



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:

Assoc. Prof. Krasimira Svetoslavova Staneva, PhD ;

Reviewer: Ivan Petrov Paligorov, PhD, Professor in Professional field 3.7.

Administration and management at University of forestry, Sofia

1. Bionote of the candidate

Assoc. Prof. Krasimira Staneva obtained a PhD degree in 01.07.13 Geology and minerals research in 2012. From 1992 to 1997 she has been assistant professor at the Institute of Botany at the Bulgarian Academy of Sciences. 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 professional field 3.9. “Tourism” in University of Forestry, Sofia. In the period from 1986 to 2016, there were numerous specializations both in our country and in Germany, Russia, Ukraine and Austria. In addition to teaching, he has responsibilities as head of the Continuing Learning Center and the Quality Management Center at University of forestry.

In conclusion, it could be summarized that the candidate for the competition Krasimira Svetoslavova Stanev obtained PhD degree, and she is a Doctor from 2012, therefore, the requirements of Article 29, §1, p.1 of the Development of Academic Staff Act are fulfilled. The candidate has been an Associate Professor in professional field 3.9.Tourism, specialty Economics and Management for more than two years, therefore, the requirements of Article 29, §1, p.2 of the Development of Academic Staff Act are fulfilled.

2. Conformity of the submitted documents and materials of the applicant with the required ones in accordance with the Rules for Academic staff development at UF

Submitted by the candidate documents and materials for participation in the competition are in full compliance with the requirements of the Rules for Academic staff development at UF. In accordance with the requirements of Art. 65a, para. 4 of the Rules for Academic staff development at UF has submitted an application in the form, which describes all the submitted documents and materials. Such is the assessment recorded in the decision of the first meeting

of the Scientific Jury of 10.07.2019, formed by Order No. 3IIC 322 / 26.06.2019 of the Rector of UF.

3. Evaluation of teaching activities

On the basis the data submitted by the applicant, it can be emphasized that in the period from the academic year 2014/2015 to the academic year 2018/2019 there is an annual academic load in the professional field of the competition above the minimum standard, adopted by the Academic council of UF. The annual training load during the indicated period ranges from 463 to 628 hours, incl. from 338 to 611 hours of classroom work in the following disciplines: "Balneological and SPA Tourism", "Cultural Tourism", "Tourist Destinations", "Recreational Tourism Resources" and "Sustainable Tourism Development", where she delivers the lectures and exercises, and in "Ecoplanning and Strategic EIA" only lectures.

In addition, he leads lectures and exercises at the Faculty of Ecology and Landscape Architecture in the following disciplines: Geology and Petrography, students of Ecology and Environmental Protection, Bachelor Degree and Regional Management of Landscape and Architectural Activity of students in the specialty Landscape Architecture, Master Degree.

During the 2016/2017 and 2017/2018 academic years, she delivered lectures and exercises in the Social Policy course in English, totaling 91.4 hours to Erasmus + students.

Assoc. Prof. Staneva has presented a list of curricula in 20 disciplines at LTU, of which 4 are co-authored and the others authored.

Not mentioned in the reports, but she is a member or chair of working groups or committees to prepare changes to the curricula of the Alternative Tourism and Alternative Tourism Management majors.

She has worked extensively in the preparation of self-assessment and accreditation reports, as well as in the implementation of recommendations received during accreditation or post-accreditation control.

During the period from 2015 to 2019 she was the scientific leader of 20 successfully graduated in the fields of Alternative Tourism and Management of Alternative Tourism. She was a reviewer of 3 diploma papers. She is a supervisor of a full-time PhD student.

Assoc. Prof. Staneva is the organizer and leader of the specialist's degree programs for Teachers and deliver lectures and exercises in the disciplines School and Vocational Orienteering and Pedagogical Ergonomics at the Center for Continuing Education.

During the period 2012-2019, Assoc. Prof. Staneva was a part-time lecturer at NSA "Vasil Levski", in the Master's programs "SPA Culture, Oriental and Aqua Practices" and "SPA

Culture, Hydro, Litho and Thalasso Therapy", where she had a general academic employment of 564 academic hours.

In 2018, Assoc. Prof. Staneva invited as a guest Chairman of the final exam committee of students from the Faculty of Tourism, Leisure and Hospitality of the Metropolitan University in Budapest, Hungary.

Assoc. Prof. Staneva's preparedness allows her and she is a highly valued expert in various expert groups of the state bodies that develop tourism policy in Bulgaria. He has been a consultant at National Geographic Bulgaria magazine since 2006.

The above allows summarize that Assoc. Prof. Staneva is a highly trained expert and researcher, a well-established career teacher. She has an authority as an expert, teacher and researcher, which allows her to carry out teaching and teaching activities at several universities in Bulgaria and abroad.

4. Assessment of the applicant's scientific, applied and publication activities

Self-assessment of the scientific production with the minimum national requirements of Art. 2b of the Development of Academic Staff Act and Art. 2a, para. 1 of Rules for Academic Staff Developments in UF for participation in competition for occupation of academic position "Professor" is elaborated in great detail and fully reflects the scientific, scientific-applied and publication activity.

The in-depth review of the submitted scientific papers, as well as of the submitted documents and materials, confirm the majority of the data from the self-assessment report for conformity and the overall assessment is that the applicant meets the minimum national requirements. The reasons for this are the 3 monographs presented - a monograph on the competition in 2 issues, the second of which has been expanded and supplemented, and a separate collective monograph. The applicant's publication activity presented in a total list of 155 titles. Of these, 96 were submitted for peer review of the competition, incl. 69 scientific publications in refereed and non-refereed, but scientifically edited scientific journals, 15 plenary and invited papers at scientific conferences and 9 textbooks.

Scientific output could grouped as follows:

- ✓ Monographs – 3 [№№ 59, 60, 61];
- ✓ Papers in scientific journals and conference's proceedings – 69 [№№ 71-139], of which in Bulgarian – 45, in international - 24.
- ✓ 31 papers are independent, 17 are collective with one co-author;
- ✓ Reports – plenary and invited before the international and national scientific forums –15 [№№ 141- 155];

✓ Textbooks – 9 [№№ 62, 63, 64, 65, 66, 67, 68, 69, 70].

I do not accept for reviewing publications that not thematically directly related to the scientific specialty Economics and Management, professional field 3.9. Tourism - №№ 71-82, 110, as well as several publications in electronic portals that are not accessible.

Nevertheless, in quantitative terms, the overall assessment of the applicant's scientific, applied and publication activities fully complies with the minimum national requirements.

4.1. Participation in scientific, scientific-applied and educational projects

The candidate submitted a list of 8 international and 11 national projects. Two of the international projects are scientific and applied, of which she is the head of a team from Bulgaria, and 6 are educational projects for teaching mobility on Erasmus +. Of the national projects, 1 is research, 1 is demonstrable and the other 9 are educational.

The special attention deserve international well-applied projects “Balkan Wellbeing Concept, 2015” and “Mineral waters - a source of health and wellbeing - Wellspring” - a cross-border project in Bulgaria and Serbia. The particular importance from National projects are the educational projects "Updating the curricula of the specialties at the Faculty of Business Administration" of the University of Forestry in accordance with the requirements of the labor market - EDUCOMP ". And Updating the curricula in the specialties:" Ecology and conservation of environment "and" Landscape architecture ", funded by the Operational Program" Human Resources Development ", co-financed by the European Social Fund of the European Union.

A separate list presents 41 applied projects related to the applicant's expert participation in the environmental impact assessment of investment projects, reports for assessing the compatibility of changes in municipal development plans, environmental assessment reports and assessment of the compatibility of general municipal development plans. The applicant is the leader or team leader in 14 of these projects.

4.2. Characteristics of published scientific results

The in-depth review of the submitted scientific papers presented at the competition allows highlight several main characteristics of the published scientific results and group them as scientific, applied and educational contributions. In particular, they could summarized as follows:

- Development of the approach, adaptation the methods for the assessment of the natural resources and the existing suitability for the creation and supply of the tourist product, for determining the tourist identity at the municipal level;

- Development of conceptual models for development and management of innovative tourism products in Bulgaria;
- Accumulation of new scientific facts and discovery of new sites and aspects of the assessment of natural resources for the development of health, balneological and SPA tourism;
- Development a competency model for tourism employees, programs and approaches for tourism education and training.

The aforementioned allows summarize that according to the characteristics of the published scientific results, they are in the field of Social, Business and Legal Sciences, in professional field 3.9. Tourism, scientific specialty Economics and Management in Tourism.

4.3. Отражение на научната дейност на кандидата в литературата (цитируемост)

In submitted materials could found 62 citations to 30 of submitted publications. The most - 9 citations have an electronic publication - Staneva, K., Marinov, E. 2012. Tradition in Media Media and Geotherapy in Bulgaria. 2 Balkan SPA Summit, Cesme, Turkey. <https://slideplayer.com/slide/6129083/>, 7 citations have been published - Staneva, K. 2013, Prerequisites for sustainable management of balneo and spa tourism in Bulgaria. Avant-garde Prima, ISBN 978-619-160-203-2, 5 citations is published by Staneva, K. 2016, An evaluation of the potential of Cross-border region Bulgaria-Serbia for the development of Wellness, medical SPA and SPA tourism - opportunities and perspective. ATLAS Tourism and Leisure Review, ISSN 2468 - 6719, Health, Wellness and Spa Tourism in the Balkans, Netherlands, 3 (2016), p. 43–58. Other publications have 1 to 3 citations. I would like to point out that the scientific production of Assoc. Prof. Staneva has been presented to the interested parties and is reflected in the subsequent studies on the issues of economy, management and sustainable tourism development.

4.4. Contributions

I would like to note that I accept the contributions listed in the applicant's report, and I allow myself to summarize and arrange them as follows:

➤ Scientific

1. The role of geomedicine and geotherapy in the health tourism system was explored, using an algorithm of geomedicine to create an algorithm for choosing the right SPA, SPA or wellness practices from the health tourism package [59, 60, 61, 64, 94, 121, 131, 136, 137, 139, 140].

2. Paleontological tourism resources in the country have been researched and evaluated on the basis of results of detailed studies since 1995, the first creative paleontological tourist routes in the country have been modeled [62, 63, 133, 135, 138].
3. The bioclimatic resources have evaluated in the municipality of Troyan with a view to the development and management of a specialized type of recreational tourism in forest conditions. Opportunities for the development of additional business activities in forestry have been studied and evaluated. A model for forest recreational tourism management has been developed [59, 60, 139, 142, 144, 146, 154, 155].
4. Two systems for improving the quality of services offered in the SPA and balneology sector have tested: HSE (Health, Safety, Environment) and QMS (Quality Management System), which are new to the Bulgarian tourism sector. [64, 65, 66, 67, 89, 90, 94, 97, 99, 101, 105, 109, 112, 114, 116, 118, 128, 137, 140, 147].

➤ **Applied**

5. Conceptual models for development and management of innovative tourism products in the country have been developed - Geomedical tourism, Forest recreational tourism, wellbeing and wellness tourism [62, 63, 64, 101, 107, 119, 121, 122, 126, 136, 137, 139, 141, 143, 144, 145, 146, 147].
6. Algorithms for modeling specialized tourist destinations, suitable for incorporation into a complex tourism product have developed. [62, 63, 130, 133, 135, 138, 147]
7. Forest-recreational and geomedical tourist destinations have been developed, aimed at different target groups depending on the individual health and general functional status of the clients. They are designed as a personalized tourist product [59, 60, 62, 63, 140, 144, 149].
8. The need to create a new profession "Wellness Instructor" is justified [61].
9. Complex environmental assessments of developed tourist areas and those with high tourist potential have been developed [47, 55, 61, 67, 69].
10. Models have been developed to create a tourist identity at the municipal level [129, 154, 155].
11. A specialized methodology for integrated assessment of bioclimatic resources has been developed, provided by the Ministry of Health [59, 60].
12. The impact of investment proposals on natural resources in their implementation in tourist areas has been assessed [46, 47, 52, 55, 57, 59, 61, 62].

➤ **Educational**

13. Has participated in the development of self-assessment reports and accreditation of training, curriculum documentation - curricula, author and co-author of 9 textbooks and teaching [62, 63, 64, 65, 66, 67, 68, 69, 79].

5. Assessment of personal contribution

The candidate for the academic position "Professor" submitted 3 monographs, 2 of them are self-contained, of the other 69 publications, 31 are self-contained, with one co-author 17. This makes it possible to summarize that the above contributions are a personal matter.

The information card for the occupation of the academic position "Professor" filled in as required.

6. Critical notes and recommendations

The evaluation of the presented production makes it possible to establish that, except for repetitions in some publications, significant gaps or contradictions have not been identified. The critical notes more related to the applicant's future work. The subject matter of the publications presented creates a sense of greater breadth of scientific, research and teaching interests. Emphasis in future work should be placed on scientific publications that are in the field of the specialty Economics and Management in Tourism, as is the case.

7. Personal impressions

I have personal impressions of the work of the candidate in the competition Assoc. Prof. Dr. Staneva as a teacher, as a colleague, as the head of the Center for Continuing Education and the Quality Council of the University of Technology. As a teacher she is responsible, demanding to students, able to motivate them to improve, helps them develop their decisions and projects. As a colleague Assoc. Prof. Staneva took an active part in 3 educational projects related to the improvement of training in the specialties at the Faculty of Business Management at the University of Technology, as well as the development of a center for electronic forms for the support of training and for distance learning. As a participant and as a leader of work teams at the FSU, he always shows a responsible attitude and willingness to seek the best possible solution.

8. Conclusion

I definitely consider that the candidate for the competition Assoc. Prof. Dr. Krasimira Svetoslavova Staneva fulfills the necessary conditions for taking up the academic position "Professor". In accordance with the requirements of Article 29, §1, p.1 and 2 of Development academic staff act, as well as the Rules for academic staff Development in University of forestry (2019), evaluating the total scientific production submitted. She is a PhD; more than 2 years

she is associate professor and has submitted more than the minimum required participation in published monographs and publications in specialized editions, which do not repeat those, for the acquisition of the Doctor's degree and the academic position of Associate Professor.

In connection with the above, I PROPOSE the candidate Assoc. Prof. Dr. Krasimira Svetoslavova Staneva to occupy the academic position of "Professor" in the discipline "Health, balneology and SPA tourism", as of Mon 3.9. Tourism, scientific specialty Economics and Management, announced by the University of Forestry in SG no. 37 / 7.5.2019, procedure code ABM - P - 0419 - 04.

Signature:

The review has submitted: 5.9.2019 г.