

REVIEW

by Prof. Dr. Krasimir Todorov Todorov
of the materials submitted for participation in the competition
for occupying the academic position of associate professor
in the Graduate School of Insurance and Finance
by field of higher education 3. "Social, economic and legal sciences"
professional direction 3.7. Administration and Management (Tourism Management and
Innovation).

In the competition for associate professor, announced in the State Gazette, no. 52 of 07/05/2022 and on the website of the Higher School of Insurance and Finance, Dr. Radostina Robertova Dimitrova from VUZF participated as a candidate.

1. General presentation of the received materials

By Order No. 369 of 10.11.2022 of the Rector of VUZF, for the approval of the Scientific Jury for the selection of an "associate professor", I have been designated as a member of the Scientific Jury in the competition for the academic position of "associate professor" in Higher Education District 3. Social, economic and legal sciences, professional direction 3.7. Administration and Management (Management and Innovations in Tourism) for the needs of the Higher School of Insurance and Finance (VUZF), competition announced in SG, no. 52 of 07/05/2022. By decision of the first meeting of the Scientific Jury, I have been appointed to submit a written review.

The only candidate in the competition is Dr. Radostina Dimitrova. The materials submitted by the applicant contain all the documents necessary for the procedure. They meet the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria (LAD), the Regulations for the Implementation of the LAD and the Regulations for the Development of the Academic Staff of VUZF. The documentation has been carefully selected.

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:

- autobiographical reference;
- a copy of the diploma for the educational and scientific degree "doctor" held;

- monography - main habilitation thesis;
- a list of publications after the defense of the educational and scientific degree "doctor";
- 2 additional monographs (one of which is a book based on a defended doctoral dissertation);
- a copy of the diploma for the educational and scientific degree "doctor" held;
- 5 scientific articles and reports;
- summaries in Bulgarian and English of the publications on the competition;
- official note about the required experience under Art. 20, para. 2;
- proof of participation in a research task;
- certificate of fulfillment of the national minimum requirements;
- a reference to the original scientific contributions in the works;
- a reference to the citations of the works;

All 8 scientific works are accepted for review, namely: 3 monographs, 4 articles and 1 report, published in non-refereed peer-reviewed journals or published in edited collective volumes, three of which are in English.

2. Brief biographical data of the applicant

From September 2021, Dr. Radostina Dimitrova holds the position of assistant at VUZF in professional direction 3.7. Administration and Management. From September 2022, she is also teaching as a part-time teacher at the "St. George" Private International School, Sofia, students in the 11th and 12th grades in the discipline "Marketing" in the business module.

In terms of his educational development, in May 2020, the candidate for associate professor obtained the educational and scientific degree (ONS) "doctor" at the University of National and World Economy (UNWE), Sofia. Before that, Radostina Dimitrova graduated as a Master in "International Economic Relations" with a specialization in "Management of International Projects" from the same university.

Regarding her professional realization, Dr. Dimitrova has 8 years of work experience in the field of tourism in two tour operator agencies. This professional experience of hers actually finds expression in her academic work.

3. General characteristics of the applicant's activity

The educational and teaching activities of Assistant Professor Radostina Dimitrova at VUZF are expressed in the following academic disciplines: 1/ "International Marketing" (in English); 2/ "Marketing Management" (in English); 3/ "Business Innovations" (in English); 4/ "Innovations and entrepreneurship in business"; 5/ "Brand Management". In parallel with the teaching activity, Dr. Radostina Dimitrova is the Scientific Secretary at VUZF. She is a member of the research team of the "Business Management and Marketing" program direction of the Laboratory for Scientific and Applied Research at VUZF. The candidate for associate professor is a member of the Editorial Board of the Publishing House of VUZF "St. Gregory the Theologian".

In addition to the three monographs that will be analyzed below, Dr. Radostina Dimitrova has presented 5 articles and reports published in non-refereed peer-reviewed journals or published in edited collective volumes - an article entitled "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; article entitled "The role of entrepreneurship in managing sustainable tourism", Higher School of Insurance and Finance, "Money and Culture" magazine, no. 2/2021, pp. 42-50, ISSN 2683-0965; article entitled "Management of Smart Tourist Destinations", Graduate School of Insurance and Finance, "Money and Culture" magazine, no. 3/2021, pp. 25-33, ISSN 2683-0965; article entitled "Sustainable innovation management in tourism sub-sectors", magazine "Management in Business and the Public Sector", no. 1/2022, pp. 17-25, ISSN: 2815-391X; and a report entitled "The European green deal perspectives and innovations for sustainable tourism", Collection of reports "The Green Deal and the Future of Investments and Banking", Publishing House "Cv. Grigoriy Bogoclov", 2022, pp. 41-49, ISBN 978-619-7622-35-5. As can be seen from the titles, three of the publications are in English and two in Bulgarian, and all are independent.

The main habilitation work is entitled "Crisis management in tourism in the conditions of Covid-19". The monograph examines the impact, consequences and lessons learned from the onset and spread of the pandemic on tourism. The tourism business is among the hardest hit, with a huge drop in international demand reported as a result of global travel restrictions. 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. The habilitation thesis is 137 pages long, divided into two chapters, and exactly 100 literary and Internet sources are used. The first chapter presents the theoretical foundations of the tourism business in the conditions of a deteriorating international health situation. Working definitions by established authors in the field of the various types and degrees of viral diseases that have impacted the tourism industry are provided. The relationship between the sector and global health crises is analyzed, highlighting the importance of tourism supply and demand in the context of the Covid-19 pandemic. The impact of the deteriorating global health situation on key tourism sub-sectors is analysed. The methodology and tools used in the empirical research are presented. The results of the conducted survey and in-depth interviews are presented. Based on the exposition in the monograph, an author's model for crisis management in tourist organizations was developed. The same can be directly applied by the various enterprises in the sector. There are specific guidelines and recommendations for tourist organizations to implement crisis management. The prospects for crisis management in the tourism business under the threat of global health crises are reviewed.

Next, the monograph on the topic: "Management of innovations in the tourism industry in the perspective of the XXI century" is presented. The very title of the scientific work is interesting, modern and charges the reader with high expectations, which are fully met in the course of the exhibition. The figures included are also unconventional, easy to grasp. The introduction introduces the reader in a disciplined manner into the framework of the exhibition. The four formulated working hypotheses are formulated according to the thesis on which the monographic research is built, namely that the effective management of innovations is one of the most important tools for achieving a competitive advantage for organizations operating in the tourism industry. The structure of the monograph is two-level. Chapter One first covers the theory and trends in innovation in the context of the tourism industry. In the second chapter, the practical possibilities for effective management of innovations in the tourism industry are discussed. The focus of the monograph is primarily practical. At the same time, it is well balanced with the theory, which is a characteristic element for this kind of work. This is evidenced by the roughly equal volume of pages in both chapters. The content of the monograph is rich, the formulations are carefully considered, the author successfully interprets the ideas and definitions of many classical and modern authors, reaching his own conclusions and conclusions. 123 diverse literary and Internet sources were used, which testifies to the good faith of the author in researching the formulated thesis.

And at the end, but not least, it is the turn of the monograph "Changes in tourism supply in the conditions of globalization", which is actually a book, based on a defended doctoral dissertation. The scientific development presents systematized theoretical conclusions and analyzes empirical

data related to the role of globalization for the changes in the tourist offer. The well-honed objective, considered is the nature of the tourist offer and the main definitions for it, proposed by leading scientific researchers in the field. The components of the supply in the sector are outlined, as well as the characteristics of the tourism supply chain. The focus is on globalization as the main source and catalyst of changes in the tourism offer. And more specifically, the analysis is directed in two directions - destination Bulgaria and destination Greece, which allows to highlight the strengths and weaknesses of the industry. The results of the conducted empirical research are able to serve for the development of good practices from the application of various concepts, touristic products and their results. The interest is focused on the ways in which the common features and fundamental differences between the two countries could complement each other to improve their touristic offer.

On the basis of the information presented regarding the fulfillment of national minimum requirements according to the ŽRASRB and the Regulations for its application, it can be concluded that the candidate Dr. Radostina Dimitrova meets the relevant criteria as follows: group "A" - 50 points with a minimum of 50 points; group "B" - 100 points with a minimum of 100 points; group "D" - 225 points with a minimum of 200 points and group "D" - 60 points with a minimum of 50 points.

In conclusion from the materials presented for the competition, it should be noted that the candidate for associate professor sets specific goals, highlights clearly formulated tasks, managing to fulfill them through analyses, studies and discussions. At the same time, theses have been confirmed and empirically proven. They are related to the identification and analysis of the problems of the tourism industry, crisis management, innovation management and entrepreneurship in the tourism sector - topics fully corresponding to the announced competition for associate professor.

Regarding the contributing moments in the scholarly work of the associate professor candidate, I would summarize them as follows, one for each of the three monographs, namely:

1. Guidelines and recommendations have been developed for tourist organizations for the implementation of crisis management in the conditions of a deteriorating international health situation, by means of which an author's model has been developed.
2. The innovative areas in the tourism industry are highlighted, and the importance and future influence of the current trends in this sphere are clarified.
3. It is clarified how Bulgaria and Greece countries could interact in order to increase their economic results and attract more visitors to the Balkan region.

4. Assessment of the candidate's personal contribution

I consider each of the submitted publications for the docent competition to be the personal work of the candidate. In their review, NO evidence and/or signals of copyright infringement of other researchers were found at the time of the review.

5. Critical remarks and recommendations

As a recommendation, I would allow myself to advise the associate professor candidate to leave the practical field of her previous work in the field of tourism and focus on the academic field of marketing and/or management. Enriching herself with new theoretical concepts, she could impose innovative regularities and discover new dependencies in the field of her current scientific interest. And this would be a prerequisite for further academic development.

6. Personal impressions

I know the candidate for associate professor, Radostina Robertova Dimitrova, as a teaching colleague at VUZF and I have a direct impression on her scientific creativity, including as a reviewer of her scientific works. In her behavior, I have been able to notice a qualitative desire for scientific growth and potential, as a prerequisite for sure success in the academic field.

CONCLUSION

The documents and materials presented by the candidate, Dr. Radostina Robertova Dimitrova, meet all the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria (ZRASRB), the Regulations for the Implementation of the ZRASRB and the relevant Regulations on the terms and conditions for holding academic positions in the Higher School of Insurance and Finance - Sofia. The candidate in the competition has presented a significant number of scientific works published after the materials used in the defense of the scientific degree "doctor". The candidate's works contain original scientific and applied contributions. Theoretical developments have a practical application. The scientific and teaching qualifications of Dr. Radostina Dimitrova are unquestionable. 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 selection of Dr. Radostina Dimitrova for the academic position of "associate professor" at VUZF in professional direction 3.7 Administration and management (Management and innovations in tourism).

30. 11. 2022

Reviewer:

Prof. D.Sc. Krasimir Todorov