

Número 2 - Julio/Diciembre 2016

REVISTA

Europa del Este Unida

ISSN 0719-7284

Portada: Felipe Maximiliano Estay Guerrero

UNIVERSIDAD SUROESTE "NEOFIT RILSKI" - BULGARIA

221 B WEB SCIENCES - CHILE

CUERPO DIRECTIVO

Directora

Dra. Elenora Pencheva

Universidad Suroeste Neofit Rilski, Bulgaria

Subdirector

Dr. Aleksandar Ivanov Katrandhiev

Universidad Suroeste Neofit Rilski, Bulgaria

Editor

Drdo. Juan Guillermo Estay Sepúlveda

Universidad de Los Lagos, Chile

Editora Adjunta

Lic. Carolina Cabezas Cáceres

Universidad de Los Lagos, Chile

Relaciones Internacionales

Dr. Nicolay Popov

Universidad Suroeste Neofit Rilski, Bulgaria

Dr. Carlos Tulio da Silva Medeiros

Diálogos en Mercosur, Brasil

Cuerpo Asistente

Traductora: Inglés

Lic. Pauline Corthon Escudero

221 B Web Sciences, Chile

Traductora: Portugués

Lic. Elaine Cristina Pereira Menegón

221 B Web Sciences, Chile

COMITÉ EDITORIAL

Mg. Zornitsa Angelova

Rotterdam School of Management Erasmus University, Netherlands

Dr. Miguel Ángel Asensio Sánchez

Universidad de Málaga, España

Mg. Romyana Atanasova Popova

Universidad Suroeste Neofit Rilski, Bulgaria

PhD. Lyubov Kirilova Ivanova

Universidad Suroeste Neofit Rilski, Bulgaria

Dra. Diana Veleva Ivanova

Universidad Suroeste Neofit Rilski, Bulgaria

PhD. Zlatka Gerginova

Universidad Suroeste Neofit Rilski, Bulgaria

PhD. © Mariya Kasapova

Universidad Suroeste Neofit Rilski, Bulgaria

PhD. Valentin Spasov Kitanov

Universidad Suroeste Neofit Rilski, Bulgaria

Mg. Konstantina Vladimirova Angelova

Universidad Suroeste Neofit Rilski, Bulgaria

COMITÉ CIENTÍFICO INTERNACIONAL

Dra. Slavyanka Angelova

Universidad Suroeste Neofit Rilski, Bulgaria

Dr. Georgi Apostolov

Universidad Suroeste Neofit Rilski, Bulgaria

Dr. Luiz Alberto David Araujo

*Pontificia Universidad Católica de Sao Paulo,
Brasil*

Dr. Ivan Balic Norambuena

Universidad Nacional Andrés Bello, Chile

Dra. Gabriela Belova

Universidad Suroeste Neofit Rilski, Bulgaria

Dra. Patricia Brogna

*Universidad Nacional Autónoma de México,
México*

Dr. Eugenio Bustos Ruz

Asociación de Archiveros, Chile

Dra. Isabel Caballero Caballero

Universidad de Valladolid, España

Dr. Reinaldo Castro Cisneros

Universidad de Oriente, Cuba

Dr. Juan R. Coca

Universidad de Valladolid, España

Dr. Martino Contu

Universit t degli Studi si Sassari, Italia

Mg. Rodolfo Cruz Vadillo

*Universidad Popular Aut noma del Estado de
Puebla, M xico*

Dr. Carlos Tulio da Silva Medeiros

Instituto Federal Sul-rio-grandense, Brasil

Dr. Eric de L s leuc

INS HEA, Francia

Lic. Paula Donati

Universidad de Buenos Aires, Argentina

Dra. Manuela Garau

Universit  degli Studi di Cagliari, Italia

Dra. Gergana Georgieva

Universidad Suroeste Neofit Rilski, Bulgaria

Dr. Jos  Manuel Gonz lez Freire

Universidad de Colima, M xico

Dr. Nicolay Mar n

Universidad Suroeste Neofit Rilski, Bulgaria

Dr. Martial Meziani

INS HEA, Francia

Mg. Ignacio Morales Barckhahn

Universidad Adolfo Ib ñez, Chile

Mg. Mat s Mor n Bravo

*Sociedad Chilena de Medicina del Deporte,
Chile*

Mg. Marcos Parada Ulloa

Universidad Adventista de Chile, Chile

Dra. Anabel Param  D az

Universidad de Valladolid, Espa a

Dra. Claudia Pe a Testa

*Universidad Nacional Aut noma de M xico,
M xico*

Dra. Francesca Randazzo

*Universidad Nacional Aut noma de
Honduras, Honduras*

Dr. Juan Carlos R os Quezada

Universidad Nacional Andr s Bello, Chile

Dr. Gino R os Patio

Universidad de San Mart n de Porres, Per 

Dr. Jos  Manuel Rodr guez Acevedo

Universidad de La Laguna Tenerife, Espa a



ЮГОЗАПАДЕН УНИВЕРСИТЕТ
„НЕОФИТ РИЛСКИ“
UNIVERSIDAD SUROESTE "NEOFIT RILSKI" BULGARIA

ПРАВНО-ИСТОРИЧЕСКИ
ФАКУЛТЕТ



FACULTAD DE DERECHO Y
CIENCIAS HISTÓRICAS

221 B
WEB SCIENCES

Dr. Carlos Manuel Rodríguez Arrechavaleta
Universidad Iberoamericana Ciudad de México, México

Dra. Vivian Romeu
Universidad Iberoamericana Ciudad de México, México

Mg. Héctor Salazar Cayuleo
Universidad Adventista de Chile, Chile

Dr. Germán Santana Pérez
Universidad de Las Palmas de la Gran Canaria, España
Centro de Estudios Canarias América
Universidad de Hunter, Estados Unidos

Dr. Stefano Santasilia
Universidad de La Calabria, Italia

Dr. Juan Antonio Seda
Universidad de Buenos Aires, Argentina

Da. Begoña Torres Gallardo
Universidad d Barcelona, España

Dr. Rolando Zamora Castro
Universidad d Oriente, Cuba

Dra. Blanca Estela Zardel Jacobo
Universidad Nacional Autónoma de México, México

Dra. Maja Zawierzeniec
Universidad de Varsovia, Polonia



ЮГОЗАПАДЕН УНИВЕРСИТЕТ
„НЕОФИТ РИЛСКИ“
UNIVERSIDAD SUROESTE "NEOFIT RILSKI" BULGARIA

ПРАВНО-ИСТОРИЧЕСКИ
ФАКУЛТЕТ



FACULTAD DE DERECHO Y
CIENCIAS HISTORICAS

221 B
WEB SCIENCES

Indización

Revista Europa del Este Unida, se encuentra indizada en:



Información enviada a Latindex para su evaluación e indización.



ISSN 0719-7284 – Publicación Semestral / Número 2 / Julio – Diciembre 2016 pp. 23-34

BULGARIA IN THE EYES OF FAMOUS PEOPLE (ONLINE PROMOTION OF TOURISM BRAND)

BULGARIA ANTE LOS OJOS DE LOS FAMOSOS (PROMOCIÓN ONLINE DE BULGARIA)

PhD. © Tsvetanka Sotirova Atanasova
South-West University "Neofit Rilski", Bulgaria
atanasova@swu.bg

Fecha de Recepción: 22 de octubre de 2016 – **Fecha de Aceptación:** 21 de noviembre de 2016

Abstract

The article presents the new communication tools used to inform and influence tourists online. The Internet is the main source of information and has immense potential to reach the target audience. In order to build a unique and attractive tourist brand on the Internet we use two key elements - the new media (PR 2.0, internet advertising, social media, tourist blogs, YouTube, Vbox7) and a continuous dialogue with broad audience.

Keywords

Online brand – Identity – Celebrities – Tourism

Resumen

El artículo presenta las nuevas herramientas de comunicación online utilizadas para informar e influenciar a los turistas que navegan por el ciberespacio. Internet es la principal fuente de información y tiene un inmenso potencial para llegar al público objetivo. Con el fin de construir una marca turística única y atractiva en Internet, utilizamos dos elementos clave: los nuevos medios (PR 2.0, publicidad en Internet, medios sociales, blogs turísticos, YouTube, Vbox7) y un diálogo continuo con una amplia audiencia que desea conocer nuevos lugares del mundo.

Palabras Claves

Marcas online – Identidad – Famosos – Turismo

Nowadays the role of the brand is extremely important because of the need to find new, different instruments to raise consumer awareness online. The Internet has become the primary tool of information and possesses a wide range of opportunities for interacting with the target audience.¹ In order to build a unique and attractive tourist brand, based on promotion on the web, a complex and effective impact is needed through the use of new media, PR 2.0, online advertising, social networking, travel blogs, You Tube, Vbox7, etc., as well as a continuous dialogue with constantly changing audience.

A key concept in building a branded destination is its identity. According to Lesli De Chernatony - Brand Marketing professor and director of the Centre for Research in Brand Marketing at Birmingham University Business School, the identity comprises of "a character, aims and values, which represent a unique differentiation of the brand." The conceptual model of the identity of the brand according to De Chernatony consists of the following elements (each level is created based on the previous level): product attributes, functional benefits, emotional experiences, values.² The tourist site should clearly express its specialization, on which it needs to build a unique and attractive image to its target group.

D. Aaker³ introduces a concept according to which the structure of the identity of the brand has two manifestations⁴:

1.- The limited identity is fundamental, permanent and sustainable nature of the brand that remains unchanged even when the brand enters new markets with new product portfolio. It includes elements that make the brand both unique and valuable, and establishes its credibility. The core focuses on the individuality of territory, the specifics that distinguish it from competing brands - cultural and natural heritage of Bulgaria. In fact, the core works with and contains all the culture of the territory;

2.- The expanded identity includes elements that provide structure and completeness of the brand. The expanded identity in the online space has distinctive features that can be changed, such as presentation through social media and PR events, featuring celebrities, advertising, sharing knowledge and experience through social media, YouTube, etc.;

In terms of tourism we accept the concept of D. Aaker for presenting the brand identity. The limited identity is based on natural and cultural resources of the territory and the expanded identity on the social processes and results in presentation components, complementary to the brand. And that is a huge role that can be performed by starring celebrities. This fact is reported in the scientific literature and is proved by the good practices in tourism. D. Aaker pays great attention to the "personalities of the brand", which "can help in the development of the brand strategy as to deepen the understanding, the perception

¹ External audiences - current and potential tourists, business representatives, and extremely competitors, etc.; internal audiences - employees of travel agencies, staff in hotels and restaurants, etc.

² L. De Chernatony, «Brand management through narrowing the gap between brand identity and brand reputation». *Journal of Marketing Management*. Vol. 15 (1999), 165

³ David Aaker is an American economist, vice president of "Prophet's brand Strategie" and professor emeritus of marketing strategies in the School of Business 'Haas' University "Berkeley". Aaker has published over 100 articles and 13 books, including "strategic marketing management", "management of brand value", "Building strong brands", "The marks leaders (co-authored with Eric Dzhoshimstalar)", "Strategies for the portfolio of the brand" and "From Fargo to the world of brands." His books have been translated into 18 languages

⁴ D. Aaker, *Building Strong Brands* (New York: Free Press, 1996), 44.

and the attitudes of the consumers towards the brand, creating a range of activities for communication and creating brand equity."⁵ L. Anastasova (professor at the Bourgas Free University) adds that "the image and the message of the event should closely correspond to the identity and values of the brand destination".⁶

Brand and celebrities

Celebrities are people, who are respected and attract public attention to themselves, as well as to aspects of the product-portfolio and thus strengthen the consumer confidence in the brand.⁷ Famous personalities raise the index of confidence in the tourism product and are an indispensable PR tool used for generating attention and publicity. Celebrities have a pre-established image that can evoke a strong emotional reaction in their fans and reflection in those who are less familiar with them compared to their fans and followers. This creates an opportunity to build the brand through the image of celebrities (celebrity marketing) and contributes to the shaping of the image of the product and/or service in consumer consciousness on the basis of associative links. When associating the product with a celebrity, the potential tourists receive additional "value added" in terms of prestige.

Upon approval of the destination brand an emotional connection between the brand and the destination is created for the potential tourists. Through a collection of perceptions in the imagination of the user arises a network of memories, places, events, and functional and emotional benefits - unique and meaningful. A sustainable relationship "value - brand". The complex process of building a brand leads to the moment when the user starts to assign attributes to the product and/or services and gives symbolic meanings. That is the way to create a myth. Many authors relate the myth of the product with the brand. The myth requires constant efforts to change, to innovate and adapt to the competitive situation. The myth is experienced through immersion with the place. Its aim is to create a positive focus about the tourist destination through online media and advertisements by using celebrities, as well as social media and YouTube, and has a significant influence in making a decision for a tourist trip and defines the purpose of the trip and the expected level of satisfaction. The memories, knowledge and experience are shared on social media and blogs and build up the online presentation of the brand towards potential tourists who are searching for a particular destination.

The tourist is an emotional buyer and his emotional attachment to the tourist destination builds up during the trip. The messages of celebrities help improve the utility of the brand. Using the celebrities has become an advertising strategy that aims to enhance brand value by using "secondary association" of the same brand with the celebrity. The online environment provides new communication channels and tools with broad impact on the potential users. Social platforms create online communities of followers of the celebrities and maintain an emotional connection with audiences and strengthen loyalty to the tourism brand.

⁵ D. Aaker, Building Strong Brands ... 150.

⁶ L. Atanasova, Conceptual Framework for branding a destination by events: Theoretical and Practical Aspects. Bourgas Free University. <https://www.academia.edu>

⁷ V. Stoilov, Names of celebrities in their role as trademarks or in support of them. <http://obuch.info/imenata-na-znamenitosti-v-rolyata-im-na-trgovski-marki-ili-v-t.html>

Thracian treasures

The celebrity can be related to different spheres of culture. An example of the extraordinary role of a celebrity to promote tourist sites is Bulgarian is the archaeologist Nikolay Ovcharov, who is often associated with the Thracian civilization. In the past this role was played by the late Georgi Kitov – famous archaeologist and discoverer of the most famous monuments of Thracian culture monuments in recent times. The bronze head of Seuthes III was the “crown jewel” of an exhibition of Bulgarian culture in the Louvre. (Appendix 1). Most famous are the treasures of the Thracians, which were buried in rituals or were burial gifts to the Thracian Kings. The exhibition of the Thracian art of the Bulgarian lands was shown to the world and visited a number of museums, causing interest to the tourist sites in Bulgaria. (Application 2). Thracian art tells the story of the Odrysian kingdom, its treasures, rulers’ and neighbors’ daily life in the documentary "Journey of the Kings", which on online media, social media and YouTube has generated thousands of views, shares and comments.

*Sylvie Vartan*⁸ was an honorary guest at the opening of the exhibition of the most valuable Bulgarian treasures in the Louvre in Paris on April 14, 2015. The exhibition "Epic of Kings" was followed by wide media coverage by prestigious magazines and newspapers such as *Le Figaro*, the American edition *The Wall Street Journal*, the French weekly *L'Express* and many others that devote major review publications and reports, illustrated with numerous photos of the remarkable exhibition.

One of the most successful national online campaigns to assess the Bulgarian cultural sites was initiated in 2010 in *Standard* newspaper and was called "Wonders of Bulgaria".⁹ It had a strong impact on the tourism brand, as can be judged by the presentation and promotion of tourism sites advertised in the country. The goal was a joint effort and participation of government institutions, on one hand, and civil society on the other. Various pieces of Bulgarian cultural heritage were proposed for inclusion in the UNESCO World Heritage list. The campaign is held every year: Stage I - For the purposes of voting there is an online portal in which every expert will be able to sort their preferences for proposals from material heritage and suggestions of intangible heritage; Stage II - rated proposals are proposed for national voting on the website of "Wonders of Bulgaria" (<http://www.bgchudesas.com/>) to Bulgarian citizens. Each object is presented interactively - through texts, pictures, videos, links and more.

The campaign "Wonders of Bulgaria" begins with the discovered near Sozopol relics of St. John the Baptist. The discovery is extremely important for the whole of Bulgaria and the entire Christian world. It has high scientific value, proven by Oxford researchers and popularized by a movie on the National Geographic Channel, broadcast and many other world TV channels. In November 2010, Russian Prime Minister Vladimir Putin worshiped the relics of St. John the Baptist (Appendix 3). Upon entering the temple, Putin placed on

⁸ Sylvie Vartan is a singer of Bulgarian origin. In 1964 she went on stage with "The Beatles". Her name is written in huge letters on the facade of the hall "Olympia", which repeatedly has exported her concerts. Sylvie Vartan was awarded the prize "Golden Age" of the Ministry of Culture in 2009. The prize "Golden Age" is awarded to distinguished artists for their outstanding contributions to culture and art. In 2014, Sylvie Vartan receives characters honorary citizen of Sofia. Sylvie Vartan actively promotes charity in her home country Bulgaria. <http://sylvie-vartan.com/> website and Facebook page with many fans.

⁹<http://www.bgchudesas.com/%D0%BA%D0%B0%D0%BC%D0%BF%D0%B0%D0%BD%D0%B8%D1%8F%D1%82%D0%B0/2.html>

the chest with miraculous relics a small icon of St. Mary, to sanctify it. It was a gift from the church board of "St. Alexander Nevski". His picture had become world news, and this led to a 7% growth of Russian tourists in Bulgaria - in particular in Sozopol where the relics are. Subsequently, thousands of tourists from Bulgaria and from around the world followed Putin's example and visited Sozopol to worship the relics, with which the city has become one of the most desired destinations of cultural tourism in Bulgaria.

Within the campaign "Wonders of Bulgaria" *Standard* newspaper created a large scale publishing program for the promotion of cultural heritage. It printed literature, tourist guides and travel guides to attract foreigners in Bulgaria. The national campaign promotes gold of the Getae, the tomb of Seuthes III, mask of Teres and others. The campaign motivates Bulgarian businesses to create effective projects for significant growth in the tourism industry. Products label "Wonders of Bulgaria" is now available at all international tourism fairs.

Bulgarian folk songs and dances

An important part of Bulgarian culture is folk music, folk songs, and Bulgarian folk dances (horo). Bulgarian folk song is transmitted orally from generation to generation. A particular strength is the promotion of folk music, songs and dances performed by contractors.

Folk singer Valya Balkanska with the song "Izlel e Delio hajdutin"¹⁰ is included in the Voyager Golden Record and promotes Bulgaria in space since 1977 and has been a musical message from Earth to the outer space. The record of Valya Balkanska was carried out by American researcher of Bulgarian folklore Martin Kjonig. In the late 60s he made recordings of original Bulgarian folk songs. One of them is the song of Valya Balkanska. After a serious selection and deliberations Carl Edward Sagan discusses the featuring of Valya Balkanska. Space probe Voyager transported around the universe Bulgarian Rhodope song "Izlel e Delyu hajdutin" for over 38 years. This fact has become part of the online travel brand of Bulgaria.

Valya Balkanska participated in the national catalog of video Travel TV "This is Bulgaria". The project is a series of twelve themed films that tell about the history, life and culture of our country over the centuries of its existence. There are photos of landmarks, reserves, archaeological finds. "This is Bulgaria" is the first documentary series devoted entirely to Bulgaria. The series has been translated into nine languages.

The song of Valya Balkanska, broadcasted in Space, has become a trademark of Bulgaria and sounded on the Olympic Stadium in Berlin, with the performance of the young singer Elitsa Todorova at the World Festival of Culture dedicated to the 30 anniversary of the International Foundation "Art of Living". Nearly two thousand Bulgarians, dressed in specially made shirts with folk motifs danced and raised the audience on its feet in Berlin¹¹.

Famous artists build the tourist brand of Bulgaria through folk dances in the online space on the initiative of Martin Yordanov – an entrepreneur in the field of fashion industry,

¹⁰ <https://www.bulgarianhistory.org/bit-i-kultura/istoriya-po-noti/izlel-e-delio-hajdutin/>

¹¹ [http://colourvideo.ru/colay/JGCl2hSrafly/ХОРОТО%20Световен%20фестивал%20на%20културата%20\(ОФФИЦИАЛ%20ВИДЕО\)%20%7С%20Изкуството%20да%20живееш/](http://colourvideo.ru/colay/JGCl2hSrafly/ХОРОТО%20Световен%20фестивал%20на%20културата%20(ОФФИЦИАЛ%20ВИДЕО)%20%7С%20Изкуството%20да%20живееш/)

who focuses on how the “horo” as an unusual fashion review may show the fashion of the street from all over the world and become a global street fashion show. The motto of his project, “Richmart Vintage” is: *I love Bulgarian dances; Hold on, Earth, Bulgarians are dancing*. An advertising campaign on YouTube and on social media is being carried out to promote the Bulgarian industry, tourism, culture and the establishing of the brand “made in Bulgaria”.

The “HORO” dance

Horo is the most famous Bulgarian folk dance. The “horo” is a particular and much loved group folk dance. In this project by Martin Yordanov the “horo” takes a particular place. According to some ethnographers and historians the “horo” dance has been left to us as a legacy by the Thracians. It is assumed that the “horo” is an ancient method for connecting with the Cosmos. Every detail of the “horo” has been considered carefully to create a powerful vibration. In the past the dance had another function as well. It was a sacred ritual aimed to unite the population. In the center of the village, the town, both young and old joined the dance? Every generation and the whole community danced in one common rhythm.

In this context, the main objectives of the project¹² are:

- Bulgarian “horo” to be accepted as a new symbol of the Bulgarian economy and tourism;
- Bulgarian and foreign holidays to be celebrated with Bulgarian “horo” dances;
- Creating attractive videos of Bulgarian dances both from Bulgaria and the world and promoting them on the web;
- Bulgarian symbols and embroidery being an important element of the PR campaign; The Bulgarian flag to be placed on all Bulgarian products (this practice has been used successfully in Italy, England, France, America, Germany, etc.); Bulgarian symbols and elements of embroidery to be used in the production of fashion clothing (many world designers such as Gucci, John Galliano, Valentino have used embroidery in their collections);
- Creating highly developed folklore tourism; Tour-operators to create offers for folklore tourism and add them to their current programs.

This project can be seen as an example of the usage of Bulgarian culture in advertising in general, including the advertising for the field of tourism. World famous stars support the cause of Richmart.

Some of the ideas for the strengthening of the tourist brand of Bulgaria can be taken from the global tourist brand.

Antonio Banderas highlights the influence Bulgarian folklore has on him (Appendix 4). He said¹³: “There is definitely some attachment on my part. It is something very deep, all-embracing and complex, when relating to folklore. It is unusual, I did not expect that anything like that would happen in life - and that’s the magic, magic in my professional life

¹² <http://richmart-vintage.com/>

¹³ <https://www.24chasa.bg/Article/5183818>. Само в “24 часа”: Антонио Бандерас: Странно е, но в България се чувствам у дома, наистина заобичах вашата страна. 19.12.2015. Антонио Бандерас идва в България от 2005 година - снима четири филма.

that I have the opportunity to see what I saw today - folk dances and the custom "Koledari" performed by ensemble "Bulgare" in the Golden hall of the National Art Gallery, I have friends that I found here. All this opens the door for your curiosity, and you already start being interested in the country's history, as well as many other things associated with it, and thus you gradually start loving it. Now I feel very calm when I come here because I feel like home, home-like. Yes, it's true."

Antonio Banderas, along with other world-famous celebrities - Salma Hayek, Sylvester Stallone and Jason Statham share how wonderful Bulgaria appears in a video advertising the country. The promotion of the folklore and the country by so many celebrities is a big and successful advertisement for our country. The particular video has been aired as a promo-video on the presenting of the "Oscar"-nominated for best foreign-language film - "The court". These products shape the expanded identity of the brand.

The Hollywood actor Jason Statham received a copy of the unique Thracian Mask of Teres (Appendix 5) from the Minister of Tourism. He shared: "I am impressed by the Thracian culture that has been preserved in Bulgaria"

Promotion of other spheres of culture

July morning is a traditional holiday associated with a welcoming of the sunrise, celebrated each year on July 1st since 1985. July Morning is the name of a song by the British rock band Uriah Heep. "The July" is distinctive for Bulgaria due to the nature of its origin and is not existent in other countries in Europe or worldwide. It is usually celebrated with Uriah Heep's vocalist John Lawton at Kamen Bryag village.

John Lawton¹⁴ is popular in Bulgaria with the fact that every year from 2004 onwards he performs the song "July Morning" at the concert in Kamen Bryag, held on the night of July 1st. John Lawton has shared that he was unfamiliar of the tradition of welcoming the sunrise on the beach of Kamen Bryag on July 1st with Uriah Heep's song. This changed with the request of the mayor of Kavarna, Tsonko Tsonev to him to sing the hit at 5:30am. The vocal adds: "As long as I am alive and as long as Tsonko organizes it, I will be coming. Many cities in Bulgaria are trying to organize a July morning - Burgas and other cities, but Kamen Bryag is a very special place and there is nothing better than Kamen Bryag".¹⁵

John Lawton is a goodwill ambassador who by producing his own movies for Bulgaria - 22 documentaries about different regions of Bulgaria¹⁶, shown on his official website - <http://www.johnlawtonmusic.com/> and blogs, through his own words and through his media presence and influence has promoted Bulgaria – the beautiful places, the quality goods, the good experiences.

¹⁴ John Lawton is a former vocal of "Uriah Heep". He works with Bulgarian musicians, such as the bands NightHeat, BTR. In 2012 he recorded an album together with Diana Express. He is a TV presenter in the joint film by SKAT TV and Burgas Municipality – "John Lawton presents...". Burgas and other cities - surroundings, traditions and customs.

¹⁵ Video by Dimitar Apostolov – BTA John Lawton and Paul Newton from "Uriah Heep" sang on the July morning at Kamen Bryag http://www.bta.bg/bg/video/show/id/0_12dzbwfc

¹⁶ T. Hristov and John Lawton – ambassador of the "Bulgaria" brand <http://www.novavizia.com/dzhon-loutyn-poslanik-na-markata-byulgariya-kazus/>

The casual way in which he presents the topics related to the Bulgarian nature and culture, the opportunities for tourism or the permanent settling and living here makes a strong impression. He acquaints us with Bulgarians and foreigners who have settled in Bulgaria. He films the local costumes and songs typical of each region. The movie scripts are presented through the eyes of the world-famous celebrity – mixed together with a little history, with some interviews with local citizens and an urban landscape. He shows the people's yards, the streets, comments on the benefits of the fresh air, the peace and low crime.

Sport

On online media, websites, blogs, YouTube, Facebook and other social platforms (Twitter, Pinterest, Instagram) there are also legendary athletes who promote Bulgaria among the huge audience of tourists, who are sport fans. An example of this is the tourist image of Bansko. The competition for hosting the Winter Olympics in the recent decades proves the willingness of the host country to increase its recognition as an original brand on the world market. It is there, whether it's the name of the product or the name of a country, where the brand can gain or lose from problems of quality or lack of recognition. Guests of the Ski World Cup are the legends in alpine skiing Alberto Tomba¹⁷, Marc Girardelli¹⁸, Markus Wasmeier¹⁹ and in their public statements they emphasize that they have been visiting Bansko for more than ten years.

World Cups in Bansko have been broadcasted by 50 TV channels, appeared in international media, social media, blogs and YouTube. Bulgaria and Bansko are perceived as a top echelon for a competition host of the highest rank. In the video²⁰ promoting the World Cup in Bansko participate celebrities such as Anna Fenninger, Tina Weirather and Lara Gut. The commercials of the World Ski Cup in Bansko have been broadcasted on the pan-European TV channel Eurosport.

Marc Girardelli has visited the archaeological complex of Perperikon and the Regional History Museum in Kardzhali, where there are over 40,000 cultural artefacts related to the history and nature of the Eastern Rhodopes. He shared he would visit these places together with his family: "My country has no such ancient artifacts and for me it was very important to see the unique heritage which Bulgaria has".²¹ In his career, Marc has won five times the overall standings, something yet unattained by any other skier. The five-time World Cup winner has been working for the cause of Bansko for a long time. At the start of the World Cup competition - Austria - Sölden - TV cameras from around the world showed

¹⁷Alberto Tomba is famous Italian skier, three-time Olympic champion and double world champion racer in slalom and giant slalom. There are nine titles FIS Alpine Ski World Cup. Known by the nickname "Bomb" (Tomba la Bomba). In 1998, he gave up active competition.

¹⁸ Marc Girardelli is Austrian skier competing for Luxembourg in the Alpine disciplines. It is one of the most successful skiers, five-time World Cup winner (1985, 1986, 1989, 1991 and 1993). The legendary star Marc Girardelli gave in 2009 the last big Crystal Globe, won in season 1992/93. It is placed in a specially designed display case in the lobby of the five star hotel "Kempinski Grand Arena Bansko" <http://bansko.net/>

¹⁹ Markus Wasmeier is a two-time Olympic champion.

²⁰ http://m.standartnews.com/sport-sportove/tsyal_svyat_gleda_svetovnata_kupa-266124.html

²¹ <http://www.tourism.government.bg/bg/kategorii/novini/nikolina-angelkova-i-mark-zhirardeli-posetiha-perperikon-i-aleksandrovskata>

Girardelli wearing a hat advertising the ski resort of Bansko. Girardelli is an honorary citizen of Bansko.

The promotion by celebrities from politics, culture and other areas is a source for the effective building of an online tourist brand. Culture in all its manifestations and particularly the historical and cultural heritage, folk music and dance (the “horo”) as well as sport are especially beneficial for creating an emotional attitude towards the tourist brand. In the future they will become the decisive factors for building brand identity of the Bulgarian tourist sites.

Appendix



Appendix 1

Source: <http://epicenter.bg/article/Milioni-vidyaha-Sevt-Treti-/88984/6/86>



Appendix 2

Source: <http://novinite.bg/>



Appendix 3

Source: <http://www.bgchudesa.com>



Appendix 4

Banderas dancing Bulgarian horo

Photo: Nikolay litov



Appendix 5

Source: http://trakiiskisakrovishta.weebly.com/uploads/5/4/9/5/5495276/8793362_orig.jpg

Literature

Aaker, D. Building Strong Brands / D. Aaker. – New York: Free Press, 1996. – P. 44.

De Chernatony L. (1999). «Brand management through narrowing the gap between brand identity and brand reputation». Journal of Marketing Management. Vol. 15. p. 165

Gobe, M. and S. Zyman, Emotional branding: The new paradigm for connecting brands to people. St. Martin s Press. 2001. p. 34

John O'Shaughnessy and Nicholas Jackson O'Shaughnessy. The Marketing Power of Emotion, New York, Oxford University Press, 2004

Анастасова, Л. Брандът на услуга: утвърждаване чрез емоции на потребителя, ИУ, Варна, сп. Известия, бр. 2, 2009, с. 80-81. <https://www.academia.edu>

Атастасова, Л., Концептуална рамка за брендинг на дестинация чрез събития: теоретични и приложни аспекти. Бургаски Свободен Университет. <https://www.academia.edu>

Димитър Апостолов – БТА Джон Лоутън и Пол Нютън от "Юрая Хийп" пяха на Джулай Морнинг в Камен бряг http://www.bta.bg/bg/video/show/id/0_12dzbwfc

Кънчев, И., Излел е Дельо хайдутин <https://www.bulgarianhistory.org/bit-i-kultura/istoriya-po-noti/izlel-e-delio-hajdutin/>

Стоилов, В., Имената на знаменитости в ролята им на търговски марки или в тяхна подкрепа. <http://obuch.info/imenata-na-znamenitosti-v-rolyata-im-na-trgovski-marki-ili-v-t.html>

Online sources:

<http://epicenter.bg/article/Milioni-vidyaha-Sevt-Treti-88984/6/86>

[http://colourvideo.ru/colay/JGCI2hSrafly/XOPOTO%20Световен%20фестивал%20на%20културата%20\(ОФФИКИАЛ%20ВИДЕО\)%20%7С%20Изкуството%20да%20живееш/](http://colourvideo.ru/colay/JGCI2hSrafly/XOPOTO%20Световен%20фестивал%20на%20културата%20(ОФФИКИАЛ%20ВИДЕО)%20%7С%20Изкуството%20да%20живееш/)

<http://richmart-vintage.com/post/>

<https://www.24chasa.bg/Article/5183818>.

<http://bansko.net/>

<http://www.tourism.government.bg/bg/kategorii/novini/nikolina-angelkova-i-mark-zhirardeli-posetiha-perperikon-i-aleksandrovskata>

http://trakiiskisakrovishta.weebly.com/uploads/5/4/9/5/5495276/8793362_orig.jpg

http://www.bta.bg/bg/video/show/id/0_12dzbwfc

<http://www.johnlawtonmusic.com/>

<http://www.ploshtadslaveikov.com/silvi-vartan-pocheten-gost-na-otkrivan/>

http://dariknews.bg/view_article.php/adminka/view_article.php?article_id=1516419

Para Citar este Artículo:

Atasanova, Tsvetanka Sotirova. Bulgaria in the eyes of famous people (online promotion of tourism Brand). Rev. Europa del Este Unida. Num. 2. Julio-Diciembre (2016), ISSN 0719-7284, pp. 23-34.

Las opiniones, análisis y conclusiones del autor son de su responsabilidad y no necesariamente reflejan el pensamiento de la **Revista Europa del Este Unida**.

La reproducción parcial y/o total de este artículo debe hacerse con permiso de **Revista Europa del Este Unida**.