



## OPINION

for the acquisition of the educational and scientific degree "Doctor" in the doctoral program "Economics and Management (Tourism)"  
at the D. A. Tsenov Academy of Economics – Svishtov

**The opinion was prepared by:** Assoc. Prof. Simeonka Aleksandrova Petrova, Ph.D., D. A. Tsenov Academy of Economics – Svishtov, Department of Commerce, scientific specialty "Economics and Management (Trade)".

**Reason for writing the review:** Order of the Rector of the D. A. Tsenov Academy of Economics – Svishtov No. 587/04.07.2025 for an open procedure for public defense of a dissertation.

**Author of the dissertation:** Siana Plamenova Spasova, d020420207, part-time doctoral student, state-funded training, at the Department of "Economics and Tourism Management" at the D. A. Tsenov Academy of Economics – Svishtov.

**Topic of the dissertation:** "Diversification of the Tourism Product by Organizing Events".

### I. General presentation of the dissertation work

The opinion is written in accordance with the requirements of the Act on the Development of the Academic Staff in the Republic of Bulgaria – ADASRB, the Regulations for the Implementation of ADASRB and the Regulations for the Development of the Academic Staff at the D. A. Tsenov Academy of Economics – Svishtov.

The dissertation submitted for review on the topic "Diversification of the Tourism Product by Organizing Events" has a total volume of 186 pages. It consists of a list of figures, a list of tables, an introduction, three chapters, a conclusion and references. There are 4 appendices (17 pages). The main text of the work contains 11 tables and 13 figures, through which appropriate visualization is achieved. The author refers to 123 literary sources, the majority of which (71) are in English, and the rest (52) are in Bulgarian. The sources have been used and cited in good faith. The rules of scientific ethics have been observed while observing copyright. The doctoral student's dissertation is presented in a form and volume that correspond to the necessary academic requirements for writing.

### II. Assessment of the form and content of the dissertation

The dissertationability of the presented work is a consequence of the relevance of the researched issues. The scientific question interpreted by the doctoral student is posed through the focus of the opportunities for diversification of the tourist product and their application in the economy of the tourism sector. **The relevance of the topic studied by the doctoral student** is in the scientific and practical benefits of diversifying the tourist product through organizing events at the regional level, assessing the effectiveness for the tourist destination. The dissertation paper carries out a theoretical analysis of the scope of the tourist product through the prism of the relationship between tourism management and the organization of events. The opportunities for diversification of the tourist product through organizing events that bring the highest value to the destination are analyzed. In a more general sense, the organization of events is perceived as a determinant for the



development of the tourist destination, bringing added value. In the presented study, the resources for organizing events within the scope of the tourist product are discussed. Economic benefits from the diversification of the tourist product through organizing events are sought. The arguments presented thus provide grounds for the claim that the dissertation examines a current scientific problem and has the potential to complement tourism economic knowledge in its theoretical and practical aspects.

The dissertation has as **its object of study** the enterprises organizing events with the aim of diversifying their tourist product on the territory of the Municipality of Svishtov, and as its **subject** – the possibilities for diversifying the tourist product through organizing events. Thus defined, the object and the subject correspond to **the main goal**, which is formulated by the doctoral student cit. "... to analyze the effect of organizing events on the development of the tourist destination".

To achieve the goal, the author defines four **research tasks** corresponding to the research problem. **The research thesis of the dissertation** is appropriately formulated and argued in the presentation. In the process of the study, the dissertationist introduces **restrictive conditions**, which he correctly highlights in the introductory part. The choice of the research period – 2022-2024, is motivated by the author's understanding of studying reporting years for which, on the basis of the available statistical, administrative and empirical base, the state of organization of cultures and cultural and entertainment events within the Svishtov Municipality is monitored.

**The structure of the dissertation** is predetermined by the object, subject, goal and research thesis defended by the author. **The first chapter** is entitled "Theoretical aspects of the diversification of the tourism product". Its presentation is focused on the systematic presentation of leading concepts and theoretical statements on the research question posed. Definitions of basic concepts for the dissertation work are presented. The first chapter ends with more important conclusions and generalizations compiled by the doctoral student.

**Chapter two** is entitled "Building a model for evaluating events within the scope of the tourism product". The presentation begins with an assessment of resources for organizing events within the scope of the tourism product. Their appropriate typology is achieved. The main goal is to reveal the potential of each resource for inclusion in a sustainable tourism product within the framework of diversification through organizing events. A scale for evaluating tourism resources is presented, which is a standardized tool through which comparability and analytical precision are achieved in determining the potential of individual resources in the context of their use. The second paragraph focuses on organizing events in the context of the diversification of the tourism product and the impact on the destination. In the following third paragraph, the dissertation author outlines a methodological framework for the dissertation research, including proposing a Model for diversifying the tourism product through organizing events in the Municipality of Svishtov. The model presents an integrated and analytically justified approach for the strategic development of tourist destinations. The model thus presented is of key importance for the study and is tested in the next chapter. Chapter Two concludes with the formulation of more important conclusions.

**Chapter Three**, entitled "Testing the Model for Diversifying the Tourism Product by Organizing Events on the Example of Svishtov Municipality", focuses on testing the model of event-based tourism diversification on the example of the studied municipality. The presentation presents a situational analysis of the prerequisites for tourism development in Svishtov Municipality. It is concluded that Svishtov Municipality has a significant and diverse resource potential that combines natural, cultural-historical, infrastructure and event assets. An analysis of tourism resources and organized events in



Svishtov Municipality is carried out. Emphasis is placed on the assessment of tourism resources, applying an ideographic approach, in order to identify certain sites and areas that have the highest potential for inclusion in innovative event formats and for diversifying the tourism product at the level of the studied municipality. The most informative part of this part of the dissertation is the analysis and evaluations provided by the Model for Diversification of the Tourism Product through Organizing Events in the Municipality of Svishtov, as well as the reported results achieved at the regional level. The fourth paragraph of this chapter presents a summarized assessment of the effectiveness of the diversification of the tourism product through organizing events in the Municipality of Svishtov. The last paragraph presents measures and recommendations for the diversification of the tourism product through organizing events at the municipal level.

In the final part of the dissertation, the doctoral student systematizes the main conclusions and generalizations reached within the framework of the conducted scientific research, as well as the main contributing points.

The above provides grounds for the assessment that the dissertation meets the requirements for structure and content of a work of this nature and can be defined as a completed scientific product with sufficiently convincing evidence of scientific results.

The language and writing style used by doctoral student Siana Plamenova Spasova correspond to the standards of scientific expression. The literary sources have been used by the author in good faith and correctly.

The abstract accompanying the dissertation, developed in Bulgarian and English, in a volume of 43 pages, reflects the content of the work and the scientific research results achieved by the author with the necessary completeness and truthfulness.

It is necessary to evaluate the creative and constructive guidance of the scientific supervisor – Assoc. Prof. Lyubka Ilieva, Ph.D., in the process of conducting the dissertation research.

### **III. Scientific and applied scientific contributions of the dissertation work**

The Statement of Scientific and Applied Scientific Contributions in the Dissertation Work presented by the doctoral student complies with the requirements of Art. 6, para. 3 of the Act on the Development of the Academic Staff in the Republic of Bulgaria. The review of the dissertation work, the abstract and the 7 (seven) publications reported on the topic of the dissertation gives me reason to accept and convincingly confirm the contributions formulated correctly and appropriately by the doctoral student. Their scope is real and complements to a certain extent the theoretical and practical knowledge of the research of the scientific problem.

### **IV. Critical notes, questions and recommendations on the dissertation**

I have no significant critical comments on the dissertation submitted for review. I would like to recommend that doctoral student Siana Plamenova Spasova, based on her experience and motivation, continue her research in the tourism sector of Bulgaria in the future. I also recommend that she publish the results obtained in specialized and indexed scientific publications in Bulgaria and abroad.

Within the framework of the dissertation, the author's position on the following question is of interest:

1. In the context of the research thesis defended in the dissertation, what more significant decisions of Bulgarian tourism enterprises, taken at a micro level, can contribute to the economic development and social engagement of destinations?

## **V. Summary conclusion and opinion**

The presented dissertation on the topic "Diversification of the Tourism Product by Organizing Events" represents a completed scientific study on a current and significant topic for economic theory and practice. The dissertation is structured according to the academic standards adopted in the country. The scientific work covers the requirements of the Law on Tourism and the Regulations for its implementation. The scientific work covers the requirements of the ADASRB and the regulations for its implementation.

The above gives me reason to vote with full conviction **"for" of awarding Siana Plamenova Spasova the educational and scientific degree "Doctor"** in the professional field 3.8. Economics under the doctoral program "Economics and Management (Tourism)" and to propose to the esteemed Scientific Jury to make a positive decision.

**Date:** 17 July 2025  
Town of Svishtov

The opinion is prepared by: .....  
Assoc. Prof. Simeonka Petrova, Ph.D.)