



STATEMENT

of

Assoc. Professor Genka Ivanova Rafailova, PhD

Head of the Foreign Languages and Communication Department,
College of Tourism – Varna at the University of Economics – Varna
on a competition announced by the University "Prof. Dr. Asen Zlatarov" - Burgas,
in the State Gazette issue 42/12.05.2023 for the academic position "Associate Professor"

1. General Information

The statement is prepared by Assoc. Prof. Genka Ivanova Rafailova, PhD, member of the scientific jury, on the issue announced in the State Gazette No. 42/12.05.2023 competition for the academic position "Associate Professor" according to Order No RD-198 / 10.07.2023 of the Rector University "Prof. Dr. Asen Zlatarov" - Burgas, in the field of higher education 3. Social, Economic and Legal Sciences, professional field 3.9 "Tourism", scientific specialty "Economics and Management" (Alternative Hospitality).

Grounds for drafting the statement: Order No RD-198/10.07.2023 of the Rector University "Prof. Dr. Asen Zlatarov" - Burgas and decisions of the scientific jury taken at the first meeting held on 17.07.2023, at 11 AM online. The opinion was prepared in accordance to Law for Development of Academic Staff in Republic Bulgaria (LDASRB) and the Regulations for the Implementation of the Law, on the Acquisition of Scientific and Academic Positions at the University "Prof. Dr. Asen Zlatarov" - Burgas.

2. Information for the competition

The opinion is prepared for the only candidate Chief Assist. Elena Damyanova Klatcheva, PhD in a competition announced in the State Gazette No. 42/12.05.2023 for holding the academic position of Associate Professor in professional field 3.9 "Tourism", scientific specialty "Economics and Management" (Alternative Hotel Management).

The competition is held for the needs of the College of Tourism at the University "Prof. Dr. Asen Zlatarov" - Burgas, with a decision of the AC of 20.04.2023 (Protocol No 55).

3. Candidate in competition

The only candidate in the competition is Chief Assist. Elena Damyanova Klatcheva, PhD, College of Tourism at the University "Prof. Dr. Asen Zlatarov" - Burgas. At a meeting of the scientific jury for the competition held on 17.07.2023, the candidate's documents and the set of materials were reviewed and approved. The decision of the scientific jury is: - Chief Assist. Dr. Elena Damyanova Klatcheva meets the minimum national requirements for holding



the academic position of "Associate Professor" according to Article 26 of the LDASRB and the requirements of the University "Prof. Dr. Asen Zlatarov" - Burgas and is accordingly admitted to the competition.

Elena Kloteva graduated from the Goethe-Burgas High School of Economics and the University of Economics - Varna with a Bachelor's degree and a Master's degree in Tourism in 2010 and International Tourism in 2011. The candidate acquired a PhD in Economics and Management (Tourism) in June 2015 with a dissertation on the topic "Development of Timeshare in the Hospitality Industry on the Bulgarian Southern Black Sea coast".

Dr. Elena Kloteva has been working at the College of Tourism at the University "Prof. Dr. Asen Zlatarov" - Burgas since 2013. She started first as a part-time assistant in 2013 and then held the academic positions of "assistant" from 2015 to 2018 and "chief assistant" from 2018 to the present. The candidate is a lecturer in the disciplines "Hotel and Restaurant Economics", "Pricing Policy in Tourism", "International Economic Relations", "Economics of the Tourist Enterprise" and others. in the EQD of "Professional Bachelor", specialty "Organization and Management of the Hotel and Restaurant", in the Bachelor's Degree, specialty "Tourism", "Marketing" and "Business Management".

Throughout the period from the acquisition of the first Bachelor's degree to today, the candidate makes efforts and improves his knowledge and skills in the field of tourism. Remarkable is the rich practical experience of Chief Assist. Dr. Elena Kloteva, who has worked as a flights tickets sales agent and a representative of airlines, travel agency representative, hotel representative, hotel animator, hotel administrator and tourist guide. In addition to his knowledge of two foreign languages - English and German, the candidate has the skills to work with the global reservation system Amadeus and the ticket sales system of IATA.

The candidate has participated in 7 projects in total and respectively 6 as an expert/team member and 1 as a leader. The projects, for scientific research, were financed by the University, and 1 research project in UE-Varna and 2 international.

4. General description of the scientific papers submitted

Chief Assist. Elena Kloteva, PhD has presented 37 scientific publications that are not repeated with the scientific works on the dissertation and 4 study textbooks. The scientific production includes 32 independent publications and 5 co-authored as follows: monograph – 2 pcs. as a monographic work for habilitation (381 pages) and a monographic book based on the dissertation, chapter of monograph - 1 pc., studios - 1 pc., scientific articles – 19 pcs., scientific reports – 14 pcs. and for the purposes of teaching activities - textbooks and workbooks - 4 pieces (1 textbook and 2 teaching workbooks independently and 1 teaching workbooks in co-authorship). In refereed and indexed with world-famous databases of scientific information (Scopus and Web of Science) the candidate has published 1 study and 2 articles.

The structure of scientific works is balanced, with 8% of monographic publications, 54% of scientific studies and articles and scientific reports 38%. The publication activity is mainly in the period from 2015 to 2023, which is indicative of its relevance. Its importance is proved by the scientific publications in which it is presented, which are in the reference list of NACID and in the world databases, prestigious and with a high degree of severity in the



professional field 3.9 "Tourism". The publications are in the field of tourism and in particular in the hotel and alternative forms of accommodation, the development of specialized types of tourism and the impact of external factors on the tourism industry.

The monograph and the academic editions are reviewed by authoritative scientists and lecturers in the professional field. The monographic work (381 pages) "State and Prospects for Development of Shared Accommodation in the Bulgarian Black Sea Tourist Regions" presents an in-depth study of shared accommodation in Bulgaria. The publication has made a significant contribution to the development of tourism science and alternative hospitality on a national scale. The monograph defines shared accommodation, the subjects for its realization and the factors determining its development in the country and worldwide. The scientific paper presents important conclusions from the surveys made among the users of this form of accommodation and a comparative characteristic between them and those who are users of other accommodation establishments in the area under study. In this way, a good basis of practical importance for the development of shared accommodation on the Black Sea coast is offered.

The total number of points from the publications is 467.5 and it exceeds the minimum national requirements (200) and those of the University "Prof. Dr. Asen Zlatarov" - Burgas (400).

The scientific papers submitted for evaluation in the documentation of Chief Assist. Elena Klatcheva, PhD fully comply with Article 24, item 3 of the LDASRB, Article 53, item H of the Regulations for its implementation and Article 62, item H in conjunction with Article 71, paragraph 2 and paragraph H of the Regulations on the terms and conditions for acquiring scientific degrees and for occupying academic positions at the University "Prof. Dr. Asen Zlatarov" - Burgas.

5. Overall assessment of teaching activities

Chief Assist. Elena Klatcheva, PhD is a longtime lecturer in "Economics of the Hotel and Restaurant" and "Pricing Policy in Tourism". Since entering ACS in 2013, she has been developing and enriching her teaching activities in the discipline with a variety of interactive learning methods and applying the knowledge of her research and project activities. The candidate develops the discipline "Economics of Tourist Enterprise" and "Training Practice in the Working Environment" for the specialty "Management of Tour Operator and Tour Agent Activity" in the study course for of "professional Bachelor".

In terms of workload in the study course for Professional Bachelor, for the last 2 years as Assistant Professor, the candidate has had in the academic year 2021/2022. total audience workload 412.5 hours (lectures and exercises), and in the academic year 2022/2023 430.6 hours (lectures and exercises), The total workload of ch. ace. Dr. Elena Klatcheva for the two school years is 843.1 hours.

6. Identification of scientific contributions

The applicant has significant scientific contributions in the following areas:



1. *Shared accommodation in Bulgaria and the world*

In this direction, a large-scale study of the prerequisites for development, economic effects, geographical distribution and capacity of shared accommodation around the world has been carried out, an author's methodology for studying the state and opportunities for development of shared accommodation in a tourist area has been developed, an assessment of the impact of shared accommodation in rural areas has been made.

2. *Timeshare as a form of accommodation in Bulgaria and the world*

An author's methodology for studying the development and applicability of timeshare in the hospitality industry of a tourist region has been constructed. The first of its kind profiles of the timeshare entrepreneur and timeshare owner in Bulgaria have been compiled, the first specialized study of the condition, specifics and prospects of timeshare in rural areas has been carried out,

3. *The impact of the Covid-19 pandemic on tourism*

A study and assessment of the impact of the Covid-19 pandemic on the labor market in tourism around the world and by major geographical areas in Bulgaria, a specialized study on the impact of the Covid-19 pandemic on shared accommodation has been made.

4. *Development of specialized types of tourism on the Southern Black Sea coast*

A study of the effects on stakeholders of rural tourism and a study of rural tourism in the Sredets region, the conditions in Bulgaria for practicing health tourism, an empirical study of the suitability of the hotel base for the development of health tourism on the Bulgarian Black Sea coast was carried out.

5. *Specifics of the hotel and restaurant industry*

The main types of management contracts in the hotel industry are studied and characterized, as well as the key entities in the realization, as well as the economic content characteristics of the significant types of contracts, a study of the franchise market in the Bulgarian restaurant business is carried out, an analysis and assessment of potential savings and losses from a reduced VAT rate for the restaurant business in Bulgaria are made.

7. **Critical remarks, questions and recommendations**

Despite significant research and other achievements, the following recommendations can be made to the applicant:

1. To continue with active publication activity in refereed and indexed editions in a global database;



2. To carry out consulting activities and to work as an expert in research and other university and national projects.

8. Conclusion

The conclusion about the research, publication and teaching activities of . Dr. Elena Klateva is that they fully meet the requirements of the Law on Acquisition of Scientific Degrees and the Regulations for acquiring academic degrees and occupying academic positions at the University "Prof. Dr. Asen Zlatarov" - Burgas for occupying the academic position of "Associate Professor". On this basis, I express a strongly positive opinion on the discussed application and propose to the honorable members of the scientific jury to choose Ch. ace. Dr. Elena Damyanova Klateva to take the academic position of Associate Professor in the field of higher education 3. "Social, Economic and Legal Sciences", professional field 3.9. "Tourism", scientific specialty "Economics and Management (Alternative Hospitality)".

Date: 7.08.2023

SIGNATURE:

inhabited: Varna

(Assoc. Prof. Genka Rafailova, PhD)