

DEAR DISTINGUISHED RESEARCHERS,
DEAR YOUNG SCIENTISTS AND DOCTORAL STUDENTS,
DEAR PARTNERS AND PROFESSIONALS FROM PRACTICE,



On behalf of the Editorial Board, it is my great pleasure to congratulate all authors, reviewers, institutional partners, and readers on the publication of the latest volume of the scientific journal *Smart Innovations in the Recreation, Wellness Industry and Niche Tourism*. This publication represents another important step in the development of our international academic platform. It provides valuable opportunities for young researchers, doctoral students, established scholars, and practitioners to present their scientific achievements, exchange innovative ideas, and strengthen cooperation

among national and international academic, educational, professional, and research networks. Our editorial priority remains the advancement of high-quality interdisciplinary research in which wellness culture, recreation, healthy lifestyles, innovation, and sustainable niche tourism occupy a central position. These fields have growing scientific, social, and economic importance and contribute directly to the development of healthier communities, responsible industries, and a knowledge-based society.

We firmly believe that the studies presented in this volume will encourage further scientific inquiry and support the creation of innovative approaches, services, and professional practices. The published findings provide a meaningful foundation for improving the quality of products and experiences in the recreation, wellness, spa, and tourism sectors while promoting accessible and sustainable healthy lifestyles across all social groups. We are especially proud to support emerging scholars whose dedication, creativity, and academic potential will shape the future of research and professional practice. At the same time, the participation of leading researchers and experienced specialists ensures continuity between scientific knowledge, education, entrepreneurship, and practical application.

We extend our sincere appreciation to our reviewers and partner organisations, including representatives of the Global Wellness Institute, the All-Russian Wellness & Spa Council, the World Cluster for Healthy Aging, the Balkan Cluster for Health, Wellness & SPA Tourism, universities, research institutes, public institutions, municipalities, non-governmental organisations, professional associations, wellness and spa organizations, tourism agencies, and businesses from Bulgaria and abroad.

Congratulations to all contributors on their valuable academic achievements. May this new volume inspire productive dialogue, international collaboration, and further innovation in recreation, wellness, healthy aging, and niche tourism.

With best wishes for continued academic success and professional accomplishment,

Founder & Editor in Chief:

Prof. Bistra Dimitrova, D.Sc.