



## REVIEW

of materials submitted for a competition for the academic post of “professor” in Professional field 3.9. Tourism, Scientific field Economics and Management, announced by the University of Forestry in SG, no. 37/07 May 2019 with a Procedure Code ABM – P – 0419 – 04.

**Applicant’s name:** Assoc. Prof. Krasimira Svetoslavova Staneva, PhD

**Reviewer:** Prof. Borislav Dimitrov Borisov, DSc, scientific fields 3.7. Administration and Management and 3.8. Economics

### 1. Applicant’s background

Krasimira Svetoslavova Staneva has been an Associate Professor and the Head of the Centre for Continuing Education and the Quality Management Centre at the University of Forestry in Sofia since 2014. Until 2014 she held the academic post of Associate Professor in Geopathology and Geomedicine at Sofia University St. Kliment Ohridski. From 2003 to 2008 she held the academic post of Associate Professor at the Agricultural University in Plovdiv. From 1997 to 2003 she held the academic post of Senior Assistant Professor at the University of Forestry in Sofia. Prior to this period, she was a Research Associate 2<sup>nd</sup> degree at the Institute of Botany at the BAS. She was conferred the higher education and academic degree of Doctor of Philosophy in 1993.

### 2. Compliance of applicant’s documents and materials with the requirements of UF’s Regulations for DAS;

The documents and materials submitted by the applicant comply with the requirements of the DASRBA, the RADASRBA, and UF’s DAS. The self-assessment declaration regarding the compliance with the national requirements according to Art. 26 of DASRBA and Art. 2a, Para.1 of UF’s RDAS includes works with predominantly repetitive content as well as publications without ISSN or ISBN which have not been entered into the Registry of NCID. According to the regulations in force, publications which have not been entered into the Registry of NCID shall be reviewed only if they are accompanied by information regarding the index/reference of the publication. Therefore, the following publications should be excluded: the monograph under No. C3.2. – due to 90% identical content with the monograph entered under No. A.1.; the articles entered under No. D.7.6., D.7.8., D.7.14., D.7.17., D.7.18., D.7.29., D.7.36. and D.7.42. – due to missing ISSN or ISBN and NCID registration. Due to missing ISSN or ISBN and repetitive content with D7.9., the publication under No. D.7.12 must be excluded as well.

The above corrections resulted in the adjustment of the points awarded under Section D from 576.2 to 421.3 and the total number of score points from 1921.2 to 1776.3.

### 3. Assessment of the teaching activities of the applicant

Krasimira Staneva has held the academic position of Associate Professor at the Forestry University since 04 March 2014 as a lecturer and tutor in the following subjects: Recreational Tourist Resources, Tourist Destinations, Sustainable Development of Tourism, Social Policy, Management of Health, Balneotherapeutic, and Spa Tourism, Environmental Standards for Alternative Tourism. Over the last five years, her teaching load varied between 463 and 628 classes per year.

Assoc. Prof. Krasimira Staneva, PhD is a co-author of 18 course curricula for courses taught at the FU.

Assoc. Prof. Staneva's lectures and seminars are based on relevant study aids, among which 10 author's coursebooks and two online sources.

#### **4. Assessment of the scientific activities and publications of the applicant**

##### **4.1. Participation in scientific, scientific development and educational projects**

Assoc. Prof. Staneva has participated in 8 scientific and educational projects funded by the Research and Technology Innovation Fund, the Transborder Cooperation Programme of IPA Bulgaria – Serbia, and the Erasmus+ Programme. The projects are related to research in the field of tourism and teaching mobility.

##### **4.2. Characteristics of the scientific publications**

The scientific publications of Assoc. Prof. Staneva explore the possibilities for development of various types of balneotherapeutic and spa tourism in Bulgaria based on assessment of the natural factors that favour the development of the tourism sector; justify the role of geomedicine and geotherapy in the health tourism system; propose specialized rehabilitation therapies for children with intellectual disability /CID/ and disabled persons; investigate the territorial aspects of health tourism management; substantiate the need for certification of health tourism services; and propose specialized tourist destinations for the different forms of tourism.

The main contributions of Assoc. Prof. Staneva's publications are related to the analysis and evaluation of natural resources for development of tourism in Bulgaria, substantiation of the role of health tourism and exploration of its development opportunities, development of models for management of innovative tourism products, development of specialized tourist destinations.

##### **4.3. Effect of applicant's scientific activities in the scientific literature (citing)**

Publications of Assoc. Prof. Krasimira Staneva, PhD were cited in 61 scientific works, including 16 works of foreign authors, and in 34 publications in languages other than Bulgarian written by Bulgarian and foreign authors.

##### **4.4. Applicant's contributions (with scientific and practical application)**

The publications of Assoc. Prof. Krasimira Staneva, PhD contain significant contributions with scientific and practical application. They contribute to practical research rather than the development of scientific theories and concepts and are therefore not only fully acceptable but also extremely needful today.

I fully accept most of applicant's claims for scientific contributions, such as:

- Assessment of natural resources needed for development of health, balneotherapeutic, and spa tourism in the country;
- Research and evaluation of paleontological tourism resources in the country;
- Research on the role of geomedicine and geotherapy in the system of healthcare tourism;
- Research on rehabilitation therapies applicable in the field of healthcare tourism for children with intellectual disability and disabled persons;
- Evaluation of the territorial management aspects of healthcare tourism in the cross-border region between Bulgaria and Serbia, the municipality of Troyan and the country as a whole;
- Development of conceptual models for development and management of innovative tourist products in the country;

I propose that the scientific contribution stated as "Development of algorithms for modelling of specialized tourist destinations suitable for incorporation into a complex

healthcare tourist product" should be restated as:

- Identification of specialized tourist destinations suitable for incorporation into a complex healthcare tourist product.

I do not consider the development of scientific and methodological tools and innovative approaches to tourism training as scientific or applied scientific contributions, since providing the teaching process with the necessary teaching materials is the responsibility of every teacher.

## **5. Content characteristics of applicant's scientific and applied publications**

### **5.1. Assessment of the main monograph publication**

I assume that the main monograph work is Management of Forest Recreation Tourism in the Municipality of Troyan, Avangard Prima CD, 134 pages, ISBN 978-619-160-840-9. It is an assessment of the bio-climatic resources in the Bechemeto region and the prerequisites for development and management of forest recreation tourism in the Municipality of Troyan and an analysis of the possibilities for sustainable development of structure-defining tourism components. The publication consists of 131 pages and is structured in 7 sections, including an introduction, a conclusion and a list of references which contains 25 literature sources, 17 Internet sources and 4 regulations. The monograph has the required scientific and research characteristics with an emphasis on their practical applicability.

The second edition of the monograph includes the following additional topics: Sustainable utilization of natural resources required for the development of recreational (wellness, spa and medical spa) tourism in the Municipality of Troyan (1 page), Medical and social importance of balneotherapeutic (medical spa) and spa tourism in the Municipality of Troyan (2 pages), Management of balneotherapeutic and spa tourism in the Municipality of Troyan (1 page), The cultural and historical destination of Oreshak-Troyan Monastery (5 pages), and Forest recreation destination (2 pages), of a total of 11 pages.

Most of my remarks regarding the monograph work concern its formatting and style, such as the use of different numbering and font formats for the tables and figures. Figures 23 and 24 are in fact photocopies of documents. There are two tables numbered as "Table 7" and two figures numbered as "Figure 33". No reference is given for some of the screenshots (Figures 25, 26, 27, 29). Figure 31 is actually a table. The citing of the name of the table on page 93 is not acceptable and there is no source reference under the table. Figure 33 on page 116 "Data from the Wellbeing project 2014-2016 on the preferences of tourists from the Balkan region" does not provide any data. Figure 33 on page 120 is entitled "Organogram of Recreational Tourism", but in fact it is not an organogram. On page 90 there is a table numbered as Table 19, which is wrong as there aren't that many tables in the whole monograph.

The ISO 690 Numerical Reference citing style used throughout the monograph is not appropriate for this type of scientific publications and is used in publications in the field of mathematics since it does not provide a quick and accurate reference to the cited text. The source cited on page 24 under reference (1) is not correct.

The above flaws may be due to the style editor or the publisher, so I do not consider them significant. I note them only because the academic position of "professor" implies that many followers will refer to and learn from the content and style of her publications.

My only essential remark concerns the so-called "professional SWOT analysis prepared by experts from the municipality of Troyan" as well as the one presented by the author. Both analyses contain a very common mistake which may be seen even in analyses prepared on national level, viz. to present external opportunities as strengths of the object of study. It should be emphasized that factors such as a favourable geographical location, availability of natural resources, biodiversity, etc. do not depend on the will and management

capabilities of the site and may boost its development in certain areas, if used well. For example, the factor "year-round tourism opportunities" is per se an opportunity rather than a strength. Moreover, all of the defined opportunities are in fact goals that can be set for the development of the site in the future. However, the external factors that contribute to their achievement remain unknown. Finally, a SWOT analysis is not just a list of opportunities, threats, strengths and weaknesses. It aims to identify the most appropriate development strategies on the basis of a combination of external and internal factors, which is not achieved by the study.

### **5.2. Assessment of applicant's scientific articles and papers**

Assoc. Prof. Krasimira Staneva, PhD has submitted 70 scientific articles and papers for her competition entry. Five of those were published in refereed and indexed global scientific publication databases. These articles and papers discuss topical issues in the field of tourism and some of them are based on studies and research works on specific types of tourism, territory or problem.

There are certain repetitions in some of the publications, but this is quite normal for a scientist dedicated to a certain scientific field.

### **5.3. Assessment of applicant's textbooks and study aids**

Assoc. Prof. Staneva has submitted 7 textbooks and 2 Internet resources for her competition entry. Since the electronic resources do not have ISBNs, they shouldn't have been listed. The textbooks meet the scientific and pedagogical criteria, provide the knowledge students will have to acquire in the course and can be used as self-study tools.

### **6. Assessment of applicant's personal contribution**

The applicant's scientific works - monographs, scientific articles and papers, as well as textbooks and teaching aids - do not and raise suspicions for plagiarism or misuse of other people's ideas. Therefore, I consider the applicant's personal contribution properly presented.

### **7. Critical notes and recommendations**

My recommendations to the applicant for the academic position of „Professor“ are:

1. In her future publications on certain topics she should present more scientific achievements, opinions of foreign authors, theories, concepts and models, as well as her own concepts in order to add more scientific value to her works;
2. To mind the style and formatting of her publications.

### **8. Personal impressions**

I have no personal impression of the applicant as I do not know her in person.

### **9. Conclusion**

The applicant for the academic position of „Professor“ meets the requirements provided for by the Development of the Academic Staff in the Republic of Bulgaria Act and the Regulations for its application, viz.:

- has held the higher education and academic degree of Doctor of Philosophy since 1993 and has held the academic post of Associate Professor since ;
- has the number and volume of publications required according to DASRBA and RADASRBA;

- her scientific and applied achievements are on topical issues and scientific research areas in the field of tourism;

- has the required experience of teaching, including part-time teaching, at the same or a different institution of higher education.

Having considered the above assessments and facts, **I support the motion that the academic position of Professor in Professional field 3.9. Tourism, Scientific field Economics and Management be conferred to Assoc. Prof. Krasimira Svetoslavova Staneva, PhD.**

Sofia, 25 Aug. 2019

Reviewer :.....  
(Prof. B. Borisov, DsC)