



REVIEW

in reference to a competition for taking the academic position "Associate Professor" in professional trend 3.9 Tourism, scientific specialty "Management of tourism"

1. General information

Reviewer: Prof. Stoyan Petkov Marinov, PhD, department of "Economics of tourism management" (ETM) in the University of Economics-Varna (UE-Varna), area of higher education 3. Social, economic and legal sciences, professional trend 3.9 Tourism, scientific specialty "Economics and management (Tourism)".

This review is made on the ground of **Order №: RD 06-187/28.11.2025** of the Rector of UE-Varna for appointing a Scientific jury and **Minutes** of its first meeting for selecting a chairperson and appointing reviewers for the competition dated **08.01.2026г.**

The review is made in compliance with the requirements of the Law for development of the academic staff in the Republic of Bulgaria (LDASRB), the Regulations for applying it (RALDASRB) and the Regulations for academic staff development (RASD).

2. Information about the competition

The competition for taking the academic position "associate professor" was announced in State gazette, issue 90 from 28.10.2025 in area of higher education 3. Social, economic and legal sciences, professional trend 3.9 Tourism, scientific specialty "Tourism management" for the needs of the ETM department in UE-Varna.

3. Candidates in the competition

For taking part in the competition a single candidate submitted documents

Chief Assist. Prof. Krasimira Dragomirova Yancheva, PhD, from the ETM department in UE-Varna.

The set of materials and documents submitted by the candidate complies with LDASRB, RALDASRB and RASD in UE-Varna.

Chief Assist. Prof. Krasimira Dragomirova Yancheva, PhD meets the minimum national requirements for the academic position of "associate professor" in the area of higher education for which the competition was announced, according to art. 2b, item 2 and 3 from LDASRB. The candidate

meets also the additional qualitative requirements of UE-Varna in art. 2b, item 5 of LDASRB and meets the requirements in art. 101 in RASD in UE-Varna.

4. Data on candidate

In the time period 1998-2003 Krasimira Yancheva completed her high-school education in the Fifth foreign-language school “Yoan Egzarch” in Varna, her first foreign language being German and second – English. She acquired her bachelor EQD degree (04.09.2003 - 06.2007) and master EQD in UE-Varna, specialty of Tourism. Between 02.2009 and 26.04.2013 Yancheva was a full-time PhD student in the ETM Department of UE-Varna, her training lasted three years and she acquired ESD PhD in professional trend 3.9 Tourism, scientific specialty “Economics and management (Tourism)” after she defended successfully her thesis “*Marketing strategy for the development of cultural and educational tourism based on Bulgarian folklore*”.

In the time period 1998-2003 Yancheva, PhD took part in 10 short-term studies and trainings on the following topics “Professional layout of educational documentation, scientific publications and educational literature”; “Multi-media presentations”; “Resources and activities on the MOODLE platform”, “Digital competences”; “Legal mode of electronic documents”; “Project management” and others.

Krasimira Yancheva’s professional career started as an inspector of “Lectures and seminars” in the ETM Department in UE-Varna (2008-2009). Between 2008 and 2014 Yancheva, PhD took successively the positions of assistant professor (October 2008 – September 2013) and “chief assistant professor” (September 2013 – January 2014) in the College of tourism in UE-Varna. Since February 2015 till the present moment she takes the position of “chief assistant professor” in the ETM Department of UE-Varna.

The candidate has excellent language competence in German and English and good in Russian.

5. Outline of research work

To take part in the competition Chief Assist. Prof. Krasimira Yancheva, PhD duly submits a list of **61** publications total. The presented research papers include: **1 independent monograph** – habitation paper; **4 collective monographs**; **2 co-authored studies**; **22 scientific papers** (10 independent and 12 as a co-author; 10 in English and 4 in Russian), **27 reports** (13 independent and 14 in co-authorship; 8 in English), **3 textbooks and 1 manual**, all three as a co-author.

Article 15.2 on the list, titled Yancheva, K. “*Bulgarian folklore as an anthropogenic resource for cultural and educational tourism*”, Publ. house Branch FGBOU BPO “Russian state university of tourism and hospitality”, Mahachkale, October 2011, pp. 186-190, repeats a publication with the same title, listed as № 3.3 in the list of publications for the dissertation paper and is duly excluded from reviewing.



The papers accepted to be reviewed are 60, total volume **1014** printed pages as shown in Table 1.

Table 1

Type and volume of peer-reviewed publications

№	Type of publications	Number	Number of pages	Relative share %
1	Monographs	5	376	37,1
	Studies	2	19	1,9
3	Articles	20	156	15,4
4	Reports	27	214	21,1
5	Textbooks and manuals	4	229	22,6
6	Other publications	1	20	1,9
	Total	60	1014	100,0

Structure-wise as per number of pages there prevail monographs, their share being 37,1%, followed by textbooks with total share 22.6%.

Out of all 60 reviewed publications 23 (38,3%) are independent; Yancheva, PhD being the only author.

To take part in the competition Chief Assist. Prof. Krasimira Yancheva, PhD presents an **independent monograph** titled "Destination management for MICE tourism", it consists of 194 pages and does not repeat publications; the monograph serves for acquiring the education-and-scientific degree "doctor". The paper was discussed on primary level – ETM Department, two habilitated lecturers reviewed it and it was published in the specialised research publishing house "Science and economics" ("Tsani Lalyandzhiev" Library: Issue 97) in 2024. The monograph solves a significant research and research-and-applied problem on high modern level in reference to increased competitiveness of a destination for MICE tourism through effective management.

The publications presented by Chief Assist. Prof. Krasimira Yancheva, PhD have high quality from a linguistic and stylistic point of view. As for quantity, structure and content, they completely meet the requirements of LDASRB, RALDASRB, as well as art. 101, item 2 from RASD in UE-Varna.

6. Identifying contributions in the candidate's research work

The content of the publications of Chief Assist. Prof. Krasimira Yancheva, PhD shows that she works mainly in three topical fields: "management of tourism with focus on management and marketing of a tourist destination", "theory and practice of specialised types of tourism" and "theory and practice of education, professional training and realization of students majoring in Tourism".

To sum up, the **contributions** in Chief Assist. Prof. doctor Krasimira Yancheva's publications according to basic trends are:

First, research-and-applied contributions in the trend "*tourism management with a focus on the management and marketing of a tourist destination*" (publications from the list with N: 7.1; 11.4; 12.5; 24.10; 27.13; 30.16; 32.18; 67.4)

Significant research-and-applied contributions are held in the candidate's habilitation monograph (Yancheva, K., *Management of a destination for MICE tourism, Varna: Science and economics, 2024*). In the monograph the author systematizes the development of MICE tourism. She updates the deficits in the concepts "*MICE tourism*", "*tourist destination for MICE tourism*" and synthesizes the author's conceptual framework of management of a tourist destination for MICE tourism by presenting its structure and functional elements. There are characterized the conditions for development and the competitiveness of MICE tourism in a particular destination is studied. On this ground there also brought out the issues in managing MICE tourist destinations. Outlined are the guidelines for solving them on macro- and micro level. Suggestions are made for reaching competitiveness of the MICE product of the tourist destination through strategic positioning, innovative marketing approaches and monitoring.

In the studies, articles and reports that correspond with the topic of the dissertation paper, Chief Assist. Prof. Krasimira Yancheva, PhD contributes for enriching the theoretical framework and practice for planning the development of tourist destinations in respect to systematizing visions, goals, strategies and development projects of tourism on international, national and municipal level (publications: 7.19., 7.24., 29.15., 30.16., 32.18., 33.19., 34.20., 35.21., 51.15., 55.19., 56.20., 57.21, 59.23., 62.26).

In co-authorship Yancheva, PhD takes part in designing a systemic model for evaluating the brand identity of the tourist destination Bulgaria, as well as designing a statistical set of tools for studying the influence of advertising campaigns for making EDEN destinations popular among tourists. (publications 24.10, 32.18).

Second, there are research-and-applied contributions in the trend "*theory and practice of specialised types of tourism*" (publications on the list with c N: 15.1; 16.2; 17.3; 18.4; 19.5; 21.7; 26.12; 33.19; 38.2; 40.4; 43.7; 44.8; 64.1).

In her papers Yancheva, PhD updates the theoretical notions in the field of modern types of tourism, in particular: cultural, wedding, festival, folklore and youth tourism, medical tourism and MICE tourism.

The author has significant achievements for defining the role of folklore as a key culture-and-educational resource with potential in creating an authentic, unique and competitive product with high added value. There are applied theoretical concepts and practical guidelines for integrating Bulgarian folklore (folklore areas, rituals, traditions, way of life and others) in tourism, in particular



in culture tourism and its application in tourist animation. (publications: 15.1., 38.2., 40.4., 45.9.)

Third, there are research-and-applied contributions in the trend "*theory and practice of education, professional training and realization of students majoring in "Tourism"*". (publications on the list with N: 8.1; 9.2; 10.3; 13.6; 28.14; 31.17; 37.1; 58.22; 60.24; 61.25).

In the papers with doctor Yancheva's participation there is an integration of the theory and practice of education and the formation of competent and competitive tourist staff. The author takes part in writing the history and development of the science of tourism in Bulgaria, of the specialty "Tourism" and the department of "Economics and organization of tourism" in UE-Varna. There is a study of the significance, possibilities and problems of extra-curricular training of the students in the higher schools of tourism in Bulgaria (in particular in "Tourism" major in UE-Varna). The authors outline the priorities and specifics of applying extra-curricular training in respect to the successful professional realization of the trained individuals. There is a systematized methodology and order of holding the work training in the ETM Department in UE-Varna, as well as a research methodology for analysis and assessment of carrying out work trainings in the department. There are achieved significant results from studying the challenges and perspectives in the realization of trained individuals in tourism in Bulgaria.

Yancheva, PhD presents proof of 14 citations of 11 of her publications. There are found 6 citations in world famous databases with research information: 5 in Scopus, 1 in Web of Science; 8 – in monographs and collective volumes with scientific review in secondary databases.

7. Participation in research projects and scientific events.

In the time period 2014 – 2015 Krasimira Yancheva, PhD took part as an expert in 14 research-and-applied projects, 5 of those international, 4 on university level involving research work and 5 applied projects for training and student practices. She has been head and expert in the international project „Digital Employer Engagement and Learning for Hospitality and Tourism under Pandemic“, DEEL for HOST, with the achieved result of designing an innovative platform for digital transformation and improving the activities for interaction between employers and higher schools in the field of tourism.

Krasimira Yancheva, PhD is a member of renown civil organizations as the Union of scientists in Bulgaria, the Association for advertising and communication in tourism and the Varna Chamber of commerce.

Krasimira Yancheva, PhD took part with reports and presentations in more than 30 research conferences in Bulgaria and abroad. She is an active participant in the organizational committees of the conferences and round tables organized

by the ETM Department in UE-Varna. Since 2016 she has participated actively in the work of the annual Black-sea tourist forum of the Varna Chamber of commerce; since 2020, for six consecutive years she has been the moderator of a special panel in the programme of the forum whose topic is “Youth ideas on creative tourism”. The candidate is a member of the editorial council of the published collections of articles with topics of the respective forums of VCC.

8. Teaching work

The teaching-and-pedagogical work of Chief Assist. Prof. Krasimira Yancheva, PhD is focused mainly in the ETM Department in UE-Varna. She teaches bachelor- and master-degree students, the form being full-time, part-time and distance learning. She has taken part in designing the curricula and gives lectures and seminars to bachelor-degree students in the disciplines: “Management of human resources”, “Animation in tourism”, “Tourism management”, “Modern types of tourism” and “Marketing in tourism”; to master-degree students she teaches “Management of the tourist enterprise”, “Markets and marketing in tourism”, “Event management” and “Management of the tourist destination”.

In the course of the 2024/2025 academic year Yancheva, PhD has **1159 hours** in-class workload – 589 hours with bachelor- and 570 hours with master-degree students.

Since 2017 till the present moment Yancheva, PhD has been delivering lectures and seminars on the ERASMUS programme in English. There she teaches the disciplines: “Management and animation in the entertainment industry”, “Events Design and Experience”, “Intangible Cultural Heritage of Bulgaria”.

The documents she presented prove the intensive activity of Chief Assist. Prof. Krasimira Yancheva, PhD in her teaching work through participating in and designing 3 collective textbooks (“Specialised types of tourism”, “Tourist markets” and “Tourism management”), and a collective manual (“Marketing in tourism”) for the disciplines taught by her and her colleagues.

Doctor Krasimira Yancheva’s work with students in the last 10 years includes also research leadership and reviewing of more than 100 bachelor and master-degree diploma papers, leadership in summer student’s practice (summer internship) and organising annual travelling seminars in Bulgaria and abroad, mentoring in the information days for freshmen majoring in Tourism in UE-Varna since 2014 till the present moment.

In the time period 2016 – 2018 doctor Yancheva has done 3 teaching staff mobilities on the ERASMUS programme in universities in LITHUANIA, Estonia and Poland.

Chief Assist. Prof. Krasimira Yancheva, PhD is a reliable and motivated lecturer who is motivated to constantly improve herself and who is assessed highly by students.



9. Plagiarism

In the publications submitted for review there is neither plagiarism proven in accordance with the statutory procedure, nor use of incorrect data and/or incorrect citation of other people's scientific work.

10. Critical notes and questions to the candidate

I have known Chief Assist. Prof. Krasimira Yancheva, PhD since 2003 when she was a student majoring in Tourism in UE-Varna, after that she became a lecturer in the College of tourism in the ETM Department. Doctor Yancheva has the indisputable qualities of a conscientious, assiduous, strict, competent and ethical specialist – a lecturer who is highly assessed by students, colleagues and administrative workers in UE-Varna.

The reviewed research works do not give any ground for major critical notes. I recommend doctor Yancheva to enlarge the scope of her research work aiming at deepening the research endeavours in the field of the economic aspects of the tourist enterprise and the tourist destination.

11. Conclusion

As per the presented documents and achieved scientific and teaching results, Chief Assist. Prof. Krasimira Yancheva, PhD **meets** the requirements of LDASRB and RALDASRB in the Republic of Bulgaria, as well as the requirements of RASD in UE-Varna for taking the position of "associate professor", namely:

She has acquired the educational-and-scientific "**PhD**".

She has taken the academic position "chief assistant professor" in the College of Tourism and in the ETM Department in UE-Varna for more than **10** years.

There are presented and accepted for assessment **60** publications, including a **habilitation paper** in the form of an independent **monograph**.

There are documented **14** candidate's **citations** by other authors in Bulgaria and abroad.

Yancheva, PhD gives lectures in EQD "vocational bachelor" and in EQD "bachelor" in UE-Varna which are closely connected with the trend of the competition.

She has published textbooks and manuals in the main disciplines she teaches.

Yancheva, PhD has taken part in **14 research-and-applied projects**.

Yancheva meets the minimum national requirements in art. 26, items 2 and 3, respectively the requirements in art. 2. b, item 5 from LDASRB. The candidate

declares total of **568.1** points, the require minimum being **400** points, with performance on indicators in all groups (group A – achieved **110** p. with required **80** p.; group B – achieved **100** p. with required **100** p.; group D – achieved **328.1** p. with required **200** p.; group E – achieved **90** p. with required **50** p.

As per all indicators, Yancheva, PhD meets the quantitative requirements for taking the academic position “associate professor” in UE-Varna based on art. 2b, item 5 of LDASRB and in compliance with art. 101, item 5 from RASD in UE-Varna (in force from 09.10.2025), declaring **223.1** points with required **110** points.

There is no plagiarism in the research works proven in accordance with the statutory procedure.

The achievements of Chief Assist. Prof. Krasimira Yancheva, PhD in her research-and-applied and teaching-and-pedagogical activity are enough ground for me to give her **positive assessment** and suggest her to be selected for taking the position “associate professor” in the ETM Department in UE-Varna in area of higher education 3.9. Tourism, scientific specialty: “Tourism management”.

19.01. 2026
Varna

Reviewer: .
Prof. Stoyan

Заличена информация съгласно
ЗЗЛД и регламент (ЕС) 2016/ 679



UNIVERSITY OF NATIONAL AND WORLD
ECONOMY

REVIEW

regarding a competition for the academic position of “Associate Professor” in the professional field 3.9. “Tourism”, scientific specialty “Tourism Management”, according to a procedure announced by the University of Economics – Varna

1. General information

Reviewed by: Prof. Dr.Sc. Tanya Petrova Parusheva
Field of higher education 3. “Social, economic and legal sciences”
Professional field 3.8. “Economics”
Scientific specialty “Economics and Management (Tourism)”
Department of “Economics of tourism”
University of National and World Economy, Sofia

Grounds for preparing the review: order of the Rector of the University of Economics – Varna No. RD-06-187/28.11.2025 for the appointment of a Scientific Jury and decision of the first meeting of the Scientific Jury for the election of a chairman and appointment of reviewers for the competition dated 08.01.2026.

2. Information about the competition

The competition is announced in the field of higher education 3. “Social, economic and legal sciences”, in the professional field 3.9. “Tourism”, at the Faculty of “Management” for the needs of the Department of “Economics and Organization of Tourism” in the State Gazette, issue 90/28.10.2025.

3. Candidate in the competition

The candidate in the competition – Ch. Asst. Prof. Dr. Krasimira Dragomirova Yancheva has deposited a set of documents, which is in accordance with the Law on the Development of Academic Staff in the Republic of Bulgaria, the Regulations for the implementation of the Law on the Development of the Academic Staff in the Republic of Bulgaria, Regulations for the Development of the Academic Staff at the Varna University of Economics (UE – Varna).

She exceeds the minimum national requirements for an associate professor in the field of higher education 3. “Social, economic and legal sciences” under Art. 2b, para. 2 and 3 of the LDASRB. She achieved 628.1 points in groups of indicators A+B+C+D+E, with a required 400 points.

The candidate in the competition for associate professor also meets the additional quantitative requirements of the UE – Varna on the basis of Art. 2b,

para. 5 of the LDASRB. He scored 223.1 points, with a minimum threshold of 110 points. The candidate meets the requirements in Art. 101 of the Regulations for the Development of the Academic Staff at the University of Varna (RDAS):

1. She has obtained the educational and scientific degree of “doctor”.
2. She has held the academic position of “chief assistant” at the University of Varna for more than two years.
3. She has proven achievements in her field.

4. Candidate data (personal characteristics)

Ch. Asst. Prof. Dr. Krasimira Dragomirova Yancheva is the only candidate in the competition. She graduated with a Bachelor’s degree in Tourism from the University of Economics in Varna (2007). She continued her studies at a Master’s degree in Tourism from the same university (2008). She defended her dissertation on the topic “Marketing Strategy for the Development of Cultural and Educational Tourism Based on Bulgarian Folklore” and obtained the Doctorate of Science (2013). She has excellent German and English skills, and a good level of Russian.

Ch. Asst. Prof. Dr. Yancheva began her professional development as an inspector of “Coursework” in the Department of “Economics and Organization of Tourism” at the University of Economics – Varna (2008 – 2009). She continued her work as an assistant and senior assistant, doctor at the College of Tourism – Varna at the University of Economics – Varna (2009 – 2014). In the period 2014 – 2015 she was an assistant, doctor in the Department of “Economics and Organization of Tourism”. From February 2015 to the present she is a senior assistant, doctor in the same department.

Her field of scientific interests includes Fundamentals of Tourism, Tourist Animation, Specialized Types of Tourism (Cultural Tourism), Tourism Marketing, Tourism Management, Economics of the Tourism Enterprise, Tourist Destination Management, Animation in Tourism, Special Events Management, etc.

The candidate for associate professor has participated in trainings, seminars, courses, webinars. They were organized and held at the University of Economics – Varna. For some she received certificates. The topics are as follows: Professional layout of educational documentation, scientific publications and educational literature – MS Word 2010; Multimedia presentations – MS PowerPoint, Prezi, Adobe Photoshop; Information sources and information search in electronic resources and databases; REVENUE MANAGEMENT; Training for working with the new website of the University of Economics – Varna; Training for working in SCOPUS; Second-level training to familiarize yourself with the resources and activities in the MOODLE platform; Information meeting with lecturers and doctoral students to present scholarships to the German Academic Exchange Service; Training to work with the new website of the University of Varna (visual layout); Training course

“Digital Competencies”; Module “Internet Office Applications”; Training webinar: “Legal Regime of Electronic Documents” and Practical seminar on “Project Management”.

5. Description of scientific works

Ch. Asst. Prof. Dr. Yancheva participated in the competition for associate professor with 61 publications. The scientific production proposed for review includes:

- 1 independent monograph – habilitation thesis;
- 4 collective monographs;
- 2 studies – co-authored;
- 22 scientific articles – 10 independent and 12 co-authored; 10 in English and 4 in Russian;
- 27 reports – 13 independent and 14 co-authored; 8 in English;
- 3 textbooks – co-authored;
- 1 teaching aid – co-authored;
- 1 popular science article – co-authored.

The candidate impresses with her publication activity and the high quality of her scientific works. All publications for participation in the competition for associate professor have a total volume of 1018 pages. She has 3 (three) publications referenced and indexed in the world-famous scientific information database Scopus, for which evidence has been provided. 13 (thirteen) of the publications are in publications included in the National Reference List of Contemporary Bulgarian Scientific Publications with Scientific Review, maintained by the National Center for Information and Documentation (NACID). The popular science article is not subject to review.

The publications presented by Ch. Asst. Prof. Dr. Krasimira Yancheva are of high quality from a linguistic and stylistic point of view. In terms of quantity, structure and content, they fully comply with the requirements of the Law on the Development of Academic Staff in the Republic of Bulgaria, the Regulations for the implementation of the Law on the Development of the Academic Staff in the Republic of Bulgaria, as well as Art. 101, item 3 and Art. 112, para. 2 of the Regulations for the Development of the Academic Staff at the Varna University of Economics.

5.1. Evaluation of the monograph

The monographic work *Yancheva, K., Destination Management for MICE Tourism, Varna: Science and Economics, 2024, 194. – (Bib. Prof. Tsani Kalyandzhiev; Book 97)., ISBN (printed) 978-954-21-1179-5* deserves **high praise**. The monographic work meets the requirements of Art. 112, para. 2 of the RDAS of the University of Varna. It was published in a specialized scientific publishing house – “Science and Economics”; it was discussed in the primary unit – the Department of “EOT” (Protocol No. 2/26.19.2023); it was reviewed by two habilitated persons – Prof. Dr. Velina Kazandzhieva and Prof.

Dr.S. Tanya Parusheva; it solves a significant scientific and scientifically applied problem at a high modern level.

The monographic work defends the thesis that Varna Municipality has competitive advantages for becoming a destination for practicing MICE tourism by effectively using the available potential and improving the conditions for development. Its defense is sought in the relationship between the attractiveness and diversity of special events and the interest of tourists through the application of a management approach and an appropriate marketing strategy.

The first chapter defines the essence and characteristics of tourist places suitable for organizing and holding special events. Their typological characteristics and specific forms of manifestation are presented. A conceptual model for managing a destination for business and cultural events is constructed.

The second chapter examines the conditions and prerequisites for MICE tourism in the municipality of Varna. The competitiveness of the municipality of Varna as a tourist destination for holding business, cultural and sports events is assessed. The problems in their management on the territory of the municipality are outlined.

The third chapter presents the trends in the development of MICE tourism. The research interest is focused on innovative approaches and monitoring in the management of Varna as a destination for MICE tourism. A special place is devoted to the strategic positioning of Varna as a destination for MICE tourism.

The monographic work complements the theoretical and practical knowledge in the specialized tourism literature. The development is also valuable for interested circles in the tourism business.

6. Identification of the contributions in the candidate's research work

The creative output of the candidate for associate professor clearly highlights significant contributions, which can be summarized as follows:

I. Scientific and theoretical contributions

1. Theoretical statements in the field of selected modern types of tourism - cultural, wedding, festival, folklore, youth and MICE tourism, as a key factor for increasing the competitiveness of the tourism product, have been further developed.

Publications: 7.1., 7.25., 17.3., 18.4., 20.6., 22.8., 32.18., 36.22., 39.3., 41.5., 48.12., 50.14., 54.18., 64.1., 67.4.

2. The importance, possibilities and problems of extracurricular education in the specialty "Tourism" at the University of Economics – Varna have been studied in relation to the professional realization of students. Theory and practice have been integrated in order to increase the competence and competitiveness of personnel.

Publications: 10.3., 11.4., 24.10., 27.13., 28.14., 31.17., 60.24., 63.27.

3. Visions, goals, strategies and projects for tourism development at the international, national and municipal levels have been analyzed and systematized, with a focus on sustainability, the COVID crisis, competitiveness of destinations, diversification of the tourism product and application of good practices.

Publications: 7.19., 7.24., 29.15., 30.16., 32.18., 33.19., 34.20., 35.21., 51.15., 55.19., 56.20., 57.21, 59.23., 62.26.

4. The theoretical concepts for the integration of Bulgarian folklore in cultural tourism and its application in tourist animation are enriched. The emphasis is placed on its role as a key cultural and cognitive resource with potential in the creation of an authentic, unique, competitive product with high added value.

Publications: 15.1., 16.2., 19.5., 21.7., 23.9., 23.5., 26.12., 37.1., 38.2., 40.4., 42.6., 43.7., 44.8., 45.9., 46.10., 47.11., 49.13.

II. Scientific and methodological contributions

1. A universal methodological framework has been developed for assessing the competitiveness of MICE tourism in a specific municipality. The developed conceptual model for managing a MICE tourism destination finds practical application for improving the MICE product offered by the Varna destination. The model can also be applied in any other destination.

Publications: 7.1., 7.25., 20.6.

2. A methodology for the organization and procedure for conducting the industrial internship in the Department of “EOT” at the University of Economics – Varna has been systematized, as well as a methodology for the study for the analysis and evaluation of the conduct of practical training in the Department of “EOT” at the University of Economics – Varna.

Publications: 10.3., 11.4.

3. A systematic model for assessing the brand identity of a tourist destination Bulgaria has been adapted, as well as a statistical toolkit for studying the impact of advertising campaigns aimed at promoting EDEN destinations among tourists.

Publications: 24.10, 32.18.

4. A statistical toolkit has been adapted for the study of entrepreneurial culture with a focus on the market position and management activities of the Regional History Museum – Varna in the context of public museums in Bulgaria.

Publications: 14.7., 34.20.

III. Scientific and applied contributions

1. Opportunities for integrating Bulgarian folklore into the product of tourist organizations (hotels, restaurants, attractions, special event companies, tourist animation, etc.) have been revealed.

Publications: 15.1., 38.2., 40.4., 45.9.

2. Specific guidelines are proposed for using the potential of Bulgarian folklore (folklore areas, rituals, traditions, lifestyle, rituals, etc.) to create an authentic, competitive, unique and recognizable tourist product.

Publications: 7.15., 7.16., 7.17., 7.20., 7.21., 7.23., 16.2., 19.5., 21.7., 42.6., 46.10., 47.11.

3. The challenges and prospects for tourism professionals in Bulgaria have been studied. An assessment of the problems in tourism education has been made as the main elements in building motivation for professional realization of students of the Tourism specialization at the University of Economics – Varna.

Publications: 61.25., 60.24.

4. The degree of development and use of forms of extracurricular education in higher education institutions in tourism in Bulgaria (in particular, in the specialty “Tourism” at the University of Economics – Varna) has been studied and the priorities and specifics of their implementation have been outlined.

Publications: 10.3., 11.4., 25.11., 28.14., 31.17., 58.22.

Ch. Asst. Prof. Dr. Krasimira Yancheva has presented evidence of 14 citations of 11 of her publications. There are 6 citations in world-renowned databases of scientific information: 5 in Scopus, 1 in Web of Science; 8 – in monographs and collective volumes with scientific review in secondary databases.

7. Participation in scientific projects and scientific forums

Ch. Asst. Prof. Dr. Krasimira Yancheva has participated as an expert in 14 scientific research and applied projects, of which 5 international, 4 university research projects and 5 applied projects for training and student internships. She was a leader and expert in an international project: “Digital Employer Engagement and Learning for Hospitality and Tourism under Pandemic”, DEELforHOST, with the achieved result – an innovative platform for digital transformation and improvement of interaction activities between employers and higher education institutions in the field of tourism was developed.

The candidate for associate professor has participated with reports in over 30 scientific conferences in the country and abroad. She has taken part in the organizing committees of scientific forums organized by the Department of “EOT” at the University of Economics – Varna. She exercises expert and consulting activities in public and private institutions. She is a member of renowned public and scientific organizations, such as the Union of Scientists in Bulgaria, the Association for Advertising and Communications in Tourism and the Varna Chamber of Tourism. She is a member of the General Assembly of the Faculty of Management and the General Assembly of the University of Economics – Varna.

8. Teaching work

The analysis of the study load reports of Ch. Asst. Prof. Dr. Krasimira Yancheva shows that she teaches at bachelor's and master's degrees to students in full-time, part-time and distance learning. She conducts lectures and seminars with bachelor's degrees in the disciplines "Human Resources Management", "Animation in Tourism", "Tourism Management", "Modern Types of Tourism" and "Marketing in Tourism" and with master's degrees in the disciplines "Tourism Enterprise Management", "Markets and Marketing in Tourism", "Event Management" and "Tourism Destination Management". During the last two academic years – 2023/2024 and 2024/2025, there is a total classroom load with bachelors – 589 hours and with masters – 570 hours.

The candidate for associate professor has made a serious contribution to the creation and updating of the educational documentation of the specialty. He is a co-author of curricula. The 3 textbooks and 1 teaching aid written in co-authorship, for the needs of the educational process, have high scientific value.

The work of Ch. Asst. Prof. Dr. Krasimira Yancheva with students includes leadership of student teams for participation in scientific research activities, scientific supervisor of over 100 diploma theses, academic mentor on the "Student Practices" project of 60 students, responsible for the defense of students' practical training, organizer and leader of external seminars for students, mentor at information days for first-year students of the "Tourism" specialty, moderator of panels "Youth Ideas for Creative Tourism" at the Black Sea Tourism Forums.

The candidate for associate professor has completed 3 teaching mobilities under the ERASMUS program at universities in Lithuania, Estonia and Poland.

Chief Assistant Professor Dr. Krasimira Yancheva has extensive teaching experience. She has a high level of preparation for the academic position of "associate professor". The candidate's academic competence corresponds to the specifics of the competition.

9. Plagiarism

In the scientific publications of the candidate for associate professor submitted for review, there is no plagiarism, use of incorrect data and/or incorrect reference to other people's scientific works proven in accordance with the statutory procedure.

10. Critical comments and questions to the candidate

I have no comments on the teaching and research activities of Ch. Asst. Prof. Dr. Krasimira Yancheva. I would recommend that in future research she focus her attention on publishing in Scopus and Web of Science publications.

11. Conclusion

The candidacy of Ch. Asst. Prof. Dr. Krasimira Yancheva for participation in a competition for the academic position of “associate professor” complies with the regulatory requirements, according to the Law on the Development of Academic Staff in the Republic of Bulgaria, the Regulations for its implementation and the additional requirements of the University of Varna. She possesses undeniable merits as a teacher and researcher, with proven contributions in the scientific specialty of the competition.

I clearly state my **positive assessment** for the only participant in the competition for associate professor. With full conviction, I vote **“FOR” Ch. Asst. Prof. Dr. KRASIMIRA DRAGOMIROVA YANCHEVA** to be elected to the academic position of “associate professor” in the **field of higher education 3. “Social, economic and legal sciences”, professional direction 3.9. “Tourism”, scientific specialty “Tourism Management”** in the Department of “Economics and Organization of Tourism” at the Faculty of “Management” at the University of Varna.

Sofia,
06.02.2026 г.

Reviewer:
(Prof.

Заличена информация съгласно
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