



OPINION

OF PROF. SLAVI PETROV DIMITROV, PHD

member of the Scientific Jury in a competition

for the occupation of the academic position "ASSOCENT PROFESSOR" in the field of higher education 3. Social, economic and legal sciences, professional direction 3.9. Tourism (Alternative Hospitality), Published in the State Gazette, no. 42/12.05.2023 for the needs of the Department "Economics and Management of Tourist Services", College of Tourism at the University "Prof. Dr. Asen Zlatarov" - Burgas.

1. Competition data:

The competition for "docent" was announced in SG No. 42/12.05.2023 One candidate submitted documents for the announced competition: Ch. Assistant Elena Damyanova Ilieva, PhD. No violations were found according to statutory state and intra-university regulations. In the announced procedure for "associate professor" and according to order No. RD-198/10.07.2023, I have been designated as a member of the Scientific Jury.

2. Applicant data.

Elena Damyanova Ilieva was born on November 4, 1987 in the city of Burgas. In 2006, he graduated from Goethe-Burgas High School with enhanced teaching of the German language. In 2010, he graduated from the University of Economics - Varna, Journal of Economics and Management (Tourism), OKS bachelor, and in 2011 he received a master's degree in the same specialty at the University of Economics - Varna. In 2015, he received a PhD in Economics and Management (Tourism) from the National Academy of Sciences, with a defended dissertation on the topic: "Possibilities for the application of timeshare in the hotel industry of the Southern Black Sea tourist region".

In the period 2004 - 2021, he worked successively as a Tourist Guide, Tourist Animator, Hotel Administrator, Hotel Representative, Airline Agent and Airline Ticket Sales Agent. She was a part-time assistant at the University of Economics - Varna and the College of Tourism at the University "Prof. Dr. Asen Zlatarov". Since 2015, he has been an assistant, and in 2018 he also became head. assistant at the College of Tourism at the University "Prof. Dr. Asen Zlatarov", Burgas.

He speaks English and German.

3. Description of scientific works.

In the announced competition, the candidate participated with 41 publications. Of them, monographs - 1 issue; one book based on a protected dissertation work for the award of the educational and scientific degree "PhD", one chapter of a collective monograph, textbooks and teaching aids - 4 issues, studies, articles and reports - 34. Of them, 3 were published in refereed and indexed scientific publications in world-renowned databases with scientific information (Scopus; Web of Science). Of all the proposed publications, 35 are independent, which represents 85% of their total number. The thematic profile of the publications fully corresponds to the scientific specialty in the announced competition and includes the following more important characteristics: Research related to the development, state and modern business formats in the alternative hospitality industry (B.3.1., D.5.1., D.6.1., D.6.2., D.7.1., D.7.5., D.7.12., D.7.14., D.7.16., D.7.19., D.7.23., D.7.27., D.10.1.); Studies related to the economic aspects of tourism and hospitality - current influence, modern changes and prospects for development (D.7.6., D.7.7., D.7.10., D.7.20., D.7.21., D.7.22., D.7.29., D.7.30., D.8.1., E.20.1., E.21.1., E.21.3.); Studies related to the modern aspects of tourist demand (D.7.8., D.7.9., D.7.11., D.7.15., D.7.28., D.7.31.).

The monograph: "State and prospects for the development of shared accommodation in the Bulgarian Black Sea tourist areas" is a multi-faceted study of shared accommodation in Bulgaria. It is divided into three main chapters, and the first chapter analyzes the essence, substantive characteristics and structure of the shared economy, in which shared accommodation is also positioned. The second chapter of the monograph is devoted to an empirical study of the state and prospects for the development of shared accommodation in the Black Sea tourist regions of Bulgaria. In the third chapter, an objective assessment of the state of shared accommodation in the Bulgarian Black Sea tourist regions is made and the main prospects for its development are outlined.

In the monograph: "Development of timeshare in the hotel industry on the Southern Black Sea coast of Bulgaria: Theoretical and empirical research" based on a theoretical and empirical study of timeshare hotel facilities on the Southern Black Sea coast of Bulgaria, the development of timeshare and the possibilities for expanding its future application are evaluated. Some of the other publications complement the issues under consideration.

In some of the publications, special attention is paid to the shared economy and shared accommodation as a modern alternative to hotel accommodation worldwide and in Bulgaria, as well as the impact of Covid-19 on shared accommodation.

The prospects for the development of climate-healing tourism in Bulgaria, as well as the suitability of the hotel base along the Bulgarian Black Sea coast for the development of health tourism, were also investigated.

In the group of textbooks and teaching aids, emphasis is placed on the development of those directly related to the educational process at the University "Prof. dr. Asen Zlatarov", Burgas.

4. Scientific contributions.

The summarized contribution points in the scientific publications of Ch. Assistant PhD Elena Ilieva can be synthesized in the following more important directions:

➤ A study of the history of the development of the sharing economy was made. The study of the prerequisites for development, the economic effects, the geographical distribution and capacity of shared accommodation around the world and in Bulgaria allows the development of an author's methodology for researching the state and opportunities for the development of shared accommodation in tourist areas;

➤ A methodology has been created for researching the development and applicability of timeshare in the hospitality industry of a tourist area. The first profiles of the timeshare entrepreneur and timeshare owner in Bulgaria have been compiled. The possibility of timeshare development along the Bulgarian Black Sea coast has been assessed and the state, specifics and prospects for timeshare in rural areas have been studied;

➤ The main types of management contracts in the hotel industry are characterized, presenting the main subjects of implementation, as well as economically substantive characteristics of the main types of contracts. The franchise market in the Bulgarian restaurant industry was studied, accompanied by a study of leading brands in the restaurant industry around the world, as well as their presence on the Bulgarian market;

➤ An assessment of the impact of the Covid-19 pandemic on the labor market in tourism around the world, by main geographical areas and in Bulgaria was studied with recommendations for mitigating the negative consequences on employment in tourism, incl. and in Bulgaria. The impact of the Covid-19 pandemic on shared accommodation around the world

and in key markets has been studied, as well as a comparative characterization of the recovery rates of the hospitality sector in relation to shared accommodation;

➤ The theoretical analysis of medical and climate-healing tourism allows the study of the conditions in Bulgaria for the practice of health tourism and the suitability of the hotel base for its development along the Bulgarian Black Sea coast;

➤ The economic aspects and specifics of hotel and restaurant business are presented, as main activities in the tourism system. A systematization of the economic terms and indicators in the analysis of the activity in the hotel and restaurant industry, as well as an analysis and assessment of the potential savings and losses from a reduced VAT rate for the restaurant business in Bulgaria, has been made.

5. Teaching work.

A significant number of lectures and seminars for students from the “Organization and Management of the Hotel and Restaurant”, EQD “Professional Bachelor”, major “Tourism”, major “Marketing” and “Business Management” EQD “Bachelor” are indicated in the disciplines: “Hotel and Restaurant Economics” (lectures and exercises); “Pricing policy in tourism” (lectures and exercises); “International economic relations” (exercises); “Economics of the tourist enterprise” (lectures and exercises); “Practice in a working environment” (specialization practice); “Educational and production practice” (specialization practice); “Special seminar. Complex business game” (exercises). As a part-time assistant at the University of Economics - Varna, Elena Ilieva conducted seminars for students majoring in “Tourism” EQD “Bachelor” in the discipline: “Tourist Resources”.

He tutors students from three undergraduate majors. She was the scientific supervisor of masters, as well as scientific supervisor and consultant in scientific conferences and sessions of students from various specialties.

He is a member of the College Council at the College of Tourism - Burgas; the Commission for the Quality of Education at the College of Tourism-Burgas and the Association “Rafael - info, culture and tourism”.

Ch. Elena Damyanova Ilieva, assistant professor, participated in 6 scientific projects. 22 of her citations have been noted, that is, she is a well-known author in scientific circles.

6. Critical Notes.

We recommend the candidate more publications abroad in order to be recognized as an author on a European and global scale.

7. Conclusion.

In summary, it is important whether the applicant meets all the minimum requirements under the LDASRB. The attached table shows that Ch. Assistant Professor Elena Damyanova Ilieva, PhD, fully meets the minimum scientometric criteria for holding the academic position of “associate professor”.

A group of indicators	Fulfillment of requirements for associate professor	Minimum university requirements for associate professor
A	50	50
B		0
V	100	100
G	467,5	400
D	165	100
E	130	100
Total for associate professor	912,5	750

Minimum 750 points required, total number of points **912.5**.

Taking into account the compliance with all the requirements of the procedure, scientific research achievements, convincing teaching activity and competence of the candidate, we give our positive assessment (FOR) and recommend the members of the respected scientific jury to vote positively (FOR) awarding the academic title “ASSOCIATE PROFESSOR” on ch. assistant professor Elena Damyanova Ilieva, PhD, in the field of higher education 3. Social, economic and legal sciences, professional direction 3.9. Tourism (Alternative Hospitality).

25.08.2023

Veliko Tarnovo

Prepared the opinion:

/Prof. Slavi Petrov Dimitrov, PhD/