

Резюмета на английски език на публикациите след защитата на докторската дисертация

на д-р Радостина Димитрова

Показател:

Хабилитационен труд - монография

Заглавие:

Crisis management in tourism in the conditions of Covid-19, Publishing house „Sv. Grigoriy Bogoslov“, 2022, ISBN 978-619-7622-47-8.

Резюме:

The monograph examines the impact, consequences and lessons learned from the emergence of the international health crisis Covid-19 on tourism. The pandemic declared as a result of the novel coronavirus has caused one of the world's deepest crises and possibly the biggest challenge the tourism industry has ever faced. The deteriorating health situation is unprecedented in its global scope and impact. The travel business is among the hardest hit, with a huge drop in international demand reported as a result of global travel restrictions. The emergence of such international crises usually creates complex and unpredictable conditions that make it more difficult to make decisions about ways out of them. The negative impact of this unprecedented health crisis on tourism is a topic of extreme importance and relevance, as the industry has suffered negatively as a result of the imposed lockdowns, travel bans, safety warnings and social distancing measures. Undoubtedly, planning, measures and policies in such situations can be of significant help in the recovery of tourism organizations. This includes useful emergency management practices as well as strategies designed to mitigate negative economic impacts. Based on the empirical research, an author's model for crisis management is proposed, which can be applied in the activities of tourist organizations.

Показател:

Публикувана монография, която не е представена като основен хабилитационен труд.

Заглавие:

Management of innovations in the tourism industry in the perspective of the XXI century, Publishing house „Sv. Grigoriy Bogoslov“, 2022, ISBN 978-619-7622-41-6.

Abstract:

The monograph aims to correctly identify the transformations and trends in the tourism industry in order to clarify effective practices for managing innovations in tourism. They are examined through the prism of the main political, economic, socio-cultural, technological and environmental changes, which are a prerequisite for the development of innovations and improvements in the

industry. As a result of these changes, an impetus is given to current trends, which are reflected in the emergence of new needs, the behavior of tourists and their preferences regarding the choice of tourist destinations. New trends, improved technologies and the sharing economy are causing fundamental changes in the industry. The focus of the monograph is placed on the study of the intensity of changes in the sector. In the monograph, the areas of innovation in tourism were studied, and on this basis, a model was developed for the management of innovation in tourism organizations.

Показател:

Публикувана книга на базата на защитен дисертационен труд за присъждане на образователна и научна степен „доктор“

Заглавие:

Changes in tourism supply in terms of globalization, Publishing house „Sv. Grigoriy Bogoslov“, 2022, ISBN 978-619-7622-27-0.

Резюме:

Книгата разглежда туристическото предлагане като катализатор на динамичен световен растеж, а секторът е пречупен през призмата на една от „индустриите на бъдещето“. Увеличаващата се глобализация и появата на нови атрактивни дестинации създават променящ се характер на туристическото предлагане. Съществува обективна необходимост от допълнителни емпирични проучвания за открояване въздействието на глобалните процеси върху промените в туристическото предлагане. Направеният анализ в книгата на туристическото предлагане в дестинация България и дестинация Гърция позволява да се открият силните и слабите страни на индустрията. Резултатите от проведеното емпирично изследване служат за разработване на добри практики от приложението на различни концепции, туристически продукти и резултатите от тях.

Показател:

Статии и доклади, публикувани в нереферирани списания с научно рецензиране или публикувани в редактирани колективни томове.

Заглавие:

Role of sharing economy in tourism business in the perspective of XXI century, KOŠICKÁ BEZPEČNOSTNÁ REVUE, Vol. 12, No. 1 (2022), p. 13–19, ISSN 1338-6956.

Abstract:

Tourist services are traditionally provided by businesses such as hotels, taxis or tour operators. This type of sharing is called the “sharing economy”. It is not limited to tourism and can be found in many areas of social and economic activity, although tourism is one of the most affected sectors. The shared economy is one of the modern trends that are causing significant transformations in

the industry. The timely adoption and implementation of these amendments is vital for the successful management of tourism organizations.

Показател:

Статии и доклади, публикувани в нереферирани списания с научно рецензиране или публикувани в редактирани колективни томовете.

Заглавие:

Role of entrepreneurship in sustainable tourism management, VUZF, mag. „Money and culture“, 2/2021, pp. 42-50, ISSN 2683-0965.

Abstract:

The publication aims to establish the relationship between entrepreneurship and the field of sustainable tourism. Focus is placed on the factors that influence the approach of entrepreneurs in the management of sustainable tourism. A special place is devoted to the potential contribution of entrepreneurship to the sustainability of the industry. Entrepreneurship is considered as a catalyst for balanced regional development, creating employment opportunities and improving the existing standard of living.

Показател:

Статии и доклади, публикувани в нереферирани списания с научно рецензиране или публикувани в редактирани колективни томовете.

Заглавие:

Management of smart tourist destinations, VUZF, mag. „Money and culture“, 3/2021, pp. 25-33, ISSN 2683-0965.

Abstract:

Digital technologies have established themselves as an undisputed priority for the tourism business. Innovation in the sector has led to exponential advances and fundamental transformation of many destinations. An increasing number of tourism regions are investing in smart tourism as it increases the competitiveness of destinations and improves travel accessibility. The publication aims to identify the key characteristics of such type of regions. Based on them, innovative methods for managing smart tourist destinations can be proposed.

Показател:

Статии и доклади, публикувани в нереферирани списания с научно рецензиране или публикувани в редактирани колективни томовете.

Заглавие:

Sustainable innovation management in tourism sub-sectors, mag. „Management in business and the public sector“, 1/2022, pp. 17-25, ISSN: 2815-391X.

Abstract:

The research paper focuses on innovation management in various key tourism sub-sectors. The opportunities and challenges facing the management of innovations in accommodation, tour operator and travel agency activities and in final tourist destinations are examined. The highly competitive environment in which tourism develops is the main driver for the search of new ways and approaches regarding effective improvement of tourism supply. One of the main trends in this field is the development and implementation of various innovations, which can serve as a powerful impetus for the development of tourism. It is essential to examine in detail the main types of innovation in key tourism sub-sectors, as well as good practices for their effective management

Показател:

Статии и доклади, публикувани в нереферирани списания с научно рецензиране или публикувани в редактирани колективни томовете.

Заглавие:

The European green deal perspectives and innovations for sustainable tourism, Collection of Papers „The Green Deal and the Future of Investment and Banking“, Publishing house „Sv. Grigoriy Bogoslov“, 2022, pp. 41-49, ISBN 978-619-7622-35-5.

Abstract:

The Covid-19 pandemic has exposed global tourism to an unprecedented crisis, unknown in the sector's history. It laid the groundwork for a dialogue regarding the need for sustainability, based on which destinations should reform their tourism goals and strategies. Tourism could be an important part of the European Green Deal and innovative solutions can help restart the sector in a more sustainable way. There is an essential need for Member States to strategize a single message on the importance of sustainability in tourism for the future of the old continent.