

OPINION

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Subject: Competition for the academic position of "Associate Professor" in the field of higher education 3. Social, economic and legal sciences, professional field 3.8. Economics, scientific specialty "Economics and Management (Tourism)", announced in the State Gazette, issue 113/23.12.2025

1. Information about the competition

The competition is announced in the field of higher education - 3. Social, economic and legal sciences, professional field 3.8. Economics, scientific specialty "Economics and Management (Tourism)" for the needs of the Department of "Economics and Management of Tourism" at the "Dimitar A. Tsenov" Academy of Economics - Svishtov. I participate in the composition of the scientific jury, in accordance with the order of the rector of the "Dimitar A. Tsenov" Academy of Economics - Svishtov. The competition for the academic position "associate professor" was announced in the State Gazette, issue 113 of 23.12.2025.

2. Brief information about the candidate in the competition

In the competition for the academic position "associate professor" in the scientific specialty "Economics and Management (Tourism)", announced for the needs of the Department of "Economics and Management of Tourism" at the "Dimitar A. Tsenov" Academy of Economics - Svishtov, only one candidate participated - Senior Assistant Professor Dr. Lyubomira Krasimirova Todorova. The candidate's entire academic path passes through the Dimitar A. Tsenov Academy of Economics - Svishtov. In 2008, she graduated with a Bachelor's degree in Finance. A year later, she graduated with a Master's degree in Banking Management. In the period 2013-2016, she studied as a full-time doctoral student at the Department of Trade and Tourism Business. In 2016, she obtained the educational and scientific degree of Doctor in Economics and Management (Trade). From 2016 to the present, she has successively held the academic positions of Assistant and Chief Assistant at the Dimitar A. Tsenov Academy of

Economics - Svishtov. She is fluent in English and Russian. Her areas of scientific interests are Tour Operator, Agent and Transport Activities, Innovations in Tourism, Tourism Economics, Tourism Management, etc.

Senior Assistant Professor Dr. Lyubomira Krasimirova Todorova is participating in a competition for the academic position of "associate professor", and the works and evidence presented by her are in full compliance with the national legislation and the regulations of the "Dimitar A. Tsenov" Academy of Economics - Svishtov. The candidate significantly exceeds the minimum national requirements for scientific and teaching activity (628.17 points) in area 3. Social, economic and legal sciences, professional field 3.8. Economics, scientific specialty "Economics and Management (Tourism)", as well as the additional quantitative requirements of the "Dimitar A. Tsenov" Academy of Economics - Svishtov.

3. General quantitative and qualitative assessment of teaching and teaching work

According to the competition documentation, Senior Assistant Professor Dr. Lyubomira Krasimirova Todorova is extremely active in her teaching and teaching activity at the "Dimitar A. Tsenov" Academy of Economics - Svishtov. She enjoys the respect of students and is a quality teacher with a high teaching load. Since 2020, she has been leading lecture courses and seminars in two languages (Bulgarian and English) in a wide range of disciplines for students of the Bachelor's and Master's degree programs, including "Economics of Tourism", "Strategies in Tourism", "Tourist Destinations", "Introduction to Tourism", "Tour Operator, Agent and Transport Activities", "Management of Relationships with Tourists", "Logistics Systems in Tourism", "Competitiveness of the Tourism Business" and many others. From the presented reference for developed lecture courses, it is evident that she systematically updates and enriches the teaching material, in accordance with the increasing requirements for teaching and learning activities.

In addition to her teaching work, Ch. Asst. Prof. Dr. Lyubomira Krasimirova Todorova periodically improves her professional qualifications, in view of the increasing requirements for teaching at the Dimitar A. Tsenov Academy of Economics - Svishtov. In 2020, she acquired a professional qualification in "Organization and Management of a Commercial Enterprise", and in 2024 - in "Economic Pedagogy". From 2022 to the present, she has been an evaluator at the Scientific Research Fund.

4. General quantitative and qualitative assessment of scientific research and research activity

The scientific production presented by Senior Asst. Prof. Dr. Lyubomira Krasimirova Todorova for participation in the competition for associate professor includes 28 publications, namely:

- 1 independent monograph;
- 1 published book based on a defended dissertation for the award of the ONS "Doctor";
- 12 articles and reports in co-authorship, published in scientific publications, referenced and indexed in world-renowned databases of scientific information;
- 9 articles and reports (5 in co-authorship and 4 independent), published in non-refereed journals with scientific review or in edited scientific volumes;
- 2 studies in co-authorship, published in non-refereed journals with scientific review or in edited scientific volumes;
- 3 published chapters of collective monographs in co-authorship.

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

The scientific production of Senior Assistant Professor Dr. Lyubomira Todorova is focused on current issues in tourism activities and is the basis for the formation of the candidate as an established scientist. The production is diverse - from monographs and studies to articles and reports in prestigious international databases. The international nature of the publications submitted is impressive, since 17 of the works are in a foreign language. The high scientific quality of the research is also proven by the fact that they have been cited repeatedly by other scientists, which is a clear certificate of their importance and applicability. Thematically, the works are concentrated in key areas such as tourism competitiveness, tourism innovations, sustainable development of tourist destinations and tourism management. The candidate's strong point is that his scientific research is supported by specific practical studies.

It is noticeable that the scientific research of Senior Asst. Prof. Dr. Lyubomira Todorova is supported, where possible, with practical research and analysis. Overall, the scientific production is assessed as extremely high quality and fully consistent with the criteria for

holding the position of "associate professor". It is distinguished by high linguistic culture, stylistics and use of professional terminology. No evidence of plagiarism or copyright infringement has been found in the presented scientific works.

5. Characterization of the scientific contributions

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

6. Participation of the candidate in scientific projects

It is evident from the presented CV that Senior Asst. Prof. Dr. Lyubomira Todorova takes an active part in the work on scientific and research projects. For the period 2018 - 2026, she participated in 16 national and international projects, which is also evidence of her project-oriented expertise. The majority of the projects in which she participates are related to her scientific interests, as evidenced by the results achieved from her participation.

7. Weaknesses, critical remarks, recommendations

I have no remarks on the teaching and research activities of Senior Assistant Professor Dr. Lyubomira Todorova. I recommend that in her future teaching activities she expand the scope of the research conducted in the field of the application of new information technologies and especially artificial intelligence in the tourism industry, which will increase the commitment of students and provide richer learning experiences.

8. Conclusion

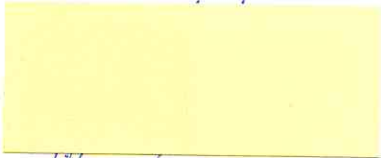
The candidate in the competition fully meets the requirements of the Act on the Development of the Academic Staff in the Republic of Bulgaria, the Regulations for its implementation and the Rules for holding academic positions at the Dimitar A. Tsenov Academy of Economics - Svishtov. Senior Assoc. Prof. Dr. Lyubomira Krasimirova Todorova participates in the competition for the academic position of "associate professor" with scientific

production, which, by its thematic focus and quality of scientific and applied scientific contributions, enriches theoretical knowledge and supports practice in the field of tourism.

All this gives me reason to vote positively with conviction and to recommend to the Honorable members of the scientific jury to award the academic position of "associate professor" to Assoc. Prof. Dr. Lyubomira Krasimirova Todorova in professional field 3.8. Economics, scientific specialty "Economics and Management (Tourism)" at the Department of "Economics and Management of Tourism" at the "Dimitar A. Tsenov" Academy of Economics - Svishtov.

03.04.2026

Sofia

Signature:

(Assoc. Prof. Dr. Asya Pandzherova)