

MAJOR ISSUES FOR USING LEADERSHIP IN TOURISM

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Abstract

At the same time, building leaders in tourism is of extreme importance for this sector, which is fundamental for the economies of Bulgaria and the Mediterranean countries. On this basis, the article examines the main methodological and applied problems of creating leaders in tourism, which problems the Bulgarian tourism industry faces on a daily basis. The proposed solutions help the owners to answer the main challenges facing the Bulgarian tourism enterprise.

Keywords: лидерство; лидерски профил; туризъм

JEL: D23; M12; Z30

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