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Survey Results on the Development of Educational Tourism in Bulgaria

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Abstract

The present survey is representative, covering at least 10% of the predetermined target population. To ensure higher representativeness and sample accuracy, the survey was limited to teachers of the following subjects: Homeland Studies, Man and Society, and History and Civilizations—subjects that inherently involve engagement with cultural and historical heritage.

A questionnaire was specifically developed for this study, comprising 18 questions in total—16 closed-ended and 2 open-ended (Appendix 1). For subsequent data processing with the Statistical Package for the Social Sciences (SPSS) v21, a five-point Likert scale was applied, ranging from 0 (“strongly disagree”) to 4 (“strongly agree”).

Data were collected through an electronic questionnaire administered between February 28 and August 30, 2024. Regional education authorities across the country were invited to cooperate, with nearly half responding positively. To supplement the dataset, additional collaboration was sought from school principals, who disseminated the electronic questionnaire among primary school teachers as well as teachers of History and Civilizations at the lower- and upper-secondary levels.

Keywords: Tourism, Education, Cultural Heritage, School, Bulgaria