

## OPINION

by Prof. Vladimir Hristov Gonchev, MD, PhD

7.4. Public health, scientific specialty "Social medicine and organization of health care and pharmacy", Faculty of Medicine, University "Prof. Dr. Asen Zlatarov", Burgas

Member of the scientific jury, appointed by Order No. RD – 82/01.03.2024. of the Rector of the University "Prof. Dr. Asen Zlatarov" – Burgas

Regarding: competition for the occupation of the academic position "professor" in the field of higher education 7. Health care and sports, professional direction 7.4. Public Health (Health Tourism), University "Prof. Dr. Asen Zlatarov" - Burgas, announced in the State Gazette, no. 1, 02.01.2024

Only candidate: Assoc. professor Zlatina Kaludova Karadjova - lecturer and head of the "Organization and Management of Health Care" department at the Faculty of Public Health and Health Care at the University "Prof. Dr. Asen Zlatarov" – Burgas.

The candidate has submitted all necessary documents for participation in the competition in accordance with the requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria, the Rules for its Implementation and the Rules for the Development of the Academic Staff of the University "Prof. Dr. Asen Zlatarov" – Burgas.

### **I. Brief biographical and professional data about the candidate's development**

Assoc. Dr. Zlatina Karadjova was born in the city of Burgas, where she graduated from secondary school (GRE «G.S. Rakovski») and higher education (University «Prof. Dr. Asen Zlatarov»). Defended a doctoral dissertation on the topic "The quality of the Bulgarian marine tourism product and its management (on the example of the Southern Black Sea coast)" in 2005, diploma N 30526, 29.05.2006, scientific commission 16, Protocol 5 of 14.03.2006. From the academic year 2008/ In 2009, she was appointed to a basic employment contract after winning a competition for an assistant at the State University, she obtained her habilitation in 2012. In 2016 by order of the Rector, he became a member of the "Organization and Management of Health Care" department and of the Faculty Council of the Faculty of Public Health and Healthcare.

Zlatina Karadjova also works in the tourism system, skilfully combining her theoretical knowledge with practical skills. He is fluent in written and spoken French,



English and Russian. Currently, she is a licensed tour guide - inbound and outbound tourism, registered in the national tourist register.

On 15.12.2023 the candidate has been elected as the head of the "Organization and Management of Health Care" department. Assoc. Dr. Zlatina Karadjova is a tutor of the "Tourism" and "Health Tourism" specialties, a member of the Quality Commission, a member of the UMS, a member of the FC of the FPHHC, deputy chairman of the General Assembly of the Foundation, member of the General Assembly of the University «Prof. Dr. Asen Zlatarov», Burgas.

Zlatina Karadjova is on the control board of the Southeast Union of Tour Guides "Vanya Raykova", on the board of the Bulgarian Association for Climatotherapy and Health Tourism and a member of the Bulgarian Scientific Society for Public Health.

## **II. Evaluation of quantitative and qualitative indicators**

Associate professor Zlatina Karadjova has presented a signed comprehensive material consisting of 63 scientific works, containing a copy and Internet addresses of the scientific works (articles and reports), monographs and a textbook in paper and electronic version, declarations of co-authorship, certificates for participation in national and international projects and trainings, as well as reference for noticed citations. The presented works contain the necessary information for quantitative and qualitative assessment of her overall academic development in the field and the issues of the competition - PD 7.4. "Public Health", scientific specialty "Health Tourism":

1. One independent monograph (habilitation thesis) according to indicator B.3.1;
2. Two published monographs that are not presented as the main habilitation thesis according to indicator D 5.1., D 5.2.
3. One published book, based on a protected dissertation work for the award of the ONS "Doctor" under indicator D6.
4. Three collective monographs, by group of indicators D.9.1., D.9.2., D.9.3.;
5. One textbook on indicator E 20.;
6. One publication on indicator G7. (published in scientific publications, referenced and indexed in world-renowned databases of scientific information (Scopus)
7. Fifty-four (54) publications from indicator D.8. in full text, of which: 36 independent and 18 co-authored, 17 in English and 5 in Russian. (publications and reports published in non-refereed peer-reviewed journals and indexed or published in edited collective volumes).
8. Participation in 4 international, 8 national and 4 internal university projects.



9. Reference noticed citations - in scientific publications, referenced and indexed in world-famous databases with scientific information (Scopus), in non-refereed journals with scientific review and in monographs.

10. Reference of her doctoral students enrolled in NACID who have successfully defended their dissertation work.

Its scientific production exceeds four times the minimum national and those of the University «Prof. Dr. Asen Zlatarov» Burgas requirements. In Table 1, I confirm the scientometric data, according to which Assoc. Prof. Zlatina Karadjova fulfills all the conditions for occupying the academic position of "professor" in the field of higher education 7. Health care and sports, professional direction 7.4. Public Health (Health Tourism):

Table 1

Table 1. Total number of points by groups of indicators for different scientific degrees and academic positions

Group of Indicator	PhD	Principal Assistant	Professor Requirements	Fulfillment Minimum University Requirements for a Professor
A Indicator 1	50	50	50	50
B Indicator 2			0	0
B Indicator 3			100	100
B Indicator 4			0	0
Г Sum of indicators from 5 to 9		30	1750	250
Д Sum of indicators from 10 to 12			485	150
Е Sum of indicators from 13 to the end			285 E 14=60	120
		Total for Professor	2670	670



### **III. Main directions of publication activity**

The submitted works of the candidate correspond in terms of subject matter and content to the following main directions:

I. Health tourism as an alternative to seasonal vacations for the development of the offer of a year-round Bulgarian tourist product. Impact of the Covid 19 pandemic in the context of public health. (scientific works and publications under B 3.1, D 5.1, D 8.2, D 8.5, D 8.6, D 8.7, D 8.10, D 8.11, D 8.12, D 8.13, D 8.14, D 8.15, D 8.16, D 8.17, D 8.18, D 8.19, D 8.26, D 8.38, D 8.43, D 8.45, D 8.48, D 8.49, D 8.51, D 8.54, D 9.1, D 9.2.)

II. Security and safety of the tourism product, impact of terrorism on tourism - in the context of public health. (scientific works and publications according to indicator D 5.2, D 7.1, D 7.2, D 8.1, D 8, D 8.8, D 8.22, D 8.23, D 8.41, D 8.46, D 8., D 8.47).

III. Quality and standards in tourism and health tourism. Relationship and dependence between the quality of education and career development. )

IV. Possibilities of the Bulgarian tour operators for mediation in the field of health tourism. (scientific works and publications according to indicator D 8.9, D 8.20, D 8.35, D 8.36, D 8.44, E 20.1)

V. Possibilities for diversified supply and innovation of the Bulgarian tourist product, in the context of sustainable development and emotional and mental health. Communication channels for recognition. (publications according to indicator D 8.4; D 8.27, D 8.30, D 8.31, D 8.32, D 8.39, D 8.40, D 8.42; D 8.50.)

### **IV. Basic scientific and scientific-applied contributions**

The contributions contained in the works submitted for participation in the competition can be summarized as follows:

1. The leading role of health tourism as a prospective direction for increasing the competitiveness of destination Bulgaria on the world/domestic and international tourist market/ is substantiated.

2. A target classification of the types of health tourism was formed, the profile of the user of a health tourism service was presented.

3. Research is presented that reveals the socio-economic impact of the Covid 19 pandemic, the impact on people's motives for traveling and the possibilities for sustainable development of modern society through prevention, prevention and health-restorative procedures.

4. The participation of tour operators as providers of health-tourism services (medical facilities, spa hotels and recreation centers) is confirmed.

5. The impact of terrorist and cyber attacks on tourism behavior is explored in the context of public health.



6. The leading role of quality as the main competitive advantage is proven. The criteria for the quality of services in health tourism are derived. The principles for developing a quality system in health tourism have been formulated, the main quality standards have been presented, a certification technology has been developed, and the benefit of implementing standards has been proven.

7. The opportunities for diversifying the Bulgarian tourist product and its sustainable development by enriching the product with alternative types of tourism in the context of people's emotional and mental health are presented.

8. The relationship and dependence between opportunities for recreation and recovery of a person's physical and mental strength and his health is exposed.

9. The modern trends in the development of our society, the challenges facing the management of human resources as the basic capital of society and the impact of today's hectic everyday life on human health are examined. The connection and dependence between the quality of education, career development and quality of life is highlighted.

10. A new master's program "Health Tourism" was initiated in PN 7.4 "Public Health" from the Department "Organization and Management of Health Care", University "Prof. Dr. Asen Zlatarov» - Burgas, which is also inspired by business requirements.

## **V. Educational - teaching activity**

As can be seen from the attached curricula for the disciplines she teaches, her workload is on average one hundred (100) hours over the norm in OCS "Bachelor" and OCS "Master" with a norm of 400 hours.

### **I. OKS "Bachelor" - specialty "Health Management"**

1. "Fundamentals of Management";
2. "Organizational behavior in a healthcare organization";
3. "International Health Cooperation";
4. "Strategic management and business planning in healthcare";
5. "Quality management in healthcare organizations";
6. "Time Management";
7. "Business models in healthcare".

### **II. OKS "Master" - 4 semesters - specialty "Health Management"**

1. "Fundamentals of healthcare management";
2. "Organizational Behavior";
3. "Management solutions in healthcare: technology of project development and implementation";
4. "Recreational management";



5. "Management of change and reforms in health care;

6. "Quality management in healthcare".

III. OKS "Master" - 3 semesters, specialty "Health Management"

1. "Management solutions in healthcare: technology of project development and implementation";

2. "Recreational Management";

3. "Management of change and risk management";

4. "LZ-modern organizational models";

5. "Quality management in healthcare.

IV. OKS "Master" - 4 semesters, specialty "Balneo, spa and wellness management"

1. "Healthy tourism"

V. OKS "Master" - 4 semesters, specialty "Health Tourism"

1. Introduction to health tourism;

2. Management of health tourism resources;

3. Recreational management;

4. Time management in health tourism;

5. Quality of services in health tourism;

6. Mediation in health tourism.

Assoc. prof. Zlatina Karadjova supports the students in their participation in the student scientific conferences and is the preferred scientific supervisor of the masters in the development of their master's theses. He is a tutor for the specialties "Tourism" and "Health Tourism" and actively assists young people in finding a job, using his personal contacts.

## CONCLUSION:

Examination of the materials of Associate professor Zlatina Kaludova Karadjova, submitted for participation in a competition for the occupation of the academic position "professor" in the field of higher education 7. Health care and sports, professional direction, 7.4. Public health, scientific specialty "Health tourism", for the needs of the department "Organization and management of health care, Faculty of public health and health care, University "Prof. Dr. Asen Zlatarov" - Burgas, shows that the normative requirements of the Law on the Development of the Academic Staff in the Republic of Bulgaria, the Rules for its Implementation and the Rules for the Development of the Academic Staff of the University "Prof. Dr. Asen Zlatarov" – Burgas. The candidate presents much more than is required in



terms of volume, and original scientific and applied contributions are found in the scientific works themselves.

In conclusion, I give a positive assessment of the activity of Assoc. Dr. Zlatina Kaludova Karadzova and recommend the Scientific Jury to propose to the FS of the Faculty of Public Health and Health Care at the University "Prof. Dr. Asen Zlatarov" - Burgas to elect Assoc. Dr. Zlatina Karadjova to occupy the academic position of "professor" in the field of higher education 7. Health care and sports, professional direction 7.4. Public health, scientific specialty "Health Tourism".

29.04.2024

prepared the opinion;

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/prof. Vladimir Hristov Gonchev, MD, PhD/