

## REVISION

by

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About the scientific publications, scientific, organizational and teaching activity of assoc. prof. DESISLAVA GEORGIEVA VARADZHAKOVA, participant in the competition announced by NIGGG – BAS in State gazette N 104 from 14.12.2018 to occupy the academic position of “associated professor”, scientific field 4.4. Geoscience, scientific specialty “Economic and social geography” (Tourism geography) for the needs of department “Geography” of NIGGG - BAS

The only one participant at the announced competition is assoc. prof DESISLAVA GEORGIEVA VARADZHAKOVA from the Tourism department of Veliko Tarnovo University “St. st. Cyril and Methodius”.

### **I. Biographical data:**

Assoc. prof. D. Varadzhakova was born on 27.04.1980 in Ruse. In 2002 she graduated from the University of National and World Economy in the field of Tourism. In 2003-2004, she studied at the University of Savoy in Anecy, France. She graduated from the University of National and World Economy as well as a master's degree in Tourism. In 2004-2005 she studied Spanish Philology in Sofia University "St. Kl. Ohridski ". She has worked as a tour operator in several tourist companies ("Bulgaria Holidays EAD", "Skylink" and others). From 2005 to 2010 she is a PhD student at the Department of Tourism at the University of National and World Economy, and in 2010 she received the PhD degree in the specialty 05.02.18 Economics and Management (diploma № 34313 issued by VAK). From 2016 until now she occupies the position of

associate professor in the scientific field 3.9. "Tourism" at the Department of Tourism at VTU "St. St. Cyril and Methodius". As well, she took part as a company representative in tourist fairs, exhibitions and infotours in London, Budapest, Split, Berlin, Paris, Istanbul, Thessaloniki, Vienna, etc. Associate professor Varadzhakova speaks at a different level Spanish, English, French, Russian and Italian. She has the necessary technical skills (she can work with GDS Amadeus, Galileo, Fidelio and other software packages used in the tourism industry).

As of February 1, 2019, D. Varadzhakova has 2 years and 5 months of experience in the academic position "associate professor". The requirement for ZRASRB is for a minimum of 2 years of taking up this position and the participant in the competition meets this condition.

## **II. Scientific publications submitted for participation in the competition:**

The participant in the competition announced 43 scientific publications in the following sections:

### *II.1. Individual monographs:*

II.1.1. Organization of urban tourism, Published in 2009 in Sofia.

The monograph is interesting with the analysis related to the organization and conduct of tourism activities in the conditions of the specifics of the urban tourism.

II.1.2 Revenue management in tourism, Published 2015 in Sofia.

This individual publication is one of the few that addresses such issues. Most of the scientific paper, related to tourism, present facts and figures, but much less attention they paid to the organization, economic performance and revenue management, and this is important because tourism is primarily a type of business activity. Prof. Varadzhakova fills this gap to some level.

### II.1.3. Burel – tourism potential, published 2019 in Sofia

This monographic study presents the tourist potential of a Bulgarian outskirts. In my opinion, with this book, the participant in the competition follows the Bulgarian geographic classical tradition of studying the different corners of the country, something that was done by G. Gunchev, K. Dronchilov, I. Batakliiev and others.

### II.2. Participation in collective monographs:

II.2.1. Recreation - way of providing (author of the chapter: "Recreational Potential of Hospitality", pp. 407-432), Published in 2018 in Sofia.

### II.3. Textbooks:

II.3.1. Cultural and historical tourism, Published in 2016 in Sofia.

In this textbook, some basic concepts related to this type of tourism are presented for training purposes. There is also a brief competent review of the most important and valuable tourism-related cultural and historical sites in our country.

### II.4. Scientific articles:

The candidate has submitted 9 independent scientific papers, 4 of which are published abroad (Germany - 1, Canada - 1 and Macedonia - 2). All articles analyze various aspects of tourism such as revenues, markets, etc.

### II.5. Scientific reports:

Assoc. Prof. Varadzhakova has presented a list of 24 papers presented at various scientific forums, most of them international, of which 1 abroad (Russia). On 22 of them, she is an independent author.

### II.6. Articles in popular journals:

In this section are presented 4 articles in the magazine Hotels & Restaurants Magazine. They analyze some of the purely practical aspects of tourism activity such as increasing competitiveness, business planning, etc.

### **III. Teaching activity:**

Assoc. Prof. Dr. Varadzhakova has taught a number of courses at the University of Forestry, Plovdiv and Veliko Tarnovo universities. She was a "lecturer" in the "tourism resources" discipline at the University of Forestry in 2010-2011. During this period, she was a lecturer at Plovdiv University "P. Hilendarski" - Kardzhali Branch in the following disciplines: "Cultural and historical tourism", "Tour guiding", "Hotel and restaurant management" etc. In VTU "St. St. Cyril and Methodius" has taught a number of disciplines such as: "Urban and Rural Tourism", "Modern Tourism Types", "Hospitality", "Tour Operator and Tourist Agents", etc.

The list of assoc. prof. Varadzhakova's teaching activity impresses with her wide professional competence. This is important because no type of tourism exists and does not develop for itself but is indissolubly linked in many cases with other types of tourism.

### **IV. Achieved results and contributions:**

In the presented monographic publications devoted to tourism science, a number of problems have been explored for example the development of the tourism industry; some basic actual theoretical concepts, such as "revenue management", in which the views of the author are also outlined; depth analysis of the existing tourist potential of the historical-geographic and ethno-geographic outskirts of Burel; the structure and quality and organization of urban tourism have been critically analyzed; through concrete examples the potential for the development of cultural and historical tourism is justified and demonstrated; the application of some methods and approaches for carrying out analyzes and assessments in tourism.

I especially mark her scientific and publishing activity after taking the academic position "associate professor" at VTU "St. St. Cyril and Methodius" in 2016. After this year she has published 1 independent monograph (Burel -

tourist potential, 2019), chapter" The recreational potential of the hospitality" in the volume of 25 pages in the collective monograph "Recreation - way of providing", ed. 2018, 5 scientific papers, 2 of which co-authored and 8 reports (of which 2 co-authored) of scientific forums with international participation.

I would note that the candidate for taking the academic position "Associate professor" has a rich practical experience, which can be ascertained both from her publications and from her numerous participations in international tourist fairs and exhibitions.

#### **V. Established references to the works of Assoc. Prof. D. Varadzhakova:**

35 citations (excluding the self-referred) of her publications, of which 13 abroad, but cited by Bulgarian participants with reports in the respective scientific forums, were found. There are no citations from foreign scientists in their publications or in reports submitted to forums.

#### **VI. Contributions in the scientific publications submitted to the competition are in the following directions:**

##### **VI.1. Tourism geography (18 publications);**

The main contribution in this direction is the first independent, comprehensive, inventory and assessment of the modern tourist potential of the Burel ethno-geographic area.

##### **VI.2. Revenue management in tourism (12 publications);**

The most valuable contribution here is the elaboration and publication, for the first time in our country, of the monographic survey "Revenue Management in Tourism", which contains valuable analysis regarding the revenue management in this economic branch.

### VI.3. Innovations in tourism (7 publications).

In this group of publications are presented and competently analyzed the application fields of the potentials, containing the innovative management methods and approaches applied in the IT industry as radical management, some tools of the operational management and others in the management of the human resources in tourism.

All of my non-exhaustively list I accept as undoubtedly the basic scientific contributions of assoc. prof. D. Varadzhakova, which have both theoretical and practical significance and application and on them I have no remarks.

### **VII. Critical notes:**

- In the future, the participant in the competition must specify more clearly the achieved research results;
- To focus more on publishing papers in foreign scientific journals, with which to participate more actively in the international scientific exchange and its results to reach a wider range of scientists.

### **Conclusion:**

All regulatory requirements of the competition procedure, in accordance with the ZRASRB and the Rules of the NIGGG, have been observed.

The critical remarks are only recommendations. They do not downplay and do not question the results achieved and the highlighted contributions.

Assoc. prof. Dessislava Georgieva Varadzhakova is a researcher and lecturer with a clearly distinguished research profile in the geography of tourism, which is a segment of economic and social geography because tourism and its socio-economic dimensions are part of the subject of economic geography science.

The competition participant is distinguished by great scientific productivity and innovation in its field. She has the necessary experience, interests and established scientific competence in this field of geography. Much of her publications, especially monographs, and not just articles and reports, are of considerable practical relevance and applied in her teaching work, which is the closest connection between science and knowledge sharing and practice through teaching.

Assoc. prof. Varadzhakova also has significant practical experience in the field of geography of tourism, as well as in the field of tourism science. Through the occupation of the academic degree "Associate Professor" in the scientific specialty "Economic and Social Geography" (Geography of Tourism) for the needs of the Department of Geography at NIGGG-BAS, assoc. prof. Varadzhakova, with her scientific interests and themes, will expand the thematic profile and the research scope of the research and project development carried out in this department.

Having this in mind, I allow myself to make the following suggestion:

**The members of the Scientific Jury, to vote for a proposal to the Scientific Council of NIGGG - BAS to take a decision by which assoc. prof. DESISLAVA GEORGIEVA VARADZHAKOVA to take the academic position "ASSOCIATE PROFESSOR" in the professional field 4.4. Geoscience, scientific specialty "Economic and Social Geography" (Geography of Tourism) for the needs of the Department of Geography.**

**3 April 2019**

**SOFIA**

**REVIEWER:**

**(prof. Boris T. Kolev)**