

# **STANDAPOINT**

**by Prof. D.Sc. Marin Aleksandrov Paunov, UNWE**

of the materials submitted for participation in the competition  
to hold the academic position of “**associate professor**”  
**of the Higher School of Insurance and Finance (VUZF), Sofia**

by field of higher education **3. *Social, economic and legal sciences***

by professional direction **3.7 *Administration and management (Management and innovations in tourism)***

In the competition for “associate professor”, announced in the State Gazette, no. 52 of 05.07.2022 and on the website of the Higher School of Insurance and Finance – Sofia, Radostina Robertova Dimitrova PhD, lecturer at the Higher School of Insurance and Finance, is participating as a candidate.

## **1. General presentation of the procedure and the candidate/s**

In the announced competition, documents were submitted by one candidate – Radostina Dimitrova. The candidate acquires a doctoral degree at UNWE in 2020 in the field of tourism. As far as is clear from the biographical reference, she received her bachelor’s and master’s degrees at the same university and in the same scientific and educational field. She has 6 years of experience in two travel agencies as an employee and reservation manager. The applicant’s work experience as a lecturer is at VUZF from September 2021, where there are marketing and innovation courses, and at a private secondary school from September 2022.

## **2. General characteristics of the candidate’s publications and contributions**

The candidate, Dr. Radostina Dimitrova, has provided a report on the scientometric indicators related to her application procedure and her respective scientific works. It is clear from

the reference that the candidate meets the national requirements for the necessary parameters and can participate in the competition.

The reference includes a dissertation for awarding the scientific degree of “doctor”, a monograph – a habilitation work (Crisis management in tourism in the conditions of Covid-19, “St. Gregory the Theologian” Publishing House, 2022), another monograph that has not been presented as a habilitation work (Management of innovations in the tourism industry in the perspective of the 21st century, Publishing House “St. Gregory the Theologian”, 2022), a book published on the basis of the defended doctoral dissertation (Changes in the tourist offer in the conditions of globalization, Publishing House “Cv. Grigoriy Bogoclov”, 2022). Five articles in non-refereed peer-reviewed journals were also submitted for review. Eight citations are also listed.

Regarding the content and contribution elements in the works submitted for review, the following can be noted.

The main work, presented as a habilitation monograph, is “Crisis management in tourism in the conditions of Covid-19”. Here, the impact and consequences of the Covid-19 crisis on tourism are considered. The tourism business is among the most affected sectors of national economies. The monograph is predominantly overview in nature and focuses on the planning, measures and policies taken in such situations, which can be of significant help in the recovery of tourist organizations. Attention is also given to useful practices for managing activities in emergency situations, as well as strategies designed to neutralize the negative economic impacts of such crises. In my opinion, the greatest attention in this monograph deserves the empirical research, on the basis of which the author’s model for crisis management, which can be applied in the activity of tourist organizations, is proposed.

Another monograph presented here additionally, not in the role of the main habilitation work, is “Management of innovations in the tourism industry in the perspective of the XXI century”. Areas of innovation in the various sub-sectors of the tourism industry are highlighted and the importance and future impact of current trends in the tourism industry are highlighted. An interesting and original five-stage author's model for effective innovation management in tourism organizations has been developed.

Another monograph is presented, which was developed on the basis of the doctoral dissertation defended by the author, in which the advantages and disadvantages in the tourist offer

of destination Bulgaria and destination Greece are analyzed and ideas are shared about how the two countries could interact with each other.

The candidate's five articles also fall within the scope of this opinion. They are dedicated to problems in the fields of:

- The shared economy as an imperative new paradigm of the tourism industry. It shows how the adoption and application of the concept of the sharing economy as one of the current trends causing significant transformations in the industry is vital to the successful management of tourism organizations.

- The relationship between entrepreneurship and sustainable tourism. Entrepreneurship is considered as a catalyst for balanced regional development, creating employment opportunities and improving the existing standard of living.

- "Smart" tourism. An increasing number of tourist regions are investing in smart tourism, and in this publication the author aims to identify the key characteristics of such regions. On this basis, innovative methods for managing smart tourist destinations can be proposed.

- The management of innovations in various key sub-sectors of tourism. The purpose of this development is to examine in detail the main types of innovation in key tourism sub-sectors, as well as good practices for their effective management.

- Tourism as part of the European Green Pact (Green deal). It is argued that there is a need for Member States to develop a strategy for a unified message regarding the importance of sustainability in tourism for the future of Europe.

The candidate's publications contain her own views and scientific and scientific-applied contributions and demonstrate an ability for independent critical conceptual thinking and research, which gives me reason to evaluate them positively.

### **3. Critical remarks and recommendations**

It can be taken as both a critical note and a recommendation that the applicant is close to the minimum number of points in all indicators of the scientometric reference and, in my opinion, should significantly increase her scientific output, especially in the form of articles, mostly in global refereed and indexed publications covered by Scopus-type databases and participation in conferences (no ta-kiva presented). This would increase her "visibility" among the scientific community and the wider public, and would lead to more practical impact of her work.

## CONCLUSION

Dr. Radostina Dimitrova complies with the legal requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria, the Regulations for the Implementation of this Law, as well as the Regulations for the Terms and Conditions for Holding Academic Posts at VUZF. Therefore, I give my *positive assessment and propose to the members of the scientific jury to vote for the election of Radostina Dimitrova to the academic position of “associate professor”* in the field of higher education 3. Social, economic and legal sciences and professional direction 3.7. Administration and management at VUZF.

16.11.2022

**Standpoint by:** .....

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