

REVIEW

from

Prof. Dr. Nikolina Ruenova Popova-Dimitrova,
International Business School - Botevgrad,
Professional field 3.9 Tourism, Territorial management of tourism,
on the scientific works for participation in the competition for the academic position "Associate
Professor", in the professional field 3.9 Tourism,
(Integrated Tourism Management), announced in SG no. 87 / 19.10.2021 with candidate Ch.
Assistant Professor Dr. Teodora Veleva Rizova

The review was prepared on the basis of the Rector's Order № 3 RC 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 for its implementation (PPZRASRB) and the Ordinance on the development of the academic staff at NBU. The structure includes an introduction, five parts and a conclusion.

Introduction. Personal characteristics of the candidate.

Ch. Dr. Teodora Rizova is the only candidate in the competition. During the inspection of the materials provided for the competition, no violations of the procedure were found. The requirements of Art. 29 (1), 29 b (2), item 1 and item 2 of ZRASRB and Art. 60 (1), Art. 61 (1) (2), item 1 and item 2 of PPZRASRB. 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, are also taken into account.

The participant in the competition, Ch. Dr. Teodora Rizova was born on May 13, 1969. She received her secondary education at 79 Indira Gandhi High School in Sofia (1985-1988) with a professional qualification of EIM Programmer. In 2006 he received a master's degree in international tourism at the New Bulgarian University - Sofia. For excellent success she was awarded a diploma by the Rector of NBU.

From October 2010 the candidate was enrolled as a doctoral student in independent training at the Department of Economics and Business Administration at the New Bulgarian University. After the successful defense of the doctoral dissertation Ch. Assistant Professor Dr. Teodora Rizova was appointed an assistant at the Department of Administration and Management, and after successfully passing the competition on July 3, 2014 she was reappointed as Chief Assistant Doctor in PN 3.9 "Tourism" of the New Bulgarian University.

At the New Bulgarian University. ch. Assistant Professor Dr. Teodora Rizova is dedicated to active administrative and project activities. From 2012 to the present, she is a member of the Program and Department Council and Program Consultant at FDENO of the bachelor's and master's programs of the Department of Administration and Management. Since 2014 he has been an academic mentor to students participating in the project "Student Internships - Phase 1 and 2". Ch. Assistant Professor Dr. Teodora Rizova has gained significant administrative and teaching experience under the Erasmus program at the University of Lille-France (2016), KPSW-Bydgoszcz-Poland (2017), University of Kielce-Poland (2018) and the University of Heilbronn-Germany (2019).

The candidate is distinguished by acquired expertise in the public sector related to tourism as an expert in BDS in the field of standardization of tourism activities, and since 2007 as a member of the Bulgarian Association of Tourism Experts.

As one of the co-founders of the International Water Bridge for Bulgaria for ten years, she

organizes and conducts, together with NBU students, a presentation of the mineral water resources of our country on the UNESCO website - "World Water Day", with in order to promote balneal and spa destinations.

Ch. Assistant Professor Dr. Teodora Rizova is well known as a professional, both in academia and in the business community of tourism. As a teacher, she enjoys special respect among colleagues and students.

I. Assessment of compliance with the minimum national requirements and the requirements of the New Bulgarian University

Based on the documents submitted by Ch. Assistant Professor Teodora Rizova, PhD: self-assessment for fulfillment of the minimum national requirements and requirements of the NBU for scientific, teaching and creative activity for holding the academic position "Associate Professor"; reference for original scientific contributions to the evidence under Appendix 2 of the applicant and the positive assessment of the Quality Committee of the NBU for opening a procedure for participation in a competition for the academic position of "Associate Professor" in area 3. Social, economic and legal sciences, professional field 3.9 Tourism (Integrated Tourism Management) the reviewer found full compliance of research and teaching activities with PPZRASRB and the Ordinance on the development of the academic staff of NBU.

II. Изследователска (творческа) дейност и резултати

To participate in the competition, Dr. Teodora Rizova presented 2 independent monographs, one of which is the habilitation thesis, 1 textbook co-authored, 27 articles, 1 study, 16 reports - 7 in English. The total number of publications is 47 with a volume of 1091 pages.

The reviewer accepts all submitted publications (Table 1)

Table 1. Publications presented on qualitative and quantitative grounds

№	Type of publication	Authorship		Language of publications		Numbering in the list of publications	Number of publications	Number of pages
		Самост.	В съавт.	Бълг.	Англ.			
1	Monographs	2		3		(Б-3, Г-4 №1, Г-10 № 1)	2	590
2	Studios	1		1		(Г-9 №1)	1	134
3	Textbook		1	1		Е-№20	1	50
3	Papers	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	1091

The publications of the candidate have been reviewed by habilitated lecturers, from NBU, UNWE, Sofia University "St. Kl. Ohridski" and others. . They have been published by university publishers and Asconi and promoted through traditional book distribution channels. The co-authored publications contain an indication of the authors' share.

1. Evaluation of the monographic work, creative performances or other publications,

corresponding in volume and integrity of the monographic work, including evaluation of the scientific and scientific-applied contributions of the author.

The monograph "Integrated management of tourist complexes" is presented for habilitation work of the candidate. It has a volume of 214 standard printed pages, including a list of 77 sources, 49 of which are in a foreign language. It is structured in an introduction, three chapters, a conclusion and a bibliography. The monograph deals with an extremely topical issue of the management of modern tourism in the tourist complexes in the Republic of Bulgaria - traditional territorial-tourist structures at the local level. They serve as points of reference for achieving sustainability in the development of tourism at regional and national level. Their systematic nature determines the research focus, based on an in-depth study of systems theory in the first chapter. The author successfully interprets, in the first chapter, the application of a systematic approach in economic and social governance - areas where cyber the synergetic management model. Based on a comprehensive analysis of the specifics of the two models of government, in the second chapter, the author draws a reasonable conclusion about the inapplicability of the cybernetic model of government, suitable for centralized planning and management. At the present stage of tourism development, in the conditions of free and competitive economy, according to the author the synergetic management model is suitable for open territorial systems, such as tourism, with a certain type of connections - internal, between their structural elements (subsystems) and external - between territorial tourism systems and the environment. A method for measuring the synergy of tourist complexes has been developed. Main aspects of integrated management - economic, financial, information of tourist complexes, as well as models of integration are discussed in depth in Chapter Three. The author has developed and tested sample algorithms of integrated management processes in interaction with transport companies, companies providing additional services and offering goods to tourists, government agencies and local authorities.

As a reviewer of the monograph, thoroughly acquainted with the research work, I have reason to point out the following main contributions:

1. In theoretical terms

The applicability of the synergetic model of management of national tourist complexes as open systems with a certain type of connections between their structural elements (subsystems) and their environment.

An integrated management model has been developed, which creates conditions and opportunities for development of the regional economy

2. In methodological terms

The CAFB method has been developed: C-consistency, A-attractors, F-fractals, B-bifurcation.

to measure the levels of systemic connections of a synergistic or cybernetic nature. of tourist complexes.

3. In the practical-applied plan

Approbation of the CAFB method in five tourist complexes with revealing of certain organizational disproportions in their functioning.

В заключение щ посочим, че трудът на кандидата притежава всички атрибути на задълбочено, самостоятелно проведено научно изследване с приноси в теоретичен, методичен и практико-приложен план. Получените резултати, изводи и препоръки очертават и бъдещи насоки за изследвания в тематичната област на труда

2. Evaluation of the contributions in the other attached publications (creative

performances), made after the appointment of the academic position “Ch. assistant”. It also includes an assessment of the peer review requirement.

In the group of publications outside the main habilitation thesis, the second monograph of the candidate "Agrarian and rural tourism - rethinking the possibilities" occupies a central place. The author considers the main theoretical aspects and issues related to agrarian and rural tourism, and also substantiates: the essential characteristics that distinguish rural from agrarian tourism; indicators for establishing a partnership between rural and agricultural tourism; definitions of the competitiveness of rural and agricultural tourism; client profile of the participants in the rural and agrarian tourism; the motivation for choosing rural and agricultural tourism; classifier of tourist services in rural and agricultural tourism. The methodological aspects of rural and agrarian tourism are related to the analysis and design of sites for rural or agrarian tourism. An algorithm for construction of sites for rural and agricultural tourism has been developed. The author develops models for sustainable development of entrepreneurial activity in the mountainous and semi-mountainous regions of Bulgaria, based on revealing the resource potential for rural and agricultural tourism and diagnosing its condition in the mountainous and semi-mountainous regions of the country. The monograph has a strong scientific and applied character.

In the group under item 2 the candidate has presented 27 articles, 16 reports, 1 study, 1 textbook (co-authored) - a total of 45 publications. This number speaks in favor of the candidate not only as a quantitative indicator, but also with a clear distinction of his contribution to the submitted works for participation in the competition, as well as interdisciplinary thematic relevance of research. The presented 45 papers consider the main aspects, which the reviewer identifies in the following 5 thematic groups:

1. Management / Regional development / of tourism (G7 - № 4, 11,14,15,16,18,19, 21,23, 24)
2. Specialized types of tourism (G7-№ 5,7,9,12, 13,22,27)
3. Education and training in the field of tourism (G7-№ 6,10,25,26)
4. Tourist destinations (G7-№ 8.20)
5. Impact of the pandemic on tourism development (G-7 № 1, 3)

The first thematic area includes ten papers related to various aspects of Tourism management, including regional development, regional tourism marketing (G7, № 4,11,14,15,16,18,19,21,23, 24). This direction reflects the lasting research interest of the candidate. It is paramount, not only as a number of publications - a total of 10, but also as a contributing character in the field of theory, methodology and practical applicability of research results. The works reveal the peculiarities, problems and guidelines for the territorial development and management of tourism.

Some of the papers present an evaluative interpretation, for example (G7-№16), of the Ministry of Tourism's 2015 concept of tourist zoning, closely related to the traditional discussion of the country's tourism zoning as a tool for territorial governance and regional marketing. Special attention is paid to a key management approach, in particular to the innovative approach to tourism development in Bulgaria with in-depth consideration of issues related to different types of innovation (G7, №11). The influence of hotel chains on the world tourism industry, outlining the general trends of transnationalization of the economy (G7-№4) can also be attributed to the first thematic area.

Some of the publications are characterized by a strong practical nature, but are based on basic theoretical concepts and ideas from the theory of tourism. Such are the works dedicated to the cross-border cooperation between Bulgaria and Serbia in the Montana-Nis region: the developed model for tourism development in the region with practical solutions for

sustainable and balanced development by offering integrated tourism products (G7-№18); the developed tourist routes on the basis of the folklore and ethnographic cultural heritage (G7, №15). The regional developments also include: the work with a proposed mechanism for transforming a work of art into a feasible tourist route in the Kula-Zaichar-Vidin region (G7-№19) as well as the developed algorithm for implementing cross-border projects in the field of tourism. EU Interreg programs IPA Bulgaria-Serbia, Interreg V-A Bulgaria-Greece ”(G7-№21). This group of regional developments includes the publication on competitive tourism in the Kyustendil region (G7-№24) in which the author defends his vision for developing and offering different specialized types of tourism in a common integrated tourism product by combining the capabilities of municipalities. The advantages of the protected areas in Bulgaria for ecotourism are justified by the use of generally accepted criteria ”(G7-№23). **The second thematic area**, according to the reviewer, is "Specialized types of tourism" (G7-№ 5,7,9,12,13,22,27) with 7 publications. The number of publications in this thematic area testifies to the candidate's lasting interest in considering issues of alternative tourism as a "counterpoint" to the mass, territorially and temporally concentrated mass tourism of the 20th century. The research focus includes recreational (G7-№5), event (G7-№7), festival (G7-№ 9) and ornithological tourism (G7-№22). The emphasis in the developments is on revealing the essential features of the various specialized types of tourism and their transformation into a tourist product.

The third thematic area "Education and training in the field of tourism" (G7-№ 6,10,25,26) presents the applicant's views on the benefits of applying information technology in e-learning in the digital environment. The author's opinion on the innovative forms of distance learning in tourism is presented. (G7-№6)

The fourth thematic area "Tourist destinations" (G7-№ 8.20) - includes two developments. One deals with tourist destinations at the local level, in particular tourist complexes. Their contributing nature is related to the conducted theoretical analysis of the approaches to their management. The idea of integrated management is defended and the need for research in the field of functional and spatial characteristics of tourist complexes as a basis for determining the efficiency of centralized and decentralized management is emphasized.

The fifth thematic area includes two works dedicated to the most current topics at present - the impact of the KOVID-19 pandemic on the development of tourism. The author presents a model for tourism development in conditions of continuing constraints. The need for restart of tourism is justified, as well as an innovative approach to the tourist offer - new products that meet the new needs of tourists. The author defends the idea of the priority of regionalization over the globalization of tourism.

The scientific production of the candidate in the competition for "Associate Professor" has a strong focus, analytical and practical-applied orientation. It contains the following scientific and applied contributions outside the main habilitation thesis:

1. In-depth theoretical analysis of the approaches to the management of the tourist complexes with derived generalizations of methodological importance - defended thesis for the need to apply the integrated management.
2. Developed model for tourism development at regional level with practical solutions for sustainable and balanced development by offering integrated tourism products.
3. Developed mechanism for transformation of a cultural heritage site into a feasible tourist route.
4. Developed algorithm for implementation of cross-border projects in the field of tourism.

5. Substantiated author's vision for the innovative forms of distance learning in tourism.
6. Revealed the essential features of the various specialized types of tourism and their transformation into a tourist product
7. Proposed practical solutions for sustainable and balanced development by offering integrated tourism products in cross-border regions.
8. Presented model for development of tourism in conditions of continuing restrictions of the pandemic of COVID-19.

The scientific production of the candidate in the competition for "Associate Professor" has a strong focus, specificity, analytical, incl. comparative, critical and practical orientation of the treated issues related to the above issues. It has the following comparative advantages:

- 1) Thematic diversity, covering all the main components of the tourist system as a territorial and production structure, giving a real and complete picture of the development of scientific knowledge in the field of geography of tourism;
- 2) Research of the key aspects related to the territorial development of tourism - organization, planning and management;
- 3) Using a wide arsenal of methods and original methods, in accordance with the interdisciplinary and heterogeneous nature of the studied objects and processes;
- 4) Application of an empirical approach related to field research, providing significant factual contribution to the development of the theoretical basis of tourism science;
- 5) Emphasized regional approach to the study of problems related to the development of tourism, giving practical value to the developments;
- 6) Research of current problems related to the management practice of territorial development of tourism in Bulgaria, at different spatial levels - evidence of the constructive nature of scientific production;
- 7) Much of the research activity of the candidate is a result of participation in national and international projects, which testifies to the practical "weight" of the research production;
- 8) A significant part of the research is co-authored with established researchers in the field of tourism - proves both the ability to work in a team and quality accumulations in research through good schooling.

The contributions are the personal work of the candidate for "Associate Professor"

3. Citation from other authors.

From the reference presented by the information center of NBU "Analysis of citations CA - 3 -2021_Библиотека на НБУ_24.03.21 it was established that the candidate was cited by seven authors.

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

The candidate Ch. Assistant Professor Teodora Rizova, PhD, participated as a leader and expert in the development of three scientific and practical projects, which according to the reviewer are directly related to the research topics of the peer-reviewed products and have had an impact on achieving high quality research teaching.

III. Teaching and learning activities

1. Classroom and extracurricular employment, work in the electronic training module "MOODLE - NBU", providing student internships and internships, working with students and PhD students.

Ch. Assistant Professor Dr. Teodora Rizova gives lectures on six subjects to students in professional field 3.9 Tourism in the Bachelor's degree and three subjects in the Master's

degree.

The teaching activity of the candidate is distinguished by the application of a wide arsenal of active forms and methods of teaching.

Ch. Assistant Professor Dr. Rizova has fulfilled the norm for academic employment according to the Ordinance on employment throughout the period above the required standard (in the classroom category 240 hours, out of classroom 60 hours), as follows: realized 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 the scientific supervisor of 36 students and reviewed 49 diploma theses. She regularly participates in the state examination commissions for the defense of bachelor's and master's theses and for conducting state examinations. (C80 №1-2). Ch. Assistant Professor Dr. Teodora Rizova actively participates in the practical training of students. It organizes and conducts internships for students in excursion management (H / 39 1-7).

2. Grades from student surveys.

A report provided by the Center for Career Development and Training Resources at NBU shows a high assessment of the candidate for the last 10 semesters (5 years). From the maximum possible 5.00 (H-35 № 1) Dr. Teodora Rizova received an excellent 4.65

IV. Administrative and public activities

1. Participation in collective governing bodies of NBU

The report on long-term attestation of the candidate shows that he fulfills his professional academic duties related to his participation in the meetings of the Program and Departmental Council of NBU. The candidate is a program consultant of the bachelor's and master's programs at FDENO (2014-2022) (I 44 №1-4)

2. Social activity.

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

2. Attracting students to the program.

1. As a Program Consultant from 2014 to 2021, Dr. Teodora Rizova has been actively involved in organizing and conducting candidate-student campaigns

V. Personal impressions of the candidate (if any)

My personal impressions of Ch. Assistant Professor Dr. Teodora Rizova are very good. I will also mention personal impressions of the teaching activity of Dr. Teodora Rizova - she demonstrates high criteria for her teaching activity and high criteria for the preparation of students. She is a teacher who easily and with high efficiency uses modern techniques and technologies in the educational process. She impresses with her dedication in her work with students, with responsibility for her tasks and precision in their implementation. He enjoys a very good reputation among students and colleagues. It is known and enjoyed a good name among tourism industry organizations.

Conclusion

The examination of the competition documents revealed that no violations had been committed in the procedure for selecting an "associate professor". The requirements of Art. 24, para 1, 27 (4) item 1 and item 2 of LRABRB and of art. 53 (1) and (2) and 57 (2) item 1 and item 2 of PPZRASRB. The acquaintance with the documents on the competition and the evaluation of the publications of Ch. Assistant Professor Dr. Teodora Rizova give me reason to draw the following conclusions:

1. She is the only candidate in the competition.
2. He has an educational and scientific degree "Doctor".
3. Holds the academic position of "chief assistant" in the higher education institution that announced the competition.
4. She is provided with the necessary extracurricular and extracurricular employment.
5. She has published a textbook on a lecture course taught by her in a major subject.
6. Delivers lectures in 6 disciplines of Bachelor's degree and 3 disciplines of Master's degree of NBU.
7. She has supervised 36 students and reviewed 49 theses.
8. Apply in the competition with a sufficient amount, not related to the doctoral dissertation, scientific production, including 47 papers, including 2 monographs, 1 study, 1 co-authored textbook, 16 reports and 27 articles with a total volume of 1091 pages.
9. Of the 47 scientific papers presented, 7 are in English.
10. 7 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.

Conclusion

My summary assessment of the criteria and indicators for teaching, research and administrative activities related to the competition shows that Chief Assistant Dr. Teodora Veleva Rizova meets the requirements of Art. 24, para 1, 27 (4) item 1 and item 2 of LRABRB and of art. 53 (1) and (2) and 57 (2) item 1 and item 2 of PPZRASRB, as well as the Ordinance for development of the academic staff at NBU for holding the academic position "Associate Professor" in professional field 3.9 "Tourism" Integrated Tourism Management).

City. Sofia

Reviewer:

(Prof. Dr. Nikolina Popova)

Date 21.02.2022.

Signature