



REVIEW

Of the application documents for an academic job position "Professor", in the domain of 3. "Social, economic and legal sciences", professional field 3.9. "Tourism", specialisation „Economics and management“, subject „Health, balneological and spa tourism“, in University of Forestry, Sofia, published in State Gazette 37/7.5.2019 г., code of application procedure ABM-P-0419-04 .

Candidates:

1. Assoc. Prof. Krasimira Svetoslavova Staneva, PhD ;

Reviewer: Stanislav Hristov Ivanov, Professor in professional field 3.9. "Tourism" at Varna University of Management, Bulgaria

1. Bionote of the candidate

Assoc. Prof. Krasimira Staneva was born in 1964. In 1992 she obtained a PhD degree in 01.07.13 Geology and minerals research; therefore, the requirements of Article 29, §1, p.1 of the Development of Academic Staff Act are fulfilled. From 2003 to 2008 she was an Associate Professor in geology in Agricultural university, Plovdiv; from 2008 to 2014 – Associate Professor in geopathology and geomedicine in Sofia University "St. Kliment Ohridski". Since 2014 she is an Associate Professor in tourism in University of Forestry, Sofia. The candidate has been an Associate Professor for more than two years, therefore, the requirements of Article 29, §1, p.2 of the Development of Academic Staff Act are fulfilled.

2. Application documents

The application documents of the candidate follow the requirements of the University of Forestry, stipulated in its internal regulations. The candidate provides documents for her teaching and research activities that follow university's guidelines.

3. Evaluation of teaching activities

The candidate has provided documents for teaching activities in University of Forestry, Sofia, and National Sports Academy "Vasil Levski". She has taught various subjects directly related to the area of the Professorship – „Recreational tourist resources“, „Management of health and spa tourism“, „Spa culture, Eastern and aqua practices“, и „Spa culture, hydro-, litho- and thalassotherapy practices“. The candidate teaches other subjects indirectly related to the job position: „Tourist destinations“, „Ecological standards of alternative tourism“. The teaching load for 2018/2019 academic year is 611 contact hours which shows that the university can provide enough workload. At the same time, the teaching workload is double of what is expected for the position of Associate Professor which the candidate currently holds. The excessive teaching workload will hurt the future research activities of the candidate, because it will deprive her of the time necessary to undertake empirical studies.

4. Evaluation of research and publication activities of the candidate

4.1. Participation in projects

The candidate has provided an impressive list of 12 national and 8 international projects she

participated in with a total of 340 points. The detailed analysis shows that 6 of the projects with total of 115 points cannot be accepted for this application due to the following reasons:

Number of the project according the self-evaluation document provided by the candidate	Reason for not accepting the project
E16.2	The project is not related to the field of the Professorship
E17.4, E17.5, E17.6, E17.7, E17.8	Projects related to staff mobility

Nevertheless, the number of the other educational and research projects the candidate participated in (with total 225 points), is large enough, most of the research projects are directly related to the field of the Professorship and deal with topics that are important for the academia and the tourism industry.

4.2. Evaluation of publications

The candidate has provided an impressive list of 96 publications. Their analysis, however, reveals that many of them are not related to the professional field of the Professorship (3.9 Tourism), the specialisation (Economics and management) and the subject (Health, balneological and spa tourism), or they repeat other publications from the list. I do not accept the following publications from self-evaluation document due to the following reasons:

Number of the publication according the self-evaluation document provided by the candidate	Reason for not accepting the publication
B3.2	This is a new edition of another publication B3.1, not a new research monograph
Г4.1	In this section only single-authored research monographs should be provided
Г6.1	The journal is included in Scopus, but the publication is not found in it. The publication is not on the topic of the Professorship.
Г6.2, Г6.3, Г6.4	The journal and the publication are not in Scopus. The publication is not on the topic of the Professorship.
Г6.5	There is no such journal published by Yale University Press. Internet search revealed results only from Russian and Ukrainian websites. Publication is not in Scopus. The publication is not on the topic of the Professorship. The journal is not published by Elsevier as implied by the presence of company's logo on the cover. The journal is not indexed in Scopus contrary to the information provided in it.
Г7.1, Г7.2, Г7.3, Г7.4, Г7.5, Г7.6, Г7.7, Г7.8, Г7.9, Г7.10, Г7.11, Г7.12, Г7.13, Г7.14, Г7.15, Г7.16, Г7.17, Г7.18, Г7.22, Г7.23, Г7.24, Г7.25, Г7.29, Г7.32, Г7.34, Г7.38, Г7.40, Г7.41, Г7.43, Г7.44, Г7.48, Г7.50	The publications are not on the topic of the Professorship.
Г7.39	The publication is not found on the website of the publisher. It

	cannot be found in Internet besides on the Google Scholar profile of the candidate- https://scholar.google.com/citations?user=sMYskKcAAAAJ&hl=en
E20.3	In essence it is the same book as E20.1
E21.2	In essence it is the same book as E21.2

The other publication in group Г with 259.1 points (out of 576.2 points claimed by the candidate and required minimum of 200 points in this group) are accepted. They are published in journals and conference proceedings in Bulgaria and North Macedonia. There are no publications in international peer reviewed journals indexed in Scopus or Web of Science. The publications on the topic of the Professorship are predominantly descriptive, without serious empirical research and in-depth statistical analysis. Therefore, although the minimum requirements for the Professorship are fulfilled in terms of number of publications and points, the candidate has to work on the quality of the publications.

4.3. Citations

The candidate claims 525 points from citations of her publications. I accept citations with 160 points (the minimum requirements is 100 points). The reasons for not accepting the citations are presented in the following table:

Number of the publication according the self-evaluation document provided by the candidate	Reason for not accepting the citations of the publication
Д11.1, Д11.2, Д11.3, Д11.4, Д11.5, Д12.2, Д12.6, Д12.7, Д13.1, Д13.2	The publications are not on the topic of the Professorship.

The analysis of citations shows that most of them come from this publication:

Димитрова Б., Ал. Наумовски, Т. Стивенс, И. Нешева, А. Недев, Л. Димитрова, С. Елемаа, К. Кроника, 2018. Социјално значење на велнес (wellness) култура. Velvet проект. Velvetprojectno 2016-1-bg01-ka202-023690. Компаративна анализа од научни податоци истражување на галуп интернешенел (Gallupinternational). Авангард Прима, ISBN: 978-619-160-990-1-2 Еразмус + К2, 2016-2018

This publication cannot be found in order to confirm the citations. The internet search of this publication revealed only results from the reference lists of candidate's publications. We found other publications (<https://wellnessproject.info/assets/files/fd54eab96b443394a40679cf7dd94848.pdf> <https://wellnessproject.info/assets/files/cddbab93e3d180b286d541126ac86431.pdf>), which are part of the same project and published by the same publishing house; however, they are not academic publications, but applied project reports, educational standards for wellness instructors, or analysis of secondary data of reports by Gallup International.

The rest of the citations of the accepted publications come from conference papers or local journals. There are no citations in publications in journals indexed in Scopus or Web of Science.

4.4. Contribution

The candidate provided a list of claimed contributions of her papers. After reviewing the list, the following contributions in the professional field, specialisation and subject of the Professorship are

accepted:

Research contribution:

- The candidate evaluates the natural resources necessary for the development of health, balneological and spa tourism in Bulgaria.
- The candidate assesses the territorial aspects of health tourism management
- The candidate evaluates the relationship between quality of life, public health, and the need for certification of health tourism services in the country. The candidate develops and applies a competency model for the employees in spa and wellness centres.

Combined research and applied contribution:

- The candidate develops conceptual models for management of innovative tourism products in the country
- The candidate develops algorithms for modelling specialised health tourism destinations.

I accept the claimed applied and pedagogical contributions.

4.5. Revised table for compliance to the national minimal requirements

The table below shows the comparison between the national minimal requirements for Professor in professional field 3.9 „Tourism“, the points reported by the candidate, and the revised number of points after deducting the points for projects, publications and citations from the previous sections of this review. The table reveals that the candidate has completed the national minimal requirements stipulated in the Development of Academic Staff Act, as well as the requirements of the University of Forestry.

Group	National minimal requirements for Professor in professional field 3.9 „Tourism“	Points reported by the candidate	Revised number of points
A	50	50	50
Б	-	-	-
B	100	200	100
Г	200	576.2	259.1
Д	100	525	160
E	100	570	395
Total	550	1921.2	964.1

5. Evaluation of the personal contribution of the candidate

In most of the publications accepted by the reviewer, the candidate is either the first or the sole author, hence her contribution in the publications is substantial.

6. Critical remarks and recommendations

- I recommend that the candidate should focus more on the quality of her publications rather than their number. This means that she must emphasise more on quantitative empirical studies with large sample sizes, and more in-depth statistical analysis, in order to be able to publish in international English-language journals indexed in Scopus / Web of Science.
- I recommend that the candidate should focus more on double-blind peer-reviewed research articles in academic journals, rather than conference papers.
- I recommend that the candidate should focus on expanding the scope of cited papers in her own publications by including more papers from international English-language journals indexed in Scopus / Web of Science

7. Personal impressions

None.

8. Conclusion

Considering the fulfilment of the national minimal requirements and the requirements of the University of Forestry for Professorship in professional field 3.9 „Tourism“ I **RECOMMEND** that the candidate Assoc. Prof. Krasimira Svetoslavova Staneva, PhD be appointed to the position of Professor in „Health, balneological and spa tourism, professional field 3.9. Tourism

Signature of the reviewer:



Review submitted on: 31.8.2019 г.