

## REVIEW

on materials for entering a competition for the academic rank of "professor", area of higher education 3. Social, economic, and law sciences, PA 3.9. Tourism, major „Economics and management“, subject „Health, balneological, and SPA tourism“, opened by the Forest-technical University, Official gazette No. 37 /7.5.2019 г., procedure code ABM – P – 0419 – 04.

### Candidates for entering the competition:

1. Assoc. prof. Krassimira Svetoslavova Staneva, **PhD**;

Reviewr: PhD Nikolina Ruenova Popova-Dimittova, professor in PD 3.9. Tourism or IBS-Botevgrad

### **1. Brief biographical characteristics of the candidate**

Assoc. Prof. Krassimira Svetoslavova Staneva, PhD was born on 09.09.1964 г. In 1988 she graduated Sofia University “St. K. Ohridsky”, and was awarded MSC degree in Geology and Geochemistry. In 1992 she was conferred on a PhD in Geology, in 2011 she was awarded MSC degree in “Medical rehabilitation and ergotherapy” in Sofia University “St. K. Ohridsky” – Faculty of medicine, in 2003 г. she was conferred on the academic rank of associate professor in Geology in the Agrarian university – Plovdiv, in 2008 - the academic rank of associate professor in Geopathology and geomedicine - Sofia University “St. K. Ohridsky” and in 2014 - the academic rank of associate professor in Tourism – Forest technical university, Sofia.

Assoc. Prof. Krassimira a Staneva started her professional career as a scientific researcher II rank in the Botanical Institute –BAS in 1992 and worked there till 1997 when she devoted herself to teaching consecutively as a chief assistant and an assoc. professor, in the Forest - technical university, Sofia, the Agrarian university – Plovdiv, and Sofia University “St. K. Ohridsky”,

. Assoc. Prof. Krassimira Staneva has undergone a number of specializations, closely related to the areas of her scientific and teaching interests – in Humbolt University, Germany; Moscow State University “M. Lomonosov”, Moscow; Ukranian NIGRI, Lvov.

The professional profile of assoc. Prof. Krassimira Staneva has`been built on by her active participation at national and international scientific forums, by her`role of a national expert in certifying various types of SPA- centers, and of a consultant of National Geographic, Bulgaria.

She is very active, through the Bulgarian association for geotherapy, and geomedicine, in the fields of SPA tourism and balneotherapy, and as a certified member of the International association for medical geology.

2. **Compliance of the candidate’s documents with the requirements of the Regulations for ASD in the FTU**

Assoc. Prof. Krassimira Staneva has presented documents for entering the announced competition for the academic rank of "professor", PA 3.9 Tourism in compliance with the Regulations for ASD in the FTU as follows: 1. CV- EU Format; 2. notarial true copies of university degrees; 3. notarial true copy of PhD degree ;4. a document certifying the occupied academic position; 5. medical certificate; 6. a certificate showing no previous conviction; 7. letter-certifactory of the length of professional practice; 8. self-assessment reference letter for meeting all minimum national requirements, article. 2a, paragraphs.2, 3, and 4 for the academic position "professor"; 9. reference letter for the contribution in the scientific works, coming after the last competition for occupying an academic position, and the lastly defended dissertation; 10. list of publications, citations and other scientific-practical results; 11. documents and written materials, certifying other professional and creative activities, and contributions according to article 67, par. 2; 12. information format-card in Bulgarian and English language..

### **3. Assessment of the teaching activity of the candidate**

Assoc. Prof. Krassimira Staneva runs five (5) modules in BSc program, and three (3) in MSc program in the FTU. Such a wide disciplinary topical framework is in full compliance with the scope ,and the high level of academic qualification of the candidate. There is evidence for high quality level of teaching as a result of the numerous specializations abroad, her involvement in research projects, and practical experience in the corresponding spheres.

The total in-classroom, and out-of –classroom delivery of assoc. prof. Krassimira Staneva over the last five years according to the presented letter-certifactory varies between 463 и 628 hours in BSc, and MSc programs. Apart from this in 2016/17, and 2017/18 г. the candidate has delivered 195 hours – equated to seminars, in foreign language. This fact gives evidence of an advantage on the part of the candidate, considering the necessity of including a global perspective in higher tourism education.

### **4. Assessment of the scientific, scientific-practical and publication activities of the candidate**

For the purpose of entering the competition the candidate has presented exclusively huge volume of 96 publications, comprising: 3 monographs, 69 articles, 15 conference papers, 9 textbooks, and teaching materials. The reviewer reduces the number of the accepted publications by excluding publications with identical titles, published in one and the same year as second editions. Based on this argument are excluded 11 publications falling into the following categories: а/ „Monographs“ (№59); б/ “Textbooks and teaching materials“ ( №№ 63, 64 и 68 ) и в/ «Conference papersи» (№№ 140, 142, 148, 149, 152-154) . With certain conventionality the reviewer accepts publication № 61, category «Monographs», because of a discrepancy between the title of the monograph and the title of the second chapter, which has led to breach of the topical unity of the monograph. The reviewer subtracts another 31 articles in the fields of palaeontology and medicine, since they are not directly linked to issues of tourism development, and go beyond the area of expertise of the reviewer (71 – 82; 87-91; 93; 95-98; 102; 105; 107; 110 – 113; 117). It is, however, to specially be emphasized that these publications are an integral part of the scientific basis, providing the candidate with an opportunity for tourism interpretations in pioneer and original research works. This circumstance of importance has been considered by the reviewer in the final assessment of the

presented scientific production. The total number of publications after the reduction amounts to 52 – impressive scientific production. The research projects presented by the candidate are excluded from this number. The publications' structure is presented in Table 1.

**Structure of the reviewed publications of assoc. prof. Krassimira Staneva**

**Table 1.**

№	Type of publication	Numbers	Number in the list of publications	Relative share %
1	Monographs	2	60, 61	3,8
3	Articles	37	71-139	71.1
4	Conference papers	7	140-154	13.6
5	Textbooks, and teaching materials	6	62,65-67, 69,70	11,5
	<b>Total</b>	<b>52</b>		<b>100,0</b>

**The publications accepted for reviewing, and according to their type, author's participation and language of publication are as follows:**

- 2 Monographs, one of which in co-authorship;
- 37 Articles of which 21 – independent, 17 – in English;
- 7 Conference papers, of which 4 – in English;
- 6 Textbooks, 4 of which – independent

The presented publications are significant in volume, characterized by topical variety, and quite a portion is of original/pioneer character, from research point of view.

The relative share of articles – 71 %, is predominant. The conference papers rank second in place – 7 in number, followed by the textbooks – 6 in number. One of the advantages of the candidate providing evidence of the quality of teaching is related to the fact that the majority of courses run by the candidate are secured with textbooks.

The publications accepted for assessment are reviewed by lecturers, from various higher educational institutions in the country, having academic rank. The majority of the scientific works are published in refereed and impact factor academic journals in the country and abroad. Not a small portion of the works are accessible through Internet. .

. The works in co-authorship are accompanied by participation-division written statements.

The reference letter on compliance of the scientific production with the minimum national requirements according to article 26, (Act for ASDRB) and article 2a, par.1 (Regulations about ASD in the FTU) of the candidate assoc. prof. Krassimira Staneva for entering the competition for the position of "professor" shows that she has collected the required score, in accordance with the academic rank in relation with the announced competition..

**Original titles – pioneer scientific works**

A major feature of the scientific production presented for reviewing is its topical originality, in particular, the research focus on aspects of the territorial tourist system, described not only by social, economic and physical, but also by geo – engineering, architectural, biological, landscape, etc .aspects, some of which, treated in the works of the candidate. A good example is the research on the

interrelations between geology and tourism, and more specific the analysis and evaluation of palaeontological resource potential for the purpose of developing new tourist destinations - palaeontological, esotheric, and geo-medical destinations (133, 135, 137). This type of research works are not only of scientific importance but also of practical use, opening the way to achieving competitiveness through innovative tourist products. Into this group of works also fall the works on electromagnetic screening, and evaluation of the geo-pathogenic stress in recreation places, as well as the research papers treating the wide spectrum of natural factors' impact on the condition for recreation, using geo-medical indicators ( 92, 101, 114 и др. ).

#### **4.1. Participation in scientific, scientific-practical, and educational projects**

Assoc. Prof. Krassimira Staneva actively participates in international, and national scientific, and educational projects, correspondingly 8 and 12 in number. Under these circumstances the candidate applies a constructive approach towards education, due to her participation in the investigated processes. These projects fall into two groups: a/ quality of higher education in Tourism, and b/ projects overlapping topically with the research interests of the candidate, for example Project Б/28 “ Evaluation of the resource potential for developing representative SPA and balneological tourist destinations in Bulgaria”. The high level of project activity of the candidate has obviously contributed to a highly professional teaching, and research profile.

#### **4.2. Characteristics of the published research results**

A major advantage of the research papers of assoc. prof. Krassimira Staneva is the continuity in the research work, traditionally focused on the therapy and the general recovery of human organism, the issues of organization and management of balneology, SPA, and Wellness tourism, for the purpose of developing and effective tourist sub-sector in Bulgaria.

The candidate points out six major areas of research interest in the Reference letter for the contribution of all the research works presented for reviewing. In accordance with the number (52) of the accepted works by the reviewer they could be grouped in four (4) areas:

##### **1. Resource potential evaluation (unites two of the research areas outlined by the candidate – evaluation of natural resources for balneology, and SPA tourism, and tourist evaluation of palaeontologic resource potential in Bulgaria)**

This area of research interest reflects on the solid interest of the candidate in the field of recreational-tourist evaluation of natural, and man-made attractions for the purpose of developing various types of tourism, in the first place - balneology, SPA, and Wellness tourism (100, 101, 103, 104, 109, 115, 116, 119, 120, 131, 132, 134, 137, 141, 143, 145).

##### **2. Geo-medicine, and geo-therapy in the health tourism system**

The research works treat aspects of weak research interest in the area of health tourism. The focus is placed on the evaluation of the risk as an element of the geo-medical evaluation of tourist places (60, 61, 94, 114, 121, 131, 136, 137, 139), attaching practical importance to the works. The topical area in question contains a significant part of the original research works, in terms of both topics, and methodic approaches.

##### **3. Territorial aspects of management of health tourism**

One of the independent monographs falls into this area. It contains an integral evaluation of the

bio-climatic resource in the municipality of Troyan, for the purpose of developing, and managing specialized type of recreational tourism in forest areas. Two more works – an article and two conference papers also belong to this group of works. ( 60, 129, 139, 144, 146). The author uses a systems approach, inherent to the nature of the territorial tourist system. Within the set of used methods the evaluation, in particular bio-medical evaluation, is clearly distinguished.

#### **4. Quality of life and public health.**

A significant number of research works are contained in this area (61, 65, 67, 68, 92, 93, 99, 100, 101, 103, 106, 109, 116, 118, 120,123, 128, 129, 132, 137, 147, 151). The author argues the necessity of certifying health-tourist services in the country. The possible risks for health-tourism clients are subject of evaluation, due to, for example, lack of professional competences of staff. The European practices in the field of standardization of tourist services in the SPA, and the Wellness sector are subject of special research interest for the purpose of implementing them in Bulgaria. The results are directly implemented in the Bulgarian practice due to the participation of the author in the elaboration of the Regulations and conditions for certification of balneological, SPA, and Wellness centers (2016).

#### **4.3. Citations of the research works of the candidate**

The reference letter presented by the candidate is indicative of 67 citations in total, and 29 research works being subject to citation, e.g. more than half of the works accepted by the reviewer. More than 13 works are cited by foreign authors in refereed and impact factor journals. The reviewer finds this number of citations as indicative of a very good level of reflection of the research works in Bulgarian and foreign scientific literature.

#### **4.4. Contributions of the research works of the candidate (scientific, scientific-practical, and practical)**

The candidate's contributions could be generalized in accordance with the topical areas, as follows:

- **Topical area 1** – the contributions of assoc. prof. Krassimira Staneva are related to the application of innovative approach to electro-magnetic screening, and evaluation of geopathogenic stress in recreational places, as well as the first evaluation of the palaeontologic formations in the Rhodopes mountain, carried out for the purpose of developing a tourist product ( See topical area 1);
- **Topical area 2** – the algorithm developed for selecting adequate medical, SPA and Wellness centers from a health tourist package, corresponding to specific geographic conditions and individual physiological status of the client ( See topical area 2);
- **Topical area 3** – specific set of methods for the evaluation of bio-climatic resources, approbated through the conveyed integral evaluation of the bio-climatic resources of the municipality of Troyan; a management model of recreational tourism in Bulgaria; a model of a community based tourist identity, and a model of community tourist reservation system ( See topical area 3);
- **Topical area 4** – a competence model of practitioners in SPA and Wellness centers (See topical area 3);

The reviewer accepts the scientific-practical contributions, pointed out by the candidate,

and related to the substantiated new tourist destinations in Bulgaria – palaeontologic, esotheric, and geo-medical; the competence model for experts in the field of SPA tourism (106, 115, 120, 132); Proposed new profession Wellness-instructor” (61).

#### **5. Assessment of the personal contribution of the candidate**

The majority of the research works, falling into any one of the outlined four categories are independently worked out by the candidate, and provide evidence of the personal character of the contribution. In the works in co-authorship there is a clear distinction between the candidate’s personal contribution, and that of the co-authors, incl. the presented participation -division reference letters.

#### **6. Critical remarks and recommendations**

Some critical remarks could be made, the majority of which have the character of recommendations. In the first place, we would note the necessity of paying more attention to the methodical aspects in the candidate’s research works.

Another critical remark of principle character is the necessity of a higher level of information ensuring of researches, in particular in the direction of quantitative information – primary, and secondary.

A critical remark, and a recommendation for the future scientific-research work relates to the necessity to focus on more comprehensive scientific clearly formulated works of the type of “studies”, treating a specific problem

The critical remarks, by no means, do not decrease the importance of the scientific and practical contribution of the candidate.

The problems in the focus of research interest of assoc. prof. Krassimira Staneva are featured by actuality, clearly formulated goals, and conclusions and recommendations both of practical and scientific use.

#### **7. Personal impressions**

I know the candidate from the time of her first habilitation in professional area 3.9 Tourism in 2014 in my capacity of a reviewer. Ever since I attend on her scientific-research activity, as well as her contribution at a number of professional forums, where she had explicitly demonstrated high level professionalism, and academic approach to the problems discussed in the field of tourism. Наблюдала съм и уменията да ангажира и включва студенти в туристически събития, обвързвайки умело участието им с учебните ангажименти.

#### **8. Conclusion**

The revision of the presented materials for the competition are indicative of lack of breach of the procedure

Based on the documents’ revision related to the competition, and the evaluation of the presented research works the following conclusions are put forward:

1. Assoc. prof. Krassimira Staneva is an only candidate in the competition;
2. He has been conferred on the PhD degree in PA 3.9 Tourism;

3. Occupies the academic rank of “associate professor” in the higher educational school that had announced the competition;
4. The necessary in-classroom, and out-of-classroom delivery is secured;
5. Published are textbooks related to disciplines run by the candidate;
6. Reads lectures in five modules in BSc programs, and three modules in MSc programs directly and indirectly related to the competition ;
7. Presented and accepted for reviewing is a sufficient number of research works, not related to the previous habilitation;
8. Five research works are published abroad;
9. Documented are 67 citations, 13 of which – by foreign authors;
10. The totality of presented research works contains scientific – practical contributions, further developing **theoretical knowledge in the area of health, balneological, and SPA tourism.**

Based on the evaluation of the teaching, scientific-research, and publication activities the reviewer **PROPOSES** the candidate **ASSOC. PROF. KRASSIMIRA SVETOSLAVOVA STANEVA, PHD** to take up the academic rank "**professor**" in „Health, balneo-, and SPA tourism“, PA 3.9. Tourism

Signature:

Prof. Nikolina Popova- Dimitrova, PhD

Date: 5.9.2019 г.