

## **Standpoint**

**by Prof. Dr. Daniela Ilieva, VUZF**

of the materials submitted for participation in the competition to hold the academic position of 'Associate Professor' at VUZF University, field of higher education 3. Social, economic and legal sciences, professional direction "3.7. Administration and Management (Tourism Management and Innovation)"

By order No. 369 of 10.11.2022. of the Rector of VUZF University, I have been appointed as a member of the scientific jury of a competition for the academic position of associate professor at VUZF in the field of higher education 3. Social, economic and legal sciences, professional direction, professional direction 3.7. Administration and Management (Management and Innovation in Tourism)

In the competition for associate professor, announced in the State Gazette, no. 52 of 07/05/2022 and on the website of VUZF, Dr. Radostina Dimitrova from VUZF, Sofia, participated as the only candidate.

### **1. General presentation of the received materials**

The set of electronic materials presented by Dr. Radostina Dimitrova is in accordance with the Regulations for the Development of the Academic Staff of VUZF and includes the following documents:

1. European format CV;
2. Copy of the diploma for the educational and scientific degree "doctor";
3. Monographic work with summary;
4. List of publications after the defense of a dissertation for awarding the scientific degree "Doctor of Science" and copies thereof;
5. Summaries in Bulgarian and English of the publications after the defense of a dissertation for the award of the scientific degree "Doctor of Sciences";
6. Medical certificate;
7. Certificate of criminal record;
8. Certificate of the required experience under Art. 20, item 2;

9. Evidence of participation in scientific projects and other research tasks;
10. Reference on the fulfillment of the minimum national requirements for occupying the academic position "docent";
11. Reference to the original scientific contributions in the works and to the citations (without self-citations);
12. Form - consent to the processing of personal data in connection with participation in the contest.

The candidate Dr. Radostina Dimitrova submitted a total of 8 (eight) scientific works, 2 (two) monographs with reviews, 1 (one) book based on a dissertation work, and 5 (five) research works in the form of articles and reports (3 (three) in English and 2 (two) in Bulgarian) published in non-refereed scientific publications. All submitted materials are accepted for review. Documents (in the form of official notes) supporting the candidate's participation in the announced competition are also presented.

## **2. Brief biographical data (of the applicant/s)**

The candidate, Dr. Radostina Dimitrova, is a teacher at VUZF University, as well as a part-time teacher at the high school level of education at "St. George" School. The disciplines that Dr. Dimitrova teaches are: International Marketing, Marketing Management, Business Innovations, Innovations and Entrepreneurship in Business and Brand Management. He holds a bachelor's degree in Economics (Management and Tourism), a master's degree in Economics (M.E.), as well as a protected doctoral degree in Economics and Tourism at UNSS Sofia.

The practical non-academic experience of the candidate is in line and corresponds to the theme of the competition.

## **3. General description of the activity of the candidate/s**

The candidate has submitted a certificate of educational and pedagogical activity that meets the requirements of the law and the regulations of VUZF.

**The main monographic work** "Crisis Management in Tourism in the Conditions of Covid-19" is an up-to-date and in-depth scientific study that examines the impact, consequences and lessons learned from the emergence of the international health crisis Covid-19 on tourism. The author analyzes the unprecedented worsening health

situation and points to the tourism business as the hardest hit with a reported huge drop in international demand due to global travel restrictions. Dr. Dimitrova focuses her research on identifying useful practices for managing operations in emergency situations, as well as strategies designed to mitigate negative economic impacts. Based on the empirical research, an auto-move model for crisis management is proposed, which can be applied in the activities of tourist organizations.

**The second monographic work** 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. 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 innovations in tourism organizations.

The attached book, based on a dissertation and publications in English and Bulgarian, is on the subject of the competition and adequately reflects the author's scientific discoveries and academic development.

I accept the reference to the scientific contributions in the works, considering that the following stand out:

- The effects of the global Covid-19 pandemic on specific sub-sectors of the tourism industry have been established;
- Guidelines and recommendations have been developed for tourist organizations to implement crisis management in the conditions of a deteriorating international health situation;
- An author's model for crisis management in tourist organizations has been developed.
- A five-level author's model for effective innovation management in tourism organizations has been developed. Areas of innovation in the various sub-sectors of the tourism industry are highlighted;
- The advantages and disadvantages in the tourist offer of the destination Bulgaria and the destination Greece are distinguished. It is clarified how the two countries

could interact with each other in order to increase their economic results and attract more visitors to the Balkan region;

- An author's model is proposed for managing changes in the tourist offer in the conditions of globalization;
- The contribution and relationship between entrepreneurship and the field of sustainable tourism have been established.
- The key characteristics of smart regions are clarified and innovative methods for managing smart tourist destinations are proposed.

#### **4. Assessment of the candidate's personal contribution**

All scientific works and publications presented for the competition confirm the personal contribution of the candidate in the relevant publications, as well as prove that the value of the formulated contributions and obtained results are her personal merit.

#### **5. Critical remarks and recommendations**

I have no critical notes. I recommend Dr. Radostina Dimitrova to focus her efforts on publishing articles in scientific publications, referenced and indexed in world-renowned databases with scientific information.

#### **6. Personal impressions**

I know Dr. Dimitrova as a colleague at VUZF. My positive impressions are based on the consistency with which the candidate combines business and academic development, as well as the way in which he reflects his practical experience in his academic developments. Dr. Dimitrova is an ambitious lady who contributes to the development of education in Bulgaria and in particular at VUZF.

#### **CONCLUSION**

The documents and materials presented by Dr. Radostina Dimitrova meet all the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria, the Regulations for the Implementation of the Law and the relevant Regulations of VUZF.

The candidate in the competition has submitted a sufficient number of scientific works published after the materials used in the defense of the ONS "doctor". The

candidate's works contain original scientific and applied contributions that have received recognition as a representative part of them have been published in journals and scientific collections issued by prestigious academic publishing houses. Her theoretical developments have practical applicability, and some of them are directly oriented to academic work. The scientific and teaching qualifications of Dr. Radostina Dimitrova are unquestionable.

The results achieved by Dr. Radostina Dimitrova in her educational and research activities are fully in line with the VUZF Regulations for the application of Law.

After getting acquainted with the materials and scientific works presented in the competition, analyzing their significance and the scientific, scientific-applied and applied contributions contained in them, I find it reasonable to give my positive assessment and recommend the Scientific Jury to prepare a report-proposal to the Academic council for the election of Dr. Radostina Dimitrova to the academic position of 'associate professor' at VUZF in professional direction 3.7. Administration and Management (Tourism Management and Innovation).

30.11.2022

Prepared the opinion:

Prof. Dr. Daniela Ilieva