

Evaluation of the consumers' attitudes towards the products of alternative tourism in National park "Rila"

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During the last several years, an increase in the interest towards alternative tourism can be observed. It is steadily becoming one of the most dynamically developing sorts of tourism. The goal of this project is to analyze and evaluate consumer attitudes towards the products of alternative tourism provided by the National park "Rila" in the context of sustainable development. The set of analysis and conclusions regarding the problem are based on an opinion survey conducted upon the potential consumers of alternative tourism in the territory of National park "Rila".

Keywords: alternative tourism, sustainable development, consumer attitude, product of alternative tourism