

Statement

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Department, NBU, Professional field 3.7 Administration and Management,
Scientific specialty: Social Management

Re: competition for 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 prepared 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, the Ordinance for Development of the Academic Staff of NBU and on the basis of the Rector's Order №3 PK 64/2.12.2021 in the capacity of a member of a Scientific Jury for participation in a competition for holding an academic position with the Decision of the Scientific Jury of 4.01.2022. It consists of six parts and a conclusion in accordance with the sample for preparing a statement for the academic position of an Associate Professor.

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

The self-assessment report presented by the candidate Teodora Rizova shows that she meets the necessary minimum requirements for scientific, teaching and research activities for the academic position Associate Professor in accordance with the Regulation for the Implementation of Law on the Development of Academic Staff in the Republic of Bulgaria, as follows:

Part I: Minimum requirements to the scientific, teaching and/or artistic and creative activity of the candidates for academic positions in professional fields, compliant with the Regulation for the Implementation of Law on the Development of Academic Staff in the Republic of Bulgaria (groups of indicators A-E) and the corresponding number of points above the required minimum: A 50 of 50 pts, B 100 of 100 pts, D 480 of 200 pts, D 55 of 50 points and E 75 of 0 pts - not required for associate professor.

Part II: Fulfillment of criteria and indicators for long-term certification for announcing a competition for a higher academic position, according to the current Ordinance of NBU: academic work, organisational and social work (groups of indicators G-I): G 105 of 50 pts, H 80 of 70 pts and I 110 of 50 pts.

II. Research (creative) activity and results

To participate in the competition, Teodora Rizova presented a list of publications after the defense of the doctoral degree 2005-2020, a total volume of 1,091 pages, as follows¹:

- 2 monographs, incl. c. 1 habilitation work (231 pages) and another (360 pages) or a total volume of 590 pages (Group B, Indicator No. 3; Group D, Indicator No. 4 - 1);
- 1 research paper (Group D, Indicator No. 9 - 1);
- 16 articles in Bulgarian, published in proceedings of conferences, symposia and round tables (Group D, Indicator No. 7 - 1, 4, 5, 7, 9, 12, 15, 16, 18, 19, 20, 22, 24, 26 and 27);
- 2 articles in electronic yearbooks (Group D, Indicators No. 7 -13 and 17) of the Administration and Management Department, NBU;
- 9 reports in a foreign language (Group D, Indicators No. 7 - 12, 13, 14, 15 and 16);
- 1 co-authored textbook (Group E, Indicator No. 20 - 1);

All publications were approved for evaluation of contributions, were published by academic publishers and were reviewed by habilitated lecturers.

Teodora Rizova has 16 participations in scientific forums, international conferences and national symposia.

1. Assessment of the monograph, creative activities and other publications, corresponding in volume and entirety to a monograph, including an assessment of the scientific and scientifically-applied contributions of the author

The presented monograph "Integrated management of tourist complexes" consists of 231 pages. It contains 3 chapters which consistently monitor and analyse the framework of integrated management realised through the synergetic paradigm in management.

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

Periodisation of the tourist activity is carried out and its development in Bulgaria is traced. Significant attention is devoted to the 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 analysing the levels of synergy in their management and, in particular, resorts such as Albena, Golden Sands, Borovets and Pamporovo are 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.

¹ The list of publications and creative achievements after the defense of the doctoral dissertation 2005-2020

The following scientific contributions can be identified in the monograph:

- A model for measuring the synergy of tourist complexes with the abbreviation CAFB has been developed: 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 organisation and management of a given tourist complex.
- The CAFB method, tested in five tourist complexes, determines the organisational disparities in the functioning of tourist complexes.
- Based on the integrated and situational approach, the factors influencing the development of tourist complexes are identified and on this basis a conceptual framework of integrated management is proposed.
- An integrated management model is developed, which creates conditions and opportunities for the development of the regional economy.

The habilitation work of the candidate has the merits of in-depth research with a certain practical orientation. Comprehensiveness of the analysis is achieved, as well as real mechanisms for implementation of the proposed solutions. The findings, conclusions and recommendations made by the candidate are the result of in-depth research.

2. Assessment of the contributions of the rest of the presented publications following the appointment to the academic position of Chief Assistant Professor and assessment of the requirement for referenced publications

Apart from the habilitation monograph for participation in the competition, the candidate Chief Assist. Prof. Dr. Teodora Rizova presented another monograph "Agricultural and Rural Tourism - Rethinking Opportunities", 45 other scientific publications: 27 articles, 16 reports, 1 research paper, 1 textbook (co-authored). They can be divided into five groups:

- Study of the impact of the pandemic on the development of tourism (G-7 №1 and №3) in which the main contributions can be synthesised to identify the reasons for the restart of tourism and the need for new tourism products, a priority of regionalisation over globalisation of the tourist activity;
- Regional development of tourism (G7 - №4, 11,14,15,16,18,19, 21,23): in this thematic direction innovative models for tourism development are proposed (G7-№11, 18), concept for tourist zoning (G7-№16), algorithm for implementation of cross-border projects in the field of tourism under EU programs (G7-№21), as well as harmonious combination of opportunities for municipalities to offer different specialised types of tourism in a common integrated tourism product (G7-№24);
- Tourist destinations (G7-№ 8.20);

- Specialised types of tourism (G7-№5,7,9,12,13,22,27): the focus is on entertainment (G7-№5), events (G7-№7), ornithological (G7-№22) and festival tourism (G7-№9).

- Education and training in the field of tourism (G7-№6,10,25,26): the benefits of information technology, which enable e-learning in digital environments, are studied. The author's opinion on the innovative forms of distance learning in tourism is presented. (G7-№6)

In conclusion, the assessment of the main scientific and scientific-applied contributions of the candidate Dr. Teodora Rizova is very high.

3. Citations by other authors

Based on a reference made by the Library of the NBU, 7 separate references to publications by Teodora Rizova (7 citations by other authors) - CA - 3 -2021 (Group D, Indicator No. 12).

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

Teodora Rizova participated in 5 national research projects as an expert. (Group E Indicator №16). On the basis of the presented protocols and other documents on the scientific-applied projects, it is evident that Dr. Teodora Rizova fulfilled in time and successfully the commitments she made in relation to the assignor, resp. the funding organisation.

III. Teaching and Lecturing Activity

1. Auditorium and extracurricular load, work in the electronic training module MOODLE - NBU, providing student practice and internships, working with students and PhD students

The candidate, a full-time lecturer at NBU, fulfilled the norm for employment according to the Ordinance for employment during the whole period of the attestation above the required standard (by class of 240 hours, extracurricular 60 hours), as follows: realised load 2014/2015- 356/870, 2015/2016 - 370/1,290, 2016/2017 - 391/1,590, 2017/2018 - 486/1,540, 2018/2019 - 505/1,596, 2019/2020 is 586/1,715 hours. She has been a research supervisor and reviewer of a large number of students²: (Group H, Indicator №38, 1 and 2). He also actively participates in e-learning of NBU in MOODLE (Group H, Indicator №36 1, 2, 3 and 4,), as well as in the practical training of students as a head of extracurricular practice (Group H, Indicator №39 1, 2, 3, 4, 5, 6, 7 and 8) and other creative performances of students outside the NBU "Training Companies" and International Strategic Cooperation for more efficient schemes of learning in the workplace in the field of cultural and historical tourism in the trans-European project in Stuttgart, Germany. (Group H, Indicator №40 1,

² The long-term attestation report: work with students and participation in committees: scientific guidance of 36 students, 49 reviews of Bachelor's and Master's theses, and participated 380 times as a member of the boards of Bachelor's theses defense/state exams.

2, 3 and 4)

2. Working with Erasmus Students

In the presented Self-Assessment Report and bibliographic description of the evidence to Appendix №2 of the Ordinance on the development of the academic staff at NBU Chief Assist. Prof. Dr. Teodora Rizova did not report working with Erasmus students.

3. Student Questionnaire Assessment

According to the Centre for Career Development at NBU³ the assessment of the candidate's students as a lecturer is excellent. (Group H, Indicator №35, 1).

IV. Administrative and Social Work

1. Participation in collective governing bodies of NBU

The self-assessment report shows that Chief Assist. Prof. Dr. Teodora Rizova performs her academic duties. (Group I, Indicators №44, 1, 2, 3 and 4), related to the participation of the meetings of the Departmental Council, the Programme Council, the Committees at the Faculties and has been a member of various teams for improvement of the programs. (Group G, Indicator № 30, 1, 2, 3, 4, 5 and 6).

2. Social Activity

Teodora Rizova is a member of the Bulgarian Association of Tourism Experts and the Bulgarian Institute for Standardisation - Tourism Sector (Group G, Indicator №23).

3. Attracting Students to the Programmes

In the period 2014-2022 Teodora Rizova was a Programme Consultant at the Department of Administration and Management. As such, she has taken an active part in the work of the department. She participates in various teams to improve the Bachelor's and Master's programmes in tourism. She is actively involved in organising and conducting candidate-student campaigns to attract students to NBU.

V. Personal Impressions from the Applicant

My personal impressions of Teodora Rizova are that she is highly responsible, creative, precise and proactive in her work. In her teaching activity she widely uses interactive teaching aids, and in her research - the system-integrated approach. She is highly esteemed by her colleagues, has a good reputation among students, and maintains good contacts with experts from the tourism business.

³ The Centre for Career Development and Training Resources at NBU confirmed an average grade for the last 5 years (10 semesters) Excellent 4.65 out of a maximum of 5.00.

VI. Opinion, recommendations and notes on the activity and contributions of the Candidate

The scientific publications of Chief Assist. Prof. Dr. Teodora Rizova are developed on a fundamental theoretical and empirical basis. The practical recommendations contained in them are well-argued. I have no specific critical remarks on the content of the candidate's scientific papers.

The following recommendations can be addressed to her future research and teaching activities:

- to continue expanding the theoretical foundations and scope of its research, but also to go down to a lower (applied) level, as Bulgarian social practice needs: guidelines, methodologies, schemes, algorithms for practical application of innovations in theory and the methodology;
- to continue to combine her research and teaching work with that of an expert and consultant;
- to continue publishing textbooks on the subjects she teaches;

Conclusion

The candidate Chief Assist. Prof. Dr. Teodora Rizova meets the requirements for holding the academic position of Associate Professor, according to the Law on the Development of Academic Staff and Regulation for the Implementation of Law on the Development of Academic Staff in the Republic of Bulgaria as well as the Ordinance on the development of academic staff at NBU.

I propose Chief Assistant Dr. Teodora Rizova to be elected to hold the academic position of Associate Professor in the professional field 3.9 "Tourism" (Integrated Tourism Management).

Sofia, 01.02.2022

Assoc. Prof. Dr. Kristiyan Stoyanov Hadjiev

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