

REVIEW

by

**Prof. Dr. Manol Nikolov Ribov,
Professional field 3.8. Economics and Management,
Department of Economics, Economics of Infrastructure Faculty,
University of National and World Economy,
Member of the Scientific Jury for participation in the competition for the
academic position of Associate Professor in
Professional field 3.9 Tourism (Integrated Management of Tourism),
Published in State Gazette, Issue 87 of 19.10.2021,
with applicant Chief Assist. Prof. Dr. Teodora Veleva Rizova**

The review was prepared on the basis of the Rector's Order №3 PK 64/2.12.2021 and the Decision of the Scientific Jury of 4.01.2022. Its content is in accordance with the requirements of the Law on the Development of Academic Staff in the Republic of Bulgaria, the Regulation for the Implementation of Law on the Development of Academic Staff in the Republic of Bulgaria, and the Ordinance for Development of the Academic Staff of NBU. It consists of five parts, an introduction and a conclusion.

1. Personal Characteristics of the Candidate

Chief Assist. Prof. Dr. Teodora Veleva Rizova is the only candidate in the announced competition. No violations of the procedure were identified during the assessment of the materials submitted for the competition. The requirements of Art. 29 (1), 29 b (2), item 1 and item 2 of the Law on the Development of Academic Staff in the Republic of Bulgaria and Art. 60 (1), Art. 61 (1) (2), item 1 and item 2 of the Regulation for the Implementation of Law on the Development of Academic Staff in the Republic of Bulgaria. The instructions given in the Rules for the conditions and procedure for acquiring scientific degrees and holding academic positions at the New Bulgarian University, Sofia, were also taken into account.

The participant in the competition was born on May 13, 1969. She completed her secondary education in 79 *Indira Gandhi* High School, Sofia, with the professional qualification of Computer Programmer (1985-1988) with excellent marks. She graduated from New Bulgarian University, Sofia, in 2006, obtaining a Master's Degree in International Tourism. She completed her higher education with excellent marks and was awarded a diploma by the Rector of NBU.

In October 2010 Teodora Rizova enrolled as a PhD student on a self-study basis at the Department of Economics and Business Administration, New Bulgarian University. Upon the defense of her doctoral dissertation, she was appointed Assistant Professor at the Department of Administration and Management. Following a competition on July 3, 2014, she was re-appointed Chief Assistant Professor in 3.9 Tourism at New Bulgarian University.

Dr. Teodora Rizova has been carrying out active administrative activity at New Bulgarian University. Since 2012 she has been the School of Distance, Digital and Continuing Education Programme Consultant of the Bachelor's and Master's Degree programmes of the Department of Administration and Management. She is also a member of the Programme and the Departmental Council. Since 2014 she has been an academic mentor to students participating in the project "Student Internships - Phases 1 and 2".

Chief Assist. Prof. Dr. Teodora Rizova conducted administrative and teaching mobilities under the Erasmus programme at the University of Lille, France (2016), KPSW, Bydgoszcz, Poland (2017), the University of Kielce, Poland (2018) and the University of Heilbronn, Germany (2019).

The candidate is distinguished by her active public work. Since 2007 she has been a member of the Bulgarian Association of Tourism Experts.

She is one of the founders of the International Water Bridge for Bulgaria. For ten years on the World Water Day at the UNESCO website Dr. Rizova jointly with NBU students has organised and conducted presentations of the mineral water resources of Bulgaria in order to promote resort tourist destinations.

The candidate has a good reputation among colleagues and students and maintains contacts with practitioners. She is well-known in the tourism business community. And this is due not only to her experience, but also by the fact that she taught a large part of the management of the departments and organisations in the sector of tourism of the economy.

I. Assessment of compliance with the Minimum National Requirements and the Requirements of New Bulgarian University

On the basis of self-assessment report submitted by the candidate Teodora Veleva Rizova, it is evident that she covers the minimum requirements to the scientific, teaching and research activity for holding the academic position of Associate Professor, compliant with the Regulation for the Implementation of Law on the Development of Academic Staff in the Republic of Bulgaria and the Ordinance for Development of the Academic Staff of NBU.

II. Research (creative) activity and results

To participate in the competition, Dr. Teodora Rizova submitted two independent monographs, one of which is a habilitation thesis, a co-authored textbook, 27 articles, 1 research paper, 16 reports, 7 of which in English, or a total of 47 publications with a volume of 1,091 pages.

Of the publications submitted 2 monographs (Б-3, Г-4№1), 1 research paper (Г-9 №1), 1 co-authored textbook (Е, №20), 27 articles and 16 reports were accepted for review (Г-7 №1,2,3,4,6,7,8,12,13,15,16,20,21,23,24,25) or a total of 47 publications 1,091 pages.

Table 1. Publications in qualitative and quantitative terms

№	Type of Publication	Authorship		Language of the Publications		Numbering in the list of publications	Number of Publications	Number of Pages
		Author	Co-Author	BG	EN			
1	Monographs	2		3		(Б-3, Г-4 №1, Г-10 № 1)	2	590
2	Research Papers	1		1		(Г-9 №1)	1	134
3	Textbooks		1	1		E-№20	1	50
3	Reports	16		9	7	(Г-7 № 1,2,3,4,5,6,7,8,9) (Г-7 № 12,13,14,15,16)	16	123
4	Articles	27		20	7	(Г-7 №1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20,21,22,23,24,25,26,27)	27	194
	Total						47	1,091

The publications accepted for review include 2 monographs (Б-3, Г-4№1), 1 co-authored textbook (E, №20), 1 research paper (Г-9 №1), 16 reports delivered at scientific forums, 7 of which (Г-7 № 2, 3, 6, 8, 14,23,25) in English, 27 articles.

The candidate's publications were reviewed by habilitated lecturers, mainly from NBU, UNWE, St. Climent Ohridsky Sofia University. They were published by university publishers and Asconi Publishing House as well as promoted through the established channels of book distribution. For co-authored publications, the authors' share was noted in the publications themselves.

2. Assessment of the monograph

The monograph "Integrated management of tourist complexes", the habilitation work of the candidate, addresses a wide range of issues gravitating around systems and system-forming factors.

In this context, the current problems of modern tourism are considered.

Periodisation of the tourist activity has been carried out and its development in Bulgaria has been traced. Significant space is devoted to a systematic approach. The theoretical bases of the systems and the application of the synergistic approach to the analysis and management of the tourist activity are studied.

The application of systematic analysis in the Bulgarian tourist complexes is considered in a separate chapter. In this regard, the systematic organisation of tourist complexes, models for analyzing the levels of synergy in their management and in particular the resorts such as Albena, Golden Sands, Borovets and Pamporovo were studied.

The author's attention is also focused on the integrated management of tourist complexes. In particular, it concerns competition and management systems, financial management, information technology and models for horizontal and vertical management of tourist complexes.

An in-depth reading of the monograph gives me reason to highlight the following scientific contributions:

1. A model was developed for measuring the synergy of tourist complexes with the abbreviation CAFB: C-consistency, A-attractors, F-fractals, B-bifurcation. Based on this method, levels of systemic connections of synergistic or cybernetic nature have been established within the organization and management of a given tourist complex.
2. The CAFB method, tested in five tourist complexes, determines the organizational disparities in the functioning of the tourist complexes.
3. On the basis of the integrated and situational approach the factors influencing the development of the tourist complexes are determined and on this basis a conceptual framework of integrated management is proposed.
4. An integrated management model was developed, which creates conditions and opportunities for the development of the regional economy.

The subject-content analysis shows that the candidate's work has the merits of in-depth research with a certain practical orientation. It covers all major aspects of integrated management of tourist complexes. The findings, conclusions and recommendations made by the candidate are the result of in-depth productive research activity, in which and through which scientific results have been achieved to solve specific cognitive and practical tasks.

3. Assessment of the contributions in the publications other than the monograph

In addition to the main habilitation thesis for participation in the competition, the candidate presented another monograph (Group D, indicator 4).

In the second monograph of the candidate "Agrarian and rural tourism - rethinking the possibilities" the identifying features distinguishing rural from agrarian tourism are developed. . The client profile for rural and agrarian tourism was established.

The motives of the consumers for choosing tourism in rural tourism destinations are determined.

A classifier of tourist services in rural and agricultural tourism was developed. The resource potential for the development of rural and agricultural tourism was established. The state of rural and agricultural tourism by regions (mountainous and semi-mountainous) in the country was diagnosed.

An algorithm for construction of sites for rural and agricultural tourism was developed. The models for sustainable development of entrepreneurial activity in mountainous and semi-mountainous regions was precisely developed by the author.

The monograph has scientific and cognitive significance and is valuable for practitioners.

In addition to the second monograph, the candidate presented 27 articles, 16 reports, 1 study, 1 textbook (co-author) or a total of 46 publications. The analysis of the thematic

focus of these publications gives me reason to divide them into several groups. topics range from the simple volume of ideas to the mutual integration of concepts, methodologies, procedures, terminology, etc.

In particular, the following five groups are concerned:

1. Impact of the pandemic on tourism development (G7 №1 and №3)
2. Regional development of tourism (G7 - №4, 11,14,15,16,18,19, 21,23)
3. Tourist destinations (G7-№ 8.20)
4. Specialised types of tourism (G7-№5,7,9,12,13,22,27)
5. Education and training in the field of tourism (G7-№ 6,10,25,26)

The accepted grouping of publications illustrates the systematisation of consolidated topics.

The first of the considered directions reflects the impact of the pandemic on the development of tourism (G7 №1,3). The publications in this area present a model for the development of tourism which can be implemented in case of continuing difficulties caused by Kovid-19. The reasons for the restart of tourism are consistently presented, as well as the need for new tourism products, a priority of regionalization over the globalization of tourism (G7, ,31,3).

The publications from the second thematic direction are related to the regional development of tourism (G7, №4, 11,14,16,18,19, 21,23).

It has taken the place of the development of global markets for hotel services, as well as the general trends of transnationalization of the economy. (G7-№4)

Special attention is paid to the innovative development of tourism in Bulgaria and in this regard the issues related to the different types of innovations are clarified (G7, №11).

The issues related to the construction of the new model for tourist zoning are touched upon. Based on the experience of Bulgaria and other countries, a concept for tourist zoning has been developed as a tool for creating regional tourist products (G7-№16).

Of interest is also the publication related to folklore and ethnographic tourism in the Montana-Nis cross-border region. The various tourist trips with specific sites related to the tangible and intangible cultural heritage have been studied (G7, №15).

In the field of view of the candidate is the innovative model for tourism development in the cross-border region Montana - Nis. The developed model for tourism development offers practical solutions related to the sustainable and balanced development of the studied region, which has the potential to offer integrated tourism products. (G7-№18)

The publication "Legends of Northwestern Bulgaria as a tool for tourism development in the Kula-Zaychar-Vidin region" (G7-№19) is also noteworthy. It reveals the mechanism for transforming a work of art into a viable tourist route.

In another publication "New opportunities for tourism development in cross-border regions through cross-border cooperation" (G7-№21) is developed the algorithm for implementing cross-border projects in the field of tourism under EU programmes Interreg-IPA Bulgaria-Serbia, Interreg VA Bulgaria- Greece.

The article stands out in the colourful series of publications of the candidate:

"Transborder protected territories in Bulgaria - European parks for life" (Г7-№23). Based

on the generally accepted criteria, it justifiably presents the merits of our protected areas, which offer opportunities for ecotourism, bringing benefits to human health.

In the context of the researched issues of interest are also "New opportunities for competitive tourism in the Kyustendil region through an integrated tourism product of the municipalities" (Г7-№24)

In this case it is a matter of harmonious combination of the possibilities of the municipalities to offer different specialized types of tourism in a common integrated tourist product.

The third thematic area is dedicated to tourist destinations, their hidden potential and opportunities for its use for tourism. (Г7, №8, 20)

The fourth thematic area related to specialised types of tourism (Г7-№5,7,9,12,13,22,27) focuses on specialized types of tourism. The promising specialized types of tourism established in the 21st century have found a place in it, and in particular it is about recreational (Г7-№5), event (Г7-№7, ornithological (Г7-№22) and festival tourism. 9).

The fifth thematic area concerns education and training in the field of tourism (Г7-№ 6,10,25,26). It presents the benefits of information technology, which allows for e-learning in the digital environment. The author's opinion on the innovative forms of distance learning in tourism is presented. (Г7-№6)

Summarising the scientific and applied contributions of the candidate beyond her main habilitation thesis, we could present them as follows:

1. Summaries are given, which have scientific and practical significance for the integrated management of the tourist complexes.
2. In a historical context a periodisation of the tourist activity in Bulgaria has been developed.
3. The synergistic effect of the management of the tourist complexes is determined and synergistic models for tourism management are developed.
4. The financial management is operationalised and the knowledge is focused on the pricing of the tourist product in the resort complexes.
5. Summaries are given, which have theoretical and methodological significance for the functioning of the tourist complexes in the country.
6. Conclusions and recommendations for cross-border cooperation in the field of tourism have been formulated.
7. General and lasting tendencies in the development of the specialised types of tourism in Bulgaria have been established.
8. The factors and mechanisms determining the tourist activities during Kovid-19 are described.
9. A toolkit for assessing the resource security for the implementation of agricultural and rural tourism is proposed.

3. Citations by other authors

From the reference submitted by the information center of NBU "Analysis of citations CA - 3 -2021_Bibliography of NBU_24.03.21 it was established that the candidate was cited by seven authors.

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

Dr. Teodora Rizova participated as an expert and leader in the development of four international and four national projects, presented in table. 2.

Table 2.

Projects Developed				
№	Project Name	Funding Organisation	Position	Period
1.	Under the Operational Programme "Human Resources Development" BG051PO001-3.1.07 "Updating curricula in higher education in accordance with the requirements of the labor market", Project BG051PO001-3.1.07-0039 "Higher education in economics - the foundation of the knowledge economy", Department of Business Administration NBU, 2014-2015, the position of Head of Training Company Management	Bulgarian Chamber of Commerce and New Bulgarian University	expert	2014-2015
2.	Project funded by the Central Fund for Strategic Development to the NBU Board of Trustees for research and participation in the Congress "One world-many cultures" of Kujawsko-Pomorska Szkoła Wyższa w Bydgoszczy (Poland)	A project funded by the Central Fund for Strategic Development to the NBU Board of Trustees	leader	October 23-25, 2017
3.	European project "PRO-YOUTH: strategic cooperation for more efficient learning schemes in the field of cultural and historical tourism" of the European Foundation for Education (EFE), Co-funded by the Erasmus + Programme of the European Union and the Bulgarian Chamber of Commerce in Stuttgart (Germany)	Bulgarian Chamber of Commerce and New Bulgarian University	leader	2019-2020
4.	Participated in the project SUSTAN and attended a multiplier event	Balkan Agency for Sustainable Development (BASD)	expert	2021

5	BG 051PO001-3.3.07-0002 "Student Internships", Ministry of Education and Science, 2013-2015, an Academic Mentor	Ministry of Education and Science	Academic Mentor	2014-2015
6.	BG05 M90 P001-1.021-0393 "Increasing the professional capabilities of the employees of the company Slavyanka JSC, March 2, 2018 - June 30, 2019, a training lecturer	Inforgroup BG	Expert-lecturer	2.03.2018-30.06.2019
7.	BG05M90P001-1.021-0055 "Sustainable employment through investment in human capital" of "Guest" Ltd. as a lecturer in the restaurateur occupation, code 811060, 1.04.2018-30.06.2019	Inforgroup BG	Expert-lecturer	1.04.2018-30.06.2019
8	"Sustainable professional development", contract BG05M90P001-1.057-0212, a lecturer of online and face-to-face training at Happy Fit Group Ltd., 21.07.20-19.10.20	Inforgroup BG	Expert-lecturer	21.07.2020-19.10.2020

On the basis of the submitted protocols and other documents on the scientific-applied projects, it is evident that Dr. Teodora Rizova fulfilled in time and successfully the commitments made by her in relation to the assignor, i.e. the respective funding organisation.

III. Teaching and Lecturing Activity

Dr. Rizova's teaching and learning activity is as follows:

Teodora Rizova has taught students in the professional field 3.9 Tourism in Bachelor's degree programmes in six subjects and in Master's degree programmes in three subjects.

The teaching activity of the candidate is distinguished by the use of interactive teaching aids. It is evident from the long-term attestation report submitted that she completed the planned scientific activities according to the plans for each semester.

Dr. Rizova fulfilled the employment norm under the Ordinance for employment throughout the period above the required minimum (in the category 240 hours of lecturing and 60 extracurricular hours), as follows: realised workload 2014 / 2015- 356/870, 2015/2016 -370 / 1290, 2016/2017 -391 / 1590, 2017/2018 -486/1540, 2018/2019 -505/1596, 2019/2020 is 586/1715 hours.

In the period 2014-2021 the candidate was a research supervisor of 36 students and reviewed 49 diploma theses. In addition, she regularly participated in the commissions for the defense of bachelor's and master's theses and for conducting state exams. (380 №1-2). Dr. Teodora Rizova has actively participated in the practical training of students. She organises and conducts the guided tours internships of the students. (3/39 1-7).

1. Student Questionnaire Assessment

A report provided by the Center for Career Development and Training Resources at NBU shows that the candidate's assessment for the last 10 semesters (5 years) is excellent 4.65 out of a maximum of 5.00 (3-35 № 1).

IV. Administrative and Social Work

Participation in collective governing bodies of NBU

The long-term attestation report of the candidate shows that she fulfills her academic duties related to her participation in the meetings of the Programme and the Departmental Council. The candidate has been a programme consultant of Bachelor's and Master's degree programmes of the School of Distance, Digital and Continuing Education (2014-2022г.) (И 44 №1-4)

1. Social Activity

Teodora Rizova is a member of the Bulgarian Association of Tourism Experts (BAET) and has been an expert in tourism activities since 2007. (Ж №23).

2. Attracting Students to the Programmes

The candidate is a member of the Tourism Section of the Administration and Management Department. In that capacity, she takes an active part in the work of the department. She has participated in various teams to improve the Bachelor's and Master's Degree programmes in tourism.

In addition, as a Programme Consultant from 2014 to 2021 she was involved in organising and conducting prospective student campaigns.

V. Personal Impressions from the Applicant

My personal impressions of Teodora Rizova are very good. She impresses with her diligence, responsibility in completing her tasks and precision in their implementation. In her teaching activity she uses interactive teaching aids, while in her research - the system-integrated and situational approach. She is highly respected and valued by students and colleagues. The reviews from the branch organisations in tourism are also good.

Conclusion

The assessment of the documents submitted for the competition has established that no violations of the procedure were identified. The requirements of Art. 24, para 1, 27 (4) item 1 and item 2 of the Law on the Development of Academic Staff in the Republic of Bulgaria and Art. 53 (1) and (2) and 57 (2) item 1 and item 2 of the Regulation for the Implementation of Law on the Development of Academic Staff in the Republic of Bulgaria were met. The acquaintance with the documents submitted for the competition and the assessment of the publications of Teodora Rizova give me grounds to draw the following conclusions:

1. She is the only candidate in the competition.
2. She has an educational and scientific degree "Doctor".
3. She holds the academic position of chief assistant in the higher education institution that announced the competition.
4. She has been provided with the necessary extracurricular and extracurricular load.
5. She has published a textbook for a course taught by her in a major subject.
6. She teaches in 6 Bachelor's degree courses and 3 Master's degree courses at NBU.
7. She supervised 36 students and reviewed 49 theses.
8. She applied in the competition with a sufficient amount of scientific production not related to the doctoral dissertation, including 47 papers, consisting of 2 monographs, 1 research paper, 1 co-authored textbook, 16 reports and 27 articles with a total volume of 1,091 pages.
9. Out of the 47 scientific papers presented, 7 are in English.
10. Seven citations of the candidate by other authors are documented.
11. In their entirety, the evaluated publications contain indisputable scientific and applied contributions, which supplement and further develop the scientific knowledge in the field of tourism management.

My summarised assessment of the criteria and indicators for teaching, research and other academic activities related to the competition indicates that Chief Assist. Prof. Dr. Teodora Veleva Rizova has met the requirements of Art. 24, para 1, 27 (4) item 1 and item 2 of the Law on the Development of Academic Staff in the Republic of Bulgaria and Art. 53 (1) and (2) and 57 (2) item 1 and item 2 of the Regulation for the Implementation of Law on the Development of Academic Staff in the Republic of Bulgaria as well as the Ordinance for Development of the Academic Staff of NBU for holding the academic position of Associate Professor in Professional field 3.9 Tourism (Integrated Management of Tourism).

Sofia
24.01.2022

Reviewer:
(Prof. Dr. Manol Ribov)