



Department „Administration and Management“  
Section „Tourism“  
1618, Sofia, Montevideo 21 Str., office 620, phone: 028110620

## POSITION

**From: Assoc. Prof. Irena Kirilova Emilova, PhD, Professional field 3.9 Tourism,  
*Scientific specialty: Economics and Management (Tourism)***

**About:** Participation in a scientific jury in a competition for the academic position of "Associate Professor" in the professional field 3.9. "Tourism" (Integrated Tourism Management), announced in SN no. 87/19.10.2021, with candidate Chief Assistant Teodora Veleva Rizova, PhD.

**Grounds** for presenting the position: participation as Chairman in the composition of the scientific jury for the academic position of "Associate Professor", according to Order No. 3RC-64/02.12.2021 of the Rector of NBU.

The content of the position complies with the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria (LDASRB), the Regulations for its implementation (RILDACRB), the requirements of the Rules for the implementation of the law and the Ordinance on the development of academic staff at NBU (Annex №3 to the Ordinance on the development of the academic staff of NBU). Structurally, the position consists of six parts and a conclusion.

### **I. Assessment of compliance with the minimum national requirements and the requirements of the New Bulgarian University**

The candidate for "Associate Professor" meets the minimum requirements for scientific and teaching activities for the academic position, in accordance with RILDACRB by groups of indicators (A-E) and the corresponding number of points: group **A** - 50/50 points, group **B** - 100/100 points, group **C** - 450/200 points, group **D** - 50/50 points.

Teodora Rizova fulfills the criteria and indicators of the long-term attestation for announcing a competition for the academic position "Associate Professor", according to the current regulations of the NBU - educational, organizational and social work (**groups indicators G-I**): group **G** - 675/50 points, group **H** - 1940/70 points, **group I** - 140/50 points.

## **II. Research (creative) activity and results**

### **1. Evaluation of the monographic work, including evaluation of the scientific and scientific-applied contributions of the author.**

The candidate has submitted for review **2 independent monographs** (including habilitation thesis), **1 studio, 4 articles** in English, **23 reports** from conferences, 6 of which in English and **1 textbook co-authored**.

**The following are accepted for evaluation: 2 independent monographs** (*Group B, Indicator 3; Group C, Indicator 4*), **1 study** (*Group C, Indicator 9, number 1*), **4 articles, all of which are in English** (*Group C, Indicator number 7, 1-3, 22*), **22 reports**, of which **6 in a foreign language** (*Group C, Indicator 7, numbers 6, 8, 10, 11, 14, 23, 25*) and **16 reports in Bulgarian** (*Group C, Indicator 7, numbers 5, 7, 9, 12, 13, 15-22, 24, 26, 27*), and **1 co-authored textbook** (*Group E, Indicator 20, number 1*).

**1 article** (*Group C, Indicator 7, number 4*) **is not accepted for review, as it is duplicated with an article** (*Group C, Indicator 7, number 2*), **under the same title, but in Bulgarian - Rizova, T. (2020), Analysis of the impact of hotel chains on the global tourism industry**, „Roczniki Ekonomiczne“, Kujawsko-Pomorska Szkoła Wyższa w Bydgoszczy (Poland), referenced and indexed in The Central European Journal of Social Sciences and Humanities (CEJSH), ICV index, (157-164), PL ISSN 1899-9573, 13(2020) and **Rizova, T., (2020), Analysis of the Influence of Hotel Chains on the World Tourism Industry**, “Leadership, Society, Strategic Visions” Series, 1, (pp. 417-427), NBU Publishing House, ISBN 978-619-233-131-3.

The main habilitation work **"Integrated management in tourist complexes"** is current, studying the systems and system-forming factors for the development of tourism. Particular attention is paid to the systematic analysis of the Bulgarian tourist complexes and in particular these are: Golden Sands, Albena, Sunny Beach, Borovets and Pamporovo. Of interest is the analysis of the integrated management of tourist complexes in the context of information technology, based on which models for their horizontal and vertical management are derived. Based on the evaluation of the habilitation thesis "Integrated management in tourist complexes" **several scientific and practical contributions can be synthesized: 1)** New views on the management of tourist complexes in Bulgaria are presented based on the analysis of a systematic approach and in particular the synergy approach; **2)** A systematic analysis of the tourist complexes has been made and the CAFB model has been adapted, successfully borrowed from the theory of

chaos and catastrophes in nature and perfectly applied in the context of the tourist complexes; **3)** The factors influencing the development of the tourist complexes are studied and on this basis a conceptual framework of integrated management is proposed.

These merits give me reason to give high marks to the peer-reviewed monograph. I accept the points on this indicator as a total of 450.

## **2. Evaluation of the contributions in the other attached publications made after the appointment of the academic position of "Chief Assistant" and evaluation of the review requirement of the publications.**

The problems studied by the candidate for associate professor in the monograph "*Agricultural and Rural Tourism - Rethinking Opportunities*", as well as other scientific publications (4 articles, 22 reports, 1 studio and 1 co-authored textbook) can be divided into several areas. The first of them is reduced to "**Specialized types of tourism**" and in particular attention is paid to *agricultural and rural* (Group C, Indicator 4, Indicator 7, number 16), *entertainment* (Indicator 7, number 5), *events* (Indicator 7, number 7), *festival* (Indicator 7, number 12), *mountain* (Indicator 7, number 13), *ornithological* (Indicator 7, number 22), *balneo and SPA* (Indicator 7, number 27; Indicator 20, number 1) tourism. The next area concerns "**Regional Tourism Development**" (Indicator 7, Nos. 11, 15, 16, 18, 19, 20, 21, 23, 24; Indicator 9, No. 1). In the third place we will put the direction "**Education and training**" (Indicator 7, numbers 6, 10, 25, 26).

My assessment of the main scientific and scientific-applied contributions of a candidate for Ch. Assistant Professor Teodora Rizova, PhD is high.

## **3. Citation from other authors**

The candidate was cited by 7 other authors, according to the reference "Analysis of citations CA-3-2021" from the Library of NBU (Group D, Indicator 12).

**5 citations from other authors** are accepted for evaluation. A citation is not accepted (Group D, Indicator 12, number 1), as this publication was published in 2012, and is most likely relevant to the candidate's dissertation, as it is before the public defense of the dissertation. This publication does not appear in this list of publications for the habilitation of the candidate. Quote makes impression (Group D, number 3) - the publication is from 2011, is relevant to the dissertation of the candidate and is co-authored, ie. it would be difficult to determine the author of the quoted text. I accept the points on this indicator as a total of 50.

### **III. Teaching and learning activities**

Teodora Rizova has developed and delivered lecture courses (6 bachelor's and 3 master's courses) in the tourism programs of NBU (*Group G, Indicator 31*) and in particular these are: "Functioning and development of tourist complexes", "Negotiations and contracts in tourism", "Gastronomy", "Information and reservation systems in the hotel", "Responsible tourism", "Customer care", "Theme parks in the entertainment industry" and "Hospitality industry", which are mostly provided with author's materials.

The candidate for associate professor has given a public lecture on "Systems and methods of management in tourist complexes" which in my opinion, based on LDASRB, Art. 28 shall be carried out after holding a second meeting of the scientific jury and respectively election of an associate professor.

#### **1. Classroom and extracurricular employment, work in the electronic training module "MOODLE - NBU", providing student practices and internships, working with students and PhD students**

During the academic years 2014-2020, Teodora Rizova overfulfilled the norms for academic employment according to the Employment Ordinance throughout the period and reported additional activities within the additional certification. The classroom employment of the candidate is many times higher than the norm (240 hours of classroom and 60 hours of extracurricular activities) for the period under review. Its employment for the academic year 2020/2021 alone is 675 classroom hours (*self-assessment report*).

From 2014 to 2020, the candidate was the research supervisor of 36 students and prepared 49 reviews; He participated as a member in 380 commissions for state and other examinations (*Group H, Indicator 38*). During the same period, he was the head of 90 hours of extracurricular training practice in guided tours (*Group H, Indicator 39*). Teodora Rizova also participated in teams for organizing creative performances of students outside the NBU - "Training Companies" and the International Cultural Tourism Exhibition (*Group H, Indicator 40*).

#### **2. Working with Erasmus students**

The candidate for associate professor has no experience in working with international students under the Erasmus program.

#### **3. Grades from student surveys**

The average score of Teodora Rizova, PhD for the last 10 semesters is high: excellent 4.70

(5.00 max), as evidenced by the self-assessment report of the candidate (*Group H, Indicator 35*).

I give a very good assessment of the teaching experience of the candidate, having in mind her internship at NBU of 7 academic years after receiving the "Doctor" degree. I believe that the preparation of Teodora Rizova for the academic position of "Associate Professor" is solid, especially in the context of developing, conducting and timely updating of courses in tourism programs at NBU.

#### **IV. Administrative and public activities**

Chief Assistant Teodora Rizova, PhD, was a program consultant in the period 2013-2021, participated as a member of the Program Council and in the meetings of the Departmental Council as a lecturer (*Group I, Indicator 48*).

##### **1. Participation in collective authorities of the NBU**

The candidate has actively participated as a member of the "Tourism" section and various teams in the department in: the establishment of MP "Agribusiness Management and Rural Development" and a joint MP "Tourism Business Management" in a foreign language between NBU and MGLU - Moscow, Russia, transformation of BP "Tourism" into BP "Tourism Management", as well as of MP "Tourism Management" - DO into "Tourism Business Management" - DO (*Group G, Indicator 30*).

##### **2. Social activity**

Teodora Rizova is a member of the Bulgarian Association of Tourism Experts and the Bulgarian Institute for Standardization - Tourism Sector (*Group G, Indicator 23*).

##### **3. Attracting students to the program**

The candidate has actively attracted students in the programs of tourism and business administration of NBU, as she has been acting as a program consultant for eight years. She has also participated in candidate-student campaigns to attract students to the University through visits to colleges and vocational high schools.

#### **V. Personal impressions of the candidate**

I know Teodora Rizova personally as a PhD candidate of Prof. Arch. Svetla Grancharova, Ph.D. - part-time lecturer at NBU and author of the course "Construction and operation of tourist complexes". After defending her dissertation and receiving the ONS "Doctor", in 2014 she began lecturing as a full-time lecturer at NBU. After a successful competition, she was appointed chief assistant the following year. My impressions of her are completely positive. She is distinguished

by her hard work and dedication to her work, especially in the part of administrative service of students and conducting candidate student campaigns. She is a good colleague.

**VI. Opinions, recommendations and notes on the activities and achievements of the candidate**

I would like to note that what is missing in the monographic study is the main goal of systematic analysis - a complete and comprehensive examination of different options for action through quantitative and qualitative assessment of resources expended and effects or economic potential, in the case of the resort complexes.

The candidate could pay more attention to the connections and dependencies between the management of tourist complexes in the direction of increasing their efficiency and therefore profitability, especially in the current conditions.

**In conclusion**, my overall assessment of the criteria and indicators for the academic activity of *Ch. Assistant Teodora Rizova, PhD* is positive, as it meets the requirements of LDASRB (Art. 2b, Art. 24 and Art. 26, Art. 57), RILDACRB and the regulations of the NBU for holding the academic position of "Associate Professor" in PF 3.9 *Tourism (Integrated management in tourist complexes)* and I propose its admission to the choice of the Academic Council.

**18<sup>th</sup> February 2021**

**Signature: .....**

**(Assoc. Prof. Irena K. Emilova, PhD)**