



STANDPOINT

on the materials for participation in the competition for the occupation of the academic position "Professor", field of higher education 3. Social, economic and legal sciences, Mo 3.9. Tourism, scientific specialty "Economics and management", in the discipline "Health, balneology and SPA tourism", announced by the University of Forestry in SG. 37 / 7.5.2019, procedure code ABM - P - 0419 - 04.

Applicants to the competition are:

1. Assoc. Prof. Dr. Krasimira Svetoslavova Staneva

Prepared by:

Assoc. Prof. Georgi Vasilev Georgiev, Assoc. Prof. in Professional Direction 3.9. Tourism from the College of Tourism - Blagoevgrad

1. Brief CV's of the applicant

Assistant Professor Dr. Krasimira Svetoslavova Staneva graduated from the Faculty of Geology and Geography at Sofia University "St. Kl. Ohridski" and holds a master's degree in Geology and Geochemistry (1988). In 2011 he obtained a Master's degree in Medical Rehabilitation and Ergotherapy, specialty "Kinesitherapy" (Sofia University "St. Kliment Ohridski", Faculty of Medicine, Sofia).

Assistant Professor Dr. Staneva holds a Ph.D. degree from the Faculty of Geology and Geography at Sofia University "St. Kliment Ohridski", Sofia in 1993. From 1992 to 1997 he worked at Bulgarian Academy of Sciences, Institute of Botany as a specialist and research associate. In 1997, he won a competition for Ch. Assistant Professor at LTU/ Forestry University/, where he worked until 2003.

In 2003 he acquired the scientific title of Assistant Professor in the scientific field 4.4. Earth Sciences / Agricultural University Plovdiv /, where he worked until 2008.

Since 2008 he is Assistant Professor of Geopathology and Geotherapy at Sofia University "St. Kl. Ohridski"

In 2014, she won a competition and was appointed to an academic position: Associate Professor in Professional Direction 3.9 Tourism at the University of Forestry in Sofia, where she continues to work.

During the period 1989-2019, the applicant completed a number of specializations abroad in the field of earth sciences and quality management. He is a member of the editorial boards of reputable international scientific journals abroad. He is a respected member of prestigious international professional organizations. Expert in Ministry of Economy Energy and Tourism, Ministry of Health and Ministry of Tourism.

Working foreign languages: English and Russian.

2. Conformity of the submitted documents and materials of the applicant with the required

ones in accordance with the „Rules for the development of academic staff” at LTU/ Forestry University

The submitted documents and materials for participation in the competition meet the requirements, reflected in the Rules for RAC of the LTU/ Forestry University/.

3. Assessment of the applicant's educational activity

The applicant has a total teaching experience of 22 years. For the period 2014-2019 she spent 2635.2 hours at the LTU/ Forestry University and 564 hours at the National Sports Academy “V. Levski ” in a Master's Degree program in „SPA Culture, Hydro, Litho and Thalasso Practices“. He also teaches in the Erasmus program for international students. Holder of the following disciplines: "Health, balneology and SPA tourism", "Tourist destinations", "Recreational tourism resources", "Cultural tourism", "Ecological standards in alternative tourism", "Geology with petrography". He teaches at the Center for Continuing Education at OPC "Teacher" and participates repeatedly in teaching mobility with the aim of teaching under the „Erasmus+“ program, funded by the European Commission (2014-2018).

It is clear from the submitted training employment report that the applicant has the required study load in Professional direction 3.9 Tourism at the Forestry University. She has a multifaceted teaching experience that is aimed at working individually with successful graduates and PhD students

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

The total scientific output of the applicant is 154, with 96 publications submitted for review to the competition: 54 separate, 42 co-authored, 23 of which have been published abroad / Table. 1 /. In scientific publications, abstracted and indexed in world famous databases of scientific information / Web of Science / are published 5 issues, 14 issues. in scientific publications, referenced and indexed in EBSCO, VINITI and ROAD, and the rest are in scientific peer-reviewed publications.

Tab. 1 General Characteristics of Scientific Production, presented by Assoc. Prof. Dr. Krasimira Staneva

№	Type of publications	Separate	Co - authored	Total
		Number in total	Number in total	Number in total
1.	Monographs	2	1	3
2.	Article	33	36	69
3.	Scientific reports	13	2	15
4.	Textbooks and tutorials	6	3	9
5.	Общ брой публикации	54	42	96

The quantitative analysis of the submitted scientific publications shows that the applicant has high publication activity, which is evenly distributed in the scientific, applied and educational-methodical field / author and co-author of 3 monographs, 69 scientific articles, 15 scientific papers / invited and plenary / and 9 textbooks and teaching aids directly related to the

theme of the competition for the period 2014-2019. The thematic focus in the presented works is health tourism, public health and quality of tourist.

The overall scientific, scientific-applied and publication activity of the applicant can be assessed as successful - the scientometric indicators of the applicant exceed at times the minimum scientific requirements under Art. 2b of the **Law for the development of academic staff in Republic of Bulgaria** and Art. 2a, para 1 of **Regulations for the development of academic staff** in the Forestry University.

4.1. Participation in scientific, applied and educational projects

The applicant participates in 20 scientific and scientific-educational projects / 8 international and 12 national /, which are directly related to health tourism, incl. wellness, spa and wellness tourism for the period 2014-2019. Assoc. Prof. Dr. Staneva is also active in applied projects - 80 in total, of which 42 are presented for the current competition aimed at studying the quality of the environment in tourist areas potential.

4.2. Characteristics of published scientific results

The published scientific results are original, the work of the applicant and are of high scientific value. Multilateral vocational training has had an impact on both the research toolkit used by the applicant in research and in the analysis of the results obtained.

4.3 Reflection of the applicant's scientific activity in the literature (citation)

The scientific activity of the applicant has been adequately reflected in the specialized literature. 63 citations, of which 15 in refereed and indexed scientific publications with high IF, 13 pcs. in monographs and collective volumes with scientific review. The applicant is well recognized as a specialist in NF 3.9. Tourism, as evidenced by his personal points in the evaluation of this indicator by the minimum scientific requirements: 525 points at the required 100 points.

4.4. Contributions to the applicant's work (scientific, applied, applied)

Contributions of scientific, scientific, applied and applied character can be deduced from the results presented in scientific publications. Evaluating the scientific results, a significant achievement of the applicant is the study of paleontological tourism resources, which is being done for the first time in the country. The first creative paleontological tourist routes were modeled on the basis of detailed personal surveys from 1995 to the present.

An integral assessment of the bioclimatic resource in the municipality of Troyan has been made with a view to developing and managing a specialized type of recreational tourism in forest conditions. The relationship between quality of life, public health and the need for certification of health and tourism services in the country was evaluated. A competency model for spa and wellness practitioners has been developed and proposed. Among the scientific and applied contributions are the developed new tourist products for the country on the basis of geomedicine

and geotherapy, which is directly related to the additional professional competence of the applicant. They have been successfully tested abroad, which confirms their importance. Interesting results were also obtained in the study of various rehabilitation practices and their incorporation into a comprehensive health tourism product aimed at persons with disabilities. Self-contained contributions include those aimed at assessing the environmental impact on the quality of tourism services offered. Educational contributions have a special place - European standards for the evaluation and accreditation of educational programs and professional competences in Bulgaria, Estonia, Northern Macedonia, Austria and Wales have been analyzed and enriched. Educational tools have been developed for the new European profession of Wellness Instructor, including digital training.

5. Assessment of the applicant's personal contribution

The candidate's personal contribution to the scientific output presented is as follows: 54 of the works are the applicant's personal work, and his or her leading participation is clearly distinguished in the collective work. This allows a positive assessment of all aspects of the applicant's business.

6. Critical notes and recommendations

I have no critical comments on the candidate. I would recommend that innovative tourism products for personalized tourism be presented to interested parties.

7. Personal impress

My personal impressions of the applicant are based on participation in NEAA's expert groups, publications and activities and public appearances. It has a high level of professionalism, a highly recognizable expert both in the country and in Hungary, Croatia, Austria and the Balkans. As a person she is motivated, correct and emotionally intelligent.

8. Conclusion

After a thorough analysis of the submitted materials for participation in the competition, I can conclude that the scientific production, the contributions made, the citation of the candidate many times exceed the minimum scientific requirements for the occupation of the academic position "Professor" / 1921,2 points /. in addition to multilateral education and higher personal professionalism, I OFFER the associate Candidate. Dr. KRASIMIRA SVETOSLOVA STANEVA to take the academic position of "Professor" in the discipline "Health, balneology and SPA tourism" of Professional direction 3.9. Tourism.  

Standpoint prepared by:

Standpoint has been submitted no: 15.8.2019 r.