensive, its very size and diversity means tourism for every budget. They accuse media of ignoring the fact that New York has more activity and more creativity than any other city in the world. New Yorker's used to blame local media for adding to the city's bad reputation by overindulging in the popular pastime of leveling wry witticisms at "Fun City."

The reports passed along by previous visitors form a third source of reputation. More people travel to a destination because of recommendations from friends and relatives than for any other reason. Impressions may have nothing to do with the city itself. If the visitor awoke the morning of his departure with a bad hangover, his feelings toward the city may be unfavorable and his story about his visit negative. One extraneous incident may have colored
his whole visit - a rude waitress, a toilet left unflushed in his hotel room. Generally, though, the tourist forms his opinion on the basis of the cumulative impact of things he did and experienced, and on the overall effect the city has on him, consciously and subconsciously. His sense of satisfaction in relation to his expectations is also critical.

Although much of a visitor's opinion is the product of a general, subconscious response to the city, he may not actually be aware of what things evoked that response - the emotions shown on the faces he passed in the street, a state of weariness occasioned by background noise, a feeling of malaise created by the frenetic pace of city life. Here again, the psychology of the tourist comes into play. What will he remember? What will impress him?

Reputation is also created by those civic organizations which work to better the urban environment and to project a favorable image of their city. While their work is aimed mainly at helping the local population and at attracting permanent residents and new industries, there is invariably a spillover that affects tourists. For example, an association of retail merchants in Baltimore, worried about the effects of crime on shopping downtown, lobbied for brighter street lights, which have now been installed. While the principal beneficiary is the resident and the suburban shopper, the advantage also flows to the tourist.

Almost every city has some sort of organization which is directly concerned with promoting tourism. Usually it is a Convention and Visitors Bureau or the Chamber of Commerce. The task of these groups is primarily to provide the visitor with information and to try to attract tourism to their city. Because the group business market is the easiest to define and cater to, most civic promotion is aimed at that market. To an extent, this emphasis is justified, since only about five percent of the pleasure market is attracted by promotional efforts.
Given the ways in which it is made, it emerges as a highly irrational and unpredictable element in a city's appeal. While on one level it is manipulable - good publicity and accurate information - at another it is uncontrollable: Will the tourist believe the truth? Will he form his impressions logically and fairly? Reputation can change overnight as a result of a freak incident like an infamous murder, or by the outcome of a concerted effort on the part of the city and its residents.

Cities reflect the heights of human aspiration and the depths of human weakness. They are every extreme of success and failure, of beauty and ugliness, of wealth and poverty, of creativity and mediocrity. They are in the midst of the worst crisis in their history, yet they still produce much of the best this world offers.

All that is found in a city, and all that happens in one, together form a living environment. It is composed of people, buildings, attitudes, work, problems, attractiveness, atmosphere, education - a multitude of different forces, sometimes antagonistic, sometimes sympathetic. It is this total urban environment which confronts the tourist when he thinks of a city. Is the environment desirable or undesirable? Which elements most affect choice? Can environment be separated into specific issues, or is environment an integral whole more important than its individual parts?

The pleasure tourist is more affected by total environment in all its aspects, positive and negative, than any other group. Because he has freedom of choice and a wider range of wants and needs with no absolute constraints other than time, money and personal preferences, he will weigh more variables in selecting his destination. Even the nondiscretionary visitor, however, is affected by total
environment. It may determine how long he stays, what he does, and whether he will return as a pleasure tourist.

More than likely, the potential visitor has already formed a notion of the quality of the environment, and that notion will play an important part in his pre-travel decisions. He has arrived at his minimum demand for a city's amenities to which he opposes his negative feelings about the environment, feelings which largely involve the problems of urban decay - pollution, noise, ugliness, crime, congestion, and inconvenience. Most of these problems are simply components of the overall environment and do not constitute issues by themselves.

The importance of crime is difficult to assess. Some visitors worry about crime, others do not. Unfortunately, no studies have been done to determine the actual impact of crime. It is probably not so critical by itself, but it does form part of a person's total feeling towards a city. The real issue is fear of the unknown, which emerges as fear of crime. Leaving home takes away the security a person has from knowing his neighborhood. When this person travels to a city he does not know, he may feel nervous and lost and may attribute this general unease to a specific fear of crime.

The fact that fear of crime may be imagined does not make it any less of a fear. It does, however, suggest that there is an alternate approach to dealing with it besides more security measures. The traveler should be informed exactly what crime means to him as a tourist. New York is now trying that approach, but it is too early to tell what the outcome will be. The big question, of course, is whether the visitors will choose to believe the truth.

The overall problem of transportation is perceived by most urban visitors as congestion - the delays and difficulties in reaching and leaving a city and in moving about within the city. Congestion is both a real and imagined
problem. When people think of cities, they may automatically think of traffic jams, honking horns, frustrating delays, and masses of people pushing and shoving. There is no doubt that congestion, both vehicular and human, exists to some degree in every city. In many cities, however, actual congestion may be far less than tourists believe because they think in terms of rush hour traffic.

Bad congestion, where it does exist, can usually be avoided if the visitor knows where to go and when, and plans his travels for those optimum times and places. The problem is largely one of information about the patterns of urban life and the movement that results from them.

Specific attention should be paid on the most common means of city travel which is also the oldest - feet. The major issues here are the conflict between pedestrian and car and the ease with which a pedestrian can find his way. Kevyn Lynch deals with the pedestrian needs in his book, "The Image of the City." He discusses systems of paths along which people move and from which they perceive their environment; give each path an identifiable character and make the network memorable as a system of clear and coherent sequences. The views from the system would expose the city's major physical parts, its dominant functions and its principal social areas. The movement system would be used not only as the visual organizer of the city but also as a prime source of information. He also points out the importance of softening the psychological stress imposed on a visitor by unfamiliar and confusing cityscapes. This is done by providing points of orientation, such as the St. Louis Arch or the Empire State Building, and by adequate information. Recommendations might include such things as historic "values" with pertinent information posted along the way, the need for
more benches and other rest facilities, closing streets to cars in areas of heavy pedestrian traffic, and building shopping malls with trees, fountains and other urban furniture which contribute to a more pleasant environment. To this can be added more general improvements such as the enclosure of bus stops, renovation of subway stations, general urban cleanliness, and the maintenance of sidewalks.

As long as the transportation crisis exists, the visitor will be inconvenienced by it. However, there is no reason that tourists, no matter what means they use to get around, should be subjected to the full weight of this crisis. There are many ways by which his actual movement, if not his peace of mind, can be helped. Improvements are of two sorts - actual physical ones and those which affect the visitor psychologically. The former make movement more convenient; the latter ease his fear of the unknown. Cities must look upon these sorts of measures if they wish to attract tourists.

4.2. The Changing Society

One of the most dramatic alterations in the society has to do with the changing nature of cities and towns. The decay of America's central cities is a major problem for tourism. These cities represent as major an attraction as the country has to offer. Businesses located in these areas once flourished, and some of them made significant profits from tourist expenditures though their primary market was not necessarily tourism.

The plight of New York City is an example. Still the tourist mecca of America, the deterioration of the inner city has nonetheless seriously dampened business activity. Hotels, restaurants, and entertainment businesses are failing or being forced into marginal positions.
During the long life of a tourism business, the changing nature of the consumer can vitally affect its health. New attitudes, interests, behavior patterns, a new composition of the population all play their role. Take the trend toward informality for example. It has made the old luxury hotels obsolete. Formal night clubs and restaurants are losing business to more casual, but faster service places. The design of motels and hotels, though full of conveniences, stresses an informal way of life. And as fashion swings, so does the fortune of many tourism establishments.

Technological changes alter the face of society. The hotels, restaurants and sundry businesses centered around rail travel have long since ceased to prosper. Even automobile-oriented businesses have been hurt by change, as attested to by the vacant stores and gas stations, the dying motels along the deserted highway network of old America. The old entertainment area becomes unattractive when compared with the modern architecture and up-to-date construction methods of newer competitors. A tourism investment stands for nearly a lifetime; the nature of the society around it does not. Even the physical environment cannot be counted on to last. The problems of contemporary ecology are well known. Beautiful swimming beaches can become polluted; rivers and streams can become contaminated and fish will die. What was once rural can become urban. Tourism, perhaps more than any other industry, embraces the full range of society.

Seasonality as inherent in tourism in general and seasonal fluctuation in the level of businesses are the most widely understood problem in the tourism industry. Millions of travelers during vacation seasons create surges in revenues for a host of tourism companies, but when vacations are over these same businesses experience deep slumps in dollars earned. Often seasonality is a
weather-linked factor, as attested to by the swing in ski area revenues from winter to summer. The reverse occurs for summer beaches. Fashionable hotels, restaurants and other costly facilities along the Bulgarian Black Sea Coast are deserted for about six months and managing administrations are trying to put in new types of activities in the off-season period such as conferences and symposia with variable success.

During the off season, the reduced use of plant and equipment creates a low rate of return on invested capital. In operations, these unused facilities can create maintenance problems as well. There is the spectre of inflated staffs, people costly to employ when there is little work for them to do, but vitally needed for a few short months. Laying people off and then hiring them when necessary creates problems in training, morale and continued availability that no manager wants to think about.

Ups and downs during the year can worm their way into the psychology of a business. The morale of both management and employees can drop during times when cash is short, and there is disappointment at poor performance, even though everyone knows the upturn will come. Conversely, an unusually poor performance can be overlooked in the expectation of better times.

In analyzing the tourism industry, however, it is obvious and it must be remembered that vacationers are not the only travelers. Seasonal patterns vary, and some travelers, such as transient businessmen, are on the road all year. As already the Bulgarian experience mentioned, there are conventions and group business meetings that can make the revenue picture look quite different. For some, the fluctuations during the week are as important as the fluctuation during the year. For a restaurant, it can even be the fluctuation during the day which makes the difference between profit and loss.
Though seasonality is a fact of life for the tourism business, there are methods of coping with it, and some corporations, either private or governmental, can do much to diminish its impact. There is the need for effective planning; for a well-organized financial structure with prearranged sources of funds during slack periods and with proper control over the level of debt.

Management can do more than live with seasonality. The Bulgarian Tourism Administration being centralized and supervised by the State Committee for Tourism exercises a policy of seasonal shifts of trained staff from inside the country to the seaside resorts for the summer season. This policy proved to be very successful and for some other reason too. The well-experienced inland staff helps in training local people, mostly from the countryside, in management and services, since Bulgaria has no long-standing traditions in tourism industry, as already mentioned.

Another method is geographic diversification. A corporation can spread motels throughout the country and the world. Looked at on a nationwide basis, the seasonal swings in many geographic areas tend to offset each other. While the Northeast of the United States may be in the doldrums, the Southeast experiences good times. Thus the corporation itself does not suffer the fluctuations that would exist if there were total reliance on either area.

Another major way of diminishing seasonal swings is to design and market the company as a year around business. Smoothing out revenue fluctuations and reaping profits from business during traditional off-seasons depends on getting the proper mix of business. The first critical factor in this approach is to design the tourist facility as a year around attraction. Failure to do so - say a motel without group meeting facilities - irrevocably limits the potential market which the project can serve. A sound design incorporates convention
facilities for business groups, and recreational facilities not only for those businessmen, but for the vacationer during the season of his interest. It also must have the convenience and comfort desired by a transient businessman.

The inevitable social conflict that arises when there is a scarcity of resources must be taken into consideration too. For whom should cities plan? Who has first right to urban amenities? Where are public investments to be made? Those who oppose tourism say that the businessman always benefits. Decisions are made on his behalf, and the rest of the public is ignored. The government subsidizes convention centers so that businesses can afford to build, but in so doing, small enterprises are pushed out and the poor deprived of housing. A sports stadium is built for millions of dollars when there is a need for more vest-pocket parks and playgrounds in the inner city. A tourist bus is put in instead of a new route for residents.

The tourist is the other side of the coin. Does he have a right to use the nation's cities? Is a city for its residents only? Should cities plan for tourists as part of the public they serve? If a tourist is deterred from visiting the nation's capital because he cannot find cheap enough accommodations, should the city provide low-cost facilities, such as youth hostels or campsites? Is it fair that all tickets to a sports event be sold to residents, depriving visitors of the opportunity to enjoy a spectator sport. Can a congested city restrict tourism?

There are no absolute answers to these questions. Every time a decision is reached, an investment made, a policy established, somebody is hurt, and somebody benefits. The purpose of raising the questions of social cost and conflict of interest is to point out that they are, in fact, issues - and very real issues - and that in the course of promoting tourism, it is vital that
the needs and rights of all concerned be considered, and be weighed, fairly, one against the other.

4.3. The Shape of Things to Come

We are witnessing the birth of a new leisure and holiday morality. The quest for good living, pleasure and happiness is one of the basic features of leisure and tourism in modern society. Thus we might speak of fun-morality. The traditional rest has been replaced by a set of completely new activities which, although they partly resemble the traditional games and festivals, can be classified neither as a necessity, like work, nor as an obligation like family or social duties. As Arthur Hanlot says, thirty years of tourism have done more to bring men together than all the centuries of isolation which preceded them. "At the same time, more natural, biological and scientific values have been destroyed, traditions uprooted, landscapes disfigured and customs violated in the name of tourist requirements than it is possible to say."

As a phenomenon of civilization, holidays have become one of the main subject of concern among populations that have already succeeded in satisfying a minimum of their material needs, that is to say living in spacious housing, acquiring high standards of living and ascending to an active culture.

Unfortunately, tourism is also a desire for escape and change, the importance of which varies according to working and housing conditions. Such motivation has a tremendous impact on relations between the environment of departure and those of reception which, generally speaking, are less built up and belong to a stratification of simpler social classes.

Recreation as a whole and tourism in particular is often believed to be the result of free choice but, like all social factors, it is of course subject to
the economic, cultural and political determination of each society. It is even
tied to economic situations and used as a productivity technique (as in
incentive travel, for instance). In the history of mankind, tourism will remain
as an impressive phenomenon during the second half of the twentieth century.
Its importance will lie less in its numerical and dimensional characteristics
than in the fact that it represents "an irresistible and irreversible thrust
by man, more unanimous than ever before in his history, towards traditional or
new values which are not economic but natural and cultural by nature." It is
perhaps too soon to measure its real import, a task which would require
observations over more than one generation. All that has been shown is that
the time spent on holidays and leisure has on average increased more than
that devoted to other free-time activities (hygiene, eating and sleeping), and
that the activities that have occupied such time have in themselves entailed
a system of values which has had a growing impact on ways of life and cultural
patterns. That is why tourism today has a profound sociological significance
and, from that standpoint, may be defined as all the phenomena of temporary
and voluntary travel which are related to changes to personal contact with the
natural, cultural and social aspects of the environment visited.

By its very nature, tourism should mean communication. As a system of
communication, tourism conveys values whose significance has never been
accurately or comprehensively analyzed. In short, this notion lays emphasis
on our desire and ability to modify what is and to transform the being by
reference to standards of action known as values.

Tourism and leisure will have an impact on the system of values of our new
society marked by the technological revolution, and in particular by the revolution
in information and data-processing. They are becoming the preserve of a world
which seeks relationships that are more fulfilling to self and others. They are no longer experienced in relation to work values; hence the epigram of the French sociologist Edgard Moriu: "Values' holiday makes the value of holidays."

Tourism is a process of contact between cultures: between the culture of social groups, i.e. of the populations visited by tourists and of the tourists themselves, populations from other more or less distant regions often existing in different climatic, geographical, political and economic contexts.

The meeting between tourist and host may spark an awareness of differing if not antagonistic systems of values. Through the physical meeting of individuals, tourism causes a clash of cultures. The resulting friction may help to enrich systems of values if it constitutes a positive challenge and an element of transcendence for the groups concerned.

In the context of mass tourism, can the meeting of tourist and host lead to a genuine exchange of spiritual values and better understanding between peoples?

Though the answer of such a question is not difficult to find, other questions arise out of this contact between different cultures. Some of them go deeper into the psychology of the "other side," that is the host, previously presumed as of simpler social classes. Urban planners and developers (including the author of this paper) along the Bulgarian Black Sea Coast have come across a phenomenon of an obviously different system of values for native people in small towns and villages. Out of their more traditional countryside morality those people receive tourists at their homes, well realizing the financial profit. Yet, they still don't go beyond a simple lodging up to a full-scale modern tourist service. They feel it somehow below their dignity to be "servants" to other people.
Furthermore, even some administrative authorities in resort towns and areas do not perceive the tourism industry as a valuable source of jobs and income and still persist on development of other industries and activities. Without any attempt for analysis and elaboration, it means that tourism authorities have a great deal more to do than simply develop and manage tourist centers and just to rely on time to pass and attitudes of mind to change.

If the nature of recreation and leisure time, including tourism, is to be defined again in brief, we would suggest one simple word - change. If we are to be more precise, it would read like this: a change of free choice. For in modern man's mind recreation and leisure is a synonym of freedom. In fact, this question concerns three basic changes - that of activity, of human environment and of physical environment.

The basic features of the recreation settlements then should be: functional complexity, sociological universality and spatial uniqueness.

Functional complexity would not at all mean functional equivalent. Why should people working inside and for the recreation settlements not live in them? Why shouldn't they create the typical human local color or, that human environment so different from our everyday environment which would materialize our need for a change? Why shouldn't their dwellings be our recreation dwelling? It is suggested that not only sociologists but economists too would easily find good reasons in favor of such an idea. Moreover, the function of permanent residence would be available.

Such a thesis is related mainly to newly developed tourism and recreation settlements. The old resort towns have a great deal of this functional complexity to offer. It is the merit they owe much of their vitality and charm. The recreation function is the basic and formative but not the only one.
The new recreation settlements are exactly in need of a functional enlargement.

When speaking of sociological universality one has to bear in mind some new trends leading to a sociological segregation of various signs - professional, social, national, or that of age. Recreation settlements as a whole should be sociologically universal for two main reasons - in order to fulfil a real change of human environment by a definite preservation of the family unit and second - to ensure the right of each social group to experience the spatial uniqueness of each recreation settlement. The sociologically universal types of recreation settlements allow formation of different social groups - either homogeneous or heterogeneous. They comprise the spatial elements either of free choice or of selected contacts with humans or nature, these contacts ranging from intensive communication up to a complete seclusion.

As for the spatial uniqueness it might be represented by a formula for a recreation settlement and this is as follows: functional complexity and sociological universality combined and implemented in a spatially unique environment.

As an attempt to summarize the concept of recreation as a whole and, moreover, as a concept for the future it could be said that recreation of the future should certainly relate far more to our everyday life and to our immediate environment. Instead of developing costly new settlements more or less close to the existing ones, why shouldn't we make much better use of the latter? Recreation areas and facilities should be just around us - inside the town. That means green areas and promenades with lots of entertainment and attractions in them and a lot of opportunities for relaxation and change. The good examples of many American and European cities speak enough in favor of such an idea.
Charles Center – Inner Harbor, Baltimore's full-scale urban renewal project in the very heart of the central business district, is now almost complete. Major office buildings, apartments, and luxury hotels are rising around the harbor basin, along two broad boulevards, Pratt and Light Streets. Between the boulevards and the water there are low pavilion structures housing restaurants, shops, theatres and other visitor attractions. A basic concept of the plan is the return of the shoreline to public use. In planning the transformation of the shoreline, prime consideration has been given to providing land on the water's edge for recreational, educational and cultural facilities serving the leisure-time enjoyment of the citizens and visitors to the area.

The revitalization of the Central District of Boston with the Summer and Washington Street promenades as a backbone and the Quincy Marketplace brought new charm to this old American city.

The similar renovation of the cities of Varna, Plodir and Vratza and many others in Bulgaria brought the virtues of the old architectural environment to a new life.

As it has already been said, recreation and tourism involve a complex set of problems, issues, and opportunities related to many other aspects of the country's public policy. An understanding of the multifaceted nature of recreation can and should stimulate creative new approaches to the provision and management of recreation experiences.

The provision of recreation is a substantial and challenging task facing all sectors of our society. Creating new recreation opportunities and maintaining existing ones will require increased coordination among all levels of government and the private sector, innovative management policies, greater technological and scientific experience, creativity and, above all, a broadened understanding
of the role of recreation in our individual lives and the live of the nation.
Bibliography


The Regional Impact of the Blue Ridge Parkway in Virginia.


Economic Impact Analysis (Report) for the Virgin Islands National Park. by Dr. Ben Posner, Clarence Cuthberson, Dr. Edward Towle, Charlotte Reeder. Island Resources Foundation, 1981.


