

STATEMENT

**by Assoc. Prof. Dr. Elenita Kirilova Velikova,
Department of Economics of Tourism, University of National and World Economy,
Professional field 3.8. Economics, Scientific Specialisation “Economics and Management
(Tourism)”**

**on the scientific work presented for participation
in competition for holding 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 statement was drawn 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.

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

The only applicant in the competition is Chief Assist. Prof. Dr. Teodora Veleva Rizova. On the basis of the documents presented and the self-assessment report submitted by the candidate, it may be concluded that Teodora Veleva Rizova covers all of the minimum requirements, exceeding some of the requirements, compliant with Art. 4, para. 8, item 2 of the Regulation for the Implementation of Law on the Development of Academic Staff in the Republic of Bulgaria and the requirements under the Ordinance for Development of the Academic Staff of NBU.

II. Research (creative) activity and results

To participate in the competition, the applicant submitted two monographs, i.e. a habilitation thesis, an additional monograph, 27 articles, 1 research paper, 16 reports, a chapter in a collective monograph, in total 47 publications. Seven of the publications are in English. The scientific work presented is significant in its volume and concerns various professional fields, significant for the modern development of tourism.

- 1. Assessment of the monograph, creative performances or other publications, corresponding in volume and integrity to a monograph, including assessment of the scientific and scientific-applied contributions of the author.*

Undoubtedly, the most significant is the main monograph of the candidate, entitled "Integrated management of tourist complexes". It contains 231 pages, offering a model for analysis of the level of synergy in the management of tourist complexes, based on the feature of systematicity in the organisation of tourist complexes, attractors, fractals and bifurcations in their systems. With the help of this model, an analysis of the integrated management of the tourist complexes "Golden Sands", "Albena", "Sunny Beach", "Borovets" and "Pamporovo" was performed and models for horizontal and vertical management were proposed. The monograph outlines the framework of integrated management, carried out through the synergetic paradigm in management.

The submitted work is a completed scientific research, which in topics and conclusions is essential for tourism theory and practice. The development of modern models for effective management of tourist complexes based on traditions and experience in this regard is a significant contribution of the candidate.

2. *Assessment of the contributions in the other attached publications (creative performances), made after the appointment of the academic to the position of Chief Assistant Professor. It also includes an assessment of the peer review requirement.*

The other publications of the candidate are dedicated to current and significant problems of the tourism industry. Their practical and applied nature gives us reason to also assess them with a high mark. Among them is the monograph "Agricultural and Rural Tourism: Rethinking Opportunities", containing 360 pages. The conceptual framework of rural and agrarian tourism, the specifics of their application and the best practices based on foreign experience are systematically, consistently and thoroughly examined. The proposed framework for the development of agricultural and rural tourism in Bulgaria outlines their advantages and provides guidelines for their application in our country. The monograph was reviewed by Prof. Dr. Nikola Kolev, Assoc. Prof. Dr. Ivan Boevski and Assoc. Prof. Dr. Georgi Georgiev and was published by Asconi Publishing House, Sofia.

The other publications of the candidate: 27 articles, 16 reports, 1 research paper, a chapter of a book, deal with issues of strategic importance for tourism, such as those for regional development and management of tourist destinations, issues essential for the modern reality of tourism as the impact of the pandemic on its development. A significant part of the publications analyse specialised types of tourism, such as event, ornithological, recreational, balneological, and other problematic areas in the field of tourism, such as education, economics and others. The provided publications cover both global issues and focus on local interactions in tourism. The articles were published in established academic journals, and the papers were presented at important forums, including abroad.

3. *Citations by other authors*

The required number of citations are certified by a reference from the BOOK CENTER, LIBRARY of NBU. Seven citations have been identified from verified sources. The candidate meets the requirements.

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

The applicant Chief Assist. Prof. Dr. Teodora Rizova reported 5 participations in national scientific and educational projects and 2 participations in international ones. In some of the projects she was a leader, in some of them a lecturer. For her contribution to the realisation of one of the international projects, she was awarded an international certificate by the President of the European Foundation for Education.

III. Teaching and Lecturing Activity

- 1. Curricular and extracurricular workload, work in the electronic training module "MOODLE - NBU", provision of student practices and internships, work with students and PhD students.*

Dr. Teodora Rizova systematically fulfills and overfulfills her classroom and extracurricular workload. She is a member and actively assists in the creation of new training programs at NBU, incl. Master's degree programme in Management of agribusiness and rural development, full-time training, Bachelor's degree programme in Tourism Management with three specialisations, namely: Cultural Tourism, Management of tour operators and travel agencies and Management of hotels and restaurants, Management of tourism business Distance learning programme, the Doctoral programme in Tourism, the Master's degree programme in Tourism Business Management in a foreign language, a joint programme taught at New Bulgarian University and Moscow State Linguistic University, the Bachelor's degree programme in Tourism, Distance Learning and the Bachelor's degree programme in Tourism Management, Distance Learning at the School of Distance, Digital and Continuing Education .

She gives lectures and has developed new courses in 6 Bachelor's and 4 Master's degree disciplines. Of particular interest are the international conferences organised by her: "Food and packaging. Risk Management in Tourism", "Global Problems and Regional Solutions", Skopje, Republic of Northern Macedonia, "Contemporary Realities - Problems and Prospects". She received an international award from the Rector of Kujawsko-Pomorska Szkoła Wyższa w Bydgoszczy (Poland): Certificate of Contribution to the "Open Door of Science" between the NBU and Kujawsko-Pomorska Szkoła Wyższa w Bydgoszczy (Poland) and the National Prize "2012" Tourism and Recreation Magazine" and the Ministry of Economy, Energy and Tourism of Bulgaria for high professionalism in training staff in tourism.

She developed printed teaching materials for the course BATV 825 SPA tourism and balneology; MSRM204 Agrotourism and regional development; VUTV 403 course Functioning and development of tourist complexes; BUTB601 Negotiations and contracts in tourism, which are also implemented in the electronic platform NBU MOODLE Online.

She supervised 36 students and was a reviewer of 49 diploma theses. She participated in scientific boards 380 times. She regularly participates in the organisation and conduct of internships for students of the programme in Tourism and Tourism Management and other practical forms of student education.

- 2. Student Questionnaire Assessment*

According to the 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.

IV. Administrative and Social Work

1. Participation in collective governing bodies of NBU

The candidate reported participation in the Programme Board in the period 2013-2021 as Programme Director/Consultant of the Bachelor's degree programme in Tourism Management, distance learning and Master's degree programme in Business Administration, Full-time and Distance Learning, Master's degree programme in Tourism Business Management distance learning, Master's degree programme in Agribusiness Management and Rural Development, full-time training. She regularly participates in the Meetings of the Departmental Council.

2. Social Activity

The applicant is a member of the Bulgarian Association of Tourism Experts and the Bulgarian Standardisation Institute, Tourist Activity Sector.

3. Attracting Students to the Programme

She participates as a member of the Commission for organising and conducting Prospective Students Campaign for admission of students in Distance Learning at the School of Distance, Digital and Continuing Education and participated in the Programme Board and Department council as Programme Director/Consultant from 2013 to 2021.

V. Personal Impressions from the Applicant (if any)

My personal impressions of the candidate are very good. I have known the scientific and teaching activity of Dr. Teodora Rizova since she started working at NBU. She has always been a dedicated, adaptive, very responsive, creative and non-standard colleague and lecturer.

VI. Opinion, recommendations and notes on the activities and achievements of the candidate

My overall assessment of the teaching and research work of the only candidate in the competition for the academic position of Associate Professor in the professional field 3.9. Tourism Ch. Assist. Prof. Assistant Professor Teodora Veleva Rizova is extremely positive. The review and acquaintance with the submitted scientific papers and documents on the competition give me reason to believe that Dr. Rizova meets the mandatory national requirements for the position and covers the additional requirements of NBU. I have no additional notes on the activities and achievements of the candidate. I recommend her to be still dedicated and purposeful in her work with students and colleagues and to continue her research in relevant and important areas for tourism.

Conclusion

In conclusion, my 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 is positive. The applicant 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). All this gives me reason to recommend electing Chief Assist. Prof. Dr. Teodora Veleva Rizova to the academic position of Associate Professor in Professional field 3.9 Tourism (Integrated Tourism Management) to the esteemed members of the Academic Council of NBU.

04.02.2022

Signature:

Sofia

/Assoc. Prof. Dr. Elenita Kirilova Velikova/