

TO

THE CHAIRMAN OF THE SCIENTIFIC JURY

DETERMINED BY ORDER OF THE RECTOR

OF THE "D. A. TSENOV" ACADEMY OF ECONOMY

on the procedure for obtaining the educational and scientific degree "Doctor" in the  
Doctoral Program "Economics and Management (Tourism)"

## Opinion

For acquiring the educational and scientific degree "doctor" in professional field 3.8. "Economics", doctoral program "Economics and Management (Tourism)" by announced procedure by the "D. A. Tsenov" Academy of Economics Svishtov.

Prepared by: Assoc. Prof. Dr. Vesselina Ivanova Atanasova, College of Tourism at Burgas State University "Prof. Dr. A. Zlatarov" - Burgas, scientific specialty 3.9. "Tourism"

Author of the dissertation: Nevena Rumenova Lyaskova-Velikova, full-time doctoral student at the Department of "Economics and Management of Tourism" at the "D. A. Tsenov" Academy of Economics, Svishtov.

Theme in the post "Tourist products based on the experience economy"

The scientific paper submitted for evaluation is intended for discussion by a scientific jury, appointed by Order No. 585/ 04.07.2025 of the Rector of the "D. A. Tsenov" Academy of Economics - Svishtov. I have been selected to prepare an opinion according to the decision of the first meeting of the scientific jury, held on 08.07.2025.

### 1. General presentation of the dissertation

The dissertation of Nevena Rumenova Lyaskova-Velikova consists of 205 pages, of which: introduction (4 pages); presentation in three chapters (175 pages); conclusion (5 pages); list of used literature (11 pages) The main text contains 23 tables and 26 figures. The list of cited literature covers 161 sources, including 123 are literature and 27 websites. There are also 2 appendices in the dissertation.

The doctoral student has developed the topic of the dissertation through the classical structure for such a scientific work; introduction, main part with three chapters and conclusion. Read more about the theoretical analysis and analysis of specialized literature,

which represents this research methodology and the third presents the results and testing of the author's model for the implementation of innovative tourism products based on the experience economy.

What you need to know is what you need to say and what you need to do. model, through a theoretically grounded and empirically validated, to reveal the potential for the development of innovative tourism products based on experiences, and to offer guidelines for increasing demand and supply approach. The scientific goal of the dissertation fully corresponds to the need indicated by the author to reveal the potential for the development of innovative tourism products based on experience and to offer guidelines for increasing demand and supply.

The object of the proposed study is innovative tourist products based on the experience economy, examined in the context of their demand and supply on the tourism market in Bulgaria.

The subject of the study is the potential for the development of innovative tourist products that are related to and correspond to the experience economy.

The literature used is sufficiently diverse and includes significant literary sources by Bulgarian and foreign authors.

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

The dissertation presents a scientific study with current issues, which is of essential importance for the development of tourism in Bulgaria and for a higher degree of satisfaction of tourists.

The dissertation provides a detailed theoretical analysis of the contemporary tourist market in order to prove that the country has a high potential for offering innovative tourist products based on the experience economy, which are often preferred in modern conditions by tourists and by enterprises and organizations in the field of tourism.

The author uses a scientific and clear style of presentation of theoretical concepts and notions, results and conclusions from the conducted studies. The proposed volume of the scientific work is quite sufficient for the issue to be considered in depth and comprehensively.

The dissertation proposes a conceptual model for studying the potential for innovative tourism products based on the experience economy. The model offers a logical sequence of stages that encompass an analysis of the resources and superstructure of the destination, as well as a study of the demand and supply of innovative products through direct surveys of tourism enterprises and consumers.

## **III. Scientific and scientific-applied contributions to the dissertation:**

The following scientific and scientific-applied contributions are highlighted in the dissertation:

1. There is an enrichment of existing knowledge about the experience economy, about the typology of the associated alternative forms of tourism and innovative tourism products,



through a thorough examination, generalization and critical analysis of fundamental theoretical propositions.

2. A study and critical analysis of basic theoretical and applied methods for analysis in tourism, in the context of the experience economy and innovative tourism products, has been carried out as a basis for building an author's model.

3. A conceptual model has been developed for studying the potential for innovative tourism products based on experiences, indicating an algorithm of steps/stages, the implementation of which is related to achieving effective results.

4. The proposed model has been tested in various destinations, on the basis of which recommendations have been formulated for increasing the demand and supply of innovative tourism products in the field of the experience economy, which could help in the formation of policies for sustainable development of destinations.

#### **IV. Critical notes, recommendations and questions:**

Regarding the dissertation work, the main statement and the argumentation of the author's thesis and the argumentation of the conclusions, I have no critical notes and recommendations.

#### **V. Conclusion**

The proposed doctoral dissertation by Nevena Rumenova Lyaskova-Velikova, a full-time doctoral student at the Department of Tourism Economics and Management at the University of Applied Sciences "D.A.Tsenov" Svishtov on the topic "Potential of innovative tourism products based on the experience economy" significantly enriches science and tourism practice in terms of the possibilities and potential of these products.

I believe that the scientific research meets the requirements for a dissertation for the award of the educational and scientific degree "doctor", according to the Law on the Education and Scientific Research of the Republic of Bulgaria.

In conclusion, based on the positive aspects of the dissertation, the scientific achievements and the personal contribution of the doctoral student, I give my positive assessment of it and propose to the esteemed Scientific Jury to award doctoral student Nevena Rumenova Lyaskova-Velikova, the educational and scientific degree "doctor" in the field of higher education 3. "Social, economic and legal sciences", professional direction 3.8. "Economics", scientific specialty "Economics and Management (Tourism)"

20.08.2025

Burgas

Reviewer:

Assoc. Prof. Dr. V. Atanasova