

REVIEW

By Prof. DrSc PhD Sonia Varadinova Mileva-Bojanova from Sofia Univeristy "St. Kliment Ohridski", Professional field 3.8 Sectoral Economics and Management (Tourism)

Of materials submitted for a competition for the academic post "associate professor" in professional field 3.9 Tourism (integrated tourism management), announced by the New Bulgarian University in the State Gazette in the State Gazette no. 87 / 19.10.2021 with the only candidate Ch. Assistant Professor PhD Teodora Veleva Rizova

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

The applicant has met all requirements of Art. 26 §1 of the Law on the Academic Staff Development in Republic of Bulgaria as follows:

Group A, indicator 1: Teodora Rizova holds a Diploma № 172 / 15.08.2013 for the awarded educational and scientific degree "Doctor" in the professional field "Administration and Management" and scientific specialty "Social Management" based on the dissertation "Management" and organization of the use of Bulgaria's mineral water resources for health tourism "(50 points).

Group B, indicator 3: Habilitation thesis - monograph by Rizova, T. "Integrated management in tourist complexes", Volume: 231 pages, NBU Publishing House, 2021, and reviewers: Prof. PhD. Nikolina Popova, PhD. Mincho Polimenov, ISBN 978-619-233-147-4. (100 points)

Group D the candidate has 480 points out of the required 200. *By indicator 4*, 1 monograph was presented, which is not presented as a habilitation paper - "Agricultural and rural tourism: rethinking the possibilities", with a volume of 360 pages, Publishing House. Askoni, Sofia, 2021, Reviewers: Prof. PhD. Nikola Kolev, Assoc. Prof. PhD Ivan Boevski, Assoc. Prof. PhD Georgi Georgiev ISBN 978-954-383-139-5 According to *indicator 5*, a book based on Defensive dissertation - "Organization and management of mineral water resources of Bulgaria for health tourism", volume: 128 pp., reviewers: Assoc. Prof. PhD. Mihail Mihailov, Assoc. Prof. PhD Angel Georgiev, Ed. Asconi, Sofia, 2013, ISBN 978-954-383-071-8. *Indicator 7* presents 27 articles and reports in unrefereed publications with scientific review or edited collective volumes. 7 of them are in English. According to *indicator 9*, 1 study was deposited in a non- refereed edition with scientific review. According to *indicator 10* the candidate is the author of 1 chapter in a collective monograph.

Group E, indicator 12: reference from the library of NBU ("Dnalysis of citation SA-3-2021" - Library of NBU) as of 24.03.2021 shows the presence of a total of 6 citations, without self-citations. (55 points)

Group F, indicator 16 the applicant has participated in 3 projects under OP "Human Resources Development" and participated in 2 international scientific / educational projects. For one of these projects the candidate was awarded by the President of the European Education Foundation with an international certificate (115 points).

Group G, indicator 22, T. Rizova participated in 1 research program. According to *indicator 23*, the candidate is a member of two national organizations in professional field 3.9

Tourism. According to *indicator 29*, 1 plenary report was presented at an international congress. *Indicator 30 shows evidence of active participation in the creation and launch of programs* (MoJ "Agribusiness Management and Rural Development", "Tourism Management", "Tourism Business Management" including in a foreign language and doctoral program "Tourism"). According to *indicator 31*, there are a total of 9 courses developed by the candidate in various programs and she has participated in the improvement of the Ministry of Tourism Management. According to *indicator 32*, the candidate has participated in the organization of a total of 3 international scientific-practical conferences. According to *indicator 34* for professional achievements, there is 1 international award for contribution and 1 national award "Golden Prize" (2012) from the magazine Tourism and Recreation and the Ministry of Economy, Energy and Tourism for professionalism in training staff in tourism. (695 points)

Group H, *indicator 35* average grade from the student satisfaction surveys for the last 5 years, there is an excellent grade of 4.75 from the maximum grade 5 (reference from the Center for Career Development and Training Resources). According to *indicator 36*, 3 of the 3 disciplines led by the candidate are provided in paper form. According to *indicator 38*, based on the report for long-term attestation, there is a management of 36 graduates and 49 reviews, as well as participation in commissions for state and other exams of 380 students. According to *indicator 39* for internships and internships, T. Rizova is almost every year the head of internships in the discipline "Guide" and works in offering internships to students from PN 3.9 Tourism. According to *indicator 40*, the candidate actively supports 4 participations of students in creative performances outside NBU. (1940 points)

Group I, *indicator 42* has evidence of participation in 3 trainings of trainers. According to *indicator 44* on the reference for long-term attestation of the teacher, there are no unfulfilled academic duties and responsibilities. According to *indicator 45* T. Rizova has participated in a project to attract foreign and Bulgarian students to study at NBU. According to *indicator 46*, there is evidence of participation in the commissions and conducting SSCs for admission to the SFO (Official Note from the SSC of the NBU). According to *indicator 47*, the candidate participated in the program and department council as a program director / consultant in the period 2013-2021. According to *indicator 48*, the candidate undoubtedly has an active participation in the academic administration of NBU. According to *indicator 49*, no penalties have been imposed under the Labor Code. (140 points)

In all groups, the candidate collects points that exceed the required minimum threshold. In group A-E a total of 850 points are collected from the required 400 points, for the additional indicators G-I, obligatory for NBU there are 2775 points from the required 170 points. In total for all groups of indicators the candidate has 3575 points.

The candidate meets all the requirements of Art. 56 of the Regulation for the development of academic staff of New Bulgarian University. Teodora Rizova has been employed by the NBU since 2013 (Official Note, Human Resources Department, Ex. № 57 / 07.06.2021) and is a program consultant at the Administration and Management Department. In connection with the announcement of a competition for "Associate Professor" in professional field 3.9 Tourism of the candidate for the competition Ch. Assistant Professor PhD. Teodora Veleva Rizova held a public lecture on 12.04.2021 on the MOODLE platform on "Systems and methods of management in tourist complexes."

Based on the presented evidence, it can be concluded that the candidate Ch. Assistant Professor PhD. Teodora Veleva Rizova **meets and exceeds the minimum requirements for holding the academic position of "Associate Professor"** according to Art. 2b § 2- 3 of the Law on the Academic Staff Development in Republic of Bulgaria and Art. 56 of the Regulation for the development of the academic staff of the NBU.

II. Research activity and results

2.1. Evaluation of the monographic work, creative performances or other publications, corresponding in volume and integrity of the monographic work, including evaluation of the scientific and scientific-applied contributions of the author.

For the opened position "associate professor" Teodora Rizova is the only candidate. Applies with Habilitation work (*Group B, indicator № 3*) published as monograph - "Integrated management in tourist complexes", Volume: 231 pages, NBU Publishing House, 2021, and reviewers: Prof. PhD. Nikolina Popova, Assoc. Mincho Polimenov, ISBN 978-619-233-147-4.

Structurally, the monograph consists of three chapters which examine the systems and system- forming factors in the development of tourism, systematic analysis of tourist complexes and issues related to the integrated development of these tourist complexes. The monograph is a study of the application of the synergetic approach to the example of national resorts in the country. Different models are considered and conclusions are made based on the practice in the management of tourist complexes in the country.

The contributions can be summarized as mainly *scientific and applied* and in particular in the field of management, systems analysis and offering the methodology designated by the author as CAFB (abbreviation from English) for the analysis and evaluation of consistency, main attractors , fractals and bifurcations . The methodology is adopted from other fields of science, having been tested and applied at the level of tourist complexes in the country, on the basis of which the conclusions and conclusions of the author are presented.

As critical remarks I would point out the lack of sufficient information about the conducted observations, collected information and data processing, according to the methodology adapted by the author. In addition, the testing of the adapted methodology does not serve as a basis for the highlights of the last part for integrated management of tourist complexes.

Despite the critical remarks, the monograph is a serious study and addition to the works dedicated to the resort business and the development of tourist resorts in Bulgaria.

2. Evaluation of the contributions in the other attached publications (creative performances) made after the appointment of the academic position "Chief Assistant"

To the other more significant independent publications in the competition the candidate participates with one **monograph** (*Group D, indicator 4*) “ Agro and rural tourism : rethinking on opportunities ”, with a volume of 360 pages, Publishing House Asconi , Sofia , 2021 and reviewers : Prof. PhD Nikola Kolev , Assoc . Prof. PhD. Ivan Boevski , Assoc.prof. PhD George Georgiev.

The monograph is structured in four chapters, examining the main theoretical formulations, development of rural and agricultural tourism in the European context and opportunities for Bulgaria. At the national level, these specialized types of tourism are explored

from different perspectives, including resource security, sources of funding and opportunities for development at different territorial levels. The last chapter is devoted to the methodological issues of rural and agricultural tourism at the site level.

The main advantage of the monograph is the developed concept for the development of rural and agricultural tourism in Bulgaria, taking into account the national specifics and features of management of various territorial units and structures.

As a weakness, I can point out the unrepresentative and relatively small sample of 45 sites that were part of the sociological survey, based on which are the main conclusions. Another shortcoming is the one-sided approach on the part of supply and resource provision, not taking into account the demand and potential segments of consumers as prospects for development, taking into account current development and challenges for rural and agricultural tourism.

In *group D, indicator 7* "Articles and reports in non-peer-reviewed publications with scientific review" are presented a total of 27 articles and reports in non-peer-reviewed publications with scientific reviewing or edited collective volumes, 7 of which are published in English.

There is a wide range of topics and interests that were the subject of attention of the candidate in the period 2014-2021. There is some overlap of topics, including between the titles in Bulgarian and English (for example №2 and №4, as № 1 and № 3). Despite these overlaps and overlaps, which is a natural authorial process, **the main contributions** of the candidate can be systematized in the following thematic areas:

- **Integrated management** (*Group D, Indicator 7- № 8, 11, 16*). Management aspects of the integrated management of tourist zoning, tourist resorts and innovation development.
- **Development of specialized types of tourism** (*Group D, Indicator 7- № 5, 7, 9, 12, 13, 14, 17, 22, 23, 27; Indicator 4 - № 1*). Special attention is given to the development of eco-tourism, rural, agricultural, ornithological, festival, balneological, mountain and others have been studied and their main specifics and challenges for management and development as sub-sectors in tourism have been identified;
- **Strategic management at regional level in tourism** (*Group D, Indicator 7- № 15, 18, 19, 20, 21, 23, 24*) covering topics as cross-border management and development of tourism, inclusively development of cross-border routes in Balkan region and in Northwestern Bulgaria. It is worth noting the study on tourism clusters and their importance for regional development (*Group D, Indicator 9*);
- **Education in the field of tourism** (*Group D, Indicators 7- № 6, 10, 25, 26*) covering issues of e-learning in the field of tourism, the professional Russian language in tourism, as well as the need for a systematic approach in the study of tourism are analyzed.

All publications of the candidate are peer-reviewed and printed in university publishing houses of NBU, University of Economics - Varna, UNWE, SA "D. Tsenov", as well as such publishing houses as "Avangard Prima", "Slavena", Varna, "Faber", Veliko Tarnovo, "Askoni" and others for popularization and book distribution.

3. Citation from other authors.

The reference of the Library of NBU ¹ confirms 6 separate citations of publications with the author the candidate - Teodora Rizova. All citations are in Bulgarian.

¹Library reference "ANALYSIS OF QUOTATION SA-3-2021" from 24.03.2021

4. Evaluation of the results of participation in research and creative projects and application of the obtained results in practice.

Ch. Assistant Professor PhD. Teodora Rizova has actively participated in a total of 3 projects under OP "Human Resources Development" and 2 international research and educational projects (*Group E Indicator 16*), as follows :

- Project BG051PO001-3.1.07 "Updating the textbooks programs in higher education in accordance with the requirements on market on labor ",
- Project BG051PO001-3.1.07-0039 " Higher education on economy - the foundation on the economy on knowledge ", Department of Business Administration NBU , 2013-2015, of **Leader** of UTF Management
- Project BG051PO001-3.3.07-0002 "Student Internships", MES, 2013-2015, as an **Academic Mentor** ;
- Project funded by the Central Fund for Strategic Development of the NBU Board (2017), **participation and** presentation of research results with a report in the international interdisciplinary conference "Dialogue of multiculturalism and truth held within the Congress" One world-many cultures "of Kujawsko- Maritime School Wyższa w Bydgoszczy (Poland);
- European project PRO-YOUTH: strategic cooperation for more efficient schemes on learning on the working place in the area on cultural and historical Tourism ” of the European Foundation for Education (EFE), Co-funded by the Erasmus + Program of the European Union and the Bulgarian Economic chamber in the town of Stuttgart (Germany), 2020.

III. Lecturing and academic activities

1. Auditorium and extra-academic load, work in e-learning module "MOODLE - NBU", providing student placements and internships, work with undergraduate and graduate students.

The auditorium occupancy of Ch. Assistant Professor PhD. Teodora Rizova is in teaching in the bachelor's program "Tourism Management" and master's programs "Business and Administration", "Tourism Business Management", " Agribusiness Management and Rural Development" in full-time and distance learning on a training. Conducts lecture courses in many different disciplines, in which the candidate has the relevant publications such as "Theme parks in the entertainment industry", "Responsible tourism", "Functioning and development of tourist complexes", "Spa tourism and balneology", " Guide and tourism animation ", " Agricultural Tourism and Regional Development "and others.

There is evidence that the candidate meets and exceeds the thresholds (240 auditorium/ 60 extracurricular normative employment at NBU.For the 2020/2021 school year **the applicant's employment is** 595 auditorium and 1219 extracurricular employment) (*Group H, Indicator 39*).

Outside the classroom employment for the period after 2014, includes scientific guidance of 36 students, preparation of 49 reviews of bachelor's and master's theses, 380 participations as a member of committees for defense of bachelor's theses and / or state exams (*Group H, Indicator 38*).

Ch. Assistant Professor PhD. Teodora Rizova actively participates in teams for organizing creative events of students outside the NBU - "Training Companies", as well as annual participation in the international fair "Young Entrepreneur", Plovdiv with several international student awards (2018, 2019), as well as the leader and representative of a group

of seven students in the international project "PRO - YOUTH : strategic cooperation for more efficient learning schemes in the workplace in the field of cultural and historical tourism" (*Group H, Indicator 40*).

2. Worki with Erasmus students. No data.

3. Grades from student surveys.

From the reference of the Center for Career Development and Training Resources the average **attestation grade** of Teodora Rizova for the last 10 semesters (5 years) as a teacher is Excellent 4.75 out of a maximum grade of 5.00 (*Group H, Indicator 35*, reference on Center for career development and training resources).

IV. Administrative and public activities

1. Participation in collective governing bodies of NBU.

In the period 2014-2021 the candidate was Program Director / Consultant of BP "Tourism Management", DO and MP "Business Administration" - RO and DO, MP "Management of Tourism Business" DO, MP " Agribusiness Management and Development of Rural Areas "- RO and fulfills its administrative and academic duties (*Group I, Indicator 44*) . Participates regularly in meetings of the collective management bodies of the NBU - departmental council / program council and as a member of the teams for improvement of programs, incl. in part such as member of the Commission for organizing and conducting SSC for admission of students in the Distance Form of training to FDENO , in part in the program Board and Department Board as Program Director / Program Consultant from 2013 to 2021

2. Social activity.

Active member of the Bulgarian Association of Tourism Experts as well as of the Bulgarian Institute for Standardization - Tourism Sector (*Group G, Indicator 22*).

3. Attracting students to the program.

As a program consultant, Ch. Assistant Professor PhD. Teodora Rizova actively participates annually in the candidate-student campaigns of NBU and the attraction of Bulgarian and Italian students in a double degree program "Management and Economics of Sustainable Development". Attracted students in BP Economics, Business Administration and Tourism - Bulgarian and foreign. Responsible for a double degree program with the University of Urbino.

V. Personal impressions of the candidate

I know Teodora Rizova personally, confirming my high appreciation and academic authority, incl. exceptional merits for the practical preparation and conducting of internships for students.

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

My main **recommendation** is to intensify the publishing activity and popularize the research achievements in a wider range of international publications - indexed and referenced in international databases.

In **conclusion** - there is indisputable evidence of compliance with the requirements of Art. 24, § 1, 27 (4) point 1 -2 from the Law on the Academic Staff Development in Republic of Bulgaria and Art. 53 (1) and (2) and 57 (2) point 1-2 of Regulations for the application of Law on the Academic Staff Development in Republic of Bulgaria, and in compliance with regulations for development of academic staff in NBU for the academic position “associate professor”.

This gives me a reason to give mine **positive assessment for the candidate Ch. Assistant Professor PhD. Teodora Veleva Rizova for holding the academic position of "Associate Professor" in professional field 3.9 Tourism** and I propose to be admitted to election by the Academic Council of NBU.

Sofia, February 13, 2022.

Prof. DrSc.PhD. Sonia Mileva