

STANDPOINT

by Prof. Dr. Stoyan Marinov, member of the scientific jury considering the competition for the academic position "Associate Professor" in the area of higher education Area 3. Social, Economic and Legal Sciences, professional field 3.9. Tourism (Alternative Hotel Management), announced by the University "Prof. Dr. Asen Zlatarov" - Burgas, published in State Gazette No. 42/12.05.2023.

Candidate: The only candidate in the competition is Dr. Elena Damyanova Ilieva

I. Summarized data on the candidate's scientific production.

Elena Damyanova Ilieva is a graduate of the Goethe High School with enhanced teaching of German language in the town of Burgas. In the period 2006-2015 she acquired successively the educational degrees "Bachelor", "Master" and "Doctor" in "Tourism" at the University of Economics-Varna. She has worked in the tourism industry as an air ticket agent, hotel representative, hotel administrator, tour guide. She was a guest assistant at the University of Economics-Varna and College of Tourism-Burgas at the University "Prof. Dr. Asen Zlatarov. Since 2015 Dr. Elena Ilieva has held successively the position of "Assistant Professor" (2015-2018) and "Chief Assistant Professor" (from 2018 and currently) at the College of Tourism-Burgas at the University "Prof. Dr. Asen Zlatarov.

For participation in the competition for the academic position "Associate Professor" in the area of higher education Area 3. Social, Economic and Legal Sciences, professional field 3.9. Tourism (Alternative Hotel Management), Dr. Elena Ilieva submitted a total of 41 publications, including 1 independent monographic paper (habilitation thesis), 1 book based on a dissertation work for PhD; 1 chapter of a collective monographic work, 1 scientific study, 17 scientific articles, 16 scientific reports, 1 student textbook and 3 student training books. 35 of the publications (studies, articles, reports, textbooks) are individual and 6 of them are collective. Three of the scientific publications are in English. The scientific study and two of the articles have been published in scientific journals that are refereed and indexed in world databases of scientific information (Scopus; Web of Science).

The presented publications have a total volume of 532 printed pages with the structure by type shown in Tab. 1.

Table 1.

Type and volume of peer-reviewed publications

№	Type of publication	Volume	Numbering in the list of publications	Volume pages	Share /%/
1	Monographic work	3	C 3.1; C 5.1; C 10.1	670	46,4
2	Scientific study	1	D 8.1	11	0,8
3	Scientific articles in world database indexed journals (Web of Science, Scopus)	2	D.6.1; D.6.2	14	1,0
4	Scientific articles and reports	31	D.7.1- D.7.31	238	16,5
5	Student textbooks and training books	4	E.20, E.21	512	35,4
	Total	41		1445	100,0

The main monographic work for the competition: Ilieva, Elena (2023) State and Prospects for the Development of Shared Accommodation in the Bulgarian Black Sea Tourist Areas, Sofia: Librum. ISBN 978-619-7690-14-9, has a volume of 397 pages and does not repeat publications for the acquisition of the educational and scientific degree "PhD". It has been peer-reviewed by two habilitated persons and was published in 2023 by Librum Publishers.

The monographic paper is the result of an in-depth study of shared accommodation in Bulgaria. It contains a definition and classification of shared accommodation, as well as the author's methodology for researching the P2P-accommodation state and development opportunities in a tourist area. The results of the methodology validation are presented and analysed through empirical studies – questionnaires conducted among users of shared accommodation.

The presented studies, articles and reports were published in the period 2015-2023 and are dedicated to the theoretical and practical-applied aspects of the hospitality industry and, in particular, the modern forms of tourist accommodation, sharing economy in the tourism industry and up to date hospitality business models.

II. Evaluation of the scientific and practical results from the competitor's scientific papers.

The content of the scientific publications of Dr. Elena Ilieva shows that she works predominantly on the problems of economics and management of the hospitality industry.

The author's **most significant theoretical and methodological contributions** in the mentioned fields are as follows:

Firstly, an author's methodology for the study of the state and development possibilities of shared accommodation in a tourist area is developed and applied.

Second, an author's methodology for the study of the development and application of timeshare possibilities in a tourist area, in particular in rural areas, is developed and applied.

Third, theoretical and methodological aspects of tourist segmentation and profiling in the Bulgarian domestic tourism are summarized.

Fourth, the specific economic aspects of the hotel and restaurant industry, as the main activities in the tourism system, are analysed and explained. Moreover, a systematization of terms and specific economic indicators is developed for the needs of the economic analysis of the hotel and restaurant industry.

The scientific and applied contributions in the mentioned fields are:

First, in the context of the history of the sharing economy, integral profiles of the host and guest of shared accommodation around the world and in Bulgaria are developed and a comparative characterization between users and non-users of shared accommodation in Bulgaria is made.

Second, profiles of the timeshare operator and the timeshare owner in Bulgaria have been constructed. The possibility for developing timeshare on the Bulgarian Black Sea coast and in rural areas is assessed.

Third, a systematization and characterization of the hospitality management contracts types in terms of economic and management features is made.

Fourth, the franchise market in the Bulgarian restaurant industry has been studied and evaluated through a survey of leading brands in the restaurant industry and worldwide.

Fifth, the impact of the Covid-19 pandemic on the tourism labour market worldwide and by major regions is investigated and assessed. Suggestions are made to mitigate the negative effects on tourism employment.

Sixth, a study of the impact of the Covid-19 pandemic on shared accommodation around the world and in major markets is conducted. A comparative analysis of the recovery rate between hotel and shared accommodation industries is made.

Seventh, investigation of the state of China's outbound tourism in the context of the EU-China 2020 strategic agenda is conducted. The authors' proposals and guidelines for promoting international tourism flows from China to the EU and Bulgaria, with an emphasis on the role of modern ICT in the process, are practically applicable.

Eighth, the Bulgarian conditions for practicing health tourism are investigated. A study of the suitability of hotel facilities for the development of health tourism on the Bulgarian Black Sea coast is implemented.

Ninth, an assessment of the state of the labour market in the Burgas region and the socio-economic importance of tourism for the region were made.

Tenth, potential savings and losses from a reduced VAT rate for the restaurant business in Bulgaria are analysed. Guidelines for spending the savings from the reduced rate are proposed in order to maximize the effects of this measure.

III. Critical remarks and recommendations.

The presented publications by the competitor give grounds to recommend the author to extend her research and publication work beyond the alternative hotel business and to cover the economic and organizational aspects of other types and forms of hotel and restaurant business.

IV. Conclusion.

The results of the scientific-research and teaching activity of the competitor prove that Dr. Elena Damyanova Ilieva meets and significantly exceeds the requirements for occupying the academic position of "Associate Professor", based on the quantitative and qualitative requirements of Article 24 (1) of the Law on Research and Development, Article 53 (1) of the Law on Research and Development and Article 67 (1) of the Regulations on the Conditions and Procedure for Acquisition of Scientific Degrees and Occupation of Academic Positions at Prof. Dr. Asen Zlatarov University – Burgas, and more specifically:

1. Has held the academic position of "Chief Assistant Professor" at the University "Prof. Dr. Asen Zlatarov" for more than 5 years.
2. She has published original monographic paper, articles and scientific reports in scientific journals in the field of tourism, which do not repeat the ones submitted for PhD.
3. Meets the minimum national and internal university requirements. The competitor declares a total of 912.5 points against a minimum of 750 points with performance in all groups (Group A - 50 points achieved against a minimum of 50 points; Group C - 100 points achieved against a minimum of 100 points; Group D - 467.5 points achieved against a minimum of 400 points; Group E - 130 points achieved against a minimum of 100 points).
4. No plagiarism in the candidate's scientific works has been proven in accordance with the statutory procedure.

I give a positive vote for Dr. Elena Damyanova Ilieva to occupy the academic position of "Associate Professor" in the professional field 3.9. Tourism (Alternative Hotel Management) at the "Prof. Dr. Asen Zlatarov" University

Date: 20.08.2023

Prof. Dr. Stoyan Marinov