

XVIII-** INTERNATIONAL SCIENTIFIC CONFERENCE



MANAGEMENT AND SUSTAINABLE DEVELOPMENT

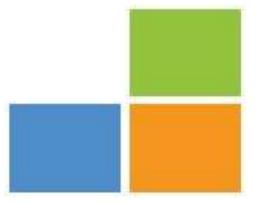








25 - 27 march 2016 Yundola



THE IN

ЛЕСОТЕХНИЧЕСКИ УНИВЕРСИТЕТ UNIVERSITY OF FORESTRY

ФАКУЛТЕТ "СТОПАНСКО УПРАВЛЕНИЕ" FACULTY OF BUSINESS MANAGEMENT

ХVІІГ^{™≏} МЕЖДУНАРОДНА НАУЧНА КОНФЕРЕНЦИЯ

"УПРАВЛЕНИЕ И УСТОЙЧИВО РАЗВИТИЕ"

25 - 27 март 2016, Юндола

ПРОГРАМА И РЕЗЮМЕТА

XVIIIth INTERNATIONAL SCIENTIFIC CONFERENCE

MANAGEMENT AND SUSTAINABLE DEVELOPMENT

25 - 27 March 2016, Yundola, Bulgaria

PROGRAMME AND ABSTRACTS

Факултет "Стопанско управление" Лесотехнически университет Бул. "Свети Климент Охридски" 10 София 1797

Faculty of Business Management University of Forestry 10 St. Kliment Ohridsky blvd. Sofia 1797, Bulgaria

e-mall: fbm_conference@abv.bg тел. +359 2 91907*484 тел./факс +359 2 868 08 04 http://www.itu.bg; http://isc.msd-bg.com

OPFAHMSALLINOHEH KOMMTET

Предоедател: Изан Илиев, проф. д-р

Зам. предоедател:

Изан Палигоров, проф. д-р Членова: Владислав Тодоров, доц. д-р Катинка Михова, доц. д-р Диана Изанова, проф. д.ик.н. Красимира Станева, доц. д-р Боянка Желязова, доц. д-р Белика Теорлива, ст. преп, Станислава Ковачева, доц. д-р

HAYYEH KOMMTET

Предоедател: Изан Палигоров, проф. д-р (България)

Членове:

Андрей Елинов, акад. проф. д.ик.н. (Русия) Болнка Желлаова, доц. д-р (България) Валентин Шалаев, проф. дтн (Русия) Викторс Нешпорс, проф. д.ик.н. (Латвия) Виталий Юренокс, проф. д.ик.н. (Латвия) Владислав Тодоров, доц. д-р (България) Давид Петенела, проф. д-р (Италия) Диана Изанова, проф. д.ик.н. (България) Дора Маринова, проф. д-р (Австралия) Елизабета Вачкова, проф. д.ик.н. (България) Изан Йовков, проф. д.ик.н. (България) Константинс Диденко, чл.кор. проф. дин (Латвия) Мал Шенфелде, проф. д.ик.н. (Латвил) Младен Велев, проф. д-р (България) Николай Стоенчев, дрц. д-р (България) Норберт Вебер, проф. д-р (Германия) Ола Ериксон, проф. д-р (Швеция) Ола Салкас, проф. д-р (Швеция) Сергей Войтко, доц. д-р (Украйна) Станислава Ковачева, доц. д-р (България) Татяна Полаева, проф. д.ик.н. (Естония) Ян Холешу, проф. д-р (Словакия)

ВЛИЯНИЕТО НА АНГЛИИСКОТО ИЗКУСТВО ВЪРХУ ЕКСТЕРИОРА И ИНТЕРИОРА

CONTENTS	
FROM EDITORS	3
THE QUESTION ABOUT THE FOREIGN TRADE OF BULGARIA IN THE CONTEXT OF THE ECONOMIC GROWTH Miles Valuatiev	6
IMPLEMENTATION OF THE SUSTAINABLE DEVELOPMENT PRINCIPLES AT MSE IN BULGARIA Todorka Atarassova, Nadka Kostatloova	10
PERSPECTIVES FOR SUSTAINABLE DEVELOPMENT OF INDUSTRIAL SECTOR IN BULGARIA	19
MANAGEMENT MODEL OF DYNAMIC CAPABILITIES Monka Mihaylova	25)
MANAGEMENT COMPETITIVE POSITION OF ENTERPRISES WITH A WIDE ASSORTMENT	33
RESEARCH ON THE OPPORTUNITIES FOR ENSURING SUSTAINABLE COMPANY COMPETITIVENESS IN LOGOING Nikolay Stoenchey, Pavel Dichey, Ivaylo Ivanov	5 38
SUSTAINABLE REPORTING: PUBLICITY, TRANSPARENCY AND CONTROL Borislay Boyanov	47
ACCOUNTING PROFIT AS AN INDICATOR FOR SUSTAINABLE DEVELOPMENT OF THE FIRM	55
ANALYSIS OF EXPENSES FOR PROTECTION AND RESTORATION OF ENVIRONMENT AND FOR THE EFFICIENCY OF THE ORGANIZATION'S OPERATING ACTIVITY . Rowitsa Ivanova	Æ 60
RESEARCH OPPORTUNITIES FOR IMPLEMENTATION OF VIRTUAL CELLULAR MANUFACTURIN SYSTEM IN ENGINEERING SECTOR ORGANIZATIONS Venama Boava	NG 05
THE INTELLECTUAL ASSETS - STRATEGIC FACTOR FOR SUSTAINABLE DEVELOPMENT COMPETITIVE ADVANTAGE New Nikolova	
HE REFORM OF THE BULGARIAN PERFORMING ARTS - A CHANGE FOR SUSTAINAU EVELOPMENT zveta Zafirova	BLE 77
HE MARKET OF SYNDICATED LOANS AS A GENERATOR OF SUSTAINABLE GLOBAL DEVELOPM ND GROWTH Incho Patrov	ENT 83
BLIC ADMINISTRATION AND CORRUPTION	88
ME SPECIFICS OF BULGARIAN MIDDLE CLASS	91
AUD AND IRREGULARITIES IN THE PROCEDURES FOR THE AWARD OF PUBLIC PROCURES D HOW TO PREVENT THEM xgl Staney	MENT 9
CIFIC CHARACTERISTICS OF ENTEPRENEURSHIP IN TOURISM	man 1

доц. д-р Васка Сандева¹, доц. д-р Катерина Деспот²

GUIDILLINES FOR BUSTAMABLE DEVELOPMENT OF HEALTH TOURISM IN BUS GARDA	100
MAGE BY A FACTOR OF SUSTAINABLE DEVELOPMENT OF TOURISM DESTINATIONS BULGARIA	354
THE CUALITY OF NUMAN RESOURCES - A FACTOR FOR INCREASING THE COMPETITIVENESS OF THE TOURIST PRODUCT Vyana Xyuriya, Rayna Omitriya	110
GEOECONOMIC BUSTWINABLE DEVELOPMENT ISSUES OF SMOLYAN REGION Karten Patrov	124
SUSTAINABLE DEVELOPMENT AND PROBLEMS OF REGIONAL COMMUNITIES IN BUILDARIA	129
TERRITORIAL TYPOLOGIES IN URBANISM, ADOPTED IN EUROSTAT - CRITERIA FOR THE SUSTAINABLE DEVELOPMENT OF CLUSTERS Vends Konwa	133
THE NOTION OF THE CREATIVE OTY ITS POTENTIAL FOR THE DEVELOPMENT OF MUNICIPALITIES - THE CASE OF CITY OF KAVARNA Sava Denitory	140
OFTICAS TO TRANSPORT INFRASTRUCTURE IN THE CONTEXT OF DEVELOPMENT OF REGIONS DOWNLOAD IN BULGARIA Mana Pertive	147
GONGESSIONING ON THE AMPORTS IN THE BULGARIA AS AN OPPORTUNITY FOR SUSTAINABLE DEVELOPMENT OF THE REGIONS MADE NAME	153
REGIONAL IMBALANCES IN RESOURCE ALLOCATION IN BULGARIAN HEALTH SYSTEM	158
APPLYING MODELS OF THE LEADER APPROACH IN ED	
PROGRAMS AND MEASURES FOR EMPLOYMENT ENCOURAGEMENT IN BULGARIA IN THE CONTEXT	164
GREEN PLISLAC SPACE AS A PUBLIC GOOD	169
COMPOSITION OF VERTICAL GARDENS Vaska Sandeva, Katerina Despot	174
IRBAN EXTERIOR GRAFFICAL DESIGN OF BOTANICAL GARDEN	180
	185

APPLICATION OF CLEAN GEOMETRIC INDOORS Katerina Despot¹, Vaska Sandeva² "Goce Delcev" University – Stip, R. Macedonia Krste Misirkov b.b. P.O. Box 201 Stip 2000, Macedonia, tel: +38975931645

Abstract

Regular geometric shapes are found everywhere in the space.

From rectangles, ellipses, triangles, rhomboids and other angular shapes can occur atmosphere acting modern, futuristic, visually interesting, with a certain rhythm and contrast, with a warehouse harmony that in the subconscious of consumers of this interior leave a feeling of relaxation.

In this study are analyzed for temporary accommodation facilities such as hotels, various types of hotels, geometric forms incorporated in the design of hotel interiors. Each specific type of hotel there are certain general and specific functions in your design strategy.

Key words: geometry, geometric shapes, hotel design, interior

Introduction

Geometry - one of the oldest parts of mathematics that studies the spatial relationships and shapes of bodies. Geometry is one of the oldest sciences, which originated long ago before our era. Translated from the Greek word "geometry" means "surveying" ("geo" - on - Greek side, "metreo" - measures). Despite the apparent geometry and design as decorative art related concepts it seems they are sometimes excluded and are completely different from one another, one idea (geometry) is a branch of mathematics, ie of science, and one idea (design) expression of human creativity and sensitivity, and indeed at other times there is a connection between them. The ultimate result of implementation in the geometry is perceived in different patterns and shapes of furniture, inspired by basic geometric shapes, triangle, square, rectangle, hexagon, round and others. With their combination and development in complex geometric patterns created forms of furniture that impressive work in the interior.



Fig. 1. Cabinet with advanced geometric pattern and use the golden section

People since ancient times, felt the need to express their views and feelings in exact parts and shapes of objects which in themselves contain aesthetic and artistic manners. The application of geometry is present both in architecture, painting, sculpture, and in various craft activities and products with strong expressive forms in textiles, furniture, ceramics, processing of metals and others. The decorative fabrics are filled with different geometric patterns of the simplest creations to illusory effects.

Leave a strong impression and various geometrical shapes introduced in ceramic tiles for floors and walls.



Fig. 2. Geometric elements used in the creations of floor tiles

Geometric forms in the interior

Regular geometric shapes are found everywhere in the space. From rectangles, circles, ellipses, triangles, rhomboids and other angular shapes can occur atmosphere that will operate modern and futuristic. The correct line of geometric shapes makes perfect in every detail ambient. Geometric forms are mostly textiles, carpets, curtains and kitchen utensils, furniture.

Modern organization of space allows the implementation of regular geometric shapes in different variations to be implemented as a strip of fabric, various forms of furniture will always get their combination with different designed interior.



Fig. 3. Interior elements with different geometric shapes

Interior design with clean geometry

The mixture of heat from the tree not only material but also as inspiration and aesthetic cold lines are the main feature in this bedroom furnishing room. Geometric forms and handmade furniture enriched with details carefully built with elegant simplicity remind us of Scandinavian and Japanese design. Emphasis is given to the beauty of forms and modern lines and the functionality of each piece in this module elements.



Fig. 4. Interior rectangular geometric shapes

With the game a geometric shape can receive an unlimited number of projects. This apartment in the interior are used neutral colors and fine fabrics combined with geometric rectangular forms in the furniture and among themselves. The geometric design in this interior is used in modular table in the living stay, which consists of modules with impaired angles and chic lighting element placed despite the wall of the left side of day stay.





Fig. 5. Interior rectangular table and a hexagonal shape

In the bedroom, the wall above the bed is treated with playful wooden surfaces as geometric irregular shapes.





Fig. 6. bedroom wall made of irregular geometric shapes and bed into rectangles

Those living further consideration are covered with furniture inspired by different geometric forms. The decorated objects with geometric shapes seem timeless and perfectly fit into modern interiors. These elements can be chairs, shelves, chairs, cabinets or textile products such as curtains, rugs, bellows and others.

Exotic wood and geometric motifs present in the next interior landscaping where you can see some impurities from the Art Deco style as inspiration. In this interior there are strong lines and pure colors, clean lines and great glory. The material used is wood, glass, ceramics and polished chrome.

Simple, eclectic or dramatic projects are geometric elements, materials with geometric patterns and motifs and decor with geometric shapes current progressive trend in organizing interior. The geometry sometimes home gives contemporary charm, sometimes powerful sharp look, or very soft retro note but in any case it season space with an interesting rhythm of different shapes, though clear and simple, are intriguing and attractive.



Fig. 7. Zig-zag lines geometric shape as decor carpet

These forms themselves are sufficient for the space to get impressive appearance, but can fit in the company of other styles, designs and decorative themes and have emphasized function in space.

As emphasized pieces with geometric motifs more homes are inserted carpets. Small or big, round or square, carpet with geometric design as a decorative accessory that every space will become the center of attention. Geometric patterns are characterized by a wide variety of functions, depending on the environment in which they are placed, they can create modern and retro look.



Fig. 8. Interior design with geometric patterns

Perceptions and reading the interior design

Purpose interior always has certain attitudes among consumers of the place where he resides, if there is a line, consistency, warmth, harmony, contrast and more. in the very interior in customer awakens a sense of comfort and stay in that area. Naturally it is necessary to comment that every customer of one of its inherent way readpurpose interior. Each designed interior ever occurred, knowingly or unknowingly sends a message to the world that surrounds it for the reason that it is inevitable that the person is in this environment has its own experience of the interior of each of its inherent way. The interior design becomes a tool to help can express certain views, ideas, technological achievements, status, power, wealth.... As such, the interior design is always designed for every lover and awakens response observer of the designed interior.

Often sent messages through use interior readily apparent, and most of opinions and perceptions may overlap in basic traits, but it happens some messages to be in a sense hidden metaphoric, symbolic, which will ride many different explanations. It is in these different explanations perceived subjectivity and perception purpose interior. Spatial perception is individual and arises as a consequence of perception, visual perception. The use of spatial elements that are in this interior sense of their relationships and knowledge, an interior designer is able to influence the final formation of the image and the opinion of a particular design of the interior.

Elements of Design

- Atmosphere and environment
- Stylish features
- Size
- Proportions and balance of components in the interior

Design elements include lines, shapes, spaces that create optical illusions impression of scale and space. Brightness and color can be used as sources of illumination and modeling can be combined with textures and stripes how it would be received quality effects contrasting shadows, accents or hide. Highlighting a certain type of lines can be used to highlight the size and nature of the dominant or multiple lines and combinations which force the eye to send this can be used to create the illusion of height, width, strength or delicacy.

Lines that are used to decorate must be balanced against structural features of the furniture and details.

The overall effect should be compatible with the style of the furniture and way of use.

The figures are flat or two-dimensional elements of interior (coast, pictures, wallpapers) and forms are solids in space (furniture). And the shapes and numbers can be grouped as:

- Rectangular
- Angular
- Curve

With the repetition of shapes allows continuity and order, but do not provide psychological needs for customization of space and identity. Vitality in the interior can be created with the planned introduction of circular tables, changes in the organization of furniture and deploying other elements of furniture that open new areas in different relations between resource users.

Size, proportion and balance are the elements in the interior.

One of the most important positions in terms of analysis of the interior in hotels, and at all the visual field of the user really are ,, staff " of space that the user perceives certain planes when sitting and standing more. So horizons interest in certain places can be:

- Views from distance
- Average distance

- Close

And although the spotlight is constantly changing, so badly raised seating compensation can be determined even amenities such as certain light effects that always attract or distracting.

By placing a light in horizontal planes staff observers can influence the behavior and give a specific impression that observers have a choice when it comes to the place that the restaurant requires.

For example, the emphasis in light of the very chairs create custom social work with a focus group, which is sitting in this place and their immediate activity, with lighting wall surfaces create depth and a private activity, interest in the environment it is distant. Blood circulation in the space and the position of the furniture are also one of the most important functional aspects in itself interior, whereby a complete picture of the overall aesthetic design of the interior. It is therefore important to be well thought and seating positions, which can be:

• Close the windows and outside walls

• Around the periphery - with custom departments

• Around active points in the space of the hotel

Proportions are an important aspect in the project, as it allows visual balance and harmony. Different parts of the only general to be in mutual communication and coordination. Anthropomorphic and economic conditions affecting working heights of all elements that are used in space and are also important in itself access and movement.

The horizontal separation of 1/3 or 1/2 of the height of the wall to the ceiling, the distribution of panels with photos and other depends on the free space that is created in the head. The rhythm in visual interest from a visual characteristic to each other in continuity and harmony with the pattern and colors used to draw attention expands the space and provide a link between the objectives repetition stimulate eye movement and stresses over design.

Tread usually have little matrix that is repeated because it can be covered or distorted by furniture and because of the overlap with other elements in the main tread stand and used as a backdrop for other elements.

Conclusion

Less favorable seating space requires certain steps in the design so if table and chairs are near the front door chairs must be oriented towards the interior of the space, as well as central locations in the area with the laying of flowers or other items that will serve as a seemingly partition in how needed.

By applying pure geometry gives emphasis on the curves of furniture or a sentence of everyday life can explain the application of geometry in the design of furniture and interiors that would telling ,, As with road signs, sometimes we know the importance of the subject based on their shape or silhouette, even before visible color or message. The same cost and in the message at fixed furniture design is necessary to take account of the functionality of the furniture, to turn unnecessary lines and other elements, which would allow the creation of forms with simple strong lines."

Literature

1. Proektovanje i igradnja hotela ;Prof. dr. Slobodan Čerović i prof. dr. Đorđe Čomoć, prvo idanje Beograd 20011.

2.David Collins ,Hotels design,Architecture et decoration

3.Kreč D. i Kračfild R., Elementi psihologije, Beograd, 1969.

4.Norberg-Šulc K. Ekzistencija, prostor i arhitektura, Beograd, Građevinska knjiga,1990.

5. Р. П.. Райчева., Вътрешна архитектура, 1998

6.Osnovi grafičkog dizajna,m-r dragan Marković,dr.dragan Cvetković,Beograd,2009.

7. Upravljanje kvalitetot u hotelijerstvu, Prof. dr. Dragoljub Barjaktarović, Beograd, 2013.

APPLICATION OF CLEAN GEOMETRIZACIJA INDOORS Katerina Despot¹, Vaska Sandeva² Krste Misirkov b.b. P.O. Box 201 Stip 2000, Macedonia, tel: +38975931645

Abstract

Regular geometric shapes are found everywhere in the space.

From rectangles, ellipses, triangles, rhomboids and other angular shapes can occur atmosphere acting modern, futuristic, visually interesting, with a certain rhythm and contrast, with a warehouse harmony that in the subconscious of consumers of this interior leave a feeling of relaxation.

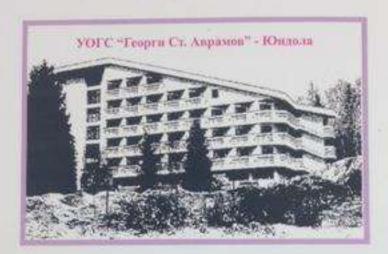
In this study are analyzed for temporary accommodation facilities such as hotels, various types of hotels, geometric forms incorporated in the design of hotel interiors. Each specific type of hotel there are certain general and specific functions in your design strategy.

Катерина Деспот

"Goce Delcev" University – Stip, R. Macedonia, Krste Misirkov b.b. P.O. Box 201 Stip 2000, Macedonia, tel: +38975931645, <u>katerina.despot@ugd.edu.mk</u>

ВЛИЯНИЕТО НА АНГЛИИСКОТО ИЗКУСТВО ВЪРХУ ЕКСТЕРИОРА И ИНТЕРИОРА

ISSN 1311-4506



- Устойчившит свяд масто и мехоногие природни и обществени структури не е състояние, което велитая замитати трябва да бъле установено. То не е и изсалея образ, с който действителността е дляжна да се скобразина. Тахлито устойчано развитите с форма на полжение, което премахна оставаното състояние. Устоновта, техновсте и посоката на тола движение са презотределения от съществукадоти прелиостацие. Велачата за науката за устойчивото развитие е да та и порис а на практочката на тологина при вземаще на пренета си прокточката на тоготива при вземаще на прелизенски решения."

От изводотте и препоръзвите на семпнара Юклолени клуб'99", еъстоял се 19-21 март 1999 г.