



## ACCADEMIC REVIEW

**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, Professional Field 3.9 Tourism, Scientific Specialty "Economics and management", in the Subject "Health, balneology and SPA tourism", announced by the University of Forestry, SG. 37 / 7.5.2019, procedure code AVM - P - 0419 - 04.**

**Applicants to the competition are:**

**1. Krasimira Svetoslavova Staneva - sole candidate**

**Reviewer: Mariya Zlatkova Stankova, Dr., Professor in professional field 3.9. Tourism from the Private High School College of Tourism – Blagoevgrad**

Pursuant to Order No. ZPS 322 of 25.06.2019 of the Rector of the University of Forestry - Sofia and in accordance with the regulation approved by the Bulgarian Law on Academic Staff Development, the Rules for its implementation and Art. 4 of the Rules for the Academic Staff Development of the University of Forestry, as well as the Decision of the Faculty council of the Faculty of Business Management (FBM) (Minutes No 8 / 18.06.2019), I am included in the jury, which at its meeting on 10.07.2019 commissioned me to prepare of an opinion on an announced competition in the State Gazette issue no. 37 / May 7, 2019 for occupation of the academic position of "Professor", Field of Higher Education 3. Social Sciences, Economics and Law, Professional Field 3.9 Tourism, Scientific Specialty "Economics and management", in the Subject "Health, balneology and SPA tourism". The competition is announced on the initiative of the primary unit - Department of Management and Alternative Tourism of the FBM.

The only candidate is Assoc. Prof. Dr. Krasimira Svetoslavova Staneva, a full-time lecturer at the Department of Management and Alternative Tourism at the FSU.

### **1. Brief CVs of the applicant (s)**

Assoc. Prof. Dr. Krasimira Svetoslavova Staneva graduated from Sofia University in 1988 in a specialty related to geology and geochemistry. From 1989 to 1992 she studied as a doctoral student at the same university, after which she successfully defended her dissertation in the field of geology. In 2010 - 2011 she obtained a second master's degree in kinesitherapy at the Medical Faculty of Sofia University "St. Cl. Ohridski". Regarding her professional experience, it is important to notice that from 1992 to 1997 K. Staneva worked as a research associate of II degree, a doctor at the Institute of Botany of the Bulgarian Academy of Sciences. After 1997, K. Staneva is consistently assistant professor at the University of Forestry, associate professor of geology at the Agricultural University Plovdiv, associate professor of geo-pathology and geo-medicine at Sofia University "St. Cl. Ohridski". In 2014, after winning a competition for the academic position, "Associate Professor", she returned to the University of Forestry, where she taught and is currently teaching disciplines in the field of tourism. She speaks English and Russian and has specialized in the country and abroad.

Assoc. Prof. Dr. Krasimira Svetoslavova Staneva has occupied and currently holds administrative positions - Head of the Center for Continuing Education and Head of the Center for Quality Management at the University of Forestry. She is a member of professional organizations such as International Water Association (IWA), International Medical Geology Association - IMGA (chairman of the Certified Branch Bulgaria), Bulgarian Association of Geomedicine and Geotherapy (founder and chairman of the Board), collective member of IMGA Balkan SPA Summit, member of International Women and Business Group and member of the Austrian Business Circle (ABC Business Advantage) at WKO.

## **2. Compliance of the submitted documents and materials of the candidate required under the Rules for the Academic Staff Development of the University of Forestry**

The candidate has submitted all required documents under the procedure: CV; copy of higher education diploma; copy of diploma for the educational and scientific degree doctor; a list of all publications and those submitted for the competition; an author's evaluation of her scientific work contribution to the professional field; index of citations and additional metrics.

Under the procedure, the candidate has also submitted a self-assessment Report for the conformity of scientific production with the minimum national requirements regarding the academic position "Professor" set with the art. 2b of Law on Academic Staff Development (and art. 2a, para 1 of for the Academic Staff Development of the University of Forestry). It is evident that the candidate has calculated a total number of 1921,2 points on the indicators from A to E They exceed the minimum required, however, in view of the procedural features of the verification of the data submitted, the objective assessment of the final score is carried out by NACID.

## **3. Assessment of the candidate's lecturing activity**

As an academic lecturer, Assoc. Prof. Dr. Krasimira Staneva, teaches a range of disciplines at University of Forestry - Health, Balneology and Spa Tourism, Tourist Destinations, Cultural Tourism, Recreational Tourism Resources, Geology and Spectrography, Organization and management of balneological and SPA tourism, "Sustainable tourism development", "Ecological standards in alternative tourism" and "Certification and standardization in tourism". Two of them are directly related to the announced competition for the academic position "Professor", namely "Health, balneology and SPA tourism" and "Organization and management of balneological and SPA tourism". For the academic year 2018-2019, Assoc. Prof. Staneva has 611 lecture hours (a reference by the FBM). However, her experience in teaching Erasmus + students at the University of Forestry as well as students at Metropolitan University in Budapest, Hungary, should be also highlighted and appreciated. From 2012 until now, K. Staneva also teaches as a part-time lecturer (2012 - 2019) in master's programs in Bulgarian National Sport Academy.

Under the procedure, Assoc. Prof. Dr. Staneva presents a list of curricula to the development and implementation of which states contribution. They are 17 in number and relate to the basic and profiling disciplines studied in the field of Tourism. She has also developed a lecture course for the Black Board electronic platform for distant learning on balneology and spa tourism. In the period 2015 - 2019, Assoc. Prof. Dr. K. Staneva was supervisor of 20 successfully defended graduates and reviewed 3 diploma papers. In 2017 she was appointed as scientific supervisor of one PhD student.

On this basis, I would like to point out that her teaching activity can be defined as academic and accessible; in her research work and published books, K. Staneva takes into account the trends in tourism and is translating them in teaching content and lectures. My personal impression is that Krasimira Staneva is respected among the academic community as a teacher.

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

A positive assessment can be given about the scientific and applied activity of Krasimira Staneva. In the competition for the academic position of "professor" as a candidate, she presents a list of a total of 154 scientific publications, 96 of which are connected to the current competition procedure and the rest are related to the defense of the dissertation work and the habilitation of the candidate. Table 1 presents their distribution as categories. K. Staneva publications could be characterized as of a very good style, correct citation, well designed, supported by examples and illustrated with appropriate tabular and figurative material.

Table 1. Publication types / number

Publication type	Number	Including abroad
1. Monographs	3 (of which 1 co-authored and 1 second edited edition)	-
2. Textbooks	9 (of which 3 co-authored)	-

3. Articles	69 (of which 36 co-authored)	20
4. Scientific papers	15	3
In total:	96	23

Assoc. Prof. Dr. Staneva is the sole author of 56 publications; the other 40 were developed with two or more co-authors, with specification of authorship, made according the approved rules University of Forestry. The volume of standard pages of monographs, textbooks and workbooks with which K. Staneva participates in the Professor Competition amounts to 1029, distributed as follows (Table 2):

Table 2. Applicant's production volume

Publication type	Volume in pages
Monographs	Author's participation in the monograph: 320 pages Solo: 265 pages Co-authored: 55 pages using the protocol of separation
Textbooks	Author's participation: 537 pages Single: 371 pages Co-written: 166 pages
Workbooks	Author's participation: 172 pages Solo: 172 pages
In total:	<b>1029 pages</b>

It should also be noted that 23 of the publications are in foreign editions; 1 scientific article has been referenced in SCOPUS and 3 others in the Web of Science platform: BIOSIS Citation Index.

The scientific publications, presented by Assoc. Prof. Dr. K. Staneva fully quantify the requirements of the announced competition.

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

The documentation provided within the procedure shows that Assoc. Prof. Dr. Krasimira Staneva actively participates in scientific forums and research projects, through which she shares and realizes her ideas in the field of balneology and health tourism. For the period 2015 - 2018, she participated in 5 teaching mobility visits under the Erasmus + program, thus contributing to the development of academic connections and exchange for University of Forestry. By 2019, she has participated in more than 10 research and educational projects funded under international and national programs.

#### 4.2. Characteristics of published scientific results

The quantitative and qualitative characteristic of the research activity of Assoc. Prof. Dr. Krasimira Staneva can be made in the aspects of:

- ✓ monographs and articles (publications in specialized scientific publications)]
- ✓ developed textbooks;
- ✓ participation in scientific forums with reports.

For the first one, the list of publications of Assoc. Prof. Dr. Staneva consist of 72 titles, which largely correspond thematically to the announced competition (with some exceptions such as publications with numbers 73, 74, 75, 76, 77, 78, 113, 117, 123, 124, etc.); 2 of the monographs are written by the applicant and 1 is co-authored; 33 articles are written by the applicant and 36 are co-authored; 20 of the articles have been published in foreign editions. The monographs have been published in a well-known Bulgarian publishing house.

In general, the scientific publications (monographs and articles) do meet the quality requirements of the announced competition. The two independent monographs (one of which is an

extended edition) are complemented by the collective monograph work and thus cover the thematic specifics of the announced competition.

The second aspect includes 9 titles. Six of the textbooks are written by the applicant (2 of which – as electronic resource for Blackboard Learn's e-learning platform of the University of Forestry). However, it should be noted that here again supplementary editions are included. Three of the textbooks - Introduction to Health Tourism (2017), Balneal Tourism (2017) (e-learning resource for e-learning platform Blackboard Learn) and spa tourism (2017) (e-learning resource for e-learning platform e-learning) are on the subject of the competition. On this basis, and bearing in mind the references to teaching engagement of K. Staneva, I can express a positive attitude and evaluation of candidate.

For the third aspect, Assoc. Prof. Dr. Staneva presents a list of participation in 15 scientific forums with reports. 13 of them are written by herself; 2 are co-authored. Thematically, the published reports reflect the applicant's research activities and fully meet the requirements of the announced competition.

In summary, it can be concluded that Assoc. Prof. Dr. Krasimira Staneva has a thorough knowledge of the theory and practice in the studied area, possesses the ability to analyze, summarize and draw conclusions. As a result, in her scientific publications there is a significant amount of scientific output.

#### **4.3. Candidate's Scientific Activity in Literature (Citation)**

According to the provided by Assoc. Prof. Dr. Krasimira Staneva references, her publications have 62 citations. This once again confirms her academic recognition among the scientists in the field of tourism and in particular with regard to alternative forms of tourism such as health, balneology and spa tourism.

#### **4.4. Contributions to the work of the applicant (s) (scientific, applied, applied)**

Assoc. Prof. Dr. Krasimira Staneva has provided a summary of her scientific contributions. However, I do not think that it fully reflects to the specifics of the competition. On my opinion, her most significant contributions are connected to the field of theory enrichment with approaches, methods and tools that contribute to the integrated assessment of the bioclimatic potential of the areas, considered as tourist destinations. Therein K. Staneva research work covers specific aspects, which are of particular relevance and importance for the destination management - the development of forest recreational tourism in the country; drawing up an organization chart of the recreational tourism in accordance with the estimated natural tourist resources; building effective customer relationships; taking into account the impact of wellness culture on the labor market, etc. Her publications also highlight theoretical contributions in the field of research on the main topics related to health, wellness and spa tourism. K. Staneva has thoroughly studied and analyzed the development of the SPA concept and the state of the sector in the Republic of Bulgaria. Some practical contributions also make positive impression, especially in regards to the results of K. Staneva own empirical studies. On this basis a modeling concept for the management of ecotourism destinations with an additional tourist service-forest recreation package is presented.

It can be assumed that in the scientific publications of K. Staneva there is a relative consistency, which allows deepening the author's vision on the problems and speaks about the maturity of her views. In summary, K. Staneva's scientific contributions may be considered as sufficient to occupy the academic position of professor.

#### **5. Assessment of the applicant's personal contribution**

Krasimira Staneva is active as a teacher and researcher as well as a member of editorial boards of scientific journals and program committees at scientific forums in the country and abroad. Her personal contribution is clearly expressed and makes it possible to give a positive assessment of all aspects of her work.

## **6. Critical notes and recommendations**

Assoc. Prof. Dr. K. Staneva is participating in the competition with a solid number of publications (96 in number). However, referring to the review of the materials, I can make some comments and recommendations. It is noteworthy that there is some overlap and recurrence in some of the candidate's publications. There is also a recurrence of topics and problems studied. And the main scientific output has a predominant share of articles and reports. Therefore, my recommendation is the future work of the candidate to be directed with greater attention to monographic researches.

In a critical aspect, I have already noted as a weakness the lack of connection between some of the mentioned publications and the topic of the competition. Of course, these are valuable studies, but their orientation is beyond the distinctive features of balneo, health and spa tourism.

Thus, despite the insignificant critical comments, K. Staneva's scientific output features the indispensable style, compositional integrity, depth, precision and purposefulness.

## **7. Personal impressions**

I have known Krasimira Staneva for several years as expert and colleague publishing in the field of tourism. Therefore, the findings made in this Opinion are both based on the provided manuscripts and documents as well as they are based on direct personal impressions. I can summarize that my whole impression is entirely positive and I accept K. Staneva as an experienced researcher and teacher.

## **8. Conclusion**

Krasimira Svetoslavova Staneva is the only candidate in the competition. In the procedure, she submitted the required and necessary evidences. Assoc. Prof. Dr. Staneva has a published monographic work, is a certified lecturer, as well as a scientific advisor of graduates and doctoral students. She is well recognized among colleagues in the country and abroad, and performs active administrative activities.

From the documents presented in the announced competition and from my personal impressions, I am convinced that the candidate Assoc. Prof. Dr. Krasimira Svetoslavova Staneva fully complies with the requirements of the Academic Staff Development Law, the Regulations for its implementation and the internal Rules of the University of Forestry. In this regard, I express my positive assessment and propose to be appointed to the academic position of "Professor" in the Subject "Health, balneology and SPA tourism" of 3.9 Tourism professional field.

Prepared by:  
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Delivered on: