

ТУРИЗЪМ

RESEARCH POSSIBILITIES FOR DEVELOPING AN EDUCATIONAL EXCURSION IN BULGARIA

SNEZHANA IVANOVA^{1*}, IVANKA SHOPOVA², GEORGI SOMOV¹

¹UNIVERSITY OF FOOD TECHNOLOGIES - PLOVDIV

*Corresponding author's e-mail: snejana.1958@abv.bg

²UNIVERSITY OF AGRIBUSINESS AND RURAL DEVELOPMENT

Abstract

Educational excursion is a type of tourist trip, offered at the market as a complex product of a tour operator. As an element of the social tourism, the educational excursion satisfies individual cognitive needs of the tourists who acquire new knowledge in various scientific fields and want to combine recreation and wellness. In our work we show trends in educational excursion in northeastern Bulgaria, region that has a rich historical and cultural heritage and enrich the knowledge of tourists with the history of our country.

We did market research, interviews and consultation of tourists in different age groups and professions on conducting educational excursions in northeastern Bulgaria and we offer a methodology for preparing and conducting such tours based on the research.

Key words:

Educational excursion, excursion itineraries, social tourism, Association of professional tour guides, tour operator.

Резюме

Образователната екскурзия е вид туристическо пътуване, което се предлага на пазара като комплексен продукт от туроператор. Като елемент от социалния туризъм, образователната екскурзия задоволява индивидуалните познавателни нужди на туристите, които търсят ново знание в различни области и желаят да комбинират рекреация и здраве.

В настоящата работа показваме тенденции в образователната екскурзия в Североизточна България – регион, който притежава богато историческо и културно наследство и

обогатява знанията на туристите с историята на нашата страна.

Направихме проучване на пазара, проведохме интервюта и консултации с туристи от различни възрастови групи и различни професии за по отношение на провеждане на образователна екскурзия в североизточна България и предлагаме методология за подготовка и провеждане на подобни екскурзии въз основа на проведеното проучване.

Ключови думи:

образователна екскурзия, екскурзионни маршрути, социален туризъм, Асоциация на професионалните екскурзоводи, туроператор.

Introduction

The Tourism industry sells emotions and memories. The successful tourism product is a result of the unified requirements towards service quality and standards for service creation.

The tourism product should be defined as a complex of services, created by independent establishments which complete each other and they are offered on the market with a common price. The interaction between the tourists and the tourism establishments is shown on Figure 1.

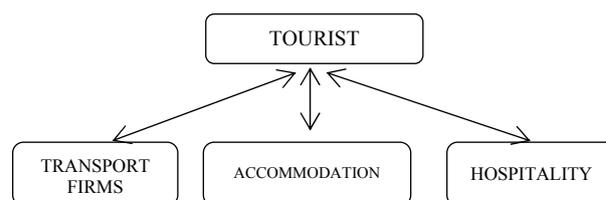


Figure 1 Model scheme: "Consumer-Retailer" Type 1 [Somov,G.] Tour operators', agents' and transport activities

New intermediaries appear on the market (travel agents). They alter the relation between the consumer and the supplier. (Figure 2)

The main factors that motivate people to travel are: entertainment, excitement and education. Excursion is a type of tourist trip, offered at the market as a complex product of tour operator, which includes travel services, information, catering and animation of the tourists (Somov, 2008). As an element of the social tourism, the excursion satisfies individual cognitive needs of the tourists, their need for sport and recreation and their health (when it is hiking) (Holloway, 1996).

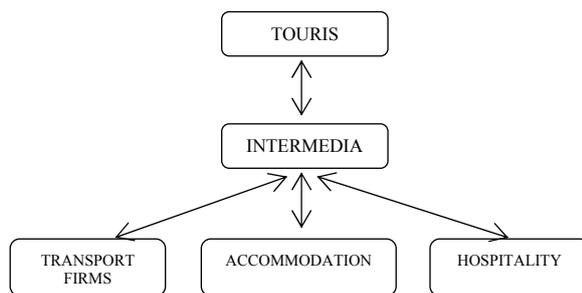


Figure 2- Model scheme “Consumer-Retailer” Type 2 [Somov, G., Tour operators’, agents’ and transport activities]

Each excursion as an element of tourism must take into account the interests of both sides: tourists and tourist establishments and their objectives (Somov, 2008). In many articles and reports from the beginning of the 20th century of a number of writers, the use of excursion as a form of education and cultural work is suggested (Finson & Enochs, 1987; Flexer & Borun, 1984; Lehman & Lehman, 1984; Mackenzie & White, 1982). The purposes of this research is to explore the potential of developing educational excursion in the region of northeastern Bulgaria and to create a sample of representative product which is of cognitive character, at a reasonable price and having the necessary competitiveness at the market.

The research set the task to study the tendencies on an educational excursion in the world and particularly in Bulgaria, to follow the historical development of the tour guide activities in Bulgaria, to characterize the North Eastern Region of Bulgaria as a tourist destination, to define the condition and development of tour guide activities in the region, to offer ways to improve the tourists activity and to work out sample holiday itineraries for the area.

Literature Review

Definition of ‘an excursion’ for the first time is given by the Bulgarian author Raikov in “School trips, their significance and organization”, (Raikov, 1910). According to him “Not all walks can be called “excursion” because not every “excursion” is a walk”. He defines “excursion” as a short trip with duration from 1 hour to 24 hours (one-day trip) containing cognitive demand related to movement and learning of the space. Excursion is a reflective process of work and intellectual activity in a certain external environment and it is a particularly emotional attitude (Raikov, 1910). N.P. Antsiferov (1926) reveals the nature of the excursion method which aims to study the specific topic of the material accessible to observation and research on the objects during the trip.

Educational excursion as a part of tourism is often a subject of independent studies. With the growth of tourism tours, terminologies used for the definition of excursion are expanding. In America teachers tend to use the term ‘field trip’ rather than ‘excursion’, so the literature, because of its predominantly American origin, uses the former (Michael Michie, 1998). There have been few attempts to define field trips in the literature. The definition used in Michie’s research is taken from Krepel and Duvall (1981): “a trip arranged by the school and undertaken for education purposes, in which the students go to places where the materials of instruction may be observed and studied directly in their functional setting: for example, a trip to a factory, a city waterworks, a library, a museum etc.” They give “instructional trip, school excursion and school journey” as synonyms. The use of the term ‘field work’ emphasizes some of the formal exercises which are done outside of the classroom, usually in biology and geology, ecology, soil science, botany, geomorphology, physical geography, landscape architecture and planning, forestry, and agriculture at the high schools. These activities may be considered to be a subset of field trips or excursions (Krepel & Duvall, 1981). Most of the literature relating to school field trips reports studies of student achievement or attitudes carried out using quantitative methods (Mallon & Bruce, 1982; Orion & Hofstein, 1991, 1994; Stronck, 1983; Wright, 1980).

Marketing of excursion services

At present there is a need in the unconventional approach to clarify the question on excursion activity in terms of marketing and exactly economic marketing, trends of maximum

satisfaction of consumer needs. The need of renovation, taking into account of decades of rich experience on excursion activity and systematic approaches, is obvious.

Elena Lukyanova (2007) considered the main principals of marketing of the excursion firms. The study of the tour work formed the necessary set of knowledge for guide service, methodology for conducting an excursion and control, exercised by the tour guide. Methods of the tour activities submit the excursion as a unity of content, tool, shape and specific method of impact on the audience. This influence is determined taking into account the characteristics and interests of the tour group.

The analysis of research and publications in the literature show the methods and ways for conducting of excursions, general concepts and describe the stages of formation of excursion activity (M.B.Birzakov, 2000; Zhilevich, A.C. Kopanev, 2000; F. Kartashevskaya, 2000; N. A. Getsevich, 1988; C. Emelyanov, 1996; C. Slivak, 2010). None of the authors consider managerial approaches to organization of excursion activities and none bring schemes as a model for reflection of the events and processes in the studied area. Elena Lukyanova (2007) summarizes these problems and develops a concept and a theory of the marketing in the excursion activities, organization system for the marketing of the tour companies and research of the market of excursion services. She presents a scheme for the sequence of actions of supplying of an excursion's product on the market, emphasizing that this process is complex, referring to the relationship subject-object and also to cyclicity of certain repetitive actions. In the study she shows that the marketing of the tour companies should be based on deep studies on market services of the excursion and its segmentation, customers' feedback and innovations that constitute the main basis for the realization of the excursion's product. All this is directed towards managers of the tourism businesses (organizations and enterprises) who provide excursions as an additional service as well as managers, specialists in the field of excursion and animation in the resorts and the recreational areas.

In conducting of excursions is necessary to make environmental assessment which provides a structured approach to predicting potential impacts and incorporating mitigation measures during design, construction and operation phases (*United Nations Environment Programme, 2009*). Two of the ten key principles for tourism development are applicable: (1) Sustainable tourism development largely depends upon well

defined national tourism strategies and tourism development plans at the national and local levels and (2) The tourism industry must endeavour to develop tourism in an environmentally responsible manner recognising that the maintenance of the natural resource base which supports the industry is the ultimate responsibility of the industry (*United Nations Environment Programme, 2000*). In the "Marketing of Nations" Philip Kotler and co-authors give a new framework for successfully building national wealth by marketing to the world. Nations can assess their strengths and weaknesses, identify their best opportunities, and implement competitive global policies and strategies designed to achieve long-run national prosperity. With plentiful case material on Japan, the Four Tigers, China, India, Southeast Asia, Latin America, and Eastern Europe, the authors provide the first comprehensive synthesis of economic, political, and cultural factors that affect economic progress in all nations, both industrial and developing. (Philip Kotler, 1997). Why do some nations perform economically better than others? What enables a nation to take advantage of its opportunities and build its wealth? Kotler (Standing Room Only, Harvard Business School, 1996) and a group of scholars take on these questions by reviewing main arguments on how to go about building a nation's wealth. They argue that the cornerstone to economic development is forming the nation's vision and thoughtfully implementing its strategies. They give a compelling framework to the analysis of the complex political, economic, social, and technological factors affecting national economic development, classifying national economies into groups based on their economic status. Chapter one of the book introduces the three key publics needed for non-profit organizations to grow and prosper: Clients - May or may not provide sales revenues, but whose patronage is a key indicator of success. Funding Agencies are businesses and individuals who have to see progress and social value in order to keep providing resources. Volunteers - Major resource outfits who find outfits like Habitat for Humanity International essential for achieving its goals (A. Alan, Kotler P., 2007).

Theories for the development of educational excursion and tour guide activities in Bulgaria

International tourism development expanded the diversity of tour guide services into two new directions. One is a result of the Bulgarians travelling abroad, and the other-the service provided to foreigners within the country. The

characteristics of the two types of services in Bulgaria are slightly different from those through the world, due to some socio-economic circumstances in the past such as limited autonomy in overseas trips of the Bulgarian citizens, strictly regulated funds for Bulgarian tourists abroad etc.

According to the latest draft amendments to the Law on Tourism of the Republic of Bulgaria, proposed in 2011 (Project Law of Tourism, 2011), section 45 provides a new definition of the excursion and its implementation in the Republic of Bulgaria: Excursion means a pre-determined combination of at least two separate services consisting of transport or other tourism and hospitality services which last less than 24 hours and do not include overnight stay. The customers in organized tourist trips for children and students are people up to 19 years old, accompanied by adults. And according to Chapter 11, Article 153, paragraph 3 and 6 a tour guide can only be a person entered in the Register of the National Association of professional guides. Nationals of countries - members of the European Union and European Economic Area, with professional qualification "guide", acquired in a member state which has recognized capacity under this act shall have the right to use the professional title "guide" in the Republic of Bulgaria (also in Project Law of Tourism, 2011). Authors who gave main developments for the definition and the content of tour guiding and fundamental determinants of the guide service in Bulgaria are Marin Neshkov, Veselina Kristeva-Ibrishimova, Veliko Velikov and Milena Stoyanova (M.Neshkov, K. Trendafilov & Velina Kazanjieva, 2008; Veselina Kristeva – Ibrishimova, 1995; Veliko Velikov & Milena Stoyanova, 2008).

Methodology

On the basis of literature studies we offer a methodology for preparing and conducting excursion activity and tourist guiding in the modern tourism in Bulgaria (figure 3 and figure 4). In this work we offer one-day educational excursion itineraries in the region of north-eastern Bulgaria.

In planning an educational excursion to the north-eastern Bulgaria is necessary to observe the following requirements: professional tour guide, planning and preparation of an educational topic, viewing the tourist sites of the excursion in chronological order, indicated by the tour guide.

After preliminary market research in various market niches, we provide a methodology, a topic and a planned program of cultural one-day

excursion in northeastern Bulgaria. The excursion is suitable for Bulgarians and foreigners.

North–Eastern region of Bulgaria is divided into four districts – Varna, Dobrich, Targovishte and Shumen. Varna is a major tourist destination, business and university centre, seaport, and headquarters of the Bulgarian Navy and merchant marine, as well as the centre of Varna Province and Bulgaria's North-Eastern planning region. Varna is running for European Capital of Culture for 2019. City landmarks include the Varna Archaeological Museum, exhibiting the Gold of Varna, the Roman Baths, the Battle of Varna Park Museum, the Naval Museum in the Italianate Villa Assareto displaying the museum ship Drazki torpedo boat, the Museum of Ethnography in an Ottoman-period compound featuring the life of local urban dwellers, fisherfolk, and peasants in the late 19th and early 20th century. The Sea Garden is the oldest and perhaps largest park in town containing an open-air theatre (venue of the International Ballet Competition, opera performances and concerts), Varna Aquarium (opened 1932), the Festa Dolphinarium (opened 1984), the Nicolaus Copernicus Observatory and Planetarium, the Museum of Natural History, a terrarium, a zoo, an alpineum, a children's amusement park with a pond, boat house and ice-skating rink, and other attractions.

Ispereh is a town in northeast Bulgaria. It is located in Razgrad district and is second largest after Razgrad. The town is administrative center of Ispereh Municipality. The lands around Ispereh are inhabited by lots of civilizations since the Thracian era (IV-V c B.C.). Evidence for this is the Thracian town Helis (Helios) which today is transformed into a history-archeological reserve called Sboryanovo. Unique Thracian rulers' tombs are preserved there, city-walls, religious facilities and numerous artifacts. This place is one of the seven Bulgarian representatives in UNESCO which is the proof of its uniqueness. Historical-archeological reserve is situated between the villages of Malak Porovec and Sveshtari in Ispereh municipality, in the Canyon of Krapinec River and on the hills around it. The first signs of life in this area dated back from the end of the Stone Age and the beginning of the Copper Age. In the reserve are included over 140 archeological and cultural monuments - ancient settlements, sanctuaries and necropolis of Thracian-pagans, Bulgarian-Christians and heterodox Muslims some of which operate even nowadays. The most significant of them are: the remains of the ancient Thracian city Helis, The Thracian sanctuary Kamen Rid, Sveshtary Royal Tomb-declared by UNESCO as a world cultural-

historic heritage, the Muslim shrine Demir baba Teke revered by many alive and also the historical museum in Isperih.

Shumen is the third destination of the preliminary route.. The northeastern part of Bulgaria, capital of Shumen Province. The city lies 80 km west of Varna and built within a cluster of hills, northern outliers of the eastern Balkans, which curve round it on the west and north in the shape of a horse-shoe. A rugged ravine intersects the ground longitudinally within the horse-shoe ridge. From Shumen roads radiate northwards to the Danubian cities of Rousse and Silistra and to Dobruja, southwards to the passes of the Balkans, and eastwards to Varna and Balchik. Here there are many important historical monuments. Shumen boasts the Monument to 1300 Years of Bulgaria, regarded as the only monument in the world to depict the history of a whole country from its creation to the present day. The Shumen Fortress, partially restored after being destroyed by the Ottomans in the past, is an important historical monument of the medieval Bulgarian Empire. It is located not far from the city on the Shumen Plateau. The religious buildings in the city include the Eastern Orthodox Holy Three Saints Cathedral and Holy Ascension Basilica, as well as the Sheriff Halil Pasha mosque (also known as the Tombul Mosque), the largest mosque in Bulgaria and one of the largest in the Balkans, serving Shumen and the region's Muslim minority. The Madara Horseman, a World Heritage Site and an only such example of medieval rock art in Europe, is an ancient (710AD) monument usually attributed to the Bulgar culture, and lies some 20 km from Shumen. The relief depicts a majestic horseman 23 m (75 ft) above ground level in an almost vertical 100 m (328 ft) – high cliff.

According to Professor Veselin Beshevliev and his book “Protobulgarians”, the oldest inscription is the work of Tervel (695-721 AD), thus the relief has also been created during his rule. The other inscriptions refer to the khans Krum (796-817 AD) and Omurtag (814-831 AD) and are most likely carved on their order. The monument has been on the UNESCO World Heritage List since 1979.

The last two excursion objects are Old Bulgarian capital cities Pliska and Preslav. Pliska is first Bulgarian capital from the establishment of the country in 681. Archaeologists and historians think that the city was built under an old Slavic village. There are evidences that Preslav existed

first as a Thracian settlement but we don't know its name.

Targovishte is situated in the fertile and picturesque Danube plain and covers the territory of 872 sq. km. The archaeological studies prove that there was a human presence on these lands ever since the Chalcolithic Age (V-IV millennium BC). Near the village of Kravevo the world-known “Kravevo treasure” has been found which dates back in the century B.C. The castles and settlements near Targovishte reveal the importance of the region during the First and the Second Bulgarian Kingdom. It is considered that the antique town of Misionis was situated in the region of the “Krumovo Kale” castle (seven kilometers away from Targovishte). Its ancient ruins spread over more than 150 decades. In the castle there is an excavated necropolis from the XIV century. Attractive archaeological complex, consisting of a Thracian sanctuary from II-IV century, dedicated to Heros and the god Apolon, a Byzantine basilica from V-VI century and the only glaze-kiln for contraction ceramics articles. This makes Targovishte an attractive destination for domestic and international tourism.

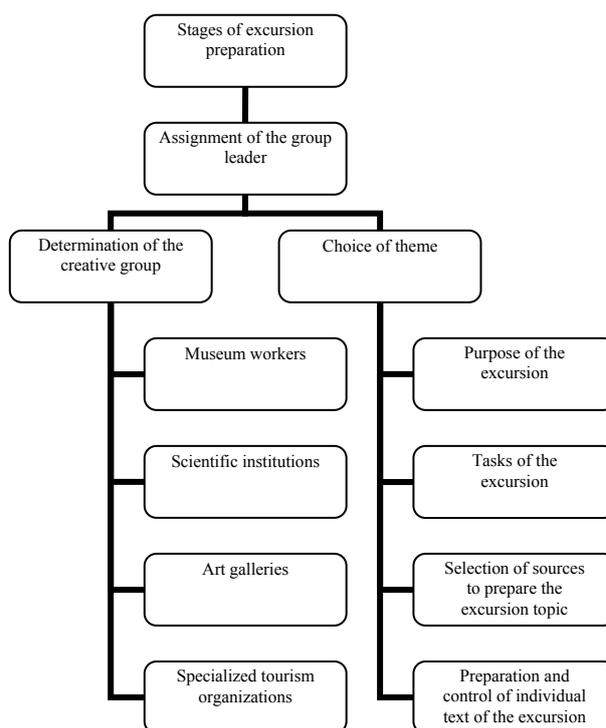


Figure 3 Main stages for preparation of an excursion (by authors)

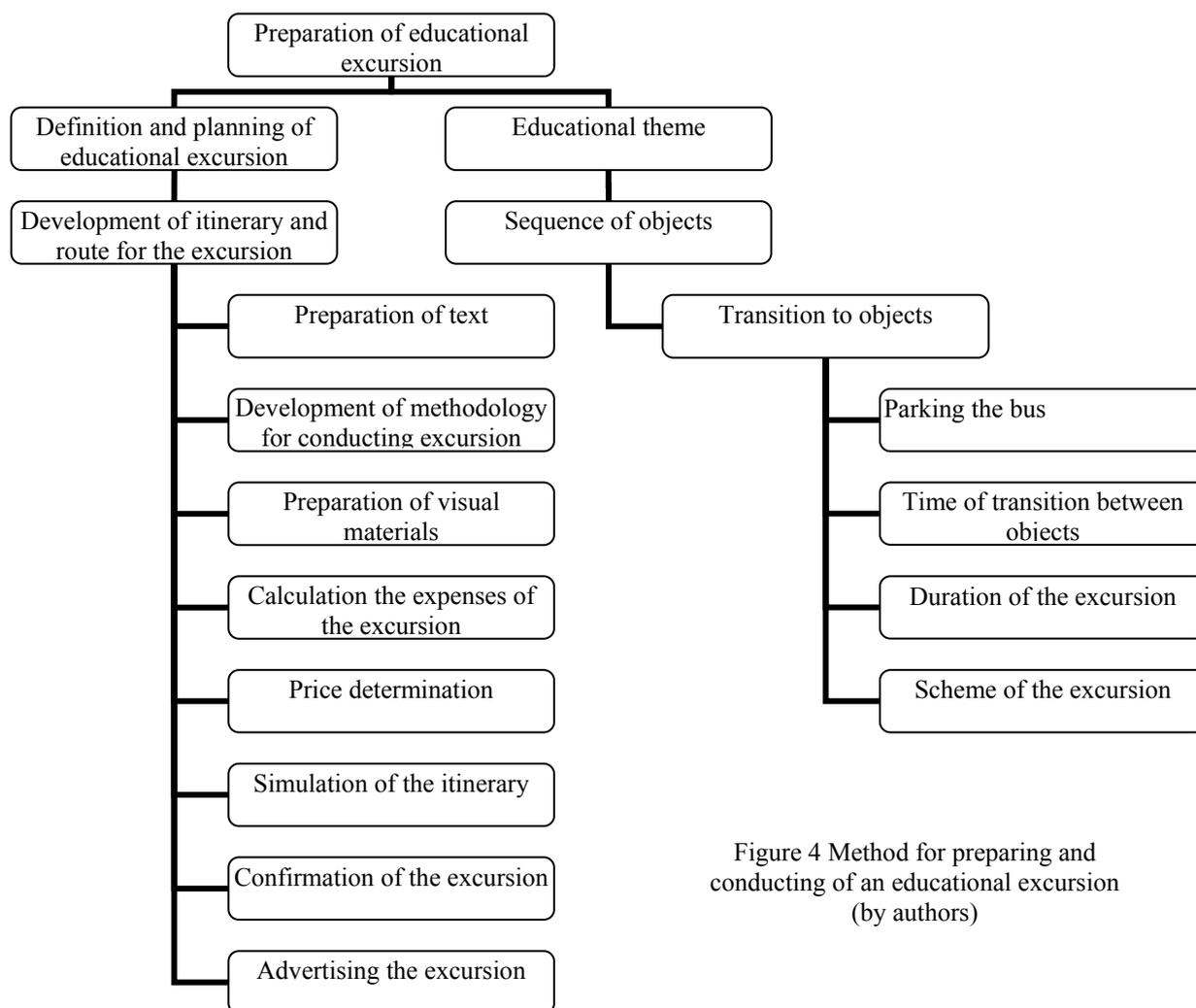


Figure 4 Method for preparing and conducting of an educational excursion (by authors)

Results and discussion

Considering the information, given by the Tourist Information Centers in Shumen and Balchik, we made a conclusion that in the last three years the number of tourists visited the areas of the two towns throughout the year, has increased. It is shown on the tables 1 and 2 below.

Table 1. Number of tourists who visited Shumen in 2007, 2008, 2009

Year	No of Bulgarians	No of foreigners	Total No of visitors
2007	211 914	28 047	239 961
2008	228 669	27 331	256 060
2009	197 590	21 333	218 923

Table 2. Number of tourists who visited Balchik in 2009 and 2010

Year	No of Bulgarians	No of foreigners	Total No of visitors
2009	47 998	95 745	143 743
2010	68 910	128 942	197 852

According to the data, the foreign tourists prefer seaside destinations more than those inside of the country and this definitely defines the market. Despite all the present destinations are with great potential to become popular. Excursions in the area of north-eastern Bulgaria are a market niche that is just beginning to develop and to uncover its potential to become a profitable business.

We interviewed 50 people in the form of an inquiry. Respondents are of different ages (18-70 years old) with various professions and some are retired. Pooled results show that wide range of target groups who are interested in the sites of the North-Eastern region of Bulgaria and their need by participating in educational excursions. The questionnaire also shows the additional services that are required by the tourists.

1. How often do you attend to an organized trip?

As shown on Figure 5 70 % of the people asked attend to at least one organized trip per year. 12 per cent of the people attend more than 5 trips per

year and 18 per cent of them do not attend to any trips at all.

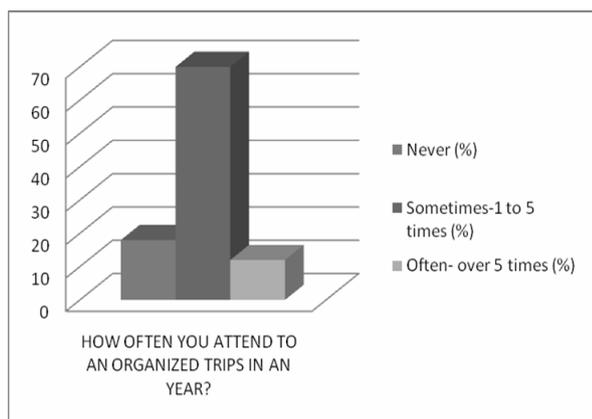


Figure 5 “How often you attend to an organized trips in an organized year?”

2. Where do you prefer to travel?

76 % of the people, done this inquiry, prefer to travel throughout Bulgaria and only 24 prefer travelling abroad. This gives a big chance of success to the routes, offered in the next part of the research (figure 6).

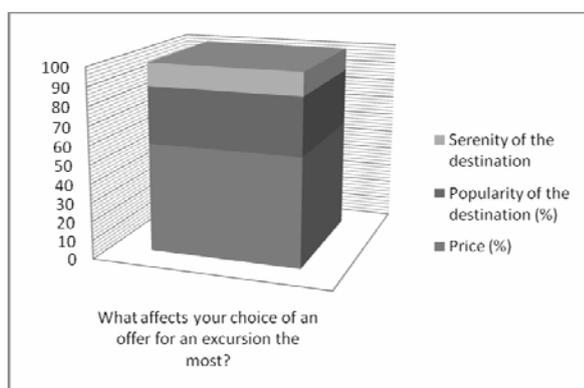


Figure 6 “What affects your choice of an offer an excursion the most?”

3. Which of the following sites do you know?

According to the results the best known sites in the North-Eastern Region of Bulgaria are the Madara Horseman and Pliska. The less known are Aladzha monastery near Varna and Sborianovo reserve, near Ispereh. In the middle of the table are Srebarna reserve, the Dolphinarium in Varna, the castle of Balchik, Kaliakra and Veliki Preslav. (Figure 7)

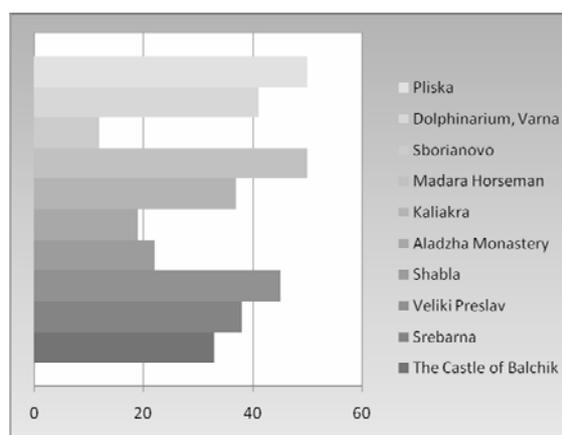


Figure 7- Popularity of some sites in the North – Eastern Bulgaria “Would you like to visit?”

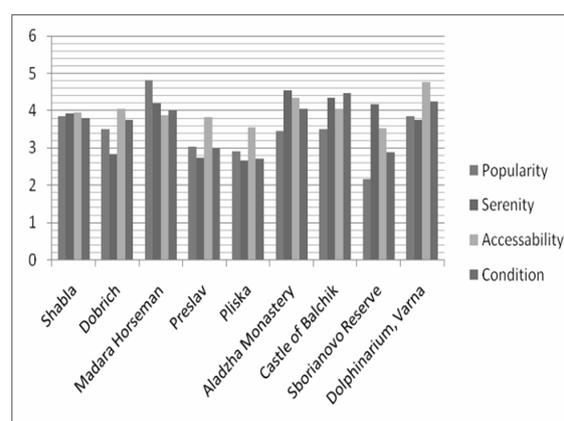


Figure 8-Evaluation of the sites

4. Please, evaluate the following sites.

The most popular site is the Madara horseman, while the most interesting and exotic one is the Aladzha monastery. The site with highest score in accessibility is the Dolphinarium and in Condition- the castle in Balchik. On the bottom of the chart are Pliska and Preslav. All of the results are shown on Figure 8.

The following educational itineraries are created for small tourist groups of 20 people and one tour guide. They are suitable for all types of tourists: groups of students, families with children, individual tourists and people interested in culture, history or nature. Everybody can find something attractive in the routes offered. They can also be offered to the hotels and agencies at the seaside as additional excursions during the stay of the tourists. The map below traces the suggested route of a educational excursion in northeastern Bulgarian region.



Figure 9 Map of a route: educational excursion
“History and Antiquity” (by Authors)
 /Source: <http://www.viamichelin.co.uk/>

Conclusion

Aggregated results from the market research show the need for conducting educational excursions in Bulgaria and in particular the purpose of our study is conducting such tours in northeastern Bulgaria. The results of the inquiry show the willingness of consumers to participate in one-day excursions to explore the cultural values and historical and archaeological sites in northeast Bulgaria. To meet the need for conducting cultural - cognitive and educational tours in Bulgaria and at the same time to offer a quality product we have developed a methodology for preparing and conducting this kind of excursions in the country. Based on previous experience we developed methodology which includes scientifically sound methods and techniques in an attempt to standardization and functionality. Excursion methodology is developed on a scientific basis and allows for the applicability of the tourist market of trips, transport companies and travel agencies. The new science-based methodology of organizing an educational excursion ensures a high quality of the tourists product which can meet customers' requirements and can increase economic efficiency.

References

- Alan, A., Ph. Kotler (2007), Strategic marketing for non-profit organizations. (7th Ed.), 11.
- Aleksieva, Y. (2009) Lectures in Marketing-UFT.Plovdiv: Bulgaria.
- Antsiferov, N.P. (1926) Theory and practice on social excursions. Moscow.
- Birzhakov, M. B. (2000) Introduction to tourism, St. Petersburg.
- Emelyanov, B. V. (1996) Excursion activity. M.,
- Finson, K. D., G. L. Enochs (1987) Student attitudes Howard science- technology-society resulting from visitation to a science-technology museum. *Journal of Research in Science Teaching* 24(7), 593-609.
- Flexer, B. K., M. Borun (1984) The impact of a class visit to a participatory science museum exhibit and a classroom science lesson. *Journal of Research in Science Teaching* 21(9), 863-873.
- Getsevich, N.(1988) Fundamentals of Excursion: A Tutorial. Mn.,
- Holloway, C. J. (1996) *The Business of Tourism*. Harlow, England: Longman, Fourth Edition.
- Kartashevskaya, F. (2000) Geographical aspects of tourism. Market excursion services., Simferopol.
- Kotler, Ph., S Jatusripitak, S. Maesincee (1997) *The Marketing of Nations: A Strategic Approach to Building National Wealth*. New York.
- Kotler, Ph. (1996) *Standing Room Only*, Harvard Business School. New York.
- Krepel, W. J., R. C. Duvall (1981) *Field trips: A guide for planning and conducting educational experiences*. Washington, DC: National Education Association.
- Kristeva – Ibrishimova, V. (1995) Excursions and guide services. Institute of tourism "Aleko Konstantinov" – Burgas, 38-54.
- Lehman, J. R., M. K. Lehman (1984) The relative effects of experimenter and subject generated questions on learning from museum case exhibits. *Journal of Research in Science Teaching* 21(9), 931-935.
- Lukyanova, Y. E. (2007) Development and use of illustrative schemes for teaching discipline “Tourist Business Basics”, RVUZ “Crimean Humanitarian University”, Yalta.
- Mackenzie, A. A., T. R. White (1982) Fieldwork in geography and long-term memory structures. *American Educational Research Journal* 19 (4), 623-632.
- Mallon, G. L., H. M. Bruce (1982) Student achievement and attitudes in astronomy: An experimental comparison of two planetarium programs. *Journal of Research in Science Teaching* 19 (1), 53-61.
- Michie, M. (1998) Factors influencing science teachers to organise and conduct field trips. *Australian Science Teacher’s Journal* 44(4). 43-50.
- Neshkov, M., K. Trendafilov, V. Kazanjieva (2008) *Tour guiding*. Publishing House "Science and Economy", University of Economics – Varna, 29 – 49.
- Orion, N., A. Hofstein (1991) The measurement of students' attitudes towards scientific field trips. *Science Education* 75 (5), 513-523.
- Orion, N., A. Hofstein (1994) Factors that influence learning during a scientific field trip in a natural environmental. *Journal of Research in Science Teaching* 31 (10), 1097-1119.

Project of Law on Tourism, (2011) in Republic of Bulgaria, Section I, Article 153, paragraph 3 and paragraph 6; additional provisions in section 5 and sect. 6.

Raikov, B. E. (1910) School excursions, their meaning and organization. Moscow.

Somov, G. (2008) Tour operators, agents and transportation activities. UFT, Plovdiv.

Stronck, D. R. (1983) The comparative effects of different museum tours on children's attitudes and learning. *Journal of Research in Science Teaching* 20(4), 283-290.

United Nations Environment Programme (2009).

Velikov, V., M. Stoyanova (2008) Tour guiding and tourist animation. Matkom, Sofia, 38-45.

Velikov, V., M. Stoyanova, R. Vladeva (2010) Technology on excursion service, Matkom, Sofia, 154 – 168.

Wright, E. L. (1980) Analysis of the effect of a museum experience on the biology achievement of sixth- graders. *Journal of Research in Science Teaching* 17(2), 99-104.

Zhilevich, A.C., Kopanev (2000) Tourism Organisation: Training and practical guide. M., 2000.