



## OPINION

for the academic position of Associate Professor  
at the University of Economics – Varna

Single candidate: Chief Assistant Professor, PhD, Krasimira Dragomirova Yancheva

by Full Professor Dr. Velina Ivancheva Kazandzhieva  
University of Economics – Varna, professional field 3.9 Tourism,  
scientific specialty „Economy and Management“ (Tourism),  
validated in the Register of Academic Staff of NACID, section “List of Habilitated”  
member of the Scientific Jury for the academic position of Associate Professor,  
appointed by Order № RD-06-187/28.11.2025.

**Information about the competition:** The competition has been announced in accordance with Article 57(2) of the Regulations for the Implementation of the Act on the Development of the Academic Staff in the Republic of Bulgaria (PPZRASRB) and the Regulations for the Development of the Academic Staff at the University of Economics – Varna, as published in the State Gazette (№ 90, October 28, 2025). The competition is for the academic position of Associate Professor in the field of higher education 3. Social, Economic and Legal Sciences, professional field 3.9 Tourism (Tourism Management), for the Department of Economics and Organization of Tourism, Faculty of Management.

**This opinion** is based on Decision № 3 adopted at the first meeting of the Scientific Jury, held on January 8, 2026.

**1. Candidate in the competition:** The only candidate is Senior Assistant Professor Dr. Krasimira Dragomirova Yancheva. She meets the Minimum National Requirements (MNR) stipulated in the PPZRASRB, as well as the quantitative requirements for the academic position of Associate Professor at the University of Economics – Varna, pursuant to Article 2b, Paragraph 5 of the of the ZRASRB. In two groups of MNR indicators, the points declared by the candidate exceed the minimum required thresholds. The same applies to the quantitative requirements of the University of Economics – Varna (see Tables 1 and 2).

**2. Candidate Information:** Krasimira Yancheva has been a faculty member in the Department of Economics and Organization of Tourism since 2014, initially appointed as an assistant. One year later, she was promoted to Chief Assistant Professor. From September 2009 to January 2014, she taught at the College of Tourism – Varna, affiliated with the University of Economics – Varna. She completed her secondary education at the Fifth High School with Foreign Language Instruction “Yoan Ekzarh”, Varna (1998–2003). She graduated from the University of Economics – Varna in 2007 with a bachelor's degree and obtained a master's degree in tourism the following year. From February 2009 until April 26, 2013, she was enrolled as a full-time doctoral student in the Department of Economics and Organization of Tourism at the University of Economics – Varna (standard duration three years). She obtained



the Doctoral degree (PhD) in Economics and management (Tourism) in 2013. Her dissertation was entitled: "Marketing Strategy for the Development of Cultural Tourism Based on Bulgarian Folklore."

Table 1. Minimum National Requirements (MNR) for the academic position of Associate Professor in Professional Field 3.9 Tourism, pursuant to the ZRASRB, and points declared by Senior Assistant Professor Dr. Krasimira Yancheva

Groups of Indicators	Points according to the MNR in the ZRASRB (based on Art. 26, par. 2 and 3 of the ZRASRB).	Points declared by Sen. Assist. Prof. Dr. Yancheva
Group A	50	50
Group B	-	-
Group C	100	100
Group D	200	328.1
Group E	50	90
<b>Total for the AP of "Associate Professor"</b>	<b>400</b>	<b>568.1</b>

Table 2. Quantitative requirements of the University of Economics – Varna and points declared by Senior Assistant Professor Dr. Krasimira Yancheva

Groups of Indicators	Quantitative requirements of UE – Varna (based on Art. 26, par. 5 of ZRASRB)	Points declared by Sen. Assist. Prof. Dr. Yancheva
Scientific papers	30	93.3
Articles and studies	80	129.8
<b>Total for AP "Associate Professor"</b>	<b>110</b>	<b>223.1</b>

The candidate's overall educational and professional profile demonstrates compliance with the requirements of Article 101 of the Regulations for the Development of the Academic Staff at the University of Economics – Varna.

**3. Description of Scientific Publications:** For the position of Associate Professor, Dr. Yancheva submitted 61 scientific publications, including: 1 monograph (habilitation thesis), authored individually; participation in 4 collective monographs; 22 articles; 27 conference papers, of which 10 are authored individually; 2 co-authored studies; 3 collective textbooks; 1 co-authored teaching manual; and 1 other co-authored scientific publication (see Table 3).

All publications were considered and evaluated in the preparation of this opinion. Collective works predominate, accounting for 59% of the total output. Dr. Yancheva has 3 co-authored publications indexed in internationally recognized databases (e.g., Scopus); the remaining publications are indexed in other recognized databases. All works underwent peer



review, and no plagiarism was detected. The publications demonstrate originality, relevance, structured content, logical coherence, and scholarly impact.

Table 3. Summary of Scientific Publications Submitted by Senior Assistant Professor Dr. Krasimira Yancheva

Type of Publication	Sole author	Co-authored	Total
1. Monographs	1	4	5
2. Articles	10	12	22
3. Conference papers	14	13	27
4. Studies	-	2	2
5. Textbooks	-	3	3
6. Teaching manuals	-	1	1
7. Other publications	-	1	1
<b>Total:</b>	<b>25</b>	<b>36</b>	<b>61</b>

The monograph (*Destination Management for MICE Tourism*, K. Yancheva, Varna: Science and Economics, 2024, 194 pp., ISBN 978-954-21-1179-5) is an independently authored scientific work, peer-reviewed by two habilitated experts, published by a specialized academic publisher, and features a balanced structure with well-focused content. The bibliography is comprehensive and up-to-date. The work does not repeat known knowledge, but addresses current scientific problems in a logical and coherent manner. The research methodology is well-justified and correctly applied. The candidate's other publications also address current thematic areas. Overall, the works correspond to the declared scientific specialty for the competition.

**4. Identification of Contributions:** I acknowledge and confirm the scientific and applied contributions highlighted by Dr. Yancheva. These are the result of her systematic and purposeful research activity. Significant scientific contributions include:

- Enrichment of knowledge in tourism studies regarding modern types of tourism;
- Management, sustainable development, and monitoring of tourism;
- Concepts for integrating Bulgarian folklore into tourism development.

Applied contributions include:

- Utilizing Bulgarian folklore to create authentic, unique, and recognizable tourism products;
- Enhancing competitiveness of tourist destinations;
- Investigating challenges and prospects of labor resources in Bulgarian tourism.

According to the Citation Report, 11 of her publications have been cited 14 times.

**5. Teaching Activity:** Dr. Yancheva teaches five courses at the Bachelor's and Master's levels: Human Resource Management in Tourism; Tourism Management; Contemporary



Types of Tourism; Marketing in Tourism; Tourism Animation. She supervises practical training for third-year Tourism students in both full-time and part-time modes, has a substantial teaching load, and actively participates in curriculum development as author and co-author.

She also teaches three specialized courses in English under the ERASMUS program, organizes practical workshops, off-campus seminars, and student scientific sessions, and supervises numerous theses. She has international teaching experience at four universities, participates in national and international projects, and contributed to the Municipal Program for Sustainable Development of Varna 2021–2030.

Dr. Yancheva is part of the authorial team of the English monograph *Monitoring the Sustainable Development of a Seaside Tourist Destination*, which won the collective "Varna" prize (2023) in Science and Higher Education, Section III: Social Sciences.

## 6. Recommendations for the candidate:

- Continue and expand publication activity in peer-reviewed, internationally indexed databases to reach a wider specialized audience.
- Continue participating in national and international projects, contributing her valuable experience and expertise.

**7. Conclusion:** A careful review and evaluation of all documents and publications submitted by Dr. Krasimira Dragomirova Yancheva for the position of Associate Professor in Professional Field 3.9 (Tourism) shows that **she has fully met the requirements of ZRASRB, PPZRASRB, and the Regulations for the Development of Academic Staff at the University of Economics – Varna.** The candidate:

- holds a doctoral degree;
- has served as a senior assistant professor for more than two years;
- has presented an original monograph and other significant publications in specialized academic editions;
- fulfills and exceeds the minimum national requirements for the position of associate professor, as well as the additional quantitative requirements of the University of Economics – Varna;
- has made substantial theoretical and applied scientific contributions.

Based on these qualifications, **I recommend that the esteemed members of the Scientific Jury award the academic position of associate professor in the field of higher education, specialty 3. Social, Economic, and Legal Sciences, Professional Field 3.9: Tourism, Scientific Specialty: Tourism Management.**

02.02.2026

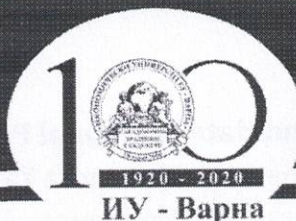
Varna

Signed:

Member of the Academic Jury (Full Prof. Dr. v. Kazandzhieva)

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

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## ACADEMIC OPINION

by assoc. prof. Georgina Lukanova, PhD

Member of the Scientific Jury

**in the competition for the academic position of Associate Professor  
announced at the University of Economics – Varna**

### 1. General information

*Prepared by:* Assoc. Prof. Georgina Georgieva Lukanova, PhD

Professional Field 3.9 Tourism

Faculty of Management, Department of Economics and Organization of Tourism

University of Economics – Varna, Bulgaria

*Grounds for this opinion:* Order No. RD-06-187/28.11.2025 issued by the  
Rector of the University of Economics – Varna.

### 2. Information about the Competition

The competition is announced in the Higher Education Area 3. *Social, Economic and Legal Sciences*, Professional field 3.9 *Tourism*, Specialty *Tourism Management*. It has been opened to meet the needs of the Department of Economics and Organization of Tourism, Faculty of Management, at the University of Economics – Varna, as published in the State Gazette, No. 90/28.10.2025, and in accordance with the decision adopted at the first meeting of the Scientific Jury for the announced competition, held on 08.01.2026.

### 3. Candidate in the Competition

The sole candidate participating in the announced competition is Chief Assistant Professor Krasimira Dragomirova Yancheva, PhD, a faculty member of the Department of Economics and Organization of Tourism at the University of Economics – Varna.

The candidate meets the minimum national requirements for the academic position of Associate Professor in Higher Education Area 3. *Social, Economic and Legal Sciences*, pursuant to Art. 2b, paras. 2 and 3 of the Academic Staff Development Act of the Republic of Bulgaria (ASDARB).

The candidate also fulfills the additional quantitative requirements of the University of Economics – Varna pursuant to Art. 2b, para. 5 of the ASDARB.

Furthermore, the candidate complies with the requirements set out in Art. 101 of the Rules for the Development of the Academic Staff at the University of Economics – Varna.

#### **4. Information about the Candidate (Personal Profile)**

The sole candidate in the competition, Krasimira Yancheva, PhD, was awarded the doctoral degree in 2013 by the University of Economics – Varna.

Krasimira Yancheva obtained a Bachelor's degree in Tourism from the University of Economics – Varna in 2007. One year later, in 2008, she earned a Master's degree in Tourism from the same university. During the period 2009–2013, she was enrolled as a full-time doctoral student in the PhD programme *Economics and Management (Tourism)* at the Department of Economics and Organization of Tourism, University of Economics – Varna.

At present, Dr. Krasimira Yancheva holds the position of Chief Assistant Professor at the University of Economics – Varna. As a researcher and lecturer, she has developed diverse scholarly interests in tourism, with particular emphasis on tourism animation, specialized types of tourism, marketing, and management.

#### **5. Description of the Scholarly Publications**

Following a comprehensive review of the publications submitted by Chief Assistant Professor Krasimira Yancheva, PhD, for participation in the competition, the following findings can be outlined:

- A total of 61 publications have been submitted, comprising 1018 pages overall.
- In quantitative terms, the distribution of publications is as follows: one single-authored monograph (194 pages); contributions to four collective monographs (182 pages); participation in two research studies (19 pages); ten single-authored research articles totaling 90 pages and twelve co-authored articles with a personal contribution of 70 pages; twenty-seven conference papers, of which thirteen are single-authored (143 pages) and fourteen co-authored (71 pages); contributions to four textbooks (three textbooks and one teaching manual) totaling 229 pages; and 20 pages in other publications.
- According to the submitted Statement of Compliance with the Minimum National Requirements for holding the academic position of Associate Professor in Higher Education Area 3. Social, Economic and Legal Sciences, pursuant to Art. 2b, paras. 2 and 3 of the ASDARB, Chief Assistant Professor Krasimira Yancheva, PhD, has accumulated a total of 428.1 points in Groups B and G, compared to a minimum requirement of 300 points.
- From a structural perspective, monographs, articles, and conference papers predominate (66% by page count), which serves as a strong indicator of the quality and maturity of the candidate's scholarly research.
- The submitted publications include both single-authored works and co-authored studies, demonstrating Dr. Yancheva's capacity to conduct independent scholarly research while also collaborating effectively within academic team.
- Three of the publications are indexed in Scopus, while the majority of the remaining works are indexed in international databases such as RePEc and CEEOL, and are included in the National Reference List.
- In terms of subject matter, the scholarly output predominantly addresses

contemporary issues in tourism management, tourism marketing, tourism education, and the sustainable development of tourism. A substantial proportion of the publications is devoted to the development of event and niche tourism, including cultural, folklore, festival, wedding, youth, SPA, and wellness tourism.

The thematic orientation of the publications attests to the candidate's well-defined research profile, allowing for comprehensive and in-depth scholarly investigation.

➤ No evidence of plagiarism has been identified, and none of the publications duplicate those used for the acquisition of the doctoral degree.

The above considerations indicate that the candidate's scholarly works are fully sufficient in scope and highly relevant in structure and content to the announced competition.

## **6. Identification of the Candidate's Research Contributions**

### *Scientific Contributions*

The principal scientific and applied contributions of Chief Assistant Professor Krasimira Yancheva, PhD, can be summarized as follows:

✓ comprehensive theoretical and applied research on contemporary forms of tourism, including cultural, wedding, festival, and folklore tourism, youth tourism, and MICE tourism;

✓ theoretical and applied studies on managerial mechanisms supporting the sustainable development and monitoring of tourism;

✓ research into the integration of Bulgarian folklore in the development of authentic and competitive tourism products;

✓ theoretical and applied research on tourism education and the development of human resources in the tourism sector.

### *Citations*

Dr. Krasimira Yancheva has declared 14 citations, two of which are in publications indexed in Scopus, and twelve in peer-reviewed journals not indexed in Scopus or Web of Science. This corresponds to 90 points under the minimum national requirements, thereby exceeding the required minimum of 50 points.

Overall, the candidate's research activity fully corresponds to the specialty for which the competition has been announced.

## **7. Participation in Research Projects and Academic Forums**

Dr. Yancheva, demonstrates sustained and substantive research activity through her participation in eight research projects – four institutional (university-based) and four international, one of which she successfully led as project coordinator. The thematic focus of these projects aligns closely with the field of the competition, and addresses key issues related to tourism management and sustainable development. A significant portion of the project results has been disseminated through scholarly publications.

She has also contributed her expertise as a member of the team involved in the preparation of the Municipal Programme for Sustainable Development of the Municipality of Varna (2021–2030).

These activities clearly demonstrate research engagement and achievements fully

consistent with the requirements for the academic position of Associate Professor.

### **8. Teaching Activity**

Chief Assistant Professor Krasimira Yancheva, PhD, has approximately 15 years of teaching experience at the College of Tourism and the University of Economics – Varna. Her teaching workload over the past two years shows that she has delivered lectures and seminars within both Bachelor's and Master's programmes in courses such as Event Management, Tourism Management, Human Resource Management in Tourism, and Contemporary Forms of Tourism, all of which correspond to the specialty of the competition.

Dr. Yancheva also teaches in English within the Erasmus+ programme at the University of Economics – Varna. She has also completed four teaching mobility visits within the Erasmus+ programme at partner universities in Lithuania, Estonia, Russia, and Poland.

Her participation in the development of five curricula, three textbooks, and one teaching manual is highly commendable. Further evidence of her strong engagement with students includes the supervision of more than 100 graduating students, coordination within the tutoring system, leadership of practical training, academic mentorship under the "Student Internships" project, participation in student research juries, and the organization of off-campus seminars.

Overall, her teaching and instructional activity fully meets both quantitatively and qualitatively the requirements for holding the academic position of Associate Professor.

### **9. Plagiarism**

No evidence of plagiarism, inaccurate data, or improper citation practices has been identified in the candidate's research output.

### **10. Questions and Critical Remarks**

The submitted materials do not give rise to any significant critical remarks. I would, however, recommend that the candidate continue strengthening her publication record in peer-reviewed journals indexed in Scopus and Web of Science, as well as expanding her research collaboration with scholars from other higher education institutions, both nationally and internationally.

### **11. Conclusion**

A careful review of the competition materials and the candidate's scholarly work demonstrates full compliance with the requirements of the ASDARB, the Regulations for its Implementation, and the Rules for the Development of the Academic Staff at the University of Economics – Varna. This provides sufficient grounds for a positive evaluation of the candidate's application. I have no hesitation in supporting the election of Chief Assistant Professor Krasimira Yancheva, PhD, to the academic position of Associate Professor in Professional Field 3.9 Tourism, Specialty Tourism Management, and recommend that the Scientific Jury vote in favor of her appointment.

01 February 2026

Respectfully submitted  
(assoc. prof.)

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



ИКОНОМИЧЕСКИ УНИВЕРСИТЕТ ВАРНА

Вх. № 7220-87/19.01.2026

To the Chairman of the Scientific Jury

On the competition for the position of Associate Professor

Assoc. Prof. G. Lukanova, PhD

## ATTITUDE

by Assoc. Prof. Viliyan Krastev, DSc

Regarding: competition for the position of Associate Professor, appointed by order of the Rector of the University of Economics – Varna, No. RD 06-187/28.11.2025 under the Professional field 3.9. "Tourism" for the needs of the Department of "Tourism", announced in the State Gazette, issue 90/28.10.2025.

The only candidate in the competition is Chef Assist. Prof. Krasimira Dragomirova Yancheva, PhD. In accordance with the legal regulations under the Law on the Development of Academic Staff and the Regulations for the Development of Academic Staff at the University of Economics, the candidate meets the requirements of the competition.

### 1. Candidate details

Krasimira Dragomirova Yancheva was born on August 30, 1984 in the town of Provadiya. She graduated from the University of Economics with a degree in Tourism in 2007 (bachelor's degree) and 2008 (master's degree). Since 2009, she has been a full-time doctoral student at the Department of Tourism and Hospitality at the University of Economics, and in 2013 she obtained PhD in the field of Tourism 3.9. She has been employed at the University of Economics since 2009 (initially at the College of Tourism), successively occupying the positions of "assistant" and "chief assistant" (since 2015). Since 2023, she has occupied the administrative position of "Deputy Head" of the Department of Tourism. Dr. Yancheva has been working as a devoted teacher, supervisor of graduate students, project participant, organizer of workshops, guest lecturer on international



programs, as evidenced by a multitude of diplomas, certificates, testimonials, honors and other awards. The candidate has language skills (fluent in English and German) and digital competences.

## 2. Scientific research activity

Dr. Yancheva participated in the competition with 61 publications with a volume exceeding 1000 pages. The quantitative requirements for occupying the position of Associate Professor under the Law of the Republic of Bulgaria and the rules at the University of Economics are met and significantly exceeded, and from the point of view of language orientation, publications in Bulgarian, Russian and English have been submitted for review.

Publications No. 9.2 and 24.10 were excluded from review due to co-authorship with the candidate.

The monographic work (No. 7.1) has a volume of 194 pages and is dedicated to MICE tourism using the municipality of Varna as a case study. In quantitative terms, it meets the requirements of the Law of the Republic of Bulgaria. It is distinguished by its logical structure, conducted author's research, and bibliographic awareness. The work has been reviewed by two habilitated scholars and published by the academic publishing house of the University of Economics - "Science and Economics", which is responsible for the rules at the University of Economics.

Thematically, the other publications are in the field of tourism marketing and management, aimed at achieving competitiveness of destinations. All publications have been published in scientific and academic journals, and the reports have been presented at scientific forums in Bulgaria and abroad. Three of the publications No. 6.1, 6.2 and 8.1 (all co-authored) are indexed in the Scopus system, which meets the minimum university requirements for holding the title of "associate professor".

Dr. Yancheva is a co-author of textbooks (No. 64.1, 65.2, 66.3, 67.4) used in the training of bachelor's and master's degree students of the Department of Tourism, which testifies to her recognition as a specialist in the field of marketing and tourism management.

Dozens of Dr. Yancheva's participations in national and international scientific forums have been documented, where results of her scientific activities have been announced. She is also a participant in several national and international scientific projects, the work on which



has been disclosed in published reports (No. 55.19, 55.20, 57.21, 59.30), articles (No. 30.16, 30.19) and monographs (No. 9.2, 11.4., 12.5). Over the years, she has completed several teaching mobilities under the Erasmus+ program at universities in Lithuania, Estonia, and Poland.

The list of open citations (Document No. 9) testifies to the candidate's recognition in scientific circles. In the Google Scholar system, Dr. Yancheva is present with 82 citations and an h-index of 6. In the Scopus system, the values are 5 citations and h-index 1, respectively.

### 3. Teaching activity

Dr. Yancheva leads seminars and lectures in the disciplines: "Modern Types of Tourism", "Marketing in Tourism", "Tourism Management", "Human Resources Management in Tourism" and "Animation in Tourism". She is responsible for the practical training of students majoring in Tourism. Her annual classroom workload exceeds 190 hours.

Dr. Yancheva has been the scientific supervisor of dozens of bachelor's and master's degree graduates in the specialties "Tourism" and "International Tourism Business", who have successfully defended their thesis.

### 4. Critical notes and recommendations

Regarding the part of the candidate's research (articles and reports) and, respectively, publication activities, there is an excessive use of empirical-descriptive methods, devoid of scientific analysis and synthesis. In some publications dedicated to project work, erroneous facts from unverified empirical information, mainly from Internet sites, are also noticeable. It is recommended that Dr. Yancheva observe higher scientific and academic correctness in her future work, relying on primary sources of knowledge in parallel verification of the facts and data used.

In the candidate's monographic work, presented as a habilitation thesis, a significant part of the textual content (mainly in Chapter Two) is structured in an overly elemental manner for research of this type. The list of facts, devoid of analysis and evaluation, which does not correspond to the title of the section ("Analysis and Evaluation of MICE Tourism in the Municipality of Varna") predominates. In this regard, the comparative and balance methods



are greatly underestimated in order to form an adequate picture of the tourism potential and place of the municipality of Varna as a MICE tourism destination.

For her future scientific work, I recommend that Dr. Yancheva emphasize strengthening research synthesis while simultaneously mastering and using methodologies and techniques of a constructive nature.

### **5. Conclusion**

The observed legal regulations and the fulfilled quantitative requirements under the Law on the Development of Academic Staff and the Regulations for the Development of Academic Staff at the University of Economics give me grounds to provide a positive assessment to Dr. Yancheva in the competition for the position of Associate Professor.

Varna  
19.01.26.

Заличена информация съгласно  
Signature ЗЗЛД и регламент (ЕС) 2016/ 679  
Assoc. Prof. v. Krastev, DSc

**УНИВЕРСИТЕТ ЗА НАЦИОНАЛНО И СВЕТОВНО СТОПАНСТВО****STATEMENT**

From: *Prof. Dr. Elenita Kirilova Velikova;*  
*UNWE, Department of "Economics of Tourism"*  
*Scientific specialty: "Economics and Management (Tourism)"*

**Regarding:** a competition for occupying the academic position of Associate Professor in the scientific specialty Tourism Management, professional field 3.9 Tourism, scientific area Social, Economic and Legal Sciences at the University of Economics – Varna, announced in the State Gazette, issue No. 90/28.10.2025.

This statement has been prepared on the grounds of Article 4, paragraph 8 of the Law on the Development of the Academic Staff in the Republic of Bulgaria and Article 107, paragraph 2 of the Rules for the Development of the Academic Staff at the University of Economics – Varna, in connection with a decision of the scientific jury appointed by Order of the Rector of the University of Economics – Varna No. RD-06-187/28.11.2025, for conducting a competition for occupying the academic position of Associate Professor.

**1. Information about the competition**

The competition for occupying the academic position of Associate Professor has been announced in higher education area 3 Social, Economic and Legal Sciences, professional field 3.9 Tourism, for the needs of the Department of Economics and Organization of Tourism at the University of Economics – Varna, and the announcement was published in the State Gazette, issue No. 90/28.10.2025.

**2. Brief information about the candidate in the competition**

Based on the documents submitted for the competition, it can be concluded that the candidate, Chief Assistant Professor, Dr. Krasimira Dragomirova Yancheva, fulfils the minimum national requirements for occupying the academic position of Associate Professor in higher education area 3 Social, Economic and Legal Sciences, within the meaning of Article 2b, paragraphs 2 and 3 of the Law on the Development of the Academic Staff in the Republic of Bulgaria, as well as the additional quantitative requirements of the University of Economics – Varna pursuant to Article 2b, paragraph 5 of the same Law. The submitted references on scientific output, citations and points coverage show that the required minimum number of points by groups of indicators has not only been met but exceeded, and that the candidate also fulfils the requirements of Article 101 of the Rules for the Development of the Academic Staff at the University of Economics – Varna.

Krasimira Yancheva holds the educational and scientific degree of Doctor, acquired

in professional field 3.9 Tourism, and carries out active teaching and research activities at the University of Economics – Varna, where she occupies the position of Chief Assistant Professor. Her research interests are focused on tourism management, with a pronounced emphasis on destination management, MICE tourism, cultural and festival tourism, tourism marketing, destination branding, tourism animation, and the integration of intangible cultural heritage into the tourism product, which are consistently developed in her scientific publications, monographic works and applied research.

### **3. Description of the scientific works**

The scientific works submitted by the candidate are characterised by clear quantitative, structural and substantive completeness, reflecting consistent and sustainable scientific development within professional field 3.9 Tourism. The candidate's scientific output includes an individual habilitation work (monograph), publications in the form of articles, studies and papers published in Bulgarian and international scientific journals, part of which are refereed and indexed in international databases. Chapters in collective monographs are also presented, as well as papers in edited scientific proceedings. Structurally, the works are clearly differentiated by types of publications and correctly systematised in the relevant reference materials, fulfilling the requirements for originality, individual contribution and scientific value provided for in the regulatory framework.

In substantive terms, the scientific works are thematically concentrated in the field of tourism management, with clearly defined areas including destination management, MICE tourism, tourism marketing and branding, cultural and festival tourism, tourism animation, as well as the integration of intangible cultural heritage into the tourism product. In a number of studies, original conceptual models, methodological approaches and analytical tools are proposed, which find application both in scientific research and in the educational and practical spheres. Some of the works have a pronounced applied orientation, aimed at the analysis and evaluation of specific tourism destinations, events and management practices.

Based on the submitted evidence, it may be concluded that the candidate's scientific works comply with the requirements of Article 112, paragraph 2 of the Rules for the Development of the Academic Staff at the University of Economics – Varna, as they are the result of independent and purposeful research activity, are distinguished by scientific validity, clearly formulated objectives and correct use of sources.

The scientific works are written in correct academic language, with clear terminological precision and compliance with the scientific style. The conceptual apparatus used is appropriate to the subject matter, and the exposition is logically structured and consistent. In the publications in a foreign language, an adequate command of specialised terminology is evident, corresponding to international standards of scientific communication.

From the submitted materials, no texts with different titles but identical content are identified, including in the form of a foreign-language translation of an existing scientific work presented as an independent publication. The publications are correctly distinguished by content and scope, and in cases of thematic continuation, there is development and enhancement rather than repetition.

### **4. Synthesised evaluation of the main scientific and scientific-applied contributions**

The analysis of the evidence submitted for participation in the competition presents Chief Assistant Professor, Dr. Krasimira Dragomirova Yancheva as a researcher with a

consistent scientific interest and a sustainable professional approach in the field of tourism management, with a particular focus on destination management, MICE tourism, cultural and festival tourism, tourism marketing, and the integration of intangible cultural heritage into the tourism product. On this basis, I also confirm the scientific contributions declared by the candidate, which may be assessed as well-grounded, theoretically valid and with clearly expressed practical applicability, enriching scientific knowledge in the examined thematic areas.

The main contributions of the candidate may be distinguished as follows:

- The theoretical concepts in the field of contemporary types of tourism, in particular cultural, festival, folklore, wedding and MICE tourism, have been further developed and systematised. The role of destination management has been identified as a key factor for increasing the competitiveness and sustainable development of the tourism product.
- Conceptual and methodological models for the management and evaluation of tourism destinations have been developed, including a model for the management of a MICE tourism destination and methodological approaches for analysing the competitiveness and brand identity of tourism destinations, with possibilities for practical application in different territorial and market contexts.
- The scientific and applied significance of Bulgarian folklore and intangible cultural heritage as a resource for the development of cultural tourism has been substantiated, and specific guidelines have been formulated for their integration into tourism animation and festival and event formats, with the aim of creating authentic and competitive tourism products with high added value.
- The processes of practical training and human resource preparation in tourism have been analysed, and methodological solutions have been proposed for improving internship and extracurricular forms of training and for better integration between theory and practice in tourism education.

In my view, the stated contributions are the personal work of the candidate. In the collective scientific works, her authorship and specific contribution are clearly and convincingly demonstrated. A unified scientific style and consistency in the research approach are evident, manifested both in the monographic works and in the presented scientific articles and papers, which testify to a mature academic profile and sustainable scientific development.

The submitted reference on citations shows that the candidate's scientific publications have been cited in Bulgarian and international scientific sources, including refereed and indexed databases (Scopus and Web of Science). The citations result from the use of the candidate's works as a theoretical and methodological basis in the research of other authors, which is an indicator of the recognisability and scientific significance of the results.

Although the number of citations is not a leading criterion in the evaluation for occupying the academic position of Associate Professor, their presence in authoritative sources confirms the candidate's contribution to the development of scientific research in the field of tourism and the compliance of her scientific output with international academic standards.

##### **5. Participation in scientific projects and scientific forums**

The submitted materials show that Chief Assistant Professor, Dr. Krasimira

Dragomirova Yancheva actively participates in scientific research and scientific-applied projects thematically related to tourism management, cultural, event and MICE tourism. The project activity is directly related to the topic of the competition and is reflected in scientific publications and applied results. The candidate regularly participates in national and international scientific forums, where she presents the results of her research, and is also engaged in organisational and expert activities contributing to the practical application of scientific developments and to the scientific visibility of the institution. The submitted certificates, awards and evidence of participation complement the profile of the candidate as an active and recognisable member of the scientific research community in the field of tourism.

#### **6. Teaching activity – quantitative and qualitative evaluation**

The teaching activity of Chief Assistant Professor, Dr. Krasimira Dragomirova Yancheva is characterised by long-standing, systematic and consistent experience in teaching students in the Bachelor's and Master's degree programmes in the field of tourism. The candidate has delivered lectures, seminars, practical classes and diploma seminars across a wide range of disciplines directly related to the scientific specialty of the competition, including tourism management, tourism resources, tourism animation, events and MICE tourism, tourism marketing and human resource management.

The quantitative indicators of teaching workload demonstrate sustained involvement in the educational process, while the qualitative evaluation of the teaching activity is based on the relevance of the course content, the application of contemporary teaching methods and a clear link between theory and practice. In the teaching process, the candidate employs interactive approaches, case studies, project-based learning and examples from real tourism practice.

The candidate actively participates in the supervision of diploma students and in the organisation and conduct of practical training and internship formats, contributing to the professional realisation of students. The submitted materials testify to her engagement in the preparation of young professionals and to her contribution to the development of the educational process at the university.

The teaching activity also includes instruction in a foreign language, as well as participation in teaching mobility and international educational formats, including under the Erasmus+ programme, which contributes to the internationalisation of education and to the exchange of good academic practices.

#### **7. Plagiarism**

Based on the submitted declarations, reference materials and analysis of the scientific works, no evidence of plagiarism, improper use of other authors' scientific works or incorrect citation of sources has been identified. The candidate's scientific publications are correctly cited, with clearly distinguished authorship, including in collective works. The submitted works comply with the requirements of academic ethics and good scientific practice.

#### **8. Questions and critical remarks to the candidate**

I have no substantial critical remarks regarding the materials and scientific output submitted for the competition. As a recommendation for future work, the possibility may be indicated for further expansion of publication activity in refereed and indexed international

journals, as well as for deepening interdisciplinary research in the field of sustainable and intelligent management of tourism destinations.

## 9. Conclusion

Based on the overall evaluation of the scientific research, scientific-applied and teaching activities, the identified scientific contributions, participation in scientific projects and forums, as well as the proven fulfilment of the minimum national and institutional requirements, I consider that Chief Assistant Professor, Dr. Krasimira Dragomirova Yancheva fully meets 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 at the University of Economics – Varna.

She possesses indisputable merits as a teacher and researcher with proven contributions in the scientific specialty of the competition. All of the above gives me grounds to give my **POSITIVE EVALUATION** of the candidate in the competition and, with full conviction, to support the election of Chief Assistant Professor, Dr. Krasimira Dragomirova Yancheva to the academic position of Associate Professor in professional field 3.9 Tourism, scientific specialty Tourism Management, at the Department of Economics and Organization of Tourism at the University of Economics – Varna.

08.02.2025 / City of Sofia

Signature  
/Prof. D.

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



ИКОНОМИЧЕСКИ УНИВЕРСИТЕТ ВАРНА

Вх. № PA20-216/09.02.2026

## О P I N I O N

On behalf of: Assoc. Prof. Dr. Asya Dimitrova Pandzherova,  
University of National and World Economy,  
Scientific specialty "Economics and Management (Tourism)"

Regarding: Competition for an associate professor in the professional field 3.9. Tourism,  
scientific specialty "Tourism Management" at the University of Economics - Varna

### 1. 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", scientific specialty Economics and Management (Tourism) for the needs of the Department "Economics and Organization of Tourism" at the Faculty of "Management" of the University of Economics - Varna. I participate in the scientific jury, in accordance with the order of the rector of the University of Economics - Varna No. 06-187 of 28.11.2025. The competition for the academic position of "associate professor" was announced in the State Gazette, issue 90 / 28.10.2025.

### 2. Brief information about the candidate in the competition

In the competition for the academic position of "associate professor" in the scientific specialty "Tourism Management", announced for the needs of the Department of "Economics and Organization of Tourism" at the University of Economics - Varna, only one candidate participated - senior asst. Dr. Krasimira Dragomirova Yancheva. The entire academic path of the candidate passes through the University of Economics - Varna. In 2007, she graduated from the specialty "Tourism" at the OKS "Bachelor" with a certificate of distinction from the Rector of the University of Economics - Varna. A year later, he graduated from the same specialty at the University of Economics and Business Administration with a Master's degree, again with distinction. In the period 2009-2013, he studied as a full-time doctoral student at the Department of Economics and Organization of Tourism. In April 2013, he obtained the educational and scientific degree of Doctor in the scientific specialty of Economics and Management (Tourism) with a dissertation on the topic: "Marketing Strategy for the Development of Cultural and Educational Tourism Based on Bulgarian Folklore". From 2009 to the beginning of 2014, he successively held the academic positions of "Assistant" and "Chief Assistant" at the College of Tourism - Varna, after which, until now, he is a Chief Assistant Doctor at the University of Economics - Varna, Department of Economics and Organization of Tourism. He is fluent in German and English. Her areas of scientific interests are Fundamentals



of Tourism, Tourist Animation, Specialized Types of Tourism (Cultural Tourism), Marketing in Tourism, Tourism Management, Economics of the Tourism Enterprise, Management of a Tourist Destination, Animation in Tourism, Management of Special Events, etc.

Chief Asst. Prof. Dr. Krasimira Yancheva participates in a competition for the academic position of "Associate Professor", as the works and evidence presented by her are in full compliance with the national legislation and the regulations of the University of Economics - Varna. The candidate significantly exceeds the minimum national requirements for scientific and teaching activity in area 3. Social, Economic and Legal Sciences, professional field 3.9. Tourism, scientific specialty Economics and Management (Tourism), as well as the additional quantitative requirements of the University of Varna under Art. 2b, para. 5 of the Law on the Development of the Academic Staff at the University of Varna (PRAS). The candidate also meets the requirements in Art. 101 of the Regulations for the Development of the Academic Staff at the University of Varna (PRAS).

### **3. Description of the candidate's scientific works**

The scientific production presented by Senior Asst. Prof. Dr. Krasimira Yancheva for participation in the competition for associate professor includes 62 publications, namely:

- 1 independent monograph;
- participation in 7 collective monographs and/or studies;
- 22 articles (10 independent and 12 co-authored);
- 27 scientific reports (13 independent and 14 co-authored);
- 4 textbooks and teaching aids in co-authorship;
- 1 popular science article in co-authorship.

The publications presented for the competition for associate professor have been published in authoritative Bulgarian and foreign publications. The scientific work of Senior Asst. Prof. Dr. Krasimira Yancheva covers the period over the last 10 years and the total volume of scientific production is assessed as completely sufficient. The monographic works, as well as the other scientific publications, have been reviewed by authoritative names in the scientific field.

The scientific output of Senior Assistant Professor Krasimira Yancheva is focused on current issues in tourism and is the basis for the formation of the candidate as an established scientist. The output is diverse - from monographs and studies to articles in prestigious international databases and teaching aids. The international nature of the presented publications is impressive, since 24 of the works are in a foreign language. The high scientific quality of the research is also proven by the fact that they have been cited repeatedly by other scientists, which is a clear certificate of their importance and applicability. Thematically, the works are concentrated in key areas such as modern types of tourism, sustainable development, tourism management. The candidate's strong point is that his scientific research is supported by specific practical studies.



It is impressive that the scientific research of Senior Assistant Professor Krasimira Yancheva is supported, where possible, with practical research and analysis. In general, the scientific output The thesis is assessed as being of exceptional quality and fully consistent with the criteria for holding the position of "associate professor". It is distinguished by high linguistic culture, stylistics and use of professional terminology. No evidence of plagiarism or copyright infringement has been found in the submitted scientific works.

#### **4. Synthesized assessment of the candidate's main scientific and applied scientific contributions**

I accept the scientific and applied scientific contributions to the competition fully presented by Senior Assistant Professor Dr. Krasimira Yancheva in the submitted reference. The contributions fully correspond to the research and teaching work. I assess the candidate's research contributions and scientific publications both in the country and abroad as original and personal work, and his declaration as authentic. The presence of citations from other authors is direct evidence of the importance of the works for the scientific community in tourism.

#### **5. Participation of the candidate in scientific projects and forums**

It is evident from the submitted autobiography that Senior Asst. Prof. Dr. Krasimira Yancheva actively participates in the work on research projects. For the period 2007 - 2025 she participated in 6 university, 2 national and 5 international projects, some of which she was also the head, which is proof of her project-oriented expertise. The majority of the projects in which she participates are related to the topic of the competition, which is also evidenced by the results achieved from her participation.

Proof of the practical applicability of the scientific results of the candidate for associate professor is his expertise and participation in scientific organizations, including the Varna Tourist Chamber, the Union of Scientists in Bulgaria and the Association for Advertising and Communications in Tourism. She is also a member of the General Assembly of the Faculty of Management at the University of Economics - Varna.

#### **6. Evaluation of the candidate's teaching and learning activities**

According to the competition documentation, Ch. Assistant Professor Dr. Krasimira Yancheva is extremely active in her teaching and learning activities at the University of Economics - Varna. She enjoys the respect of the students and is a quality teacher with a high teaching load. She leads lecture courses and seminars in two languages (Bulgarian and English) in a wide range of disciplines for students of the Bachelor's and Master's degree programs, including "Event Management", "Human Resources Management in Tourism", "Tourist Destination Management", "Economics and Management of the Tourism Enterprise", "Markets



and Marketing in Tourism", "Marketing in Tourism", "Tourism Management", "Economics of the Enterprise", etc. She systematically updates and enriches the teaching material, in accordance with the increasing requirements for teaching and learning activities. In the period 2016 - 2018, she carried out international teaching activities at universities in Lithuania, Estonia and Poland.

In addition to her teaching work, Senior Assistant Professor Dr. Krasimira Yancheva also participates in additional activities directly related to raising the image of the University of Varna. She actively participates in the promotion of the Career Center at the University of Varna. She is part of the expert team that worked on the Municipal Program for Sustainable Development of the Municipality of Varna for the period 2021 - 2030. She is a lecturer under the Erasmus + program, where she leads lectures and seminars on various tourism disciplines.

## 7. Main critical comments and recommendations

I have no comments on the teaching and research activities of Senior Assistant Professor Dr. Krasimira Yancheva. I recommend that in her future teaching activities she integrate artificial intelligence (AI) and augmented and virtual reality (AR/VR) as much as possible, which will increase student engagement and provide richer learning experiences.

## 8. Conclusion

The candidate in the competition fully meets the requirements of the Act on the Development of the Academic Staff in the Republic of Bulgaria, the Regulations for its implementation and the Rules for holding academic positions at the UNWE. Senior Assistant Professor Dr. Krasimira Yancheva participates in the competition for the academic position of "associate professor" with scientific production, which, by its thematic focus and quality of scientific and applied scientific contributions, enriches theoretical knowledge and supports practice in the field of tourism.

All this gives me reason to vote positively and to recommend to the Honorable members of the scientific jury to award the academic position of "Associate Professor" to Senior Assistant Professor Dr. Krasimira Dragomirova Yancheva in professional field 3.9. "Tourism", scientific specialty Economics and Management (Tourism) at the Department of "Economics and Organization of Tourism" at the University of Economics - Varna.

8.02.2026

Sofia

Заличена информация съгласно  
ЗЗЛД и регламент (ЕС) 2016/ 679  
Signature: (Assoc. Prof. Dr. Asya Gancheva)