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Diana Daleva is a Ph.D. Candidate in the branch of “Tourism”, Department of the Faculty of Economics in the South- West University “Neofit Rilski”, Blagoevgrad, Bulgaria. She received a master and a bachelor degree in Tourism in South- West University “Neofit Rilski. Her research interests include tourism advertising and sports tourism. Recent publications concern the relation between tourism and advertisement, advertising on sports and cultural tourism in Southwestern Bulgaria and culture of sport and its impact on young people through Sports Tourism.



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