

# ОPINION

from

**Assoc. Prof. Milena Metodieva Karailieva,  
Professional area 3.9 Tourism  
New Bulgarian University, Department „Administration and management“**

on scientific papers for participation in a competition for a position of academic post  
“Associate Professor”  
in the professional area "3.9. Tourism " (Integrated tourism management),  
published in the State Gazette, issue. **No. 87/19.10.2021**  
with the candidate Senior Assistant Professor Teodora Veleva Rizova

The opinion was prepared in accordance with the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria (ZRASRB), the Regulations for its Implementation (PZRASRB), the requirements of the Rules for the Implementation of the Act and the Regulation for the Development of the Academic Staff in NBU and on the basis of the Order of the Rector **№3 ПК-64/02.12.2021** as a member of a scientific jury for participation in a competition for academic position by Decision of the Scientific jury/commission of **04.01.2022**. Structurally, the opinion consists of VI parts and a conclusion according to a model for drawing up an opinion for occupying an academic position "Associate Professor".

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

It is evident from the self-assessment report provided by the candidate Milena Karailieva that she covers the necessary minimum requirements for scientific, teaching and research activity for the occupation of academic position in professional fields, in accordance with the Rules for the implementation of the law for the development of the academic staff in the Republic of Bulgaria, as follows:

**Part I:** Minimum requirements for the scientific, teaching and artistic activity of the candidates for the occupation of the academic positions/reports in professional fields, in accordance with the Rules for the implementation of the law for the development of the academic staff in the Republic of Bulgaria (groups of indicators AE) and corresponding number of points above the required minimum: **A 50 of 50 points, B 100 of 100 points, G 460 of 200 points, D 125 of 50 points and E 105 of 0** - not required for associate professor.

Group	Indicators	Publications	Points
<b>A 50</b>	1 (Dissertation work)		<b>50</b>
<b>B 100</b>	3 (habilitation work)		<b>100</b>
	7 (Articles and Reports) 9 (Studia)		
<b>D 50</b>	12(Citations)		<b>125</b>



**Part II:** Fulfillment of criteria and indicators for long-term certification for announcing a competition for a higher academic position, according to the current regulation of New Bulgarian University - academic work, organizational and community work (groups of indicators J-I): **J - 105 of 50 points, Z 380 of 70 points and E 110 of 50 points.**

## II. Research (creative) activity and results

To participate in the competition, Teodora Rizova submitted a list of publications after defending her PhD with a total volume of **1091** pages, as follows.

- **2 monographs**, incl. c. **1 habilitation work (231 pp.)** and another (360 pp.) or a total volume of 590 pages (**Group B, Indicator No. 3; Group D, Indicator No. 4 - 1**);
- **1 studia (Group G, Indicator No.9 - 1)**;
- **16 reports n Bulgarian**, published in conference proceedings, symposia and round tables (**Group D, Indicator No. 7- 1, 4, 5, 7, 9, 12,15,16, 181 19, 20, 22, 24, 26, 27**);
- **2 articles in electronic editions (Group D, Indicator No. 7 – 13 and 17)** of the NBU Department of Administration and Management;
- **9 reports in foreign language (Group D, Indicator No. 7 – 2, 3, 6, 8, 10, 11, 14, 23, 25)**;
- **1 collective textbook in co-operation - (Group E, Indicator No. 20 - 1).**

№	Publications	Number	Pages
1	<b>Monographs</b>	2	590
2	<b>Studia</b>	1	134
3	<b>Textbooks</b>	1	50
3	<b>Reports</b>	16	123
	- Bulgarian language	9	
	- Foreign language	7	
4	<b>Articles</b>	27	194
	- Bulgarian language	20	
	- Foreign language	7	
			<b>1091</b>

All other publications approved for peer review and evaluation have been published by academic publishers and reviewed by habilitated teachers.

### 1. Evaluation of monograph work, creative appearances or other publications corresponding to the volume and completeness of monograph work. An evaluation of the author's scientific and applied scientific contributions are included

The main monographic work „**Integrated management in tourist complexes**“ in **231** pages. The bibliography contains **77 literary sources** - 27 in Cyrillic and 50 in Latin. The content is structured in **4 chapters**, which consistently track and analyze the range of **integrated management**, realized by **synergic paradigm in management**. The development of the theory requires a new look at a number of areas in the management of tourist complexes. The general and specific competencies needed by the modern tourism industry professionals in the field of integrated tourism management are analyzed. The issues of general and specific competences of the professionals in the field of



integrated management are analyzed. Interesting management models are presented. The adapted models comprise financial and social aspects of the integrated management of tourist complexes. Both models of management systems are presented, i.e the cybernetic and synergetic model. The direct and reverse effects between the tourism management module and the socio-economic systems are also studied. The importance of the influence of the systemic factors of self-organisation for the sustainable development of the systems is indicated.

Undoubtedly, the topics covered in rehabilitation work are up-to-date.

A comprehensiveness of the analysis is achieved as well as tangible mechanisms for implementation of the proposed solutions. The monograph allows for a number of practical studies in this area and the effectiveness of its application is expected to be high enough.

The following **scientific and practical contributions can be highlighted in this context:**

1. A thorough *system analysis* of the various theories of *system organization of Bulgarian* tourist complexes has been made based on the scientific literature reviewed. The most significant determinants (*A-attractors and F-fractals*) are presented and their impact on the system of tourist complexes.

2. The main strategic *guidelines for integrated tourism management*, are presented, which, on the one hand, are reduced to horizontal models and, on the one hand of vertical models in integrated management.

3. A comprehensive *integrated model* is proposed for the analysis, research and management of tourist complexes.

## **2. Assessment of contributions in other attached publications made after the appointment of the academic post “Assistant Professor”, and an evaluation of the publication requirement**

1. Outside of habilitation work, Teodora Rizova has many other significant publications related to the study of *impact of tourism on tourist development*. (**Group G, Indicator No. 7 - 1 and 3**).

2. Another scientific area in which she has significant content publications is related to the tourism resource provision and in particular to the presentation of Bulgaria's inherited competitive advantages *alternative tourism* (**Group G, Indicator No. 7 - 5, 7, 9, 12,13, 22**).

3. The interests of Teodora Rizova are related to the research and analysis of a specific sector in the field of tourism - *balneology*. Contributions of publications in this area (**Group G, Indicator No. 4 - 27**) are limited to outlining the prospects for health tourism in general and are based on in-depth research into the traditions and modern practices in thermalism, exploring the motives and needs of tourists for balneo services and forecasting trends in the demand and supply of an integrated and differentiated tourist product on the other.

4. Another major area of research is related to studies on tourist destinations (**Group D, Indicator No. 4 – 8 and 20**).

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

## **3. Citation from other authors**

Based on a reference from the NBU Library, 7 separate references to publications by Teodora Rizova (**7 citations by other author**) were made on the basis of literary sources reviewed - CA - 3 - 2021 (**Group D, Indicator No. 12**).



**4. Evaluation of the results of participation in research and creative projects and application of the obtained results in practice.** Teodora Rizova participated in **5 national scientific and research projects** in the period 2014-2020 (**Group E, Indicator No. 16**).

### **III. Auditory and extracurricular work**

#### **1. Auditory and extracurricular work, work in the electronic training module MOODLE - NBU", provision of student placements and internships, work with students and doctoral students**

Teodora Rizova, as a full-time teacher at NBU, performed the activities for scientific employment according to the plans for each semester, accounting for additional activities and fulfillings the norms for employment according to the Regulation on employment during the whole period: (**Group Z, Indicator No. 38**). She was a research supervisor and reviewer for a large number of students: (**Group Z, Indicator No. 38, 1 and 2**). She also actively participates in NBU's e-learning at MOODLE, as well as in the practical training of students as a leader in extracurricular practice (**Group Z, Indicator No. 39 1, 2, 3, 4 and 5**) and other creative activities of students outside NBU - Training companies and International Cultural Tourism Exhibition. (**Group Z, Indicator No. 40 1 and 2**)

#### **2. Work with Erasmus students**

In the presented Self-Assessment Report and bibliographical description of the evidence material to Appendix No. 2 of the Regulation for the Development of Academic Staff at NBU, Teodora Rizova reports work with students under the Erasmus Program - Urbino, Italy.

#### **3. Assessments of the student questionnaires**

According to the Center for Career Development at NBU, the evaluation of Teodora Rizova's students as a teacher is excellent 4,65 (**Group Z, Indicator No. 35 - 1**). Participation in the collective governing bodies of the NBU.

### **IV. Administrative and social activity**

#### **1. Participation in the collective governing bodies of the NBU.**

The self-assessment report shows that Teodora Rizova has fulfilled her academic obligations. (**Group E, Indicator No.44 - 1, 2, 3 and 4**) related to the participation of the meetings of the Departmental Council, the Programming Board, the Faculty Committees and was a member of various program improvement teams. (**Group J, Indicator No. 30 - 1, 2, 3 and 4**)

#### **2. Social activity.**

Teodora Rizova has been a member of the Bulgarian Association of Experts in Tourism since 2007 and holds the position Expert of the Tourism activities (**Group J, Indicator No. 23**).

#### **3. Attract students to the program**

In the period 2014-2022, Teodora Rizova served as a Program Consultant and participated in candidate-student campaigns to attract students to NBU.



## **V. Personal impressions of the applicant**

My personal impression of Teodora Rizova is that she is highly responsible, creative, precise and initiative in her work. She enjoys authority among her colleagues and has a good reputation among students, maintains good contacts with practitioners.

## **VI. Opinions, recommendations and notes on the applicant's activities and achievements**

The scientific publications submitted for a review by Teodora Rizova have been developed on solid theoretical basis and analysis of a rich empirical material. These and their practical recommendations are well reasoned. I have no specific critical comments on the content of the scientific works of Teodora Rizova.

The following **recommendations** for her future research and teaching activities can be made:

- continue expanding the theoretical foundations and the scope of its research;
- continue to combine research and teaching with that of an expert and a consultant;
- continue to publish textbooks on the subjects taught by her.

## **Conclusion**

Based on the information provided, I believe that the information provided by Assistant Professor Teodora Rizova, The materials of the competition fully meet the requirements for obtaining the academic position of an Assistant Professor in the professional field 3.9. Tourism (Integrated tourism management). The many publications and studies of the Associate Professor have high scientific value. The contributions they contain can be used in many practical areas of tourism. The high level of teaching activity and active research activity for 10 years of experience at NBU give me a reason to give a positive assessment of the submitted application of Ch. Assoc. Prof. Teodora Rizova, PhD, Assistant Professor.

Date: **31.01.2022**

Signature .....