ECO-TOURISM IMPACT / SUCCESS INDICATORS
BASELINE DATA 2002

SAMOKOV PILOT REGION
OF RILA NATIONAL PARK

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Preface

The Biodiversity Conservation and Economic Growth (BCEG) Project is funded by the United States Agency for International Development, (USAID), as part of its strategic support to the Republic of Bulgaria. The Project is sponsored by USAID in conjunction with the Government of Bulgaria – the Ministry of Environment and Waters (MOEW). The Project is governed by a Memorandum of Understanding (MOU) between the two governments, and its implementation covers the period: May 2000 – June 2003.

This Project is a logical evolution of earlier USAID assistance to biodiversity conservation in the country. It follows some 10 years of assessment, technical assistance and financing of Bulgaria's biodiversity conservation strategic development, new protected areas legislation, and new national park institutions. The Project is designed to capitalize on the achievements of the Bulgaria Global Environmental Facility (GEF) Biodiversity Project (implemented during the period June 1995-April 2000), and builds on lessons learned.

The BCEG Project addresses six specific contract themes known as tasks or "contract result packages". The BCEG Project includes the finalization and implementation of two national park management plans, the development of a new management plan for Rila Monastery Nature Park. It assists in the development of financial mechanisms and strategies to ensure the solvency of national parks. The Project pilots economic growth activities with select target groups around two Bulgarian national parks. And it continues to build on the principles of strong public information and awareness as stepping stones for informed public engagement and promotion of biodiversity conservation and protected area management activities.

This Project is issued as a Task Order (Contract Number LAG-I-00-99-00013-00) under the USAID Global Biodiversity and Forestry Indefinite Quantities Contract (IQC); and is implemented on behalf of USAID by Associates in Rural Development, (ARD) Inc., of Burlington, Vermont, USA.

The Project is implemented through a Project Management Unit (PMU) based in Sofia, and includes a Team Leader, three Bulgarian technical specialists, and support staff. Project activities are coordinated through two mechanisms –
   a) Project Coordination Group – serves as a steering committee for Project planning and monitors implementation. This consists of the National Nature Protection Service of the MOEW, and national park directors, the PMU and USAID;
   b) Project Counterpart Team – PMU staff working with MOEW/NNPS counterparts.

The Project is largely implemented through the Directorates for Rila and Central Balkan National Parks. Additional technical assistance is provided by Bulgarian and international consultants, and is based on specific terms of reference.

Executive Summary

An Eco-tourism Monitoring Guidebook was developed as part of program of support to rural eco-tourism development in association with two of the country's largest national parks – Rila and Central Balkan. Two pilot areas have developed models of community eco-tourism as a result of projects undertaken by these two national parks in the implementation of their management plans. The community eco-tourism models developed with the assistance of national parks have demonstrated successful examples of *public-private enterprise* and coalitions with protected areas, as well as a viable tool for community development. The Guidebook was used by community ecotourism initiative groups to collect the baseline data for monitoring eco-tourism impacts in the two pilot areas. The results of their work can be found in this report for Samokov pilot area, associated with Rila National Park and in another report for Kalofer pilot area, associated with Central Balkan National Park

The Guidebook is dedicated to the belief that communities who set their own targets for eco-tourism development are also in the best position to chose and monitor their success or failure. Self- selected community indicators in which all community eco-tourism developers are engaged in identifying and monitoring works much better than those imposed from outside the community.

A research on eco-tourism state in Samokov pilot region was carried out in the summer of 2002.

Objectives:

Approbation of *Guide for monitoring of eco-tourism impacts* in protected areas in Bulgaria and neighboring communities, worked out within the present project;

Collecting information on present state of eco-tourism as a comparative base with a view of future changes and their assessment

Methodology

Implementation period: June 2002
Region: Samokov pilot region
Subjects of research (general totalities):
Tourist entrepreneurs' establishments
Visitors
Local population
Local authorities

Methods:
Inventory tables, as a base for developing a database – filled in by local administration; *standardized questionnaires /forms – designed for various representatives of local community; visitors to pilot regions and guests to tourist establishments; and managers of tourist entrepreneurs' establishments*.

Tools used: questionnaires. (The same numeration appears in the tables and tells from which questionnaire is the relevant question)

I   Questionnaire for managers of tourist establishments
        II   Questionnaire for visitors
        III   Questionnaire for local communities
        IV   Questionnaire for local authorities

Approach: direct, one-time research
Volume of research sample:
        181 individuals representatives of local communities
        25 visitors
        17 tourist establishments
Representation:
        1) The results are not representative for the general populationof local residentsand
visitors
        2) Results are representative for the general populationof tourist entrepreneurs'
establishments since in small communities these are the major businesses.

Results from the Samokov pilot region

The results of the research are discussed under the titled indicator groups as they are
presented in the ***Guide for Monitoring of Eco-tourism Impacts.***

1. Tourism sector

There are emerging and developing family eco-tourist businesses and a positive trend for
expansion. This will result in the creation of new jobs for people outside these families.
The main features of the eco-tourist sector are:
        1.   year-round local employment
        2.   good categories of accommodation facilities and a broad range of services
        3.   existence of eco-tourism NGOs
        4.   availability of local educational programs in tourism.

All are indicative of favorable conditions for eco-tourism development.

Required improvements include:
        1)   increase in municipal budgets for developing overall technical and tourism
              infrastructure
        2)   formal and informal delineation of responsibilities among the three main parties
              – the state, the private sector and the public sector.

2. Visitors

Collecting information from and on visitors annually is an important component of the eco-
tourism monitoring system. This information can serve as a basis for assessing the quality
of supply and adaptations in supply, for tourist product development, and for strategically
planning tourism development in the destination of concern.

Most visitors are Bulgarian and are living in Sofia (61%), Varna (31%) and other large
cities in the country (11 %). All the individuals questioned are in the up-to-45 years age
group, and most have a secondary or higher education. Based on their own assessment,
respondents consider themselves to have incomes higher than the average for Bulgaria. The

needs and preferences of visitors to the Samokov region overlap fully with the profile of potential eco-tourists in Bulgaria.

The analysis of the questionnaires shows prevalence for short-term visits, and about one third of the visitors have come to this destination many times. Information about the area was provided mostly through relatives or friends. Visitors' perception of this destination is related to specific features of the eco-tourist product offered, i.e. serenity of natural surroundings and preserved cultural and historical heritage.

3. Tourist destination

There has been, on average, an increase of 60% in the number of visitors recorded by each entrepreneur in the region. This is a characteristic trend for newly developing destinations. At this time there is no real threat of exceeding the carrying capacity of the destination. Tourists' main expenses are for accommodation and dining, while the costs for specialized eco-tourist services constitute a small share of overall expenses, and are indicative of the potential for developing eco-tourist attractions. There are ten registered accommodation establishments, seven of which have been run for more than four years. In the last two years two more establishments have been developed. The accommodation capacity is 137 beds.

4. Economic effects of tourism

Indicators of the economic effects of tourism give an idea of the role tourism plays in the overall economy. These indicators are divided into seven groups, Table 4, and require annual monitoring by both local authorities and eco-tourism entrepreneurs.

The main effects noted in the analysis of these indicators are:
1) eco-tourism is the main source of income for two-thirds of those employed in eco-tourism
2) the number of people with professional qualification is insignificant
3) almost all establishments are owned by local entrepreneurs
4) few use bank financing
5) less than one half of the local entrepreneurs are members of some tourism organization
6) the increase in enterprises is well paced with tourism development
7) less than one percent of those employed work in the eco-tourism sector, indicating that eco-tourism has little actual effect on job creation
8) eco-tourism investments are made in locations that help develop other businesses, but at a smaller scale

5. Social effects of tourism

Indicators used for monitoring social effects have been selected to show the direct positive impacts of tourism on social life in the community, and to reveal indirect impacts. These indicators need to be monitored annually by local authorities.

The following positive effects, while small, have been measured in the Samokov region:
1) a growth of 17% in the number of enterprises for commercial and social infrastructure, and a growth of 3% in the number of enterprises related to recreation and sport during 2001, as compared to 1999

2) strong positive attitude of local communities to eco-tourism development
3) positive trend in local community development, measured by population growth, no emigration and new construction
4) decrease in solid waste

Noise pollution needs to be mitigated and traffic flow improved during the active season.

6. Cultural effects of tourism

The cultural effects of tourism are indicative of the overall effect tourism has on the culture and cultural heritage of the region. These indicators require annual monitoring on the part of local authorities. Eco-tourist entrepreneurs should monitor the indicator for use of local knowledge and skills in tourism and in tourist supply seasonally.

The results of this research show:
1) there appear to be no negative changes in local culture from tourism – most of the local community share the opinion that eco-tourism tends to preseve local culture
2) the number of cultural events, 20 annually, is a good basis for developing cultural tourism

There are no statistics on significant indicators to identify probable impacts from all tourism activities in the region, not only eco-tourism. The main recommendations from the respondents to the questionnaires focus on simplifying the questionnaires and on the frequency of monitoring different indicators.

1. Success and Impact Indicators of Eco-tourism Development: A Methodological Introduction

1.1 Purpose of Indicators

The set of impact and success indicators of eco-tourism is an instrument that assists in better understanding the impact of eco-tourism on the environment. By monitoring these indicators, one can evaluate whether the overall objectives for eco-tourism are being met. To define whether a given region is sustainable in terms of tourism development impacts, a number of indicators are needed showing the relationship between tourism activities and the capacity of the area to sustain these impacts.

Indicators help resource managers and others identify how communities change as a result of tourism development. Eco-tourism is associated with the most valuable natural and cultural sites and phenomena in a given destination. Damage to these resources will undoubtedly be followed by economic losses for those whose livelihoods depend on tourism, and by ecological and social losses for the whole local community. Thus, it is critically important for eco-tourism to be developed in harmony with the environment, and businesses should play a leading role in establishing sustainable ecological and economic practices.

The following categories of effects indicate the possible risks of environmentally unfriendly development and development of tourism as a whole, including eco-tourism development:
- Too much infrastructure
- Water, air, and soil pollution
- Noise pollution
- Deteriorating quality of natural resources from too many people
- Changes in the culture of host community

The long-term viability of tourism can be assured only when the limitations and favorable opportunities of the overall environment for tourism development are understood and ways to measure changes induced by tourism are identified and applied. Though eco-tourism is not usually associated with a large number of visitors, its development in a given community over a long period of time can lead to a number of changes that may negatively affect the community's social, cultural and economic life and its natural environment. These changes might not be conspicuous, especially if the number of visitors is small or if eco-tourism activities are not causing any substantial impacts. However, these types of changes tend to accumulate slowly and gradually over course of weeks, months or years, and can ultimately bring about huge and irreversible changes in the environment, deteriorating the living conditions of the local community. This is why it is essential that these changes be regularly observed and monitored to project future changes, follow trends of development, and establish controls and possibilities for regulation of undesirable processes.

Even when eco-tourism leads to positive changes it is important to monitor changes in the community in order to identify the level to which the desired eco-tourism objectives are being achieved. Indicators can show steady tendencies in eco-tourism development. This is why measuring changes and providing this information to local people, and to relevant authorities and institutions responsible for community development, and management of eco-tourism could help them to make the best decisions. Using indicators makes it possible

to collect and develop a considerable amount of data on tourism in the community, including opportunities for periodic updating and creating a dynamic order, as well as measuring and assessing change.

1.2. Structure of Indicators

The methodological approach of this study is based on a set of tourism impact indicators that can be used in the process of eco-tourism planning and can provide necessary information for managers in tourism and administration officers in the public sector. These impacts are grouped in three categories:

1) socio-cultural - effects on the social and cultural life of community
2) economic - effects on the economic life of the community
3) ecological or physical - effects on the natural resources or their ecological state, within the community or in the surrounding area

Structuring the indicators, or identifying the main groups, is based on their role in supporting the types of decisions local authorities and the tourist industry must make in the process of planning and managing tourism. Thus, one and the same question may fall within the details of several indicators. The main types of indicators in practice in the world today are:

Precautionary indicators – these indicators help to identify and prevent problems. Examples of the most widely used indicators in this category are: a decrease in number of regular visitors, decreased number of visits, and a decrease in the number of investments.

Indicators measuring carrying capacity or stress factor – these measure external factors or tendencies that should be considered in the process of planning and management. The best examples are: an increase in population, varying demand, increased loading from a variety of uses on one and the same resource.

Indicators measuring the state of natural resources and volume of demand for these resources – these indicators help managers identify what has changed in these resources in relation to other similar resources, when compared with previous data or to accepted standards.

Indicators measuring impact/effects of tourism - these indicators can be integrated into business plans, or be used to target activities that may be producing an effect that needs to be addressed. An example is closing beaches due to pollution problems.

Indicators measuring management efforts/actions - these indicators provide information that is used to measure the results of actions taken. Some examples include levels of controlled pollution, costs made for control of solid wastes, and size of protected areas.

Indicators measuring the consequences of management efforts - These identify the effect of measures taken for sustainable development of tourism in the community. An example is lowered levels of degradation in natural complexes.

The main group of indicators is used to measure and provide the necessary information to the basic sectors involved in eco-tourism activities:

Public sector – the indicators show the actual role of each participant and reveal the relationships among them.

Visitors - monitoring is targeted at management of product quality by using indicators to determine the visitor's degree of satisfaction with the goods and services offered.

Tourism sector - indicators provide information on tourism quality and its dynamics, and help to identify the key trends in its development.

Local population –- indicators indirectly measure changes in the economic, socio-cultural and ecological environment through the attitudes and perceptions of the local population. They show whether there is economic growth, whether the psychological comfort of local population is established or violated, and whether qualities/features of the natural environment and of cultural and historical heritage are preserved and improved.

1.3. Methodology

The first part of the research was carried out in June2002 through a direct, one-time inquiry by a team of student-magistrates in tourism from Sofia University St. Climent Ohridsky, with Dean N. Popova and Dean M. Vodenska as heads of the team. Professor D. Hawkins from George Washington University (USA) provided methodological supervision. The students magistrates were specially trained to conduct interviews and had some former experience in this field. As part of the interview process they shared their experience with schoolchildren from the specialized classes in tourism in the secondary school in Samokov. Data collected from the completed questionnaires were processed using the statistical package SPSS, in percents and ratios. The percentage of respondents in this study was quite high - 90%.

To obtain the opinion of the local population the so-called " street inquiry" was used. Interviews were done in public places such as the town square, streets and public buildings. This type of inquiry was appropriate to the objectives, i.e. quick, one-time research to obtain relatively reliable information based on spontaneous answers and in a way that allowed the interviewer to oversee filling in the forms. The visitors' questionnaires were completed where the visitors were staying, and over 90% responded. The tourist sector questionnaire*s* were completed at dining and accommodation establishments identified by the Eco-tourism Initiative Group. The questionnaires were completed either with the help of the interviewers or independently by the managers or owners of these establishments.

Information the public sector (local authorities) was collected from different local government bodies using inventory tables. This was a three-stage procedure: 1 preliminary meetings with representatives of local authorities to clarify the volume and essence of information; 2 submitting the questionnaire to the municipalities to be filled in by "a person in charge", and 3 interviewers picking up the completed questionnaires.

The main groups of indicators were studied with the help of about 200 questions. This large number questions is difficult to use in monitoring because they require considerable effort and time and there is no statistical data available for many of them. The large number of indicators was used during the first phase of the research with a view that collecting as much information as possible would help to specify some factors in detail when appropriate.

2.   Results from the Research Conducted in the Samokov Pilot Region

The results of the research are discussed in the indicator groups as presented in the *Guide for Monitoring of Eco-tourism Impacts* . For the purposes of the present analysis, the main group of indicators is described with the help of a minimum set of key questions:

2.1 Tourism Sector

The indicators and related indices (questions) are most often quantitative and give an idea of the scope of the tourism sector. For example there are questions about the overall number of tourism enterprises and the number of people employed in tourism. On the other hand, these data allow a comparison between tourism and other economic activities. This helps to define tourism's role in regional development at the present time, to evaluate the objectives that were set, and to identify future objectives related to tourism development in the region. These indicators and indices highlight the overall picture of tourism, i.e. what aspects are well developed, to help make relevant management decisions at the local level.

Eight groups of indicators have been included in this research (Table 1):
1)   Number of those employed in tourism
2)   Type of employment
3)   Salaries/wages
4)   NGO-s involved in tourism
5)   Contributions by government (construction, donations)
6)   Improvements that are needed – facilities and services
7)   Availability of local training in tourism
8)   Allocation of responsibilities among the private sector, the state and the public sector, including NGO-s.

Some indicators, for example 2,6,7 and 8, refer to important qualitative aspects of tourism in the region. They are interrelated and serve as a basis for a more profound economic analysis. For example indicator 2 (the ratio of permanent to temporary employment) may be used for identifying training needs. Practice has shown that the use of a large share of the temporarily employed labor force requires maintaining needed professional skills through consistent training.

It should be noted that some of the questions may be used to reveal various aspects of tourist development and hence are included in other, different groups of indicators.

2.1.1. Number of people employed in tourism – this is the main qualitative indicator. It shows the scale of the business. It needs to be permanently monitored.

Key questions:
How many people work at the establishment?
Number and/or percent of people employed in tourism from the local population.

At present, there is no available information on the dynamics of existing jobs, but there is a positive trend in employing local people.

2.1.2. Type of employment - this indicator should be used in combination with the former one to reveal the qualitative state of local employment.

Key questions:
- *What is the ratio of year-round to seasonal employment?*
- *What is the ratio of permanent to temporary employment?*
- *What is the ratio of local to external labor force?*
- *What is the ratio of men to women?*
- *What is the ratio of full time jobs to part time jobs?*
- *What is the profile of the employees – members of family or hired labor?*

There is a trend in family businesses to expand by creating new positions or hire local people outside the family. The ratios between full and part time employment and between permanent and temporary employment are favorable for the development of businesses. Those occupying full time and year round tend to prevail.

2.1.3. Salaries / wages – this indicator and related question give an idea of the financial state of the business and serves as a base for comparison with the average values for the country.

Key question:
- *How many workers receive the minimal salary, the average one and above average for the country?*
- *What is the average salary in the community?*

At present, remuneration is within the minimal and up to the average salary.

2.1.4. NGOs involved in tourism – this group of indicators shows awareness of the important role of the non-governmental sector in the planning process for tourist development at local level. The establishment of NGOs dealing with tourism issues is a step towards developing mechanisms for their formal participation in strategically planning economic development, including the development of tourism. Two actively operating organizations in the region are the local Tourism Council and the Eco-tourism Association. However, membership is rather poor, as only two tourist enterprises are listed as members. There is also one membership in BATA.

2.1.5. Contribution on the part of government - this group of indicators is very important because recreation and tourism require a certain level of development in both overall technical infrastructure, such as water and sewage, electric power supply and roads, as well as in public facilities for diverse recreation activities. Usually external visitors, tourists included, use sport, entertainment and other facilities constructed initially for the needs of local people. Local and central government have the primary responsibility for providing these infrastructure facilities. They are also responsible for identifying various sources of financing, and assisting local government in obtaining financing for building such facilities.

Key issues:
- *Contribution on the part of central government for developing tourist enterprises, such as number of constructions and amount of donations*
- *Expenditures of the municipality for maintenance of technical infrastructure*
- *Expenditures of the municipality directly related to tourism, i.e. tourist facilities, attractions, cultural centers, and sport facilities.*

At the present time, no contributions by the central government for tourism have been recorded. The municipality has spent 30% of its total budget improving the overall

technical infrastructure. There has been no building of specialized infrastructure for tourism.

2.1.6. Improvements that are needed in facilities and services — this indicator is indicative of the availability of facilities to satisfy two groups of needs: the usual daily biological needs as sleep, food and personal hygiene, and for communication, safety and security, and second the needs associated with recreation and amusements at the establishment and in the region.

Key questions, clarifying this indicator are:
- *Is the establishment categorized according to current regulations?*
- *What is the capacity of the establishment?*
- *What fire alarm equipment has been installed?*
- *Is there parking at the establishment?*
- *What are the dining facilities – taverna, restaurant, coffeehouse, confectionery, bar, disco club, others?*
- *Is there a separate WC in the rooms?*
- *Are there phone, TV and radio sets and air conditioning in the rooms?*
- *What additional services are offered at the establishment?*

The accommodation base is comparatively good. All the basic and a number of additional services are offered. Improvements to the facilities include adding telephones, TV sets, and air-conditioning.

2.1.7. Availability of local training in tourism – establishing and maintaining an educational/ training network in the field of tourism is necessary for providing services that meet the requirements of tourists. A training network also means additional local employment.

Key questions for this group of indicators are:
- *How many of those employed have the necessary education and qualification in tourism?*
- *How many of those employed have worked in tourism before?*
- *What are the training/educational needs at your establishment?*
- *What qualification/training course would you like to cover?*
- *What are the training/educational needs in the area of tourism of the community?*

- *Number of local training programs or schools in the area of tourism.*

There is one secondary/high school for tourism in the region but no opportunities for professional specialization and training of personnel employed in the sector. There are several areas that need specialized education, including accommodation and catering, marketing, management, and specialized tourist services.

2.1.8. Allocation of responsibilities among the private sector, the state and the public sector, including NGOs – in times of strong competition and especially in this period of transition to a market economy, it is essential to integrate the efforts of all the sectors related directly or indirectly to tourism. Often the interests of various sectors differ and sometimes tend to contradict. That is why it is necessary to clearly identify common interests, which in turn would require efforts to unite to establish favorable business conditions.

Key questions are:
- *Number of enterprises related to tourism*
- *Number of NGOs working with tourism*
- *Number and type of certificates issued*
- *Allocation of responsibilities related to tourism development*

There is a registered Eco-tourism Association and local Tourism Council. They are evidence that coordination among local entrepreneurs has begun. At present, the municipality focuses on issuing certificates for tourist operations. There is neither a formal nor informal allocation of responsibilities among the three main stakeholders.

Table 1 Tourism Sector in Samokov

Indicators	Questions from the questionnaires	Value of indices		Recommended indicator value
Tourism sector		**Number %**	**Index: growth in % of the Base**	
1. Number of those employed in tourism	*I- How many are employed at tourist entrepreneurs' establishments?* *IV- Number of local population employed in tourism*	49	Base	**Increase**
2. Type of employment (full time, part time, seasonal, local/external)	*I- How many employees are employed:*			**Improvement** – according to local strategy
	All year round/seasonal	16/14	1.1	
	Permanent/temporary	40/9	4.4	
	Local/external labor force	49/0	-	
	Men/women	28/21	1.3	
	Full time/part time	27/12	2.2	
	Members of families/hired workers	28/11	2.5	
3. Wages	*I – How many workers receive the following salary?*			
	Minimal	20	Index – 0.3 medium to minimal	**Increase - value above 1**
	Average for the country	7		
	Over the average for the country	0	0	**Improvement**
	IV- Size of average salary	**...**	**...**	Statistics needed
4. NGOs involved in tourism	*IV- Number of NGO-s involved in tourism*	2	-	**Increase** – according to local strategy

5. Contribution of central government (construction, subsidies, others)	*IV- Number of government construction projects, subsidies*	-	-	**Improvement** According to local strategy
	IV- Expenditures of the municipality for improving and maintaining the overall infrastructure/ in thousands BG levs/	120	Growth 30%	**Improvement** according to local strategy
	IV – Expenditures of the municipality directly related to tourism	**-**	-	
6. Improvement needed in tourism supply, both facilities and services	*I- Number of categorized establishments according to Regulation 2002?*		Base for comparison	**Improvement-** According to local strategy
	1 star	1		
	2 stars	6		
	3 stars	1		
	absence of any category	1		
	I-Capacity of accommodation establishments?			
	Single or double rooms	19	Base	
	Rooms with three or more beds	13	-	**Sustain**
	I- What is the heating source?			
	Wood	4	Base	
	Diesel	2	-	**Sustain**
	Electricity	2	-	
	Coal	3	-	
	I-Establishments with fire-precaution facilities.		-	
	1 fire-extinguisher			
	2 fire-extinguishers	1	Base	**Increase**
	over 3 fire-extinguishers	10	-	**-**
	I- Establishments with parking spaces			
	With parking space	4	-	**Improvement**
	No parking spaces	7		
	I- Establishments and WC in the rooms			
	Without WC	4		
	With WC	7	- Base	**Decrease**
	I- Establishments with improvements in the rooms – TV set, phone, radio			
	Without improvements	8		

	With improvements	3	- Base -	**Decrease**
	I-Establishments offering dining and drinks			
	No dining	3	Base	**Increase**
	Dining and drinks	8	-	**Decrease**
	I-Establishments offering services related to local culture and folklore.			
	No such services	5		**Improvement**
	Provide such services	6	- Base -	
	I-Establishments with staff having the necessary specialized education			
	Without the necessary Education 5		45%	
	With the necessary Education 6 – 55%			
	I-Establishments with business plan			
	Without business plan	9	Base	**Increase**
	With business plan	2		
	I – Distribution of new investments -range in %			
	New equipment – by 35% on average	12		**Increase**
	New equipment – by 26% on average	12	Base	**Increase**
	Repairs – by 25% on average	14		**Increase**
	I – Attracting customers by means of:			
	Media	4		**Increase**
	Relatives and friends	4	Base	**Increase**
	Others	3		**Increase**
	I – Establishments that are members of tourist organizations	3		**Increase**
	Not members in any of them	4	Base	**Increase**
	Members			
7. Availability of local training in tourism	***I- Establishments with personnel with the necessary specialized education***			
	Without the necessary education	3	Index 2.6	**Improvement** – higher value than 1
	With the necessary education	8		

	I – Establishments with personnel experienced in tourism			
	With no or little experience	3	Index 2.6	**Improvement** – higher value than 1
	Experienced	8		
	VI – Number of local programs / schools for tourism	1		
8. Distribution of responsibilities among private sector, the state, NGOs.	*IV- Enterprises related to tourism*	9	-	**Increase**
	IV- Number of NGO-s related to tourism	2		**Increase**
			-	
	IV- Number and types of certificates issued for tourist activities in 2001.			
			-	
	Accommodation establishments	70	-	**Sustain**
	Dining establishments	380	-	**Sustain**
	Tourist agencies	18	-	**Sustain**
	Applied craft	60		**Sustain**

Key to Indicator Values: Improvement; Decrease; Sustain; Increase; *Dots –*absence of statistical data

I   Questionnaire for managers of tourist establishments
II   Questionnaire for visitors
III   Questionnaire for local communities
IV   Questionnaire for local authorities

2.2 Visitors

Monitoring visitors is an important element in the monitoring system. Visitors should be monitored continuously, and the data should serve as a basis for evaluating the quality of services, for making changes in services, for developing the tourist product, and for strategically planning tourism development at the destination.

The main groups of indicators found in Table 2 are:
1) Income, demographic characteristics and other data on visitors
2) Needs, recommendations and interests
3) Satisfaction with services and facilities
4) Models of visits
5) Access to services
6) Parking
7) Image of the destination

2.2.1. Income, demographic characteristic and other data for visitors - these indicators are important for understanding a broad range of physiological, educational, spiritual and other needs of visitors. Good knowledge of these can lead to setting feasible objectives in developing a tourist product that meets the expectations of visitors and therefore achieves an acceptable quality.

Key questions in this group of indicators are:
- *How did you come to know about this tourist place?*
- *What is your nationality?*
- *What is your permanent living address?*
- *What is your sex?*
- *What is your age?*
- *What is your marital status?*
- *What is your education/profession?*
- *How do you evaluate your standard of living?*
- *How did you organize your vacation?*

Most visitors are Bulgarians living in Sofia (61%), Varna (31%) and 11% from other large cities in the country. All individuals questioned are up to 45 years in age, and most have a secondary or higher education (46% for each). They rate their standard of living as higher than the average for the country. This research has shown that the profile of visitors to Samokov fully coincides with the profile of potential customers for eco-tourism in Bulgaria.[1]

2.2.2. Needs, preferences and interests – this group of indicators is important because it directly relates to visitors' motivation for choosing a specific tourist establishment, and is indicative of visitors' expectations of the quality and quantity of goods and services important to them. Monitoring these indicators provides measures of compliance with the quality of tourist product.

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[1] Prospects for Development of Eco-tourism in Bulgaria. Research on domestic market Project BCEG, 2002

The key question is:
- *What is the purpose of your visit here?*

Needs and preferences of visitors coincide almost directly with the characteristics and specificity for an eco-tourist destination – recreation and activities oriented to natural and cultural heritage.

2.2.3. Satisfaction with services and equipment – this indicator is viewed as a complex one and is a function of many other factors and indicators. The key questions focus on establishing consistency between the visitor's expectations of relevant goods and services and their actual perception of tourist supply at their destination. This indicator requires answers to questions clarifying the character of tourist demand and visitors' behavior revealed in the purpose of their visit, and activities they tend to perform or would like to perform during their stay. There are also some questions that require a direct answer on the degree of satisfaction with the stay and specific services provided.

The key questions related to this indicator are:
- *Are you satisfied with your vacation here?*
- *Would you like to visit this place again?*
- *Would you recommend this place to your relatives or friends?*
- *What is your overall impression from your stay here?*
- *What is your assessment of the separate components of tourist supply?*

At this stage there is a high degree of satisfaction with the quality of services offered. In the future it will be essential to monitor the dynamics of this indicator, as it is dependent on the market dynamics of specialized eco-tourist products.

2.2.4. Models of visit – this group of indicators reveals the basic model of recreation activity. They show what the recreational activities are. When compared with the questions about the visit and the relevance of recreation and tourism activities, it becomes clear whether the tourist product supply meets tourists' expectations. The indicator also shows what their future intentions are to visit again. To a certain degree, their intention depends on whether the hypothetical recreation supply and the actual supply are similar.

Key questions:
- *How many times have you visited this place?*
- *How long are you staying here?*
- *Where did you get information about this tourist establishment?*
- *How is your vacation organized?*
- *What are your approximate costs for your stay here?*
- *What recreation activities did you do during your stay?*

Short-term visits tend to prevail and about one third of the visitors have been to this establishment repeatedly. Relatives and friends are the main source of information about the establishment.

2.2.5. Access to services - among the basic components of tourist supply is accessible information and transportation. This indicator is a complex one and can be described using a number of indices/questions related to various elements of the transport system. It is

important that they be defined precisely, depending on the type of transport to the tourist destination of concern. Access to the Samokov region is only by means of automobile, hence relevant questions are reduced to a couple of summarizing ones:

Key questions:
- *What means of transportation did you use to get here?*
- *How do you assess the transport accessibility of the tourist establishment?*
- *How do you assess the informational accessibility of the tourist establishment?*

Transportation accessibility of the destination is good, but there is a substantial shortage of directional information along the roads.

2.2.6. Parking – this indicator is related to the previous one but is monitored separately since parking is a service used during a stay at the tourist establishment. It is an important indicator to monitor at the research establishment since the automobile is the main mode of transportation. When tourism is practiced on a smaller scale, one's personal automobile is the more common form of transportation.

Key questions:
- *Does the establishment have any parking spaces?*
- *Please assess options for parking at the accommodation establishments.*

Parking conditions are very good.

2.2.7. Destination image –this group of indicators demonstrates what the tourists' perceptions are of the destination. Practice has shown the importance of this factor when tourists make decisions about where to visit. Tourists' opinion do not always coincide with that one of producers of goods and services, hence it is essential to know what the image of the tourist establishment is in the eyes of tourists. It is important to use this information to plan proper marketing efforts, and to maintain and make further improvements to establishments. The image of a destination is closely connected with the degree of satisfaction tourists have about their stay. Thus many of the questions related to this indicator are used to assess the degree of visitor satisfaction.

Key questions:
- *What made you select this tourist establishment?*
- *Would you like to visit this tourist establishment again?*
- *Would you recommend this place to your relatives or friends?*
- *What is your overall impression from your stay here?*

Visitors' perception of this destination is related to specific features of eco-tourist product offered – serenity in natural surroundings and preserved cultural and historical heritage.

Table 2. Visitors to Samokov

Indicator	Questions from the questionnaires	Index value		Value of the index - Increase in %, or base for comparison	Recommended indicator value
		Samokov	**Villages**		
Visitors					
1. Income, demographic characteristics and other data on visitors	*II Your national identity?*				
	Bulgarian	100%	100%	Base for comparison	
	II- Your sex? Men/women	63:38%	62:38%	Base for comparison	**Improvement** – product compliance
	II- Your age group? Up to 45 years, as percentage of total	100	100	Base for comparison	
	II Your permanent residence? (as a percentage of total)			Base for comparison	**Improvement** – product compliance
	Sofia	62	75		
	Other settlements	38	25		
	II Your family status (as percentage of total)			Base for comparison	**Improvement** – product compliance
	Not married	31	75		
	Married	69	25		
	-II Your education (as percentage of total)			Base for comparison	**Improvement** – product compliance
	Higher	46.2	0.0		
	Secondary	46.2	100		
	II Your profession (as percentage of total)			Base for comparison	**Improvement** – product compliance
	Management	40	40		
	Administrative work	10	10		
	Medium executive level	20	20		
	Low executive level	20	20		

	Others	10	10		
	II-Your material circumstances?				**Improvement** – product compliance
	Well-to-do, over the average for the country	61.5%	-	Base for comparison	
	Average income for the country	38.5	100		
2. Needs, preferences and interests	*II – Purpose of the visit and the most important activities (% of total)*			Base for comparison	**Improvement** – according to regional strategy
	Recreation in natural environment	92	100		
	Getting acquainted with local crafts	57	33		
	Visit to natural landmarks	68	100		
	Trails,trips to the mountain	50	100		
	Getting to know local culture, customs and lifestyle	50	100		
	Sport activities	86	50.0		
	Taking pictures of natural landmarks	63	67		
	Acquainting with local culture	50	33		
	Visit to entertainment establishments	57	33		
3. Satisfaction with services and equipment	*II- On the whole, are you satisfied with your vacation?*			Index – 0.9 /positive to all answers/	**Improvement** – value close to 1
	Very satisfied	92	92		
	Satisfied	3.0	3.0		**Improvement**
	II –Would you like to visit this tourist establishment again?			Index – 0.9 /positive to all answers/	**Sustain**
	Yes, with pleasure	100	100		
	II –Would you recommend this tourist establishment to your relatives or friends? Yes, absolutely.	100	100	Index – 1.0 / positive to all answers/	**Sustain**

II- Assess separate components of tourist supply (% of total)				
1. Accommodation				
Safety			Index – 0.8 /Samokov/ 1.0 /villages/ /	**Sustain**
Excellent	40	25		
Good	40	75		
Conveniences in the rooms			Index – *1.0*	**Sustain**
Excellent	70	50		
Good	30	50		
Affability of the personnel			Index – *1.0*	**Sustain**
Excellent	71	100		
Good	29	-		
2. Tourist product				
Recreation			Index – *1.0*	**Sustain**
Very good	60	60		
Good	40	40		
National kitchen			Index – 1.0	**Sustain** -
Very good	71	33		
Good	29	67		
Amusements			*Index – 0.8 for Samokov and 1.0 – villages*	**Increase**
Very good	17	33		
Good	67	67		
Tourist and other information			*Index – 0.6 for Samokov and 0.2 – villages*	**Increase**
Very good	20	25		
Good	40	-		
Poor	-	50		
4. Models of visit	**II- How many times have you visited this tourist establishment? (% of total)**		*Base for comparison*	**Improvement** – product compliance
	First time	54	75	
	Second time	31	25	
	More than twice	15	0.0	

	II-Where did you get information about this tourist establishment? (% of total)			*Base for comparison*	**Improvement**– product compliance
	Have been here before	23	23		
	From friends and acquaintances	75	75		
	II- How has your vacation been organized?			Base for comparison	**Improvement**– product compliance
	Direct booking				
	Booked by acquaintances of yours				
	Chosen at spot				
	Through tourist agency				
	II- How long are you staying here?				**Improvement**– product compliance
	1 overnight	89	75		
	2 overnights	11	25		
	II- What are your approximately expenditures for your stay here?				**Improvement** – product compliance
	Above 30 BGL	-	50	*Base for comparison*	
	Between 30 – 50 BGL	67	50		
	Between 50 – 150 BGL	33			
	II- What recreation activities have you indulged in during your stay here?				**Improvement** – product compliance
	Passive recreation in natural surrounding	54	100		
	Trails/trips to the mountain	62	100		
	Interpretative visits to natural landmarks	23	50		
	Trips outside the settlement	62	75	*Base for comparison*	
	Visits to amusement places	31	25		
	Interpretation of specific local craft	57	33		
	Interpretation of local culture, events	7	0.0		
	Sport activity - summer sports	23	25		
	Interpretation of nature - educational	50	33		
	Picking herbs and forest fruits	0	33		
5. Access to services	***II- What transport did you use to get here?***			*Base for comparison*	**Improvement** – product compliance
		100	100		

	Personal vehicle				
	II- Assess transport and informational accessibility				
	Transport accessibility			*Base for comparison e*	**Improvement** – product compliance
	Very good	33	-		
	Good	67	100		
	Informational accessibility			*Base for comparison*	**Improvement** – product compliance
	Very good	40	-		
	Good	20	33		
	Bad	40	67		
6. Parking	**I- Establishments with parking spaces.**			*Base for comparison*	**Improvement**- according to business plans and local strategy
	Without parking spaces	25	43		
	With parking spaces	75	57		
	II- Assess available possibilities for parking at the accommodation establishment and sites to be visited			Index 0. 8– Samokov; Index – 1.0 /villages/	**Improvement** - according to business plans and local strategy
	Very good	69	25		
	Good	10	75		
	Poor	21	-		
7. Image of the destination	**II – What made you choose this place?**			Base for comparison	**Improvement** – – product compliance
	Serenity	92	92		
	Nature	85	85		
	Affability of local people	31	31		
	Safety	31	31		
	Opportunities for diverse activities	23	23		
	Proximity to your residence	15	15		
	II- Where did you get information on this place?			Base for comparison	**Improvement** – – product compliance
	I have already been here	23	23		
	From friend and acquaintances	75	75		
	II- Are you satisfied with your vacation?			Index – 0.9 /very satisfied and satisfied as to the rest/	**Sustain**

	Very satisfied	92	92		
	Satisfied	3	3		
	II – Would you like to visit this establishment again?			Index 1.0	**Sustain**
	Yes, with pleasure	100	100		
	II – Would you recommend this tourist establishment to your relatives or friends?			Index 1.0	**Sustain**
	Yes, absolutely	100	100		

Key to Indicator Values: Improvement; Decrease; Sustain; Increase; ***Dots*** –absence of statistical data

I   Questionnaire for managers of tourist establishments
II   Questionnaire for visitors
III   Questionnaire for local community
IV   Questionnaire for local authorities

2.3 Tourist destination

The main groups of indicators for monitoring the tourist destination (Table 3) are:
  1) Number of visitors per sq. km.
  2) Number of visitors as compared to local population
  3) Tourist expenditures
  4) Accommodation costs

***2.3.1. Number of visitors per square unit (sq. km or sq. decares)* –** this is a precautionary indicator used to show compliance with the level of loading of recreation areas.

Key questions
  - *Number of local population*
  - *What is the declared percentage of land for recreation and tourism*
  - *Number of tourists*

The number of visitors has increased by 60% on average at each entrepreneur's establishment in the region, which is characteristic for newly developing destinations.

2.3.2. Ratio of number of tourists to number of local population – this group of indicators helps to identify the degree of psycho-physiological convenience of tourists and of the of local community, as well as favorable conditions for providing services to tourists.

Key questions:
  - *Number of local population*
  - *Number of tourists*

There is no threat of exceeding the carrying capacity of the destination in terms of number of tourists.

2.3.3. Tourist expenditure - this indicator shows tourist expenditures in the areas of transportation, accommodation and dining, recreation activities and tourism at the establishment. The information can be used to develop tourist packages aimed at larger sales of services for recreation, i.e. not solely for accommodation and dining. This indicator should be monitored on regular basis and if possible by month or season.

Key questions:
  - *What is the capacity of the establishment?*
  - *Number of visitors in the community?*
  - *What type of expenses have you made during your stay?*

The main expenses fall within accommodation and dining costs, while the share of expenditures on specialized tourist services is rather small when compared to the total costs.

2.3.4. Accommodation establishments - this indicator reveals the state of the accommodation sector, which is usually the first one to develop in a given destination. The questions comprise both quantitative and qualitative parameter of establishments monitored*.*

Key questions:
  - *Number of accommodation establishments.*
  - *Type of accommodation establishments, category, operation time*
  - *What is the capacity of the establishment?*

- *Number of individuals that have been accommodated?*

At present, there are ten registered accommodation establishments, seven of which have been operating for more than four years. In the last two years two newly established establishments have emerged. The total capacity is 137 single beds.

Table 3. Samokov tourist destination

Indicator	Questions from the questionnaires	Value of indicator		Recommended indicator value
Tourist destination		Measure	Index / Base	
1. Number of visitors per sq. km	*IV- Number of local population*	45471	1.3 decare per local resident, whereas 30% is the demand	**Improvement**- as per regulations
	IV- What is the % /decare of the land for recreation and tourism	16%		
	IV- Number of tourists	...		
2. Number of visitors to local population	*I- State number of tourists (overnights) at the tourist establishments*	1600	1 tourist: 28 local residents	**Improvement**- as per regulations (to the limit of carrying capacity)
	IV- Number of local population	45471		
	IV- Number of visitors to the community	...	-	Statistics should be carried out
	II- What type of expenditures did you make? (Average in BGL) Accommodation Food Sport, amusements and tourist activities	20 7 20	Base for comparison	**Improvement**- as per business plans and local strategy
3. Accommodation costs	*IV- Number of accommodation costs*	10		**Increase** - higher values;
	I- What is the establishment type, when was it established, is it categorized and what is its category? /number/ years/ stars- no category/*			Data to be collected
	Hotel 1 year	1 - 2 stars	Base	**Increase** – in all indicators

	Family hotel
	   4 years
	   3 years
	   1 year
		4 - 2 stars
		 1 - 2 stars
		 1 - 1 star
				Increase – higher rate

Country house 4 years	2 - 2 stars; 1, not categorized		**Increase** – higher rate

I- What is the capacity of the establishment?
  Hotel – 24 beds
  Family hotel – 92 beds
  Country house – 21 beds
	Total 137 beds		**Increase** – in all indicators

I- What is the number of visits (overnights)?	1600		**Increase -**

Key to Indicator Values: Improvement; Decrease; Sustain; Increase; *Dots* –absence of statistical data

I Questionnaire for managers of tourist establishments
II Questionnaire for visitors
III Questionnaire for local community
IV Questionnaire for local authorities

2.4 Economic Effects of Tourism

The economic effects of tourism demonstrate the role of tourism in the overall economy. These indicators reflect both the dynamics of tourist businesses and the promotion of economic activities related to providing services to tourists. At the initial stage of tourism development, it is advisable to monitor almost all indicators throughout the year to see the changes in its development. At further stages of development, some indicators should be monitored periodically, every 3-5 years, to capture the macroeconomic changes that have taken place such as changes in the number of enterprises and number of beds.

The economic indicators (Table 4) are:
1) Jobs
2) Number of tourism enterprises
3) Local entrepreneurship
4) Revenues from tourism
5) Number of certificates issued
6) External work force as compared to local unemployment
7) Economic costs of related business development

2.4.1. Jobs – questions from this group of indicators overlap with questions regarding work force in the section devoted to the tourism sector. In this section they are interpreted chiefly by comparing them with the same indicators covering the overall economic sphere of the region. This requires consistent and well structured monitoring to collect statistical data. This research has focused on comparing two indices – employment in % of local population and average salary.

Key questions:
- *How many people are employed in the tourist establishments in the region?*
- *What is the profile of those employed? – owners, family members, hired labor force from local community/other communities, full or part time, men/women.*
- *How many of those employed get a) minimal salary, b) average for the country and c) above average for the country?*
- *How many of those employed consider that tourism is their a) main activity, b) additional activity?*
- *How many of those employed in tourism have the necessary education and qualification?*
- *How many of those employed have former experience in the sphere of tourism?*
- *What are the training/educational needs in the area of tourism?*
- *What is the number or percentage of local people employed in tourism?*
- *What is the size of the average salary in the community?*

Eco-tourism is a main source of income for two-thirds of those employed in this economic activity. The share of qualified personnel is insignificant. The dynamics of this index should continue to be monitored.

2.4.2. Number of enterprises accompanying and supporting tourism development – this group of indicator illustrate the scope and structure of other economic activities that have developed to provide services for tourists. Statistical observation of this indicator is important for developing and refining economic development plans for the community over the long-term. These indicators should be monitored by the public sector/local authorities.

Key question:
- *Number of tourism-oriented enterprises*

Over the last three years there has been a considerable increase in the number of enterprises accompanying and supporting tourism development.

2.4.3. Local entrepreneurship – this group of indicators shows whether tourism is going to have greater or lesser effect on the local community in terms of profit (does it stay with the community); employment of local people, and favorable business environment (credit opportunities).

Key questions:
- *Type of establishment - own property, rented, other forms*
- *Is the manager of the establishment the owner (local, external) or hired (local, external)?*
- *Have you taken out a bank loan and how many times?*
- *Who makes the decisions for new investments and larger costs for the establishment?*
- *How do you recruit your customers?*
- *Are you a member of some organization related to tourism?*

Entrepreneurs who are local people own all but one of the establishments. In most cases, they are not used to taking bank loans. Only half of them are members of some tourism related organization.

2.4.4. Revenues/income generated from tourism - this group of indicators shows the direct effects of tourism on revenues/income generated in the municipality.

Key questions:
- *What % of individual/own income comes from tourism?*
- *What is the share of tourism in the overall revenues of the municipality?*

There is no relevant statistical data on these issues.

2.4.5. Number of certificates issued - this group of indicators is closely associated with the group of indicators for local entrepreneurship. It shows the growth and structure of tourism, and indirectly the stage of development of the destination.

Key questions:
- *Number of certificates issued*
- *Type of certificates issued*

There was an increase of 25% in the number of certificates issued in 2001 as compared to 2000.

2.4.6. External labor force /local unemployment – this indicator is important for identifying the direct impact of tourism on local employment.

Key questions:
- *What percent of the local population is employed in tourism?*
- *What is the level of unemployment?*
- *Number of people receiving social assistance*
- *Number of people that have moved from the settlement*

- *Number of people that have settled in the community*

Those employed in tourism are less than 1 % of local community; thus this sector has had almost no effect on available jobs.

2.4.7. Economic costs for developing eco-tourist enterprises business in the regions – this group of indicators show the direct effect of eco-tourism on the local economy and it shows efforts by the public sector to create a favorable business environment for tourism development.

Key questions
- *Where did you get the materials, resources and equipment for your establishment?*
- *What are your costs for the establishment (% of the total)?*
- *How are new investments allocated?*
- *What are the expenditures of the municipality for improving and maintaining the overall infrastructure?*
- *What are the costs of the municipality directly related to tourism?*

Eco-tourism businesses tend to make their main expenditures at their business establishment, and this lends support for the development of other small-scale businesses.

Table 4. Economic Effects of Tourism in Samokov

Indicators	Questions from the questionnaires	Value of indicator		Recommended indicator value
Economic		**Number/%**	**Index/Base**	
	I – How many people work at the establishment?	49		**Increase** – for the time being
	I – Profile of those employed?			
	Hired local people	25		**Increase** – to be increased
	Local owners		Index - 3 / ratio of local to external employees /	**Sustain** – to sustain value bigger than 1
	External owners			
	Members of family with payment	2		**Increase** – to be increases
	I – How many workers receive the average salary for the country?			
1. Jobs	Minimal	20	0.3 – the index is a ratio of average to minimal;	**Improvement** – as per business plans
	Average for the country	3		
	Above the average for the country			
	I- How many of those employed claim that tourism is their basic or additional occupation? Basic Additional	 37 12	Index = 3	**Sustain**– to maintain value higher than one
	I- How many of those employed have been hired:		Indices	
	Year-round/seasonal	16/14	-1.1	
	Permanent/temporary	40/9	-4.4	
	Local/external labor force	49/0	-49	
	Men/Women	28/21	-1.3	
	Full time/Part time	27/12	2.2	**Sustain**– to maintain value higher than one

	I- How many of those employed have worked previously in the area of tourism?	26	Index - 0.5	**Increase** – the index is smaller than one and has to approximate 1
	I- In your opinion, what education/training does your establishment need? Stages: 1 – waiters 2 – cooks and bar-tenders 3 – receptionists, room maids and guides	-	Base	**Increase** of trained personnel by occupations stated, and as per business plans -
	IV- Number or percents of local people employed in tourism	...		Statistics should be provided
	IV- Size of average salary (wage) in the community	...		Statistics should be provided
2. Number of enterprises involved in tourism	*IV- Number of enterprises involved in tourism*	11		**Increase**
3. Local entrepreneurship	*I- Type of establishment (own property, rented, other form)* Owned Rented	9 1	Index – 0.9	**Sustain** – for the moment being
	I- Is the manager of the establishment an owner or tenant, local or from other settlement? Local managers – owners External manager owner Hired local manager	7 persons 1 person 1 person	Index – 2.5	**Sustain**– for the moment bei**n**g
	I- Does the establishment have a business plan? Yes No	3 establishments 6 establishments	Index – 0.5	**Increase** - to reach 1

	I- Have you used a bank or other type of loan? (number of establishments)			**Increase** – for the time being, of improvement of services
	Yes	3		
	No	6		
	I- Who makes the decisions on new investments and larger costs at the establishment? (ratio between all employed to those with leading positions)		Index – 0.5	**Improvement** – depending on results achieved
	Family	3 establishments		
	Owner	3 establishments		
	Manager	3 establishments		
	I- How do you recruit your customers?		Index– 0.3	**Increase** – for tourist operators;
	Friends and acquaintances	3 establishments		**Increase** – in advertising
	Tourist mediators	1 establishment		**Sustain** – of others
	Advertising	1 establishment		
	Other	3 establishments		
	I- Are you a member of some organization related to tourism?			**Increase** – of members and membership
	Eco-tourism Association	3		
	BATA	1		
	No membership	5		
4. Revenues from tourism – municipal and central state	*IV-What % of total revenues is derived from tourism?*	...		**Improvement** – statistics should be provided
	IV- Share of tourism in the economic structure of the community (% of total revenues of the municipality)	...		**Improvement** – statistics should be provided
5. Number of certificates issued	*IV- Number and types of certificates for tourist operation issued in 2001.*			**Sustain and Improvement** – as per development plan
	Accommodation establishments	70		
	Dining establishments	380		
	Tourist agencies	18		
	Applied crafts/arts	60		
	Total	528		

6. External work force/local unemployment	*I- Is the manager of the establishment a local person or from other settlement?*		Index – 8.0	**Sustain**
	Local	8		
	External	1		
	IV- What is the percent of local population employed in tourism?	0.8 %		**Increase** –for the time being
	IV- What is the level of unemployment (% from the active population)	26%		**Decrease** – as per local strategy
	IV- Number of people receiving social assistance	...		Statistics should be provided
	IV- Number of people that have moved from the settlement	...		Statistics should be provided
	IV- Number of people that have settled in the settlement	...		Statistics should be provided
	I- Where do your materials, resources and equipment for your sit come from? (number of enterprises with 100% supply)		Index – 1.2	**Increase-** value of index exceeds considerably 1
	From the settlement	5		
	From some other place	4		
7. Economic costs for business development	*I- What are the establishment costs (in %) for:*			
	Resources and materials	40		**Improvement** - business plan
	Salaries	35		**Improvement** - business plan
	Taxes and charges	13		**Improvement** - business plan
	Equipment	13		**Improvement** - business plan
	Repair	7		**Improvement** - business plan
	Advertising	4		**Increase**

	I- Has the establishment got a business plan (numbers of establishments)?			
	Yes	3	Index – 0.5	**Increase** – value of index higher than 1
	No	6		
	I- Have you taken a bank or some other type of loan (number of establishments)			**Increase** for the time being, for improvement of services
	Yes	3		
	No	6		
	I- How are new investments in tourism allocated (in %)?			**Improvement** –business plan
	New equipment	45		
	New furnishing	35		
	Repairs	30		
	Jobs	10		
	Advertising	7		
	IV- What are the expenditures of the municipality for improving and maintaining the overall infrastructure (in BGL)?	120,000 BGL; 30% increase as compared to 1999		**Sustain** – keeping same rate of growth
	IV- What are the expenditures of the municipality directly related to tourism?	-		**Improvement** – as per regional plan

Key to Indicator Values: Improvement; Decrease; Sustain; Increase; *Dots –*absence of statistical data

I   Questionnaire for managers of tourist establishments
II   Questionnaire for visitors
III   Questionnaire for local community
IV   Questionnaire for local authorities

2.5. Social effects of tourism

The indicators used for monitoring social effects have been chosen to evaluate the positive impacts of tourism on the social life of the local community and the indirect effects.

The main groups of indicators (Table 5) are:
1) Number of facilities for local use in relation to population and number of visitors
2) Loading of facilities providing services for local population
3) Noise pollution and pollution from solid wastes
4) Traffic
5) Irritability index
6) Development of the municipality (population, country houses, new houses)
7) Change in ownership of the land
8) Change in family structure

2.5.1. Number of facilities for local use in relation to population and number of visitors - this group of indicators shows whether tourism development leads to improvements in the overall and specialized recreational infrastructure, or brings discomfort to both the local population and tourists.

Key questions are:
- *Number of commercial and social infrastructure enterprises providing services to the local population*
- *Number of enterprises in the area of sport, recreation and amusements meant to be used by both local community and tourists*

There was a growth of 17% in commercial and social infrastructure enterprises in the Samokov region in 2001 as compared to 1999. The growth of enterprises in the area of recreation and sports was 3%.

2.5.2. Loading of facilities providing services for local population - this indicator is closely connected with the previous one. In general, in destinations where development of small-scale eco-tourism is anticipated the level of loading should not exceed even its medium values.

2.5.3. Noise pollution and pollution from solid wastes - this indicator is viewed in ecological terms. Its values should be within the minimal limits for communities with types of tourist development other than the traditional large-scale tourism.

There are two **key questions**:
- *Level of noise pollution coming from vehicles or production processes*
- *Quality of solid wastes, in thousand cubic meters or tons*

A medium level of noise pollution has been noted and is increasing, while solid waste has decreased.

2.5.4. Traffic –this indicator is monitored by following the intensity of traffic in- and off -
season.

The **key question** is:
- *What is the level of traffic intensity along the roads (high, medium, low)*

In eco-tourist destinations, the level should be limited to the lowest values even during the
active tourist season since this is an important characteristic of the destination. High levels
of traffic intensity during the tourist season have been recorded.

2.5.5. Irritability index   This is a complex indicator reflecting the impact of a number of
factors related to tourism development in a given community. Usually the expansion of
tourism brings about negative attitudes or negative behavior on the part of the local
community. This indicator implies projections of all social indicators mentioned so far. It
is very important to monitor current opinions, views and attitude of local communities
towards tourists since successful tourism development is impossible without their support.

Key issues related to this group are:
- *Tourism creates problems in providing services for local population (% of those
  responding)*
- *Tourism deteriorates places where it develops.*
- *Tourism improves quality of life in the settlement.*

At this stage, no irritability has been registered in the local community.

2.5.6. Community development (*population, country houses, new houses*) – Practice show
that tourism development at large is based on developing communities. As stated, if there is
no development of the community as such and of infrastructure, both general and
specialized, then tourism development would be rather limited. This is especially valid for
eco-tourist destinations, since tourist consumption itself is closely related with a stay at, and
contact with local people and the use of common facilities.

Key questions
- *Number of local population*
- *Number of second lodgings*
- *New houses constructed*
- *Do you have a country house/cottage in the surroundings?*
- *How do you personally perceive yourself - poor, of average income or well to do?*

All these questions provide information on the standard of living in the local community
and the attraction of the establishment to visitors. On the whole, there is a positive trend in
local community development, i.e. there is population growth, no emigration, and new
houses are being constructed.

2.5.7. Change in the ownership of the land–the research points to 4% owners -
representatives of local population. As there is no statistical data available for previous
years, this percent could be used as a basis for comparison in the future.

2.5.8. Change in family structure - this indicator is important for analyzing conditions for
eco-tourism development, since this is a form of tourism founded essentially by family
businesses. The indicator also shows the capacity of the available work force.

Key questions:
- *How many are there in your family?*
- *Average number of people in one household?*
- *Have you any kids below 15 year of age?*

The results are indicative of a positive trend.

Table 5 Social effects of eco-tourism in Samokov

Indicators	Questions from the questionnaire	Value of the indicator	Value of the index (Growth in %, basis for comparison)	Recommended indicator value
Social				
1. Number of facilities for local use in relation to number of local population and number of visitors	*IV- Number of enterprises providing services to the local population (commercial establishments and public communities)*	237	17% increase as per 1999	**Increase-** as per regional plan for development
	IV- Number of enterprises in the area of sport, recreation and amusement used both by local community and tourists	3	Base for comparison	**Increase-** as per regional plan for development and regulations
2. Loading of facilities serving local population	*IV- Level of loading of enterprises providing services and loading of relevant areas (high, medium, low)*	Medium	Base for comparison	**Decrease**
3. Noise and solid waste pollution	*IV- Quantity of solid wastes in the municipality (thousands of cubic meters)*	82	36% decrease as per 1999	**Sustain** – keep same rate of development
	IV- Level of noise pollution (high, medium, low)	Medium	Low for 1999	**Decrease** – to levels of 1999
4. Traffic	*IV- Intensity of traffic along the roads (high, medium, low)* All year round During the active tourist season (winter and summer)	Medium High	Base for comparison	**Improvement** – as per regional development

5. Irritability index	*III- Tourism causes problems in providing services to local population*
	    Yes
	    No
	    Yes, on average
		9%
		74%
		18%
			Index– 8.5 /positive to negative answers/	**Sustain**

	III- Tourism deteriorates the places where it develops
	    Yes
	    No
	    Generally speaking, this is true
		12%
		68%
		20%
			Index – 5.6 /positive to negative answers /	**Sustain**

	III-Tourism improves the quality of life in the settlement? Yes No Generally, it is true	 56% 9.5% 34.5%	Index – 5.9 /positive t negative answers/	**Sustain**
	IV- Intensity of traffic along the roads (high, medium, low) During the year During the active tourist season	 Medium High	Base for comparison	**Decrease** – during tourist active season
6. Development of the municipality (population, country houses, new houses)	*IV- Number of local population*	45471	2.7% growth as compared to 1999	**Sustain**
	IV- Number of second lodgings	18	125% growth as compared to 1999	**Sustain**
	IV- New houses constructed	28	82% growth as compared to 1998	**Sustain**
	III-When was the house you live in built? 1990 – 2000 1980 – 1989 1970 – 1979 1960 – 1969 1950 –1959	 8% 23% 19% 12% 10%	Base for comparison	**Improvement** – as per regional plan for development
	III- Have you got a country house/cottage in the surroundings? Yes No	 24% 76%	Base for comparison	**Improvement** – as per regional plan for development
	III- How do you personally perceive yourself - poor, of average income or well to do? Poor Well to do With average income I cannot say	 10% 2% 74% 14%	Base for comparison	**Improvement** – as per regional plan for development
7. Change in the ownership of land	*IV- % of land ownership of local residents*	 4	Base for comparison	**Improvement** – as per regional plan for development

8. Change in family structure	***III- How many members are there in your family?*** 1 person 2 persons 3 persons 4 persons Over 4 persons	 1% 6% 33% 48% 11%	Base for comparison	**Increase** – as per local policy
	III- Have you any kids below 15 year of age? / %/ Yes No	 29 71	Base for comparison	**Increase** – as per local policy
	IV- Average number of people in one household	**...**	**...**	The indicator should be monitored

Key to Indicator Values: Improvement; Decrease; Sustain; Increase; *Dots –*absence of statistical data

    I   Questionnaire for managers of tourist establishments
    II   Questionnaire for visitors
    III   Questionnaire for local community
    IV   Questionnaire for local authorities

2.6 Cultural effects of tourism

Cultural effects appear to be among the most important to tourism related to the cultural heritage of the community. Similar to other effects, they are viewed as positive or negative and may appear simultaneously**.**

The main groups of indicators (Table 6) for establishing these effects are:
1) Ratio of tourists (domestic, regional, international) to local population
2) Number of cultural festivals
3) Change in local values, dress and customs
4) Compliance of infrastructure design with local culture
5) Degree of use of local knowledge and skills in tourism

2.6.1. Ratio of tourists (domestic, regional, international) to local population - this group of indicators shows the possible effects of tourists upon the local community depending on their nationality and related models of behavior, as well as features of life style and culture that could be used for developing tourism.

Key questions:
- *Number of tourists in the community*
- *Number of local population*
- *Permanent residence of tourists (country, town)*
- *Number of visitors in your establishment*

This group of questions looks at the ratio of all tourists in the region, not only eco-tourists, and the local population. Due to an absence of statistical data and monitoring, this ratio cannot be established.

2.6.2. Numbers of cultural festivals

Key question
- *Number of festivals and public events (parades, festivities, and other celebrations)*

This index is indicative of the degree of inclusion of local cultural traditions and customs in the tourist supply. There are 20 events in this region that serve as a basis for comparison with future development of eco-tourism, as well as for analyzing the use of these cultural events for tourism development.

2.6.3. Change in local values, dress and customs – the indicator shows whether tourists change local culture in positive or negative ways.

Key question:
- *Do you think that tourism tends to bring changes in local values, dress and customs?*

The degree of change in the local community culture is monitored with this indicator. At this stage there is no threat of such changes.

2.6.4. Compliance of infrastructure design with local culture - this indicator shows the degree to which tourism development complies with the characteristic features of cultural heritage, which is an essential product in this destination.

Key questions:
- *Degree of compliance of architectural design of tourist infrastructure and existing facilities with local culture (high, medium, low)*
- *Do you think tourism preserves/meets local architectural environment?*

These indicators record whether traditional designs are used for tourist infrastructure and reveals local community opinion. At this time the local population thinks that eco-tourism tends to preserve local culture.

2.6.5. Degree of use of local knowledge and skills in tourism – this indicator reveals the degree to which cultural heritage is included and what aspects of this heritage are made available.

Key questions:

- *Are local life style and culture, skills and knowledge included in offering services and goods for tourists?*
- *What other services does the establishment offer?*
- *Which of them are related to local folklore, culture, traditions and customs?*

A range of crafts is included in the local eco-tourism supply.

Table 6. Cultural effects of eco-tourism in Samokov

Indicators	Questions from the questionnaires	Value of indicator		Recommended indicator value
Cultural		**Measuring unit**	**Index – basis for comparison**	
1. Ratio of tourists (domestic, regional, international to local population)	*IV- Number of tourists*	**...**		**Improvement**- as per local strategy and regulations
	IV- Number of local population	45471	Base	
	II- Where is your permanent residence Sofia Other populated settlements	68% 32%	Base	**Improvement** - in compliance with local strategy and regulations
	I- Number of visitors (overnights) at your establishment that are Bulgarians	100%	Base	**Improvement**- in compliance with local strategy and regulations
2. Dynamics of number of cultural festivals	*IV- Number of cultural festivals and public events held annually (parades, festivities,and marches)*	20	Base	**Sustain** – maintaining and further improving of quality
3. Change in local values, dress and customs	*III- Do you think tourism tends to change local values, dress and customs?* Yes- Yes, on average No	21 26 53	Index - 0.5 /Positive in comparison to all the rest /	**Increase** – value close to one
4. Compliance of infrastructure design with local culture	Level of compliance of the architectural design of tourist infrastructure and existing facilities with local culture (high, medium, low)	Medium	Base	**Increase** –as per local regulations

	III- Do you think that tourism preserves/corresponds to local architectural environment? Yes Yes, at average No	 48 36 16	Index –0.8 /agree to all the rest/	**Sustain** – maintaining and further improving of quality
5. Degree of use of local knowledge and skills in tourism	***III- Are local life style and culture, knowledge and skills used in services and goods offered to tourists?*** Culinary art Drawing Crochet work Tapestry work Household Interior Embroidery Carpentry Wood-carving	 60.5% 62.3% 58.8% 55% 53% 50% 40.4% 34.7%	Base	**Improvement** – in compliance with local strategy
	I- What additional services does the establishment offer? Which of them are related to local folklore, culture, traditions and customs? Culinary art Crafts Household interior Pottery-making Carpet-weaving Weaving Blacksmithing Woodcarving	 2 establishments 4 establishments	Base	**Increase**- increased number of establishments; **Improvement** – in compliance with local strategy

Key to Indicator Values: Improvement; Decrease; Sustain; Increase; ***Dots –***absence of statistical data

    I   Questionnaire for managers of tourist establishments
    II   Questionnaire for visitors
    III   Questionnaire for local community
    IV   Questionnaire for local authorities

3.   Conclusions and Recommendations

This research project achieved its main goals of applying the *Guide for Monitoring Eco-tourism Impacts* to the Samokov pilot region, and collecting data for a database that can be used to compare future changes in eco-tourism development in the region.

3.1. Methodological conclusions

The main methodological conclusion is the need to reduce the number of indicators and the number of indices in particular. This reduction should be made on the basis of the specific status and business objectives of each establishment.   The evaluation categories in the questionnaires should be decreased and the same number of evaluation scales should be used in all of the questionnaires. This will facilitate the statistical analysis of the data collected.

3.2. Indicator Conclusions

I. Tourism sector

Eight groups of indicators were used in this research:
1)   Number of those employed in tourism
2)   Type of employment
3)   Salaries/wages
4)   NGO-s involved in tourism
5)   Contribution on the part of government (constructions, donations, etc.)
6)   Improvements that are needed – facilities and services
7)   Availability of local training in tourism
8)   Allocation of responsibilities among the private sector, the state and the public sector, including NGO-s

All eight groups should be monitored on an annual basis. Measuring these indicators shows the state of various components and elements of the tourism sector and allows for a comparison with normative or standardized and target values. Indicators 4,6,7 and 8 should be supported with data from local authorities and NGOs, while the rest should be monitored at each establishment as appropriate.

II. Visitors

Monitoring visitors is a very important aspect of an overall monitoring program and these indicators should be assessed consistently.

The main groups of indicators are
1)   Income, demographic characteristics and other data for tourism market
2)   Needs, preferences and interests
3)   Models of visits
4)   Satisfaction with services and facilities
5)   Access to services
6)   Parking places.
7)   Image of destination

Indicator groups 5 and 6 should be observed every three or four years, since changes tend to occur every few years. These groups of indicators should be monitored by local authorities,

which should also provide statistical information for the analysis. In addition number 6 should be monitored at tourist establishments, since it is here that relevant measures for improving this indicator can be taken. Indicator 1 requires registration of new customers every time they come. If customers who come a second or more times are to be considered, monitoring of this indicator may be conducted every 2 or 3 years. Indicator 4 is subject to constant monitoring, regardless of whether customers are old or new. It is advisable that all questions from Table 2 be utilized and included in a separate questionnaire form to be filled in at the end of the stay.

III. Tourist Destination

The groups of indicators are:
1) Number of visitors per sq. km.
2) Number of visitors to local population
3) Tourist expenditure
4) Accommodation costs

Indicator groups 1, 2 and 4 should be monitored by local authorities on an annual basis with a view of recording damages to tourist resources, such as loading and degradation, as well as to obtain a full picture of visits both to the region and to the entrepreneurs' sector. Indicator group 3 illustrates the effectiveness of functioning tourist attractions. I t should be monitored at/by the establishments, constantly and in every season.

IV. Economic effects

There are seven groups of economic indicators:
1) Jobs
2) Number of enterprises that are tourism-oriented
3) Local entrepreneurship
4) Income/revenues from tourism
5) Number of certificates issued
6) External labor force as compared to local unemployment
7) Economic costs of tourism

Local authorities should observe all the indicator groups on an annual basis. The Eco-tourism Association should be asked to cooperate and actively participate in the monitoring process. These indicators focus on the particular eco-tourism locations and its influence on the overall economy of the municipality.

V. Social effects

There are eight indicator groups:
1) Number of facilities meant for local use in relation to population and number of visitors
2) Loading of facilities providing services for the local population
3) Noise and solid waste pollution
4) Traffic flow
5) Index of irritability
6) Development of the municipality (population, country houses, new houses)
7) Change in land ownership
8) Change in family structure

Local authorities should observe these indicator groups annually. Certain statistics for a number of indicators are lacking. The non-governmental sector should initiate monitoring of these indicators to begin to establish a database. These indicators primarily measure loading on different environmental components, and serve as a basis for managing actions and measuring their results. The tourism sector should become acquainted with them and adjust the size of tourist groups in such a way so as to avoid degradation of natural complexes.

VI. Cultural effects

The main groups of indicators used in this research for identifying these effects are:
1) Ratio between tourists (domestic, regional, international) and local population
2) Number of cultural festivals
3) Change in local values, dress, and customs
4) Compliance of infrastructure design with local culture
5) Degree of utilization of local knowledge and skills in tourism

Local authorities should collect data annually on indicator groups 1 through 4, since they cover the overall impact of tourism on culture and cultural heritage of the community. The current lack of statistics doesn't allow for the clear identification of impacts from tourism. Indicator group 5 should be seasonally monitored by tourist establishments themselves and the results used to compare with tourist expectations for supply of goods and services related to local cultural heritage.

Appendix 1

Recommended Version

**Questionnaire
Tourist facilities**

1. Type of facility

01. Lodging facility		02. Dining facility	
Hotel	Family hotel	restaurant	typical rest. /tavern type/
Village house	Tourist chalet	fast food	café – sweet shop
Company recreation facility	Private rooms	cafeteria	
other /please specify/		other /please specify/	

03 – attraction   04 –for crafts………..

2. Name and address of the facility..

3. The facility is:

01	02	03
owned	rented	other type

4. Since when it exists?   …………………. the number of years

5. Is it categorized in accordance with the Categorization Regulation of 200….

01	Yes, category ………….. stars	02	No

6. What is the capacity of the facility ? …. Number of beds   ... Number of seats

7. What heating source do you use?

01	02	03	04	05
charcoal	wood	electricity	diesel	renewable energy (sun)

8. Do you have fire prevention equipment available?

01	Yes	02	No

9. Do you have parking with the facility?

01	Yes	02	No

10. With which of the listed facilities is equipped the establishment?

Restaurant, tavern 01	Café, sweet shop 02	Bar 03	Disco 04	Other 05	
					#

11. Are your rooms equipped with their own restroom?

01	02	03
Yes, all of them	Yes, some	no

12. Are the rooms equipped with?

01	02	03	04
telephone	TV set	radio	Air conditioning

13. What of the listed services are offered by the establishment?

01	02	03	04	05	06	07	08	09	10	11	12
Food –Just breakfast –Full board	transport	currency exchange	valuables safe	medical services	room service	excursions	mountain guides	ski rental	ski school	other sports, except ski	other /specify/

14. Do you offer any services, related to local traditions and customs? /please, point out/...

15. Would you point out the number of the visitors /accommodated/ in the establishment in:

	Spring of 2001	Summer of 2001	Autumn of 2001	Winter 2001
Bulgarians				
Foreigners				
Total				

16. The manager of the establishment is:

01	local	02	from other settlement
03	Hired local	04	Hired from other settlement

17. How many people work in the establishment at the moment? ....number

18. How many of the employed are:

01	permanent..............number	02	Part-time...............number

19. How many of the employed are:

01	female..............number	02	male...............number

20. According your opinion, for how many of the employed in the establishment the job is additional / have other main activities – study, etc./ ………. Number

21. How many of the employed in the establishment have the required education and qualification, related to tourism? .... number

22. How many of the employed have worked in tourism previously? .... number

23. According your opinion, what training / education needs there are in your establishment?
…………………………………………………………………………………..

24. If you personally had the opportunity, what additional qualification course would you take? (more than one answer possible)
…………………………………………………………………………………..

25. What local particularities (crafts, cuisine, folklore, etc.) do you offer to the visitors of your establishment / hotel / enterprise?

	Very often	Sometimes	None
Cuisine			
Pottery			
Carpet-making			
Weaving			
Blacksmith			
Goldsmith			
Carpentry			
Leather-working			
Woodcarving			
Basket-making			
Saddle-making			
Painting			
Knitting			
Goblin-making			
Embroidery			
Other			

26. Do you know if there is a national park, close to your settlement?

01	02	03
Yes	No	Hesitation

27. Are you acquainted, even roughly, with the national park borders, close to your settlement?

01	02	03
Yes	No	Hesitation

28. Are you aware what governmental institution is appointed to develop and manage the national parks in the country?

01 Yes	02 No

29. How would you define the existence of the protected territories in our country?

01	02	03	04	05
Absolutely necessary	Necessary to some extent	Mostly unnecessary	Absolutely unnecessary	Cannot decide

Appendix 2

Recommended Version

**VISITORS
QUESTIONNAIRE**

Please mark the correct answer with an X

For foreign tourists

1. Have you been so far on a holiday/vacation in Bulgaria?

01	02	03
no, this is my first time	yes, once	yes, several times

For Bulgarian visitors

1. How many times have you visited this tourist destination for 2-3 days during the last 5 years?

01	02	03
I have never been here, this is my first time	once-twice	over 2 times

For Bulgarians and foreigners

2. How long will you stay here? ..../number of nights/

3. Where are you staying at the moment?

01	02	03	04	05	06	07	08	09
hotel	family hotel	private apartment	village house	tourist chalet	administrative rest-house	at acquaintances, friends, relatives	other .... /please specify/	I don't stay here for the night

4. What is the purpose of your visit here?

01. Relaxation among the nature	
02. Visiting nature landmarks /specify which ones/	
03. Getting acquainted with the local culture, customs, traditions	
04. Hiking tours / Excursions in the mountain	
05. Collecting herbs and wild fruits	
06. Visiting clubs and entertainment facilities /night life/	
07. Sporting activity /specify what type/	
08. Other /please specify/	

5. What made you choose this place? /You can mark more than one answer. Before answering, please, read all the possible answers/

01	02	03	04	05	06	07	08	09	10	11	12	13	14
beautiful nature	calmness, silence, breaking away from the civilization	accessibility, nearness to the place, where I live	habit, I am used to resting here	cordiality, kindness of the local population	I feel safe during the vacation	opportunity for various activities during the vacation	affordable prices	interest towards the natural and the culture heritage of this region	spontaneously emerged opportunity for traveling to that place	appropriate places for accommodation and dining	good service	at the request by a member of the family, the group, which I am traveling with	other /please specify/

6. Where did you get information, which helped you make your choice for this place? /You can mark more than one answer/

01	02	03	04	05	06	07	08	09	10	11
personal impressions, I have already been here	from friends, acquaintances	from promotional broadcasts on the television	from articles and advertisement materials in newspapers and magazines	catalogue/brochure of the tourist destination /the settlement, the resort, the mountain, the national park/	catalogue/ brochure of the accommodation facility	guide-books, geographic literature	an advise from the tour agency	internet	catalogue of the tour operator firm	other, please specify

7. How was your vacation organized?

01	02	03	04	05	06	07
buying a package by the tour agency	buying separated services /reservation of a room for example/ by the tour agency	direct reservation at the accommodation facility	reservation by acquaintances	holiday voucher for staying at the administrative rest-house	finding an accommodation facility on site	other, please specify

8. What means of transport did you arrive here with?

01	02	03	04	05
personal automobile	public bus	charter bus /organized by the tour agency/	airplane and bus	other, please specify

9. Who are you here with?

01	02	03	04	05	06
alone	with my spouse	with my spouse and children	with my child/children	with friends/company	other, please specify

10. What are approximately your expenses for your stay here?
/please, think what expenses have you had until this moment and what amount do you expect to spend approximately until the end of you stay/

Amount ……………………….   *Currency ……………………….*

11. How many people were included in these expenses?   *……………… Number*

YOUR ASSESSMENT OF YOUR VACATION

12. As a whole, are you pleased with your vacation?

01	02	03
very pleased	pleased	unpleased

13. Assess the separate components of the tourist offer from two points of view:

a/ during your vacation, how important is every element to you - the first column in the table below

    3 – very important   2 – important   1 – it is not important

b/ how satisfied are you with every element of what you were offered - the second column in the table below

    3 – very important   2 – important   1 – it is not important

Element of the tourist offer	Importance /How important is this for my rest? /			Satisfaction /am I pleased with what I received? /		
	3	2	1	3	2	1
The tourist destination as a whole						
Location /proximity/						
Transport accessibility /good roads/						
Well maintained terminals /stations/						
Information accessibility /road signs and information for the location of the sites/						
Parking sites near the accommodation facilities						
Parking sites near the sites for visit						
Tourist information /maps, guide-books and other/						
Public utilities of the settlement, resort						
Net of commercial sites and service						
Cleanness in the settlement, resort						
Hospitable, kind local population						
Safety /Lack of crimes/ in the settlement						
Safety at the accommodation facility /security/						
Opportunities /facilities/ for entertainment						
Opportunities /facilities/ for sport						
Organized cultural events /celebrations, festivals and other/						
Accommodation facilities						
Appropriate interior, atmosphere						
Cleanness						
Prices /corresponding to the services/						

Good service						
Good equipment in the rooms /television sets and other/						
Hygiene of the bathrooms						
Other, please specify						
Dining facilities						
Interior, atmosphere						
Cleanness						
Prices /adequate to the services/						
Good services						
Good hygiene of the WC						
Diverse food and drinks						
Prompt service						
Well prepared food						
Other, please specify						
Mountain territory						
Many nature landmarks						
Favorable climate						
Net of tourist paths						
Not too many people						
Opportunities for interpretation and interaction /not only a passive observation/ with the nature objects						
Other, please specify						

14. Would you visit this tourist destination again?

01	02	03
yes, I'd love to	I can not decide	no, never

15. Would you recommend this tourist destination to your acquaintances, relatives and friends?

01	02	03
definitely yes	I can not decide	no, never

16. Would you add something else, for example what are you very pleased and displeased with and what else would you like to be done, in order to improve the tourist experience?

....

....

....

17. Would you indicate your sex?

01	female	02	male

18. Your age group is:

01	02	03	04	05	06
16-19	20-34	35-44	45-54	55-64	Over 64 years

19. Your education is:

01	02	03
Primary	Secondary	Higher

20. Your profession is:
....

21. Your place of permanent residence is in: ..../country/
…................................./City/

22. What is your marital status?

01	02	03	04
single	married without children	married with children	single parent with children

THANK YOU FOR YOUR CO-OPERATION!

Appendix 3

<u>Recommended Version</u>

Questionnaire

Dear Mrs./ Ms./ Mr.,

We are a non-governmental organization, who's wide research experience accepted the responsibility to conduct a survey: "Local Population Attitude to Tourism". Your opinion is extremely important for us and we ask you to share your evaluations and opinions with regard the questions, included in the questionnaire. For your convenience, to all questions only one answer is required.

The survey will present the summarized evaluations and opinions of the population in various settlements in the country, so it is not necessary for you to type your name. The survey is anonymous, and the collected information will be used only for research purposes.

Thank you for your cooperation!
WE WISH YOU LUCK!

From the Survey team

Please, circle the selected number.

1. What is your basic attitude to the tourism?

1	2	3
Negative	Indifferent	Positive

2. According your opinion, how the tourism reflects on the image of your settlement?

1	2	3
Negative	Indifferent	Positive

Below, are listed various statements for the impact (tourism impact). We are interested in your opinion (evaluation) to what extent these are true for your settlement. We ask you to answer the questions below, circling the selected figure, according the scale:
- 1- I do not agree with this statement
- 2- It is true in general
- 3- I agree with this statement

3. The tourism creates job opportunities for the settlement	1	2	3
4. The tourism conserves the local natural and historical environment	1	2	3
5. The tourism contributes for improvement of the local transport	1	2	3
6. The tourism improves the surrounding exterior	1	2	3
7. The tourism contributes for the good's and services price increase in the settlement	1	2	3
8. The tourism preserves the cultural originality of the local population	1	2	3
9. The tourism contributes for the improvement of the commodities quality	1	2	3

in the settlement			
11. Our settlement should attract more tourists	1	2	3
12. The tourism causes problems in the servicing of the local population	1	2	3
13. The benefits of the tourism for the settlement are more than the negative impacts	1	2	3
14. The tourism increases the noise in the settlement	1	2	3
15. The tourism increases the pollution in the settlement	1	2	3
16. The economic benefits of the tourism for the settlement are more than the worsening of the way of life in it.	1	2	3
17. The tourism overloads the tourist sites in the municipality	1	2	3
18. The jobs related to tourism in the settlement are taken by non-local individuals	1	2	3
19. The tourism conserves/corresponds to the local architectural environment	1	2	3
20. The tourism alters the local dress code, customs, traditions	1	2	3

21. Your age   _____ Years

Please circle the selected number.

22. Gender

1	2
male	female

23. Do you work in the field of tourism?

1	2	3
yes – main activity	complementary	no

24. If you work in the tourism, do you have graduated education in the field of tourism?

1	2	3
yes	no	studying

25. Do you have direct contacts with the tourists in your settlement?

1	2	3
no	occasional	often

26. If you have the opportunity, would you work in tourism?

1	2	3
yes – as main activity	yes – as complementary	no

27. Are the local way of life, culture skills and knowledge used in the offering of services and goods to tourists?

1	2
yes	no

28. According to you, what education/training is needed in the field of tourism?
....

29. If you personally, had the opportunity, what additional qualification training course would you take ?
....

30. Do you have a summer house in the surroundings of the settlement?

Yes   1   No   2

31. Your family consists of _____ people.

32. Do you have children under 15 years of age?

1	2
yes	no

33. Do you know if there is a national park near your settlement?

1	2	3
yes	no	Hesitation

34. Do you know which state institution is engaged with the development and management of the national parks in the country?

1	2
yes	no

Thank you for the participation!

Appendix 4

Recommended version

Local (municipal) authorities

Indicator	2003
1.Number of enterprises, related to tourism	
2. Number of NGOs, working in the tourism or conservation field	
3. Contribution from the tourism in the economy structure (% of the incomes of the municipalitr)	
4. Number and type of issued by the municipality licenses for various types of tourist activities	
- lodging facilities	
- dining facilities	
- tourist agencies	
- applied crafts	
- attractions	
- other (please name those)	
5. Municipal expenditures for improvement and maintenance of the public infrastructure	
6. Municipal expenditures, directly related to tourism – tourist facilities, attractions, cultural centers, sports facilities, etc.	
7. Number of enterprises, servicing the local population	
- from the commercial chain	
- utilities chain - mail, policlinics, pharmacies, etc.	
8. Number of servicing enterprises, designed for use by both locals and tourists – cinemas, sports facilities, attractions, etc.	
9. Quantity of solid waste in the settlement	
10. Level of noise pollution (high, average,low)	
11. Level of overload of the servicing enterprises and territories (high, average, low)	
12. Intensity of road traffic (high, average, low)	
- throughout the year	
- peak tourist season (point out which)	
13. Number of the local population	
14. New houses built	
15. Average number of people in a household	
16. Number of annual cultural festivals and events, social events (celebrations, parades)	
17. % of the employed in the tourist servicing (from the local population)	
18. Input of the government for the development of the tourist enterprises	
- constructions (number)	
- subsidies (amounts)	
- others (please specify)	
19. Number of the local programs/schools for training in the field of tourism	

- Specialized schools	
- Specialized class	
- Programs	
20. Level of correspondence of the architectural design of the tourist material and technical facilities and infrastructure (buildings, facilities) with the local culture (high, average, low)	
21. Demographic profile of the population	100
- % under active labor age	
- % active labor age	
- % over active labor age	
22. Educational profile of the population	100
- % elementary and basic education	
- % secondary and secondary specialized education	
- % high school education and university education	
23. Level of unemployment (in % of the active age population)	
24. Number of people receiving social financial assistance	
25. Number of emigrants	
26. Number of immigrants	
27. Size of average salary (wage)	
28. Tourist signs and posts (number)	