



A B S T R A C T S

of scientific publications

of assoc. prof. Velina Kazandzhieva, PhD

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for participation in a competition for “professor” in the field of higher education
3. Social, Economic, and Legal Sciences, Professional field 3.9. Tourism,
Scientific specialty: “Economics and Management (Tourism)”

I. Monograph

№ 1. Kazandzhieva, V. 2021. Concept and opportunities for the development of e-tourism. Varna: Science and Economics (Monographic library “Prof. Tsani Kalyandzhiev“, Book 67) ISBN - 978-954-21-1062-0

Abstract of the monograph

Digitalization has gradually turned into an important factor of competitiveness in the tourism industry. E-tourism is expanding its scope and dynamism, and projections indicate a speeding up in its growth. The subject of study in the present work is the core characteristics and peculiarities of electronic tourism (e-tourism), identified following the contemporary changes in the ever more digitalized tourism system. The object of study is the structure of e-tourism, its advantages, and disadvantages to the interested parties, as well as the guidelines for development in Bulgaria. The research objective that has been set is as follows: based on an analysis of the conditions and the factors for the emergence and development of e-tourism, to design a conceptual framework of the e-tourism system and formulate strategic fields for the development of that phenomenon in Bulgaria. The monographic work presents a qualitative study of e-tourism, based on a scientific and theoretical approach.

In the first chapter of the monograph, the information-technological bases of e-tourism are studied and analyzed. The synergy of tourism, technology, and the internet is characterized. The essence of digitalization is determined and its effects on tourism are analyzed. The opportunities and challenges of the application of artificial intelligence, virtual reality, and blockchain in e-tourism are presented.

The second chapter of the study defines e-tourism and analyzes its interrelationships with traditional scientific fields. Its content scope and complex and dynamic conceptual framework are defined. The evolutionary development of e-tourism is traced, and its characteristics and transformations during the separate stages are studied. The intelligent changes in the e-tourism system, provoked by the high degree of connectivity and the



accelerated introduction of various technologies and integrated devices in it, are considered and forecasted.

In the third chapter of the research, the attention is focused on the consumption, the destinations, and the dynamic package of e-tourism. A general characteristic of online tourist consumption is made and the digital user is characterized as a subject of the e-tourist system. More important determinants of his behavior are presented. The peculiarities of the e-destinations are analyzed and good practices of digital tourist places are presented. The dynamic tourism package has been explored as an important part of the economic dimensions of the increasingly digital tourism industry. Its essential characteristics and integrated tourist information systems, building its concept, have been determined. It has been found that the demand for individual, dynamic travel packages is growing and the trend is stable over time.

In the fourth part of the monograph, the guidelines for the development of e-tourism in Bulgaria are revealed. A general assessment of the conditions for digitalization of the Bulgarian economy as an integral foundation, creating the prerequisites for e-tourism in our country. The modern changes and the perspectives for the development of e-tourism are studied. Based on them and in accordance with the profile of the modern online tourist, strategic directions for e-tourism in Bulgaria have been formulated. The objective basis for the effective development of e-tourism in our country is its advantages and favorable opportunities. All national stakeholders should invest in e-tourism technological innovation to reap its benefits. Investments in software for personalization and improvement of services in tourism organizations are a necessary condition for the competitiveness of the e-tourism sector in Bulgaria.

II. Other monographs

№ 2. Dabeva, T., Lukanova, G., Kazandzhieva, V., Ilieva, G., Filipova, H. 2019. Innovative Technologies In Bulgarian Hotel Keeping. Varna: Science and Economics (Monographic library “Prof. Tsani Kalyandzhiev“, Book 60) ISBN - 978-954-21-1008-8

Abstract of the whole monograph

Innovative technology is associated with the strategic goals of hotel companies for raising the value and the effects for the organization and its customers, which determines the relevance of the chosen theme. The subject of study in the present work is the application of innovative technologies in hotel-keeping, which are used in all elements of the hospitality



product and the stages of its production, supply, and consumption. The object of study is hotel keeping and in particular Bulgarian hotel keeping. The main objective set in the monograph is: to study the contemporary changes and technological innovations in hotel-keeping, and on that basis to identify opportunities for applying innovative technologies in Bulgarian hotel keeping. To achieve that objective there have been carried out 2 surveys. The suggestions for implementing innovative technologies in Bulgarian hotel keeping are systematized in the following areas: before the stay of the guest; during the stay in the hotel; after the stay and checking out of the place of accommodation.

Abstract of the parts, developed by assoc. prof. Velina Kazandzhieva, PhD

The results of the customer survey show that the introduction of technological innovations in the Bulgarian hotel industry is at an early stage, and consumer attitudes are still unclear, incomplete, and limited (§ 3.1 and § 3.2). There is a lack of experience with technology in hotel services. The proposals for the introduction of innovative technologies in the Bulgarian hotel industry are systematized in three main directions: before the stay of the guest; during the stay at the hotel; after staying and leaving the hotel (§ 3.4). Investments should focus on developing mobile applications, innovative technologies for online remarketing, email campaigns, and attracting new guests.

№ 3. Marinov, S., Kazandzhieva, V., Dyankov, T, Ilieva, G. 2015. Strategy for ecological tourism in Natural Park “Strandzha” 2014-2020. Varna: Science and Economics (Monographic library “Prof. Tsani Kalyandzhiev“, Book 36) ISBN - 978-954-21-0823-8

Abstract of the whole monograph

The monographical work’s object of study is the potential and the prospects for effective environmentally-friendly tourism development and is restricted territorially within the limits of the National part of Strandzha. A principal goal of the work is, based on a situational and SWOT analysis of NP Strandzha, to develop a strategy for the development of ecological tourism in the park for the period 2014-2020. In pursuance of the goal of the work there are solved specific research tasks, namely: conceptualization of a methodology for the development of a strategy for ecological tourism in a protected area and the application of the methodology concerning NP Strandzha; collecting, processing, and systematization of a database of the most significant tourist sites, resources and attractions of the protected area under study; development of a strategic framework for the development of ecological tourism



on the territory of PN Strandzha; specification of objectives and projects for the development of ecological tourism on the network of tourist routes in NP Strandzha; development of a plan for the management of the tourist flow in NP Strandzha.

Abstract of the parts, developed by assoc. prof. Velina Kazandzhieva, PhD

The macro-environment of “Strandzha” National Park as a destination for ecological tourism is analyzed (Chapter 2). The political, legal, technical, socio-cultural, and environmental conditions have been studied and researched. The advantages, disadvantages, opportunities, and threats to the development of environmentally-friendly tourism in the park are identified and an integrative model of SWOT analysis is proposed (Chapter 3). The tourist itineraries are systematized and evaluated, incl. and interpretive routes and guidelines for their development are formulated following the subject of research in the monograph (Chapter 5).

№ 4. Neshkov, M., Marinov, S., Kazandzhieva, V., Dyankov, T., Ilieva, G. 2014. Competitiveness of the municipality of Varna as a tourist destination. Varna: Science and Economics. ISBN - 978-954-21-0774-3

Abstract of the whole monograph

The monograph aims to analyze and evaluate the competitiveness of the municipality of Varna as a tourist destination and to propose strategic guidelines for the formation and development of its competitive advantages. In the conditions of intensified global competition in the tourist markets, the destinations cannot count on accidental success, due to which their competitiveness is established as the main function of their marketing and management systems. Municipalities in Bulgaria must play a leading role in the development and implementation of programs for sustainable tourism and increase the competitiveness of the destinations they represent.

Abstract of the parts, developed by assoc. prof. Velina Kazandzhieva, PhD

The macroenvironment of the municipality of Varna as a tourist destination in the context of the current political conditions has been studied (Chapter 3). The economic environment on the territory of the municipality, its technical infrastructure, and demographic and socio-cultural conditions are characterized and assessed. The competitiveness of the destination Varna has been studied and studied from the position of French and Bulgarian tourists (§ 2 and § 6 of Chapter 4).



№ 5. Kazandzhieva, V. 2021. Enhancing the Competitiveness of Destination Bulgaria through Digital Transformation in Tourism. Economic Studies (Ikonomicheski Izsledvania), Sofia: Economic Research Institute at the Bulgarian Academy of Sciences, 30, 2, pp. 177 – 198. ISSN 0205-3292. Scopus, CEEOL

Abstract

The relevance of this scientific work is determined by the dynamic competitive environment of the international tourist markets and the necessity for seeking possibilities for increasing the competitive advantages of Bulgaria as a destination. One of these possibilities is through a digital change of the tourist sector in our country. The research goal of the article is to make an analysis and assessment of the competitiveness of destination Bulgaria, together with defining directions for enlarging it through digital transformation in tourism. In analyzing and synthesizing for the goals of assessing the competitive positions of Bulgaria as a tourist destination, there are applied the approaches of induction, deduction and globalization. The publication is based on the methodology of determining the Travel and tourism competitiveness index of the World Economic Forum. Particular suggestions and recommendations are made for the digital transformation of the tourist sector in Bulgaria on macro and micro levels. Guiding and stimulating the processes of digital transformation in the various sectors of the national economy, incl. those in tourism, have to be carried out by the state, its governmental authorities and responsible institutions, the respective enterprises, and organizations.

№ 6. Kazandzhieva, V., Santana, H. 2019. E-tourism: Definition, Development, and Conceptual Framework. Tourism: An International Interdisciplinary Journal, Zagreb: Institute for Tourism, 67, 4, pp. 332 - 350. ISSN: 1332-7461 (Print); ISSN 1849-1545 (Online). Scopus, Web of Science

Abstract

E-Tourism is an objective reality. Its dynamics and fast-accelerating development cause significant change to the traditional model of the classical tourism system. The creation of an e-tourism system is a logical sequence of the digitalization of all processes in the value chain of the travel and tourism industry. The purpose of the article is, based on an analysis of the factors and conditions of the emergence and development of e-tourism, to construct and perform a conceptual framework of an e-tourism system. Specialized sources of secondary



data have been studied and the conceptual basis of the theoretical framework has been defined. E-tourism is identified as a process and key characteristics of its nature have been performed. The following research methods and scientific approaches have been applied: theoretical exploratory approach; systematic and chronological approach; systematic screening of academic publications; analysis and synthesis; content analysis. The result of the scientific research is the construction of a conceptual (theoretical) framework of the e-tourism system, introducing basic groups (subsystems) and integrated components and identifying the specific interactions between them.

№ 7. Kazandzhieva, V., Filipova, H. 2019. Customer Attitudes Toward Robots in Travel, Tourism, and Hospitality: A Conceptual Framework. Ivanov, S. and Webster, C. (Ed.) Robots, Artificial Intelligence and Service Automation in Travel, Tourism, and Hospitality, Emerald Publishing Limited, Bingley, pp. 79-92. ISBN: 978-1-78756-688-0, eISBN: 978-1-78756-687-3. Scopus, Web of Science

Abstract

The goal of the scientific work is to define customer attitudes towards robots in travel, tourism, and hospitality (TTH) and to analyze their most significant characteristics. Design/methodology/approach: The article develops a conceptual framework of attitudes toward robots in travel, tourism, and hospitality, based on a critical analysis of relevant publications. The scientific paper provides a definition and discussion of the characteristics of customer attitudes towards robots in TTH. It elaborates on the structural elements of attitudes towards robots and the links and interactions between the elements. Research limitations stem from the small number of studies on customer attitudes towards robots in TTH. The theoretical analysis can be used as a starting point for empirical studies of customer attitudes towards robots in travel, tourism, and hospitality.

Combined services based on human-robot interaction are the optimal solution for the formation of favorable attitudes of customers to robotics and automation in tourism and hospitality. In this way, customers' needs for high-tech amenities, interpersonal communication, and socialization are met. The study is one of the few publications that directly and theoretically study the attitudes of customers towards robots in tourism and hospitality. A matrix of consumer attitudes and behavior when using robots in the organization of holidays and the process of hotel services has been created.



III. Scientific articles

№ 8. Kazandzhieva, V. 2020. Applied Aspects of Blockchain Technology in Travel and Tourism Industry. IZVESTIA JOURNAL OF THE UNION OF SCIENTISTS – VARNA. ECONOMIC SCIENCES SERIES, 9(1), pp. 88-99, ISSN (print): 1314-7390; ISSN (online): 2603-4085 National reference list (ID №2584), RePEc, CEEOL, Google Scholar, Scientific Online Resource System

Abstract

Blockchain technology is in the early stage of its development, but there's consensus about its potential. The technology is at an inflection point, with momentum shifting from “blockchain tourism” and exploration to the building of practical business applications. The tourism industry and blockchain can become a powerful combination as the technology can bring safety and transparency to transactions. This article aims to examine the features of blockchain as innovative technology and to present its more important advantages and applied aspects in the field of tourism. There are a growing number of emerging disruptors across the travel industry, challenging traditional business models with the use of blockchain. Given some of the blockchain technology's characteristics and possibilities, this article is pointed toward important applications within tourism.

№ 9. Kazandzhieva, V. 2020. Sustainable Forms of Smart Tourism. IZVESTIA JOURNAL OF THE UNION OF SCIENTISTS – VARNA. ECONOMIC SCIENCES SERIES, 9(2), pp. 85-94, ISSN (print): 1314-7390; ISSN (online): 2603-4085 National reference list (ID №2584), RePEc, CEEOL, Google Scholar, Scientific Online Resource System

Abstract

The improvement of technology makes smart devices and their applications in the travel and tourism industry ever more popular and complex. Tourism requires a variety of services and products. This diversity results in a multitude of smart applications and smart tourist systems designed to enhance visitors' experience and satisfaction while traveling. This article presents and briefly discusses the concept of smart tourism in the scientific literature and the way it can be applied for sustainable destinations. Some important difficulties and challenges of smart tourism are discussed.

№ 10. Kazandzhieva, V., Alexandrova, M. 2019. Ecotourism in Bulgaria. scientific publication Natural and historical-cultural heritage of Eastern Europe as an object of



socio-geographical research. Pskov: Pskov State University, pp. 26 - 34. ISBN 978-5-91116-880-3, Russian Science Citation Index

Abstract

In the article, the concept of ecotourism is considered both as a special segment of the tourism market and as a form of affirmation and compliance with the principles of sustainable and harmonious development. The main goal is to present successful practices for ecotourism based on its specific characteristics and principles, as well as the opportunities for the development of this type of tourism in Bulgaria. The study reveals the rich and diverse potential of Bulgaria for ecotourism and identified some significant problems and obstacles. The role and importance of forms of ecotourism are not a panacea for the destructive activities of mass tourism, despite the favorable opportunities for harmonious interaction between tourism and the natural environment. Ecotourism needs strong support not only at the national but also at the local level. The management plans for the national parks in Bulgaria are a good basis for its development. Promising areas of ecotourism in the country are: nature tourism; scientific ecotourism for visitors with special interests; cognitive ecotourism. Environmental protection measures in tourist areas are based on the balance and harmony between economic development, the positive effects of ecotourism, and the effects on the socio-cultural and natural environment.

№ 11. Kazandzhieva, V. 2019. Incentive Programs as a Tool for Promoting Tourism in Bulgaria. Izvestia: journal of the Union of Scientists. Economic sciences series, 8(1), pp. 27-35. ISSN (print): 1314-7390; ISSN (online): 2603-4085 National reference list (ID №2584), RePEc, CEEOL, Google Scholar, Scientific Online Resource System

Abstract

Incentive (stimulating) programs for traveling demonstrate recognition of the achievement of a company's employees through the opportunities for gathering tourist experience in the interesting and attractive destination. Results from surveys reveal that 65% of the employees claim that they appreciate incentive travels more than any other form of reward and these travels are remembered longer than financial rewards. The goal set in this publication is: on the ground of a theoretical characteristic of the nature and specifics of the programs for incentive travels to define and analyze the relevant trends in the industry and to make suggestions for improving and developing the stimulating travels in Bulgaria. Those travel programs for reward and acknowledgment are not only an effective form of reward,



they are also an intelligent investment with a considerable strategic potential for increasing the attractiveness of Bulgaria as a destination for incentive tourism.

№ 12. Kazandzhieva, V. 2019. Potential for Applying Open Innovations in Tourism. Izvestia: journal of the Union of Scientists. Economic sciences series, 8(3), pp. 28-36. ISSN (print): 1314-7390; ISSN (online): 2603-4085 National reference list (ID №2584), RePEc, CEEOL, Google Scholar, Scientific Online Resource System

Abstract

For more than a decade the so-called “open innovations” attract the attention of academics and businesses. In the modern competitive and dynamically developing tourism, it is of paramount importance for companies to be innovative and use diversely the potential for updating their products and services. The goal of this article is on the ground a theoretical characterization of open innovations to determine their particularities and present variants for applying them in the sector of tourism. The paradigm of open innovations in tourism is based on the understanding that innovative processes are put into practice not only in the framework of tourist companies but also integrate some subjects from the outside to increase the potential of innovations and changes. The success of open innovations depends on the abilities of tourist companies to create effective networks with other stakeholders: suppliers, partners, clients, institutions, non-governmental organizations, and others.

№ 13. Kazandzhieva, V., Lukanova, G., Santana, H. 2019. Bulgarian customers’ attitude towards technological innovations in hotel service. 6th SWS International Scientific Conference on Social Science 2019: Conference proceedings, 26 August – 1 September, Albena, Bulgaria, Sofia: STEF92 Technology Ltd, Vol. 6, 2019, Issue 2, pp. 41 - 48. ISBN 978-619-7408-92-8; ISSN 2682-9959, Semantic Scholar, Google Scholar, Russian Science Citation Index

Abstract

Hotel service in its essence is a dynamic process, stimulating appliance of various technological innovations, which in turn create convenience and a real experience for hotel guests during their stay. Artificial intelligence and virtual reality, mobile applications, digital keys and kiosks, voice assistants, chatbots, robots, and many more modern technologies play an essential role in achieving competitive advantages in the hotel industry. Their effectiveness and appropriate implementation rely entirely on end users’ perception and decision to accept and apply during their stay at a hotel. The purpose of the research is to define Bulgarian



customers' attitudes toward technological innovations in the hotel service. In the publication, the following research methods have been applied: scientific analysis and synthesis, questionnaire survey and experts' evaluation, descriptive approach, etc. The survey revealed that technological innovation implementation in Bulgarian hotels is at a primary stage, and customers' attitude is still vague, incomplete, and limited. The reason for the statement is a result of the lack of sufficient experience and actual use of modern technologies in the process of hotel service. Despite that, Bulgarian respondents' attitudes correspond with the idea of being fast, convenient, comfortable, and at maximum ease, self-executing of more of the accompanying stages and procedures during check-in, period of stay and check out. However, complete automation and robotization in hotel service declined by a significant number of respondents. Their actual attitude is toward a combination of certain technological innovations and real human service. The combined service, using technologies and humans, is the optimal solution to customer experience improvement, to satisfy Bulgarian customers' needs and expectations for hi-tech conveniences and integrant opportunities for interpersonal communication and socialization.

№ 14. Kazandzhieva, V. 2018. Trends in the development of educational tourism. Izvestia: journal of the Union of Scientists. Economic sciences series, 7(1), pp. 47-55, ISSN (print): 1314-7390; ISSN (online): 2603-4085 National reference list (ID №2584), RePEc, CEEOL, Google Scholar, Scientific Online Resource System

Abstract

Educational tourism (Edu-tourism) is gaining popularity as a new trend in the global tourism industry. It is under-researched in the literature. There is a lack of consensus regarding the nature and scope of educational tourism as a theoretical concept and market segment. Through the review and synthesis of current definitions of educational tourism, a new definition is offered. The publication presents an alternative process-driven and outcomes-based model of educational tourism. The concept of this type of tourism is broad in scope and it has been constantly changing. This article is focused on: the essence of Edu-tourism; its characteristics and major types; trends and prospects in its development. Through a critical literature review of research over the last three decades, the article aims to present an actual conceptual framework of educational tourism. The potential for future directions of the sector in Bulgaria is highlighted.



№ 15. Kazandzhieva, V., Filipova, H. 2018. Customer's Perception Assessment of Tech-Related Innovations in Tourism. IZVESTIYA: Journal of Varna University of Economics. – Varna, 1, pp. 5 - 20. ISSN 2367-6361 – print; ISSN 2367-6957 – online National reference list (ID №1753), ERIH PLUS, CEEOL

Abstract

The tourism industry is undergoing a technology-driven transformation. The efficiency and purposefulness of implementing each new technology depend on the perception and the decision of end users-tourists to accept and use it. The purpose of the article is to assess customers' perception of tech-related innovations in tourism. A questionnaire was designed to survey the perceptions and attitudes of Bulgarians about the use of innovative technologies in travel and tourism. The results show that Bulgarian respondents are not yet very familiar with the use of tech-related innovations in travel and tourism, but are gradually starting to accept them. However, for some specific operations, they prefer to communicate with a human employee. Exploring customers' attitudes and perceptions of technological innovations is crucial for their acceptance and implementation in tourism. The fact that users have limited experience in these innovations shows that, at this stage, a combined service of technologies and humans is the ideal solution for satisfying the customer's needs and providing a better travel experience.

№ 16. Kazandzhieva, V., Popova, K. 2017. Assessment of the impact of meso-environmental factors on youth tourism in Bulgaria. Izvestia: journal of the Union of Scientists. Economic sciences series, (1), pp. 158-171, ISSN (print): 1314-7390; ISSN (online): 2603-4085 National reference list (ID №2584), RePEc, CEEOL, Google Scholar

Abstract

Youth travel is one of the fastest growing and most dynamic markets of the global tourism sector. The goal of the publication is to set the guidelines for improving youth tourism development by assessing leading meso-environmental factors that have an impact on Bulgarian youth tourism. The research methods used are PEST analysis and a survey. Youth tourism can be a perspective direction in the structure of contemporary types and forms of tourism in Bulgaria. Its competitive advantages require systematic and result-oriented management of the impacts of various factors as well as improvement of the supply of tourist services and products matching the needs of young travelers for a unique experience in the places visited.



№ 17. Kazandzhieva, V. 2017. Travel agencies in Bulgaria. scientific publication Tourist-recreational potential, natural and cultural heritage of Eastern Europe, Pskov: Pskov State University, Vol. 877, pp. 3 - 13. ISBN 978-5-91116-612-0 Russian Science Citation Index

Abstract

The article presents the characteristics, trends, and problems in the development of travel agencies in Bulgaria. The changes have been monitored and analyzed in terms of the dynamics in the number of travel agencies, their diversity and territorial structure, the specific profile of activity, and others. The problems of travel agencies in Bulgaria are an objective result of the characteristics of the transition in our country in recent decades, which directly and indirectly affect the tour operators and intermediaries in the tourism system.

The domestic market of tourist services in our country is characterized by a relatively limited presence of established typical tour operators. However, some of them act as important subjects of the organizational and intermediary activity in the Bulgarian tourist market. The criterion for determining them as leading intermediaries is the network of tourist offices created by them. The article also presents the problems facing the development of travel agencies in Bulgaria: technological; legal; in connection with tourist services, etc. Building trust with tour operators and travel agents is a combination of offering quality travel services, flexible service technologies, effective marketing activities, and internal customer service policies.

№ 18. Kazandzhieva, V., Lukanova, G. 2016. Advantages of the concept of *slow tourism* in the context of the transformations in tourism. Scientific works - Agricultural University – Plovdiv. Volume LX, issue 1, 2016, Round table *Special forms of tourism – challenges and prospects*, 3–4 June 2016, Plovdiv, Academic Publishing House of the Agricultural University, Plovdiv, 2016, pp. 85 - 92. ISSN 1312-6318 (Print); ISSN 2367-5845 (Online) National reference list (ID №2459), CAB Abstracts, EBSCO, AGRIS, CAB International

Abstract

Extending the *slow life* concept to the field of leisure, recreation and travel has led to the emergence of new forms of tourism, defined as *slow*. They are seen as an alternative to the mainstream holidays. The main purpose of the article is to identify the benefits of slow tourism. The research methods used are as follows: organization and systematization of information and data; evaluation and interpretation of mainly indirect specialized publications. A conceptual definition of slow tourism is suggested in the research and the



evolution of its theoretical and applied model is traced. It combines essential features of three basic concepts: slow living, slow food, and slow cities. Leading transformations in tourism demand are systemized. The most important advantages of slow tourism are such as integral nature, various rehabilitation and cognitive impacts on visitors, significant potential for gaining competitive advantages of the destinations, impact on the image of the tourist places and segmentation of demand, maintaining the harmony and balance between the tourism industry and its surroundings.

№ 19. Kazandzhieva, V., Lukanova, G. 2015. Assessment of the opportunities for cultural tourism in the municipality of Varna. Socio-political and EcoLogo-economic problems of the Baltic region development: Collection of articles, Pskov regional journal, pp. 122 - 129. ISBN 978-5-91116-407-2 Russian Science Citation Index

Abstract

The article provides a general assessment of the historical, economic, and cultural development of Varna. The administrative center of the municipality, the city is modern, with a rich cultural calendar and cultural heritage, uniting examples of ancient civilizations. The possibilities for accommodation on the territory of the municipality have been assessed and the guidelines for the development of cultural tourism within the boundaries of the studied territory have been determined. The aim of the article is: based on a general description of the available resources in the municipality of Varna and an assessment of the hotel superstructure to offer alternatives for cultural tourism. The improvement of cultural tourism in the municipality should be aimed at: developing current offers tailored to the specific needs of visitors; offering complex tourist programs for cultural tourism for Bulgarian and foreign tourists, actively participating in their preparation and implementation; creating specialized and thematic cultural tourist products based on the local cultural and historical heritage, specific attractions and landmarks, local special events, modern traditions and way of life; integration of cultural tourism with other types and forms of tourism in the municipality of Varna, etc.

№ 20. Neshkov, M., Kazandzhieva, V. 2015. Challenges and prospects for the concept of "slow tourism". // INFRASTRUCTURE & COMMUNICATIONS: current problems of infrastructure and communications: scientific journal of the faculty. Economics of Infrastructure - UNWE. - Sofia: UNWE. Fac. Infrastructure Economics, Vol. V, № 10



[Trends and Challenges for Global Tourism], pp. 24 - 29. ISSN 1314-0930 National reference list (ID №719)

Abstract

The origin and essence of the concept of "slow tourism" are being studied. The more important features of slow travel have been identified and leading characteristics of its user profile have been defined. More important challenges and problems before the practical implementation of the concept of "slow tourism" are considered and the guidelines for its future development in the context of sustainable tourism are defined. The aim of the publication is: based on the general characteristics of the concept of "slow tourism" to provoke a discussion about the challenges to its practical implementation in the future in the context of transformations in modern tourism. The leading challenges to the concept of "slow tourism" are mainly related to the fundamental philosophical opposition between the dynamics of the modern globalized and technological world and the understanding in support of slowing down the pace of personal and social development; lack of significant economic potential and interest of private business representatives to invest in preserving and maintaining the authenticity of the environment and cultural and historical heritage; neglect of environmental problems, strategic and sustainable goals; striving for quick profits; lack of understanding and support for the need to reduce the pace and limit the pace of development.

№ 21. Kazandzhieva, V. 2014. Dynamic Packages - Nature and Possibilities for Supply by the Travel Agencies in Bulgaria. // INFRASTRUCTURE & COMMUNICATIONS: current problems of infrastructure and communications: scientific journal of the faculty. Economics of Infrastructure - UNWE. - Sofia: UNWE. Fak. Infrastructure Economics, Vol. IV, 2014, № 9. Trends in the development of global tourism, pp. 140 – 143. ISSN 1314-0930 National reference list (ID №719)

Abstract

Dynamic packages appear as a result of the massive use of the Internet and online intermediaries for individual tours. They are characterized by inquiries in real-time for free services available from multiple suppliers. A specialized technology that formed the possible combinations of searched products and their package prices is being used. The leading competitive advantage of dynamic packages is the possibility of personalization and individual choice. In Bulgaria the purchase of dynamic packages is limited and their supply from travel agents is impeded by technical



№ 22. Kazandzhieva, V. 2014. Volunteer Tourism in Bulgaria. //Wirtschafts und Management: theorie und Praxis. - Drobjasko, 2014, pp. 355 - 359. ISBN 978-3-00-047642-6 Russian Science Citation Index, CPCI-SSH

Abstract

The concept of volunteer work has existed for several decades, but the idea of combining this activity with tourism is relatively new and has already changed considerably over a very short period. Volunteer tourism focuses on the altruistic and self-developmental experiences that participants can gain during their time working on such projects. It is essentially the practice of individuals going on a working holiday and volunteering their labour for worthy causes. Several volunteer work projects and programs in Bulgaria are featured in the article. Some of the more important problems arising in the process of their realization have been outlined.

IV. Scientific papers

№ 23. Kazandzhieva, V. 2020. Distribution of Tourism Services in Omnichannel Retailing. Anniversary Scientific Conference with International Participation TOURISM & CONNECTIVITY, 30-31 Oct. 2020 г. Varna: Science and Economics, pp. 335 - 343. ISBN 978-954-21-1052-1 National reference list (ID №4186), Econ Papers, IDEAS

Abstract

Omnichannel is a buzzword in e-commerce and online tourism trends over the last few years. Moreover, it is a concept and marketing approach to apply in the travel and tourism industry. The way tourists research, plan and book their tours and activities is evolving. Knowing the trending booking channels includes the entire path to purchase, from inspiration to conversion. The growing importance of online sales means that traditional bricks-and-mortar retailers need to transform the distribution system to deliver an omnichannel experience to their customers.

№ 24. Kazandzhieva, V. 2020. Dynamic packaging in tourism – challenges and opportunities. Jubilee International Scientific Conference “Economic science, education, and the real economy: development and interactions in the digital age”. Proceedings of the Jubilee International Scientific Conference dedicated to the 100th anniversary of the University of Economics – Varna. Vol. 2, Varna: Science and Economics, pp. 281 - 294. ISBN 978-954-21-1038-5 National reference list (ID №3955), RePEc, CEEOL, Google Scholar



Abstract

One of the most important tendencies in the contemporary tourist demand is the opportunity for individual travel packaging by the customers. For this purpose, numerous do-it-yourself (DIY) websites come into use. This is how individual travel packaging is being recognized as an established development trend. The term —dynamic packaging, in the meaning of individually prepared package (by the traveler), marks its initial genesis at the beginning of the current millennia, and as of today – the phenomenon is recognized as one of the leading tourism trends. In response to its practical manifest, there are numerous websites providing opportunities for the traveler to organize and create their package – according to their specific needs (tailor-made travel). The emergence process of the dynamic travel package term is a (natural) consequence of the substantial qualitative and quantitative transformations in e-tourism. The paper reveals dynamic travel package advantages and disadvantages to both customers and online resellers. In addition, the process of dynamic compilation of the travel package is also reviewed and considered.

№ 25. Kazandzhieva, V., Lukanova, G., Santana, H. 2019. Challenges for Technological Innovations Implementation in the Bulgarian Hotels. Society and Sustainable Development: International Conference Information: Proceedings: 6th Ed., May 10 - 11, 2019, Targu-Jiu, Romania: Academica Brancusi Publ. House, pp. 133 - 137. ISBN 978-973-144-889-3 Google Scholar

Abstract

The focus of the publication is on technological innovations in hospitality as the main engine and an accelerating factor, stimulating hotel companies' growth and the industry as a whole. The purpose of the paper is, based on general characteristics of the contemporary technological innovations to define the possibilities for the latest to be implemented in the Bulgarian hotels. Various scientific methods are being applied in the publication: scientific analysis and synthesis, surveys, observations and expert evaluation reports, descriptive methods, etc. New technologies play a key role in the hospitality industry. Mobile technology, user-generated content, self-service technology, online advertising campaigns, and artificial intelligence are transforming the industry and enabling a new level of customer service in hotel companies. Bulgarian hotels mark significant underdevelopment in technological scope in comparison to the leading countries in the sector. Proposals for investments increase and



implementation of technological innovations in the hotels are grouped by: time, before guests' arrival; the actual stay at the hotel; the period after check-out of the hotel. A combination of various technological innovations is necessary to fulfill the strategic purposes of the hotel company and to carry out its mission. The optimum mix of suitable innovative solutions leads to increased profitability for the Bulgarian hotel companies and the industry as a whole. The relationship between the industry of hospitality and technological innovations has to be balanced and harmonious. These innovations add value, create conveniences, and personalize the stay of the guest, but going to extremes with them may ruin a human-to-human relationship, which Bulgarian customer still appreciates.

№ 26. Kazandzhieva, V., Ilieva, G., Filipova, H. 2018. The Impact of Technological Innovations on Hospitality Service. Contemporary tourism – traditions and innovations: International Scientific Conference, Cambridge: Cambridge Scholars Publ., pp. 204 - 220. ISBN(10): 1-5275-0829-3 ISBN(13): 978-1-5275-0829-3 Google Scholar

Abstract

Every industry is undergoing a technology-driven transformation, and the hospitality industry is no different. Online booking systems, customer relationship management, social media and smartphones are transforming the hospitality industry and enabling a new level of customer service. Advances in smart appliances will have a greater influence in the future. Lighting, temperature, blinds, alarms, TV, radio and room service will all be controlled from a single tablet device, or from a single app that guests can download and login to from their own device. The efficiency and purposefulness of implementing each new technology depend on the decision of end-users (employees and clients) to accept and use it. Despite the many changes that are being brought on by these technological innovations, they are there to enhance, not to replace, the core offerings of a hospitality business. The conceptual framework for studying the impact of technological innovations in hospitality service is defined on the ground of the model “Guest cycle”. Top quality customer service are the fundamental pillars of the industry, but the technologies can make it easier to consistently deliver a memorable experience to guests.

№ 27. Kazandzhieva, V. 2017. Immovable cultural heritage interpretive routes in Varna. Construction real estate entrepreneurship: Proceedings of the 32nd International Scientific and Practical Conference - November 2017. Varna: Science and Economics,



pp. 171 - 181. ISSN 1313-2369 National reference list (ID №1484), Google Scholar, CEEOL

Abstract

For items which attract visitors, interpretation is an integral component of conservation and management and is undertaken for both educational and recreational purposes. The immovable heritage of Varna is identified and protected as a means of securing and maintaining landscape, places and objects valued as part of Bulgarian culture. This paper aims to present and evaluate the interpretative routes in Varna and to define the guidelines for their improvement. The research methods used in the publication are: processing and summarizing quantitative and qualitative information, primary and secondary data, integrative SWOT analysis, and assessment of interpretative routes. They are diverse in terms of thematic, with great potential for growth and improvement. The design of interpretative routes is an appropriate and useful process to encourage the identification, protection, and preservation of the immovable cultural heritage of Varna as a tourist destination.

№ 28. Kazandzhieva, V. 2017. Interpretative routes in “Strandja” nature park. Agribusiness and rural regions – economy, innovation, and growth. Conference proceeding Scientific and practical conference, organized by The Department of Agricultural Economics at University of Economics – Varna in cooperation with The Bulgarian Association of Agricultural producers 12-13 October 2017, Varna: Science and Economics. pp. 286 - 297. ISBN 978-954-21-0944-0 National reference list (ID №132)

Abstract

This paper aims to present and evaluate the interpretative routes in “Strandja” Nature park and to define the guidelines for their improvement. The research methods used in the publication are: processing and summarizing quantitative and qualitative information, primary and secondary data, integrative SWOT analysis, and assessment of interpretative routes. They are diverse in terms of thematic, with great potential for growth and improvement. The design of interpretative routes in a protected area is an appropriate and useful process to encourage the identification, protection, and preservation of natural and cultural heritage.

№ 29. Kazandzhieva, V. 2017. The role of creative tourism in shaping the identity of the tourist place. Local identity and global tourism: Black Sea Tourism Forum, Varna 2017. Varna: Slavena, pp. 103-112. ISBN - 978-619-190-090-9 National reference list (ID №1938)



Abstract

The emergence of creative tourism has been influenced by the transformations in thinking and attitudes towards new and different experiences during the stay. Creative tourism is based on a different approach and attitude to the material and spiritual values and evidence that are the basis of traditional cultural and cognitive tourism. The aim of the report is: to assess the role of creative tourism in the formation and affirmation of the identity of the tourist place and its diversification. The specifics of creative tourism have been determined for its implementation and the benefits of its development have been identified. A general description of the profile of the creative tourist has been made and more important directions of the policy for creative tourism have been formulated.

№ 30. Kazandzhieva, V. 2016. Factors for assessing the seasonality of tourism. BULGARIA - tourist destination for four seasons: Black Sea Tourist Forum, Varna 2016. Varna: STENO, pp. 178-194. ISBN 978-954-449-889-4 National reference list (ID №572)

Abstract

Seasonality is a characteristic feature and a major problem for the tourism industry. The aim of the report is: to identify the leading factors of the seasonality of tourism and to assess their impact on the model of the seasonality of European tourism. The elaboration defines the seasonality of the tourist activity and systematizes the reasons that give rise to it. The more important features of the seasonal nature of the tourist demand in global and European aspects are determined. The characteristic specifics of the model of the seasonality of tourism in Bulgaria are also indicated.

№ 31. Kazandzhieva, V. 2016. Trends and perspectives in the application of innovative technologies in tourism. Trade and tourist business in conditions of intelligent, sustainable and inclusive growth: a collection of reports from a round table with international participation, Oct. 21. 2016, Svishtov. Vol. 1-2. Svishtov: Academic ed. “A. D. Cenov”, 2016, pp. 306 - 311. ISBN 978-954-23-1150-8 National reference list (ID №4150)

Abstract

The convergence between mobile phones and personal computers is reflected in a new generation of devices that make tourists feel free to travel on the Internet. The aim of the report is: based on an assessment of the potential of mobile devices in tourism to identify



leading trends and prospects in the use of innovative technologies in major tourism activities. The main functions performed by mobile devices in tourism have been identified. The global network is a favorable environment for the tourism industry, but its benefits are for those economic entities that can offer an effective and functional presence in the webspace.

№ 32. Kazandzhieva, V. 2015. The brand identity of the destination in the context of regional tourism policy. The regional cultural and historical products of Bulgaria - united in diversity: Black Sea Tourist Forum, Varna 2015. Varna: Slavena, pp. 230-238. ISBN 978-619-190-040-9 National reference list (ID №512)

Abstract

Efforts to increase competitiveness in tourism are related to a set of actions and measures to retain the attention and interest of visitors by creating a clear identity, and an attractive and authentic appearance of the destination, which is recognizable and characteristic of it. The aim of the report is: based on a general characteristic of the brand identity of the tourist place to determine leading directions for its formation and development. The establishment and imposition of characteristic features of the destinations are in the context of the regional tourism policy and the global-local interactions. More important positive effects of the development of the identity and the characteristic features of the tourist regions in Bulgaria through branding have been determined.

№ 33. Kazandzhieva, V. 2015. Theoretical and applied aspects of the concept of “slow tourism”. // TOURISM in the era of transformation: Conference proceeding from the Jubilee international scientific conference dedicated to the 50th anniversary of the establishment of the specialty “Tourism” at the University of Economics - Varna. Varna: Science and Economics, pp. 722 - 729. ISBN 978-954-21-0864-1 National reference list (ID №2079)

Abstract

The slow and meaningful tours are a model of complete transformation and individual experience, in which the arrival in the tourist place is considered as the beginning of a complex process of spiritual growth and cultural enrichment of the visitor. The slower and more gradual this process is, the more stable and unadulterated the experiences and impressions during the holidays. The report presents a model for the development of slow tourism, its structure, and its evolutionary stages. Guidelines have been set for the



dissemination of the concept of “slow tourism”, based on integration and successful symbiosis with globalization, which has a multiplier role for tourism.

№ 34. Kazandzhieva, V., Paroushev, Z. 2015. The Balkan-mountain pass at the Village of Tchengе as an Opportunity to Explicit the Heritage of the Dervent Settlements. // CULTURAL Corridor Via Adriatica: Cultural Tourism without Boundaries: International Scientific Conference, 15-19 Oct. 2015, Trogir, Croatia. – Blagoevgrad: „Neofit Rilski“ Publ. House, pp. 47 - 54. ISBN - 978-954-00-0008-4 National reference list (ID №860)

Abstract

The subject of research is the definition of heritage and the definition of the nature and peculiarities of cultural routes. The object of study is the potential of the cultural and historical heritage of the Balkan-mountain Pass. The main goal of the development is: based on the general characteristics of the heritage and cultural routes to present and position the natural and cultural wealth of the village Tchengе as part of the heritage of dervent villages (in the context of cultural corridors of Southeast Europe). The explication of the past through cultural paths in historical territories is presented as a set of interconnected phenomena and processes of understanding, evaluation, and preservation, forming the so-called “heritage cycle”.

№ 35. Karadzhova, Z., Kazandzhieva, V. 2015. Assessment of the competitiveness of the municipality of Varna as a tourist destination according to Bulgarian tourists. Bulgaria's EU MEMBERSHIP: seven years later = The Membership of Bulgaria in the EU: Seven Years Later: Eleventh Jubilee International Scientific Conference 3 Oct. 2014 - Sofia: UNWE, Sofia: UNWE Publishing House, pp. 297 - 307. ISBN - 978-954-644-753-1 National reference list (ID №234)

Abstract

The report examines and analyzes the indicators that assess the competitiveness of the municipality of Varna as a tourist destination according to Bulgarian tourists. The concepts of competition, competitiveness, and competitive advantage in tourism are defined. The approaches for researching the competition, its functions, as well as determining factors for achieving competitiveness are indicated. Recommendations and proposals for improving the competitiveness of the municipality of Varna as an attractive tourist destination have been formulated.



№ 36. Kazandzhieva, V. 2014. Update the curricula according to the requirements of the European Higher Education Area (based on the example of the program “Travel Agencies and Tourist Transport”). NEW ideas in education - investment in the future: National scientific-practical conference, November 28-29. 2014, Burgas. - Burgas: Burgas Free University, pp. 212 - 223. ISBN 978-619-7126-02-0 National reference list (ID №3846)

Abstract

The subject of the report is the leading characteristics and elements of the credit systems in the European Higher Education Area. The object of research is curricula developed based on an approach that focuses on learning outcomes. The aim is: based on proposals to update and supplement the curriculum in the discipline "Travel Agencies and Transport in Tourism" to determine a set of common activities, universal and applicable in creating a specialized profile of curricula in other disciplines. The study identifies the similarities and differences between the European Credit System for Vocational Education and Training (ECVET) and the European Credit Transfer System (ECTS).

№ 37. Kazandzhieva, V. 2014. Sustainable management of the archaeological heritage of destinations. Tourism and sustainable management of the archaeological heritage. // Historical and archaeological tourism - heritage with perspective: Black Sea Tourist Forum, Varna 2014. Varna: Slavena, pp. 154 - 169. ISBN - 978-619-190-006-0 National reference list (ID №883)

Abstract

The risk and threats to the archaeological heritage caused by tourism underline the report's relevance. The destruction of an archeological site or part of it is a long-term loss of the cultural potential of the local and regional identity. In many cases, tourism is seen as a factor provoking damage to the archaeological heritage, while acknowledging its positive effects. The implementation of the responsibilities for sustainable management of the archeological sites requires the observance of a set of general measures. The report, recommendations, and guidelines for the use of archaeological heritage for tourism purposes are classified into two main groups: for managers, organizers, and intermediaries regarding the sustainable management and operation of archaeological sites; for visitors in terms of tourist visits and tours.



№ 38. Kazandzhieva, V. 2014. Trends in the development of spa and wellness tourism. INTERNATIONAL Tourist Forum SPA and Wine. – Blagoevgrad: „Neofit Rilski“ Publ. House, pp. 173-177, ISBN - 978-954-680-954-4 National reference list (ID №1746)

Abstract

The report examines the specific features of wellness tourism that distinguish it from medical forms of tourism. Tourist trips in the range of spa vacations are an important part of the wellness tourism business with significant economic effects. Spa and wellness tourism is positioned as a profitable and promising crossroads between the growing wellness industry and the global tourism sector.

№ 39. Marinov, S., Kazandzhieva, V., Dyankov, T., Ilieva, G. 2014. Evaluating the competitiveness of Varna municipality as a tourist destination. Smart specialization of Bulgaria: Eleventh International Scientific Conference, June 13-14, 2014, Sofia. - Botevgrad: International higher business school, pp. 1029-1047. ISBN - 978-954-9432-64-0 National reference list (ID №640)

Abstract

The report presents the results of a survey for assessing the competitiveness of Varna municipality as a tourist destination. Competitiveness is measured by basic elements forming the supply and attractiveness of tourist destinations. The assessment of the tourist from the major outbound markets of the destination – French, British, German, Russian, and Bulgarian is interpreted. There is a presentation of the representatives' valuation of the tourism business in the destination – hoteliers, tour operators, and restaurateurs. Conclusions about the competitive advantages of the municipality of Varna as a tourist destination are systematized.

V. Textbooks

№ 40. Neshkov, M., Kazandzhieva, V. 2020. Travel agencies and transport in tourism. Varna: Science and Economics. pp. 67-88; 96-116; 134-162. ISBN 978-954-21-1020-0

Abstract

The textbook is the first of its kind in Bulgaria. It is intended for students with Bachelor's and Master's degrees in Tourism at the University of Economics - Varna. Its content is following the curriculum of the discipline. In its structure, the parts developed by assoc. prof. Velina Kazandzhieva are: chapter 3 plan-content of the seminars; chapter 4 additional texts and illustrations (except for § 4.1 and § 4.7); chapter 5 legal regulation of the activity of travel agencies in Bulgaria; chapter 6 sample tests.



№ 41. Neshkov, M., Kazandzhieva, V. 2018. Introduction to tourism. Varna: Science and Economics. pp. 79-99; 107-134; 143-190. ISBN 978-954-21-0958-7

Abstract

The purpose of the textbook, which is the first of its kind in the country, is to support and facilitate the acquisition of basic knowledge, skills, and competencies in introducing the science of tourism profiling discipline, in their role of input knowledge in studying other profiling disciplines. The parts developed by assoc. prof. Velina Kazandzhieva are: chapter 3 plan-content of the seminars; chapter 4 additional texts and illustrations (except for § 4.1, § 4.2, and § 4.10); chapter 5 questions, tasks, and cases for self-preparation; chapter 6 sample tests.

№ 42. Neshkov, M., Kazandzhieva, V. 2016. Tour Guiding. Varna: Science and Economics. pp. 125-130; 203-236; 257-266. ISBN 978-954-21-0891-7

Abstract

The content of the textbook is consistent with the subject of the discipline, studying general issues of the theory and methodology of a tour guide as an important subsystem of tourism services with an emphasis on its organizational, managerial, and technological aspects. The textbook is intended mainly for undergraduate students majoring in Tourism at the University of Economics - Varna. The parts developed by assoc. prof. Velina Kazandzhieva are: participation of the guide in the settlement of complaints (§ 5 of Chapter 3); the Tour Guiding in Bulgaria (Chapter 5); specific actions in settling claims (§ 6 of Chapter 8).

№ 43. Neshkov, M., Kazandzhieva, V. 2015. Regulation of the international tourism business. Varna: Science and Economics. pp. 106-179. ISBN 978-954-21-0855-9

Abstract

The structure of the textbook in the discipline of the same name combines constituent components (subsystems) of the tourism regulation system (subjects, objects, instruments, regulatory impacts, etc.), which are closely intertwined with and integrated into tourism policy. The cognitive value of the textbook is determined in two main directions: theoretical-methodological and practical-applied. It is intended mainly for students with a Master's degree, majoring in International Tourism Business at the University of Economics - Varna. The parts developed by assoc. prof. Velina Kazandzhieva are: tools for regulating the



international tourism business (Chapter 4); international documents regulating tourism development (§ 5.1 of Chapter 5).

VI. Other publications (scientific-popular articles)

№ 44. Kazandzhieva, V. 2014. Volunteer tourism - a modern alternative for responsible travel. // Perspectives for development of the Bulgarian economy: [Electronic resource]: proceeding from a scientific-practical conference, Veliko Tarnovo on 30-31.10.2014, Veliko Tarnovo: “I & B”. ISBN - 978-954-9689-84-6; COBISS.BG-ID – 1279835620 <https://plus.cobiss.net/cobiss/bg/bg/bib/1279835620>

Abstract

One of the more recent forms of tourism is what has become known as Volunteer Tourism. It is essentially the practice of individuals going on a working holiday and volunteering their labor for worthy causes. The concept of volunteer work has existed for several decades, but the idea of combining this activity with tourism is relatively new and has already changed considerably over a very short period. Volunteer tourism focuses on the altruistic and self-developmental experiences that participants can gain during their time working on such projects.

№ 45. Marinov, S., Nehskov, M., Kazandzhieva, V., Dichev, D., Dushev, Zh., Ilieva, G., Gavrilova, R., Nikolov, T., Shipkovenski, G. 2015. PROGRAM for development of tourism in the municipality of Varna 2014 - 2020. Normative acts - Municipality of Varna. Varna: FIL Publishing House, pp. 82 - 95. <https://varna.obshtini.bg/doc/3433816> <https://varnacouncil.bg/wp-content/uploads/2017/02/развитие-на-туризма-2014-2020.pdf>

Program summary

The program for the development of tourism in the municipality of Varna for the period 2014-2020 systematizes the vision and goals, strategies and priorities, measures, and projects about the municipal territory. The program document is a platform for coordinated actions of all stakeholders to effectively absorb the tourism potential of the municipality. In the part developed by assoc. prof. Velina Kazandzhieva, the macroenvironment of the municipality of Varna as a tourist destination is studied through the prism of specific political circumstances (Chapter 2). Economic, demographic, socio-cultural, and ecological conditions typical for the municipal territory have been studied and assessed.