



OPINION

by

VENELIN KRASTEV TERZIEV

Vasil Levski National Military University – town of Veliko Tarnovo
Academic position „Professor” – Field of higher education: 9. Security and Defense,
Professional direction: 9.1. National Security,
Scientific specialty: Organization and Management outside the field of material production

Angel Kanchev University of Ruse – town of Ruse
Academic position „Professor” – Field of higher education: 5. Technical Sciences,
Professional direction: 5.7. Architecture, Construction and Geodesy,
Scientific specialty: Organization and Management outside the field of material production

Educational and scientific degree „Doctor” - Field of higher education: 3. Social, Economic and Legal Studies, Professional
direction: 3.8. Economics,
Scientific specialty: Political Economy

Scientific degree „Doctor of Sciences” - Field of higher education: 3. Social, Economic and Legal Studies, Professional
direction: 3.8. Economics,
Scientific specialty: Finance, Monetary Circulation, Credit and Insurance (Social Insurance)

Scientific degree „Doctor of Sciences” - Field of higher education: 3. Social, Economic and Legal Studies, Professional
direction: 3.4. Social Activities,
Scientific specialty: Organization and Management of Social Activities “

Scientific degree „Doctor of Sciences” - Field of higher education: 9. Security and Defense
Professional direction: 9.1. National Security,
Scientific specialty: Organization and Management outside the field of material production (Security and Defense)

Regarding: competition procedure for occupying academic position „Professor” in the University of Forestry – city of Sofia
Field of higher education: Social, Economic and Legal Studies, Professional direction: 3.9. Tourism
Scientific specialty: „Economics and Management, under the discipline of „Health, Balneological and SPA Tourism”
Department „Management and Alternative Tourism”, Faculty „Business Management”
University of Forestry – city of Sofia

Grounds for Submitting the Opinion:

Announcement in the State Gazette issue 37 of May, 7th, 2019

1. Biographic Details Summary

Associate professor doctor Krasimira Svetoslavova Staneva is master in Geology and Geochemistry (Kliment Ohridski University of Sofia, city of Sofia, 1983-1988) and master in Kinesitherapy (Kliment Ohridski University of Sofia, Faculty of Medicine, city of Sofia, 2010-2011).

In 1989, she has acquired scientific and educational degree „doctor” in the Kliment Ohridski University of Sofia, city of Sofia.

In 2003, she has participated in a competition for occupying the academic position of „associate professor“ in the Agriculture University in the city of Plovdiv.

During the period 2008-2014, assoc. prof. dr. Krasimira Svetoslavova Staneva has occupied the academic position: „associate professor“ in the Kliment Ohridski University of Sofia, city of Sofia, where in 2014, she has been enrolled at the academic position: „associate professor in the University of Forestry in the city of Sofia.

She works in the University of Forestry in the city of Sofia since 2014 up to now continuously.

Working languages: English and Russian language

2. General Description of the Presented for Review by competition's materials

33 publications (23 of which abroad) are presented for review for participation in the competition in the following recapitulation:

№	Type of the publications	Independent	In co-authorship	Totally
		Total number	Total number	Total number
1.	Monographs	2	1	3
2.	Article	33	36	69
3.	Scientific reports	13	2	15
4.	Schoolbooks and study materials	6	3	9
5.	Total numbers of publications	54	42	96

The latter do not coincide with the publications the applicant has presented at the defense of the Ph.D. work for scientific and educational degree „doctor“ and at the competition for occupying academic position: „associate professor“. A list of 62 found quotations is also presented. 20 various national and international scientific or educational projects are listed in the information about participation in projects.

Assoc. prof. dr. Krasimira Svetoslavova Staneva is author of 9 schoolbooks and study materials, where 3 of them are in co-authorship.

3. General Characteristics of the Scientific, Scientific-applied and Pedagogic Activities of the Applicant

Assoc. prof. Krasimira Svetoslavova Staneva scientific and scientific-applied activity's results are presented through her publishing activity inside the country and abroad in the period from 1995 to 2019. The detailed review of the scientific works, with which the applicant participates in the present competition proves their scientific characteristics and allows high evaluation regarding actuality, authenticity and skills for research work.

4. Nature of Scientific and Scientific-applied Contributions

The basics of the scientific and science-applied contributions that are of essential significance for theory and practice enrichment, presented for participation in the competition are in professional direction 3.9. „Tourism“ and can be defined in the following basic directions:

Scientific Contributions

The natural resources necessary for the development of health, balneologic and SPA tourism in the country are evaluated:

- The resources for balneologic and SPA tourism in the cross-border area Bulgaria-Serbia are studied, where the hydro-chemical and geo-ecologic characteristics of the thermo-mineral deposits are evaluated - 32 mineral springs in the country and 12 from Serbia. Medic-biological evaluation of the deposits is done and their balneologic features are evaluated;
- Inter-disciplinary approach is applied for geo-medical evaluation of the environmental components, which is adapted for the tourist sector. Environmental factors' impact upon human health in the tourist sites and in the SPA and wellness centers is evaluated, aiming achieving more efficient recreational environment. Specifying optimal conditions for conducting balneo-therapeutical, wellness and SPA practices is within the possibilities of the applied method, considering the geographical distribution of socially significant diseases, deficit or surplus of minerals and quality of natural resources used for touristic aims.

- Innovative method is introduced and applied for electromagnetic screening and evaluation of the geo-pathogenic stress in the recreational sites, which is directly related to the forthcoming regulative requirements for evaluation of the health risk for the population, caused by high expositions of non-ionizing radiation.

Paleontological resources for tourism in the country are studied and evaluated:

- The paleontological deposits in the Rhodope Mountain– the so called Rhodope Paleogene and the berried coral riff constructions from Central Northern Bulgaria are studied and evaluated for the first time in view to their integration in tourist routes and destinations. Detailed characterization of the paleontological variety in five rich paleo-floristic deposits and the findings of coral riffs from the Lovech Urgun group in the region of Lovech-Veliko Tarnovo is made. These deposits are reviewed for the first time as tourist resource for specialized tourism directed towards experts, naturalists, amateurs and collectors of fossils. The conditions necessary for development of specialized tourist destinations are evaluated: accessibility to the area, extent of openness of the natural sites, landscape peculiarities, availability of tourist infrastructure and degree of study of the natural sites. The first creative paleontological tourist routes in the country are modeled on the grounds of the made detailed studies since 1995 up to nowadays.

The role of geo-medicine and geo-therapy in the system of health tourism is studied:

- Using the possibilities of geo-medicine, an algorithm for choosing suitable medical SPA, SPA or wellness practices by the health-tourist package is created, conformable with the particular geography grounded conditions and the individual physiological status of the client. The succession for elaborating personalized health tourist menus is described: analysis of the natural factors' impact upon human health, clearing the necessary day doses of natural minerals for the human organism's functioning and elaboration of correcting programmes for improving the working capacity and the quality of life of the clients. An essential element of a particular tourist area's geo-medical evaluation is assessment of the risk in result of the change of the natural factors, analysis of the health risk at states of calamities and crises. Geo-therapy, as applied part of the geo-medical science is probed in the health-tourist package for clients. The major leading principles with the described geo-therapeutic practices – application of natural products in natural ecologic circumstances brings the tourist closer to the wellness philosophy: „Health from Nature”.

Rehabilitation therapies applicable in the health-tourist offering for children with intellectual insufficiency and disable people are studied:

- Specialized rehabilitation therapies directed to children with intellectual insufficiency /CII/ and individuals with disabilities are studied, with regard to evaluating the possibilities for these therapies to be included in a complex health-tourist product. The results received from the applied methodically précised therapeutic approaches in the separate scientific studies are precondition for elaborating health-tourist service of high class having for focus: logopaedic aid, sensor therapy, ergo-therapy. Studies of similar nature are still limited in our country and each achieved result in this direction is a serious progress in the culture of innovations for the health tourism as well as for the clients themselves, whose life quality is connected with maintaining friendlier psycho-emotional environment.

Evaluation of the territorial aspects for health tourism management:

- A systematic approach is applied for evaluation of the possibilities and perspectives for development and sustainable management of health (balneologic, wellness and SPA) tourism in the cross-border area Bulgaria-Serbia.

- An integral evaluation of bio-climate resource of the municipality of Troyan is made with regard to development and management of specialized type of recreational tourism in forest conditions. The possibilities for promoting additional economic activity in the forest economies are studied and evaluated, and alongside, a model for managing forest recreational tourism is elaborated for the first time in our country.

- The preconditions for balanced management of wellness, well-being and well-meant tourism in the Republic of Bulgaria are evaluated, using the synergy of natural and anthropogenic tourist resources. This approach allows for full accomplishment of natural tourist resources and for actual evaluation the significance of each of them at modeling and managing particular tourist product, directed towards improving the clients' quality of life and with positive reflection on social health.

- A Model for Municipal tourist identity and Model for Municipal tourist reservations system are elaborated and probed for the first time in the country.

- The construction of experimental-statistic model at level tourist complex is a precondition for taking more successful managerial decisions, which are based on the improved information certainty and on analysis of the municipal tourist resources as necessary condition for encouraging investments, for stimulating tourist market and labour market.

The relation between quality of life, social health and necessity of certifying the health-tourist services in the country is evaluated. Competencies model for the people practicing in SPA and wellness centers is elaborated:

The health risk for the tourists and for the practicing experts in the sector of health tourism is of leading importance for the development of sustainable and successful tourist product. The influence of various rehabilitation therapies and SPA practices on human health and on the quality of life offered in the tourist sites is cleared. Special attention is paid to the impact of specific rehabilitation therapies on the health status of disables people. The possible risks for the clients are analyzed and evaluated regarding lack of professional competence of the practicing individuals. The European experience in standardizing tourist services in the SPA and wellness sector is studied, where the possibilities for introducing these standards in Bulgaria are evaluated, which is in direct relation of the author's participation in the elaboration of Regulation for the conditions and order of certifying balneologic, SPA, wellness and thalaso-therapeutic centers (2016). Two systems for improving the quality of the offered services in the SPA and balneologic sector are probed: HSE (Health, Safety, Environment) and QMS (Quality Management System), which are a novelty for the Bulgarian tourist sector.

Scientific-applied Contributions

- Conceptual models for development and managing of innovative tourist products in the country are elaborated: Geo-medical tourism, Forest recreational tourism, well-being and well-meant tourism. The elaborated models combine the scientific results received at studying natural and anthropogenic tourist resources that are necessary for the development of tourism but with clearly expressed practical aspect, based on the dynamic social-economic and political environment. The latter summarizes the professional experience of the author in this direction to the habilitating in professional direction /PD/.

- Innovative tourist product for the European tourist market is elaborated – Geo-medical tourism, which stresses on the use of natural (geological) landmarks, element of the national cultural and historical heritage for general healing and strengthening practices that aim achieving harmonic and balanced psycho-emotional and physical status of the client. The natural environment, which appears to be environment of restorative and generally strengthening practices based on application of natural products, is an interesting approach in the touristic activity, which directs the clients' attention towards the highly specialized service. The elaborated and successfully applied in the country, in Serbia and Austria tourist product is mainly meant for physically healthy clients, who have attitude to healthy way of living.

- The algorithms for modelling of specialized tourist destinations are elaborated, suitable for being incorporated in a complex health tourist product;

- ✓ Paleontological tourist destinations in Bulgaria are elaborated, which are a novelty to the Bulgarian tourist market. The possibilities for their development as an element of a complex tourist product or as a product for creative tourism are evaluated;

- ✓ Destinations for esoteric tourism in the country are elaborated as an element of specialized tourist offering with creative focus;

- ✓ Forest-recreational and geo-medical tourist destinations are elaborated, directed towards various target groups depending on the clients' individual health and generally functional status. They are developed as personalized tourist product;

- Educational-methodical tools are elaborated for supplementing the lectures' material and they aim to support the individual preparation of the students. They are suitable for specialists from PD 3.9. Tourism as well as for those with interests in modeling tourist destinations of different thematic contents and in the variety of massaging techniques that are applied in the SPA tourism.

- Innovative approaches in the training in PD 3.9. Tourism are elaborated, which are in direct connection with the dynamic training and socio-economic environment. The competence model for specialists in the field of SPA tourism is defined.

- The necessity of establishing a new profession "Wellness Instructor" is grounded, which is manifestation of the changed social environment and of the impact of the intensive social processes upon the quality of life and on the personal realization of modern people.

Contributions of Applied Nature

- Complex ecologic evaluations of established tourist regions and of ones with high tourist potential are elaborated. The compatibility of the investment intentions and the aim of preserving the elements of NEM Natura 2000 in regions with tourist potential is evaluated.
- Models for creating tourist identity at municipal level are elaborated, where the tourist resources and traditions are taken into consideration.
- Specialized methods for integral evaluation of bio-climate resources is elaborated, presented to the Ministry of Healthcare.
- Environmental impact at realizing General spatial plans of municipalities with established tourism is evaluated.
- The investment suggestions' impact on the natural resources while realizing them in regions with tourist activity is evaluated.

Contributions of Educational Nature

- 9 schoolbooks and study tools are elaborated for the aim of the education in PD 3.9. 16 curricula for bachelor and master degrees of specialty Alternative Tourism and Management of Alternative Tourism /2014-2019/ are elaborated, and four for the training of university students and post-graduate students /List of Curricula/.
- The European standards for evaluating and accreditation of curricula and professional; competencies in Bulgaria, Estonia, Northern Macedonia, Austria and Wales are analyzed and enriched. Educational tools for a new European profession "Wellness Instructor" are elaborated, including for digital training.

5. Reflections of the Scientific Publications

The found quotations of the applicant for occupying academic position: „doctor“ are 62. The volume and the presented materials speak for a very good recognisability of assoc. prof. dr. Krasimira Svetoslavova Staneva among the scientific communities in the country and abroad. The participation in international scientific networks and the indexing in data bases (including Web of Science) is evidence for the high quality of the conducted scientific studies and for the presented scientific production.

6. Applicant's Contribution in Co-authored Publications

The presented co-authored publications in connection to the present competition for occupying the academic position „professor“ demonstrate very good interaction and work of assoc. prof. dr. Krasimira Svetoslavova Staneva in international interdisciplinary teams. Applicant's participation as a co-author is easily tracked, and the significant volume of individual publications shows the irrefutable skills for achieving results and personal contributions and science-applicable nature.

7. Critical Notes

The presented materials do not give grounds for formulating critical notes, but rather a recommendation-wish for continuing the scientific research in the field of health, balneologic and SPA tourism, for searching possibilities for participation in international research groups and projects, and attracting doctorands and students for participation in the science-research activities.

Extending the publication activity in editions that are referred in the systems of Scopus and Web of Science would establish the author as a scientist with confirmed contributions and the scientific studies will become accessible for a wider science community.

8. Personal Impressions

My professional acquaintance with assoc. prof. dr. Krasimira Svetoslavova Staneva is only connected to participation in international science conferences, and I can share only very good impressions in this aspect, and the demonstrated colleagues' attitude.

9. Conclusion

The review of the materials for the competition for occupying academic position „professor“ of the only applicant assoc. prof. dr. Krasimira Svetoslavova Staneva showed that the normative requirements of the Act for the Development of the Academic Staff in the Republic of Bulgaria (ADASRB), the Regulations for the Application of ADASRB and the University of

Forestry – the city of Sofia are covered in quantity as well as quality regard.

In conclusion, I give positive evaluation of the activity of assoc. prof. dr. Krasimira Svetoslavova Staneva and vote affirmative, suggesting the members of the scientific jury to also vote affirmative for choosing her for the academic position in higher education field 3. Social, Economic and Legal Studies, Professional Direction: 3.9. Tourism; Scientific Specialty: „Business and Management“ for the needs of Department „Management of Alternative Tourism“ in the Faculty „Business Management“ of the University of Forestry – city of Sofia.

July, 31st, 2019

Town of Ruse

THE OPINION HAS BEEN PREPARED BY:.....

Venelin Terziev,

Full Member of the Russian Academy of Natural History,

Professor, Eng., D.Sc. (National Security), D.Sc. (Economics),

D.Sc. (Social Activities), Ph.D.

Russian Academy of Natural History, Moscow, Russia,

Vasil Levski National Military University, Veliko Tarnovo,

Bulgaria University of Rousse, Rousse, Bulgaria