| COUNTRY | Bulgaria |
|---|---|
| CASE STUDY CODE | Bulgaria_Good Practice_O.10 _01 |

## MAIN INFORMATION

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|---|---|
| **Title** | People, Places and Practice: Contextualising the Tourism, Hospitality and Events Industries |
| **Location** | Varna, Bulgaria |
| **Responsible Authority** | Varna University of Management |
| **Link** | https://vum.bg/master-of-international-hospitality-and-tourism-management/ |
| **Keywords** | Academic programme course, formal education, modular, tourism |



## IDENTIFICATION

| Type | | | Stakeholders involved | | |
|---|---|---|---|---|---|
| | Case (plan, program, project etc.) | | | Public institutions | |
| | Method / Tool | | | Private sector | |
| | Organisation | | | Civil society organisations | |
| | Legal framework | | | Knowledge institutions | X |
| | Other — Course | X | | Public or grassroots movements | |
| | | | | Other | |
| **Policy field** | Urban planning | | | | |
| | Mobility | | **Timeline** | Start date | |
| | Tourism | X | | End date | |
| | Other | | | | |
| | | | | On going | X |
| | | | | Completed | |
| **Spatial level** | National | X | | | |
| | Regional | | | Limited | |
| | Local | | | Repeated overtime | X |



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**Purpose and context**

The modular course "People, Places and Practice: Contextualizing the Tourism, Hospitality and Events Industries" is a main subject of the double-degree Master Program "International Hospitality Management" delivered by the Varna University of Management in Bulgaria and the Cardiff Metropolitan University in the United Kingdom.

**Problems and challenges**

**Organizing, Supporting and Funding Entities**

**Process (including participant recruitment/selection) and Interaction/Participation (including methods/tools) used**

The course focuses on the structure and characteristics of the THE industries and the associated interest groups across the commercial, governmental and third sector; provides a critical insight into how developments in the THE industries are both contested and advocated; encourages critical assessment of sector and professional practices that are transforming THE experiences – including the urban environment; promotes a critical evaluation of the relationship between THE and place and an assessment of how communities and consumers influence and (co-)create THE environments and experiences.

The course topic include the following learning units: (i) Tourist place as a counterpoint of tourist experience – characteristics, factors, multisensory experience, (ii) Identification and analysis of major players operating within the tourism industry and the major events, (iii) Stakeholder and network analysis – external and internal stakeholders – analysis of the complexity of relationships, possible conflicts and interests of each group, (iv) The role and significance of partnerships, community and other stakeholders in responsible tourism management, (v) Models and theoretical approaches to People, Places, Practice in THE, (vi) Managing the tourist experience by the compilation of practices and mutual cooperation among the people from the THE industries and (vii) Environmental, social, ethical and economic aspects of place and stakeholder management.

**Outcomes, Effects and Lessons Learned**

The course leads to 10 ECTS credits and aim to ensure students develop a critical insight into the structure and characteristics of the tourism, hospitality and events industries, and develop an understanding of the relationship of these industries to place management and marketing. The assessment methods include inter alia a practical assignment for developing an experience/product linked to a place, using a multisensory mapping and video-content.

**Bibliography**

Master's Programme webpage: https://vum.bg/master-of-international-hospitality-and-tourism-management/