

Museums – Visible or Invisible Participants in Tourism Expositions

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(Summary)

The participation of key audiences in the most prestigious tourism and travel expositions, trade fairs and forums is an opportunity to present the best practices in Bulgarian tourism and to promote a wide range of tangible and intangible heritage. Museums as visible or invisible participants in these expositions have embarked on a difficult journey to gain credibility with both organizers and customers. On the one hand, participants and visitors meet at these events which are the most popular ones in the field of tourism to exchange information on unique events, festivals, museum collections, and handicrafts and, on the other hand, they communicate stories, legends, and mysteries increasing the tourist's interest and knowledge.

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