

**Резюмета на научните трудове
на гл. ас. д-р Любомира Тодорова
на английски език**

представени за рецензиране по конкурс за академична длъжност в област на висше образование 3. Социални, стопански и правни науки, професионално направление 3.8. Икономика, научна специалност „Икономика и управление (туризъм)“, обявен в ДВ, бр. 113 от 23 декември 2025 г, които не повтарят представените за придобиване на ОНС „доктор“, в съответствие с чл. 118 (1), от Правилника на СА „Д. А. Ценов“ относно конкурси за академична длъжност „доцент“

**THE ABSTRACTS
OF SCIENTIFIC RESEARCHES**
by head assistant professor Lyubomira Todorova, Ph.D.,
provided for review in accordance with Art. 118 (1) of the Regulations for
the development of the academic staff in the “Tsenov Academy of Economics”

ВЗ - Хабилитационен труд (монография)

Тодорова, Л. (2026). Туроператорство, базирано на иновации: нови подходи и перспективи в съвременния туристически мениджмънт. Академично издателство „Ценов“, Свищов, 2026, с. 232, ISSN 1310–2737, ISBN 978-954-23-2635-9, DOI: <https://doi.org/10.58861/tae.ewc.2026.01>

Abstract

This monograph examines the transformation of tour operator activity in the context of digitalization, changing consumer preferences and increased pressure for the sustainability of tourist services. The focus is on developing and testing a model for assessing and improving the effectiveness of innovations in tourist enterprises performing tour operator activity. The role of technological solutions such as artificial intelligence, big data and digital platforms for personalizing tourist services and increasing the competitiveness of tour operators is analyzed. The study is based on a mixed methodological approach (survey, interviews and regression analysis), with the theoretical basis supported by established models for the perception and diffusion of innovations. The results obtained show that the application of innovations and digital technologies in tour operator activity contributes to increasing efficiency, improving service and creating a higher degree of personalization of tourist services. It is established that the targeted management of innovation processes leads to better positioning and strengthening the competitiveness of tour operators in the dynamic market environment.

The monographic work was discussed at a meeting of the Department of Tourism Economics and Management at the Dimitar A. Tsenov Academy of Economics - Svishtov with Minutes No. 5/04.12.2025.

Г5. - Публикувана книга на базата на защитен дисертационен труд за присъждане на образователна и научна степен "доктор"

Тодорова, Л. Управление на търговския кредит от предприятията в мебелния сектор, Авангард Принт, Русе, 2026, с. 205 ISBN 978-954-337-525-7

Abstract

In the conditions of modern economic development, the sale of production through trade credit occupies a key place in the activities of enterprises in the furniture sector in the Republic of Bulgaria. The growing importance of deferred payment sales highlights the need for effective management and monitoring of receivables, with a view to limiting risk and ensuring stable cash flows.

The study argues for the importance of trade credit as the basis of modern business relations and as a tool for expanding market positions and increasing the competitiveness of enterprises. The analysis covers the theoretical aspects of trade credit, methods for planning and controlling accounts receivable, as well as its practical application in the furniture sector through situational and financial analysis.

The results show that trade credit is widely used, but its excessive use, combined with economic instability and reduced consumption, leads to increased intercompany indebtedness. This necessitates the application of a systematic approach to debtor management, including an analysis of the financial condition, legal status and market potential of counterparties.

In conclusion, it is proven that effective management of trade credit, through the application of appropriate criteria, indicators and monitoring methods, is a key factor for the sustainable development of enterprises in the furniture sector and for limiting the risks arising from deferred payment sales.

Г6-1. Статии и доклади, публикувани в научни издания, реферирани и индексирани в световноизвестни бази данни с научна информация.

Ilieva, L., & **Todorova, L.** (2023). Role of technological innovation for sustainable management of tourism organizations. IOP Conference Series: Earth and Environmental Science, 1269(1), 012038. DOI 10.1088/1755-1315/1269/1/012038

Abstract

The principles of sustainable management are applicable to all sectors, and especially to tourism, as they relate to the environmental, economic and socio-cultural aspects of the development of the activity. Tourism and sustainable development are inextricably linked given that the tourism product is based on the natural resources and the preserved cultural identity of peoples. Tourism organizations shape their offering by establishing an appropriate balance between these three dimensions in order to offer an attractive tourism product. This is possible only by building a system for sustainable development of the tourist organization. In the present study, the relationship between innovation and sustainable management of tourism organizations is sought. For this purpose, the possibilities for innovation in the activity of the tourist organization are presented, the principles of sustainable management of the organization are clarified and the role of the system for sustainable management is outlined. As a result of the conducted research, technological innovations are presented that allow organizations to use resources more rationally and achieve sustainable development.

Г6-2. Статии и доклади, публикувани в научни издания, реферирани и индексирани в световноизвестни бази данни с научна информация.

Ilieva, L., Bozhinova, M., & **Todorova, L.** (2021). A study of the impact of COVID-19 on tourism demand. SGEM Conference Proceedings, 21(5.1), Article S21.074. <https://doi.org/10.5593/sgem2021/5.1/s21.074>
ISBN 978-619-7603-28-6; ISSN 1314-2704.

Abstract

Covid-19 has turned our world upside down and transformed nearly every aspect of daily life, business and travel. The COVID-19 pandemic has had severe negative impacts on human beings in all spheres of economic, social and even geopolitical life worldwide. The impact of this crisis will be the subject of numerous studies in all fields of scientific research in the coming years.

According to all official data, the tourism sector is one of the most affected sectors of the economy. Despite the reported partial recovery in the sphere of tourism revenues in the period May-September 2020, the tourism industry is far from the reported in recent years' growth regarding the number of visits and tourism revenues. On the contrary, serious declines were reported, reaching 80% decline in revenue, compared to 2019

This study aims to examine the impact of the COVID-19 crisis on Bulgarian tourism and the behaviour of Bulgarian tourists. To achieve this, a situational analysis of the impact of travel restrictions on tourists and on the tourism sector in Bulgaria has been made. Changes in the number of tourist visits to Bulgaria in the period 2015-2020 have been studied. The study examines the attitudes of Bulgarian tourists and changes in their tourist consumption during the period of travel restrictions. The obtained results give us grounds to make recommendations for faster dealing with the losses suffered by the business and the slump in demand reported by the tourists as a result of the imposed COVID-19 restrictions.

The research importance stems from taking into consideration and reporting the impact of this large-scale phenomenon in all its aspects, which will allow businesses and countries to tackle COVID-19 challenges more quickly.

ГБ-3. Статии и доклади, публикувани в научни издания, реферирани и индексирани в световноизвестни бази данни с научна информация.

Ilieva, L., Petrova, M., & Todorova, L. (2023). Application of technological innovations in the tourism industry. *E3S Web of Conferences*, 408, Article 01003. <https://doi.org/10.1051/e3sconf/202340801003>

Abstract

In the conditions of digitization and ecological transformation of industry and society, studying the opportunities to apply technological innovations and their impact on the tourism sector has become a research topic. The directions of tourism business innovations are explored and the role of technological innovations in adapting the tourism sector to the processes of transformation and digitalization of society is outlined by conducting a systematic analysis. The aim of this study is to identify the different approaches to tourism product innovation, clarify the scope of technological innovation and to present the possibilities of their application in the tourism sector. As a result of the study the scope of technological innovations in the tourism sector is outlined and guidelines for their application are proposed in order to diversify the tourist product and optimize tourism business activities.

ГБ-4. Статии и доклади, публикувани в научни издания, реферирани и индексирани в световноизвестни бази данни с научна информация.

Smokova, M., Bogdanova, M., Parashkevova, E., Stoyanova, M., Krasteva, E., & **Todorova, L.** (2024). Gamification in cultural heritage: Best practice case studies from Bulgaria. Retrieved December 7, 2025, DOI:[10.37710/plural.v12i2_2](https://doi.org/10.37710/plural.v12i2_2)

Abstract

Recently, gamification has gained significant attention. Even fields such as cultural heritage have not gone unnoticed, and various gamification mechanics have been widely implemented for different purposes. Bulgaria is among the countries with high interest in the matter. Although some successful initiatives have been carried out and are still being implemented, there is a lack of knowledge about what does not work well and why, which will help stakeholders avoid making the same mistakes in the future. The article aims to select best practices for gamification in Bulgaria's cultural heritage. This purpose is addressed by applying a framework for determining best practice case studies on gamification in cultural heritage. Based on a set of twelve gamification criteria and nine impact criteria and by keeping to a three-stage methodology, the first two top-rated case studies have been selected as best practices and briefly described.

ГБ-5. Статии и доклади, публикувани в научни издания, реферирани и индексирани в световноизвестни бази данни с научна информация.

Yordanova, Z., Bogdanova, M., Panteleeva, I., & **Todorova, L.** (2025). Balancing structure and flexibility: A framework for understanding formal and informal innovation networks. *Journal of Innovation & Knowledge Management*, Article 100550.
<https://doi.org/10.1016/j.joitmc.2025.100550>

Abstract

Understanding the balance between structure and flexibility in innovation networks is critical for optimizing collaboration, adaptability, and innovation outcomes in increasingly complex ecosystems. This study conducts an integrative literature review of 136 peer-reviewed articles from Scopus and Web of Science to systematically examine the distinguishing characteristics, challenges, and indicators of formality within formal and informal innovation networks. Formal networks are defined by hierarchical structures, contractual governance, and regulated communication channels, while informal networks thrive on trust-based relationships, spontaneous interactions, and social capital. Despite their differences, both types frequently intersect, shaping innovation performance in complementary ways. Guided by three research questions, this study identifies (RQ1a) the key

characteristics, (RQ1b) the management challenges, and (RQ2) a set of measurable indicators of network formality. Findings are synthesized into a conceptual framework that categorizes formality across four dimensions: structural features, interaction patterns, purpose alignment, and control mechanisms. This framework offers both theoretical advancement and practical insights for managing innovation networks, highlighting how different degrees of formality influence knowledge sharing, governance, and adaptability. By addressing critical gaps in the literature—such as the dynamic evolution of networks, the impact of digital technologies, and the emergence of hybrid forms—this study provides a structured foundation for future empirical research and supports organizations in designing balanced innovation strategies that integrate the strengths of both formal and informal networks.

ГБ-6. Статии и доклади, публикувани в научни издания, реферирани и индексирани в световноизвестни бази данни с научна информация.

Ilieva, L., Bozhinova, M., **Todorova, L.**, & Pavlov, P. (2025). *Measuring the innovation activity of the tourism businesses in Bulgaria*. *Business Management*, 35(1), 87–101. <https://doi.org/10.58861/tae.bm.2025.1.05>

Abstract

The implementation of innovations in tourism enterprises is a key factor in increasing their competitiveness. A challenge for the tourism businesses in Bulgaria is to develop innovative solutions that will diversify their tourism products, optimize business operations and improve the overall efficiency of the tourism industry.

The aim of this research is to systematize and interpret theoretical and empirical statements of innovations in tourism in order to propose and test a model for measuring the innovation activity of tourist enterprises in Bulgaria and, based on this, to formulate conclusions and recommendations. This paper examines the scope of innovation activity of tourism enterprises and measures their innovation activity by means of a proposed model that has been tested in organizations providing tourism-related services. Research methodology includes induction and deduction, method of analysis and synthesis, analogy, content analysis, comparative analysis, survey, etc. As a result of the research, an innovation index is calculated, using the developed Model for measuring innovation activity in tourist enterprises, based on the evaluation of seven groups of qualitative indicators, and conclusions and recommendations are formulated for the promotion of innovation activity in the tourism sector. The tested model shows that it is possible to measure the innovation activity in the tourism sector by covering all enterprises offering the main tourism services.

Г6-7. Статии и доклади, публикувани в научни издания, реферирани и индексирани в световноизвестни бази данни с научна информация.

Ilieva, L., Bozhinova, M., **Todorova, L.**, Marinov, M., Ismailov, T., & Spasova, S. (2024). *Festivals: An opportunity for sustainable development of tourism regions*. (Фестивали: Възможност за устойчиво развитие на туристическите региони) *Revista de Gestão – RGSA*, 18(11), e09356. <https://doi.org/10.24857/rgsa.v18n11-069>

Abstract

The purpose of this development is to present the opportunities provided by festivals as organized events for the sustainable development of tourism regions.

The article focuses on several key concepts. First, it examines the role of festivals as organized events in promoting tourism. Secondly, it is based on the sustainability principles, balancing environmental, economic and socio-cultural factors. Lastly, it considers event tourism as a significant driver for local development.

An empirical research which includes an analysis of published materials and documents that study organized events and festivals in particular as part of cultural and historical tourism was conducted.

Festivals significantly contribute to the sustainable development of tourism regions by enhancing local cultural identity and attracting tourists. The successful organization of festivals can strengthen the image of a region, promoting long-term benefits for both the tourism industry and local communities.

Festivals can serve as strategic tools for sustainable tourism development by fostering regional cultural identity and attracting tourists. Policymakers and tourism managers should prioritize festival planning and management as a means to enhance the economic, social and cultural sustainability of tourism regions.

The originality of the article lies in its focus on festivals as a unique catalyst for the sustainable development of tourism regions, highlighting their multifaceted impact on local economies, culture, and social cohesion. This study provides valuable insights into how well-managed festivals can enhance the long-term sustainability of tourism destinations, offering practical guidance for policymakers and event organizers.

ГБ-8. Статии и доклади, публикувани в научни издания, реферирани и индексирани в световноизвестни бази данни с научна информация.

Ismailov, T., Ilieva, L., **Todorova, L.**, & Marinov, M. (2024). *Implementing innovations that provide sustainable solutions in the tourism sector*. Revista de Gestão – RGSA, 18(11), e09246. <https://doi.org/10.24857/rgsa.v18n11-006>

Abstract

Objective:The purpose of this development is to present the relationship between the implementation of innovations in the tourism business and its sustainable development.

Theoretical Framework:In this topic, presents the main concepts and theories for the scope of innovation activity in the tourism sector. The main types of economic and non-economic innovations related to the sustainable management of the tourism business are highlighted.

Method:Qualitative methods, including interviews and observations, were used in this study. Owners and managers of tourist organizations who are familiar with the innovative activities of the represented enterprises and can indicate the effect of their implementation were surveyed.

Results and Discussion:The findings of the study highlight the importance of synergy between innovation and sustainable management of the tourism business. The study of the experience of the Bulgarian tourist enterprises proves that the implementation of innovations provides competitive advantages to the tourist enterprises and contributes to their sustainable development.

Research Implications:A practical study is carried out, which presents the spread of innovations in the tourism sector in Bulgaria and proves that they lead to both economic and non-economic effects related to the sustainable development of the enterprise's activities.

Originality/Value:This study contributes to the literature by presenting the scope of innovation activity in the tourism enterprise and outlines the relationship between economic and non-economic innovations. The relevance and value of this research is demonstrated by addressing the specific topic of innovation in the tourism industry, which is an important area of inquiry given the dynamic nature of the sector and its significance for economic development.

Г6-9. Статии и доклади, публикувани в научни издания, реферирани и индексирани в световноизвестни бази данни с научна информация.

Todorov, L., Shopova, M., Panteleeva, I. M., & Todorova, L. (2024). Innovation metrics: A critical review. *Economies*, 12(12), 327. <https://doi.org/10.3390/economies12120327>

Abstract

Innovations are complex phenomena with important impacts on firms, regions, the economy as a whole, society, and the environment. Measuring innovation is a challenging and time-consuming task with many problems ranging from the conceptual framework to data collection and interpretation. The development of the produced variety of single indicators and multidimensional metrics covers one or more innovation characteristics—inputs, stages, sources, mechanics, outputs, and impacts. While the abundance of metrics allowed measurement of many innovation aspects, it also created problems with comparability, coverage, timeliness, and reliability, making it difficult for academics, businesses and policymakers to efficiently use the information, perform correct analysis and make adequate decisions. To address this problem, this article aimed to review the literature, develop instruments for the structuring and assessment of the innovation measurements, systematize the variety of metrics, and evaluate their compliance with the requirements of users' needs and the quality of statistical information. The literature review identified 23 innovation metrics and helped create a classification scheme with 11 attributes and a criteria checklist with seven criteria groups. The results from the application of the instrument for the identified metrics revealed that they could be divided into three groups: appropriate, needing refinement, and unsuitable, with the best ones being the European Innovation Scoreboard and Global Innovation Index. They too showed some data gaps, connected with cultural environment, sustainability, open innovations, structural changes, and regional development, thus reinforcing the necessity for further advancement of theory and methodology for innovation measurement to augment the high-quality macro-information that is readily available with firm-level qualitative data of the innovation at the place where they emerge.

Г6-10. Статии и доклади, публикувани в научни издания, реферирани и индексирани в световноизвестни бази данни с научна информация.

Ilieva, L., **Todorova, L.**, & Ismailov, T. (2024). *Impact of the priorities in the European environmental policy on the development of the tourist ecosystem*. BIO Web of Conferences, 114, 01007. <https://doi.org/10.1051/bioconf/202411401007>

Abstract

With the European Green Deal, the EU aims to implement new growth models that are climate neutral. Industry and ecosystems in the EU are undergoing a rapid green and digital transition. Cooperation between industry, public authorities, social partners, and stakeholders is envisaged in European policies, along the transition path of each ecosystem. In the tourism ecosystem, eco-entrepreneurship plays a crucial role in promoting responsible travel and ensuring the preservation of local ecosystems and cultures. One of the key strategies for eco-entrepreneurs in the travel industry is to constantly innovate and look for new ways to reduce travel's environmental footprint. To achieve the set goals, the EU focuses on the implementation of policies that promote the conservation of natural resources, the preservation of cultural heritage and support for local communities, activities also important for the development of tourism. The aim of the present study is to present the potential of European eco-policies and indicators for measuring the effect of their implementation to achieve the priorities set in European policies and their impact on the tourism ecosystem.

Г6-11. Статии и доклади, публикувани в научни издания, реферирани и индексирани в световноизвестни бази данни с научна информация.

Marinov, M., & **Todorova, L.** (2022). *The impact of the coronavirus crisis on revenues of hotel and restaurant businesses in Bulgaria*. Economics. Ecology. Socium, 6(2), 21–28. <https://doi.org/10.31520/2616-7107/2022.6.2-2>

Abstract

Introduction. The changes that have taken place in the global economy as a result of the coronavirus pandemic have had a negative impact on all economic sectors. The most negative manifestation of this is in the tourism industry. Bulgarian tourism is also among those hit hard by the crisis. This is evidenced by the many bankruptcies of travel companies and the reported financial difficulties. Many of the restrictions imposed on tourists when crossing national borders and the requirements for those wishing to use tourist services are just some of the reasons for the crisis in the sector. Its deepening is the basis for making recommendations to correct the situation. The reasons for the current study are the problems

in the tourism sector and the threatening trends of frequent corporate bankruptcies, as well as the closure of many tourist sites.

Aim and tasks. The aim of the study is to present the situation in which the economic entities of the tourism sector in the Republic of Bulgaria operate and to propose solutions for improving their financial and economic condition. The scope of the study used data for various indicators (visits of foreign tourists, overnight stays of Bulgarian and foreign citizens, turnover indices in the sector, etc.) describing the state of Bulgarian tourism for the period 2019–2021.

Г6-12. Статии и доклади, публикувани в научни издания, реферирани и индексирани в световноизвестни бази данни с научна информация.

Varamezov, L., Petrova, S., Staanev, Y, & **Todorova, L.** (2025). *Innovation and sustainable development of European small and medium-sized enterprises in the wood processing industry*. WoodEMA. ISBN 978-953-8446-04-7

Abstract

Innovation-oriented small and medium-sized enterprises play an important role in the transition to sustainable development of economies, in increasing the well-being of societies and in adding value in all sectors of the European economy, including the wood-processing industry. The main objective of this study is to analyze and measure the impact of innovations introduced by European small and medium-sized wood-processing enterprises on their sustainable development in the period 2012-2022. The turnover was used as the dependent variable to assess the economically sustainable development of wood-processing enterprises, and in terms of innovation, the set of indicators includes “enterprises with new or improved business processes introduced by type of innovation” and “enterprises with new or significantly improved products introduced by type of innovation”. The methodological framework of the study includes the application of the IBM SPSS Statistics software product, the Excel program, as well as the method of linear regression and correlation. The results obtained allow the identification of similarities (differences) between small and medium-sized wood processing enterprises in individual European countries and the derivation of emerging patterns.

Г7-1. Статии и доклади, публикувани в нереферирани списания с научно рецензиране или публикувани в редактирани колективни токове.

Smokova-Stefanova, M., Bogdanova, M., Parashkevova-Velikova, E., Krasteva, E., Stoyanova, M., & **Todorova, L.** (2024). *Best practices for gamification in cultural heritage: Bulgarian experience*. E-Journal "Dialogue", 18(3). <https://doi.org/10.58861/tae.di.2024.3.02>

Abstract

Gamification has gained significant attention in recent years. Even the cultural heritage has not been unnoticed and various gamification techniques have been applied for different purposes. Bulgaria is among the countries with prominent interest in the matter. Although some successful initiatives have been carried out and are still implemented, there is a lack of systemised knowledge for what does not work well and why, which will help practitioners, researchers, public and local authorities in avoiding making the same mistakes in the future. The objective of the paper is to identify best practices for gamification in Bulgarian cultural heritage. The objective is addressed by providing a context specific framework for selecting best practices on gamification in Bulgarian cultural heritage. Based on a set of 12 gamification criteria and 9 impact criteria and by keeping to a 3-stage procedure, the first two top-rated initiatives have been selected as best practices and briefly described.

Г7-2. Статии и доклади, публикувани в нереферирани списания с научно рецензиране или публикувани в редактирани колективни токове.

Bozhinova, M., Ilieva, L., **Todorova, L.**, & Pavlov, P. (2022). *Bulgarian tourism during the COVID-19 crisis*. SWS Journal of Social Sciences, 9(1). <https://doi.org/10.35603/sws.iscss.2022/s03.026>

Abstract

COVID-19 put the world and tourism in a situation that had not been predicted even by the most pessimistic forecasts of either theoreticians, or the people directly involved in tourism development. Hence the need of theoretical research of the issue and of didactic and methodological knowledge to disseminate the findings of such research into practice. The impact which crises have on tourism development is the subject of research for a number of Bulgarian and foreign authors. Currently, however, there seems to be no large-scale scientific or practical research into the impact which the COVID-19 crisis has had on Bulgarian tourism or the behaviour of Bulgarian tourists, so as to give specific recommendations how to deal more quickly with the negative effects from COVID-19 on the tourism business or on tourists. The research paper is upto-date as it studies the impact of the COVID-19 crisis on Bulgarian

tourism and gives major recommendations how to deal with the negative effects of COVID-19 faster to both businesses and tourists.

Г7-3. Статии и доклади, публикувани в нереферирани списания с научно рецензиране или публикувани в редактирани колективни токове.

Marinov, M., & Todorova, L. (2020). *Effects of the COVID-19 impact on the tourism sector in Bulgaria*. *Izvestia Journal of the Union of Scientists – Varna. Economic Sciences Series*, 9(2), 68–75. <https://doi.org/10.36997/IJUSV-ESS/2020.9.2.68>

Abstract

The negative consequences of the Covid-19 pandemic are significant and cover all sectors of the economy, with the biggest impact on the Tourism sector. Some of the impacts are related to the growth of the registered unemployed, the financial difficulties of the enterprises and the impossibility to carry out economic activities due to the decline in the interest of tourists in travel and leisure. It is necessary to derive a set of measures to deal with the complicated situation of the enterprises in the tourism industry, which will quickly overcome the critical situation for the sector.

Г7-4. Статии и доклади, публикувани в нереферирани списания с научно рецензиране или публикувани в редактирани колективни токове.

Илиева, Л., & Тодорова, Л. (2019). Изследване потенциала за развитие на туризма в Дунавския туристически район. *Eastern Academic Journal*, (3), 6–18. ISSN 2367–738X

Abstract

Over the past fifteen years, the Danube River Region, the most international river basin in the world, has become almost entirely a territory of the European Union (EU). The region is a priority not only in European strategic documents, but also in national and regional strategic documents, as its development potential has been assessed, especially in the municipalities along the Danube River. The Bulgarian part of the river basin falls into the areas with predominantly rural municipalities with underdeveloped industrialization, deteriorated transport infrastructure and an age structure of the population. These are a small part of the socio-economic problems in the region, which pose a number of challenges to the full use of the river in an economic aspect. An alternative to this trend is the development of new economic activities that would attract interest in the Danube region. Tourism has the potential to improve the situation in the region, and with its development to cause diversification and improvement of the economic structure in the Danube region of Bulgaria. The aim of this paper is to examine the potential for tourism development in the Danube region. To this end,

the main priorities for tourism development in the Danube region are presented and the state of the main implementation factors that influence its development is assessed.

Г7-5. Статии и доклади, публикувани в нереферирани списания с научно рецензиране или публикувани в редактирани колективни токове.

Тодорова, Л. (2025). Изкуственият интелект в хотелиерството. Бранд България – гостоприемство в четири сезона с фокус: здравен, делови и развлекателен туризъм. Сборник доклади от юбилеен дискуссионен форум (pp. 105–114). Университет за национално и световно стопанство (УНСС)

Abstract

This paper aims to examine the impact of artificial intelligence (AI) on the hospitality industry, focusing on the potential benefits, technological applications and challenges facing the sector. Based on a literature review, analysis of existing data and practical examples from the industry, it aims to show how AI has the potential to transform customer service, operational efficiency and hotel management, while highlighting the need for careful planning of activities and staff relief.

Г7-6. Статии и доклади, публикувани в нереферирани списания с научно рецензиране или публикувани в редактирани колективни токове

Тодорова, Л. (2024). *Въздействие на формалните и неформални мрежи върху иновационните процеси в туризма*. Академично издателство „Ценов“. ISBN 978-954-23-2493-5.

Abstract

The implementation of innovations in the tourism sector is an increasingly discussed topic, but the impact of different formal and informal networks on innovation processes in tourism is poorly studied. Every innovation is a kind of engine provoking a change in the appearance of the tourist product, respectively the tourist enterprise. In most cases, innovations introduced by SMEs are mainly experience used by 106 competences and know-how external to the industry, refracted through the prism of tourism, which lead to an increase in the competitiveness of enterprises and growth of their productivity. The present development aims to present the role of formal and informal networks in the development of tourism business.

Г7-7. Статии и доклади, публикувани в нереферирани списания с научно рецензиране или публикувани в редактирани колективни тонове

Marinov, M., & Todorova, L. (2022). *The impact of the coronavirus crisis on revenues of hotel and restaurant businesses in Bulgaria*. *Economics, Ecology, Socium*, 6(2), 21–28. <https://doi.org/10.31520/2616-7107/2022.6.2-2>

Abstract

The changes that have taken place in the global economy as a result of the coronavirus pandemic have had a negative impact on all economic sectors. The most negative manifestation of this is in the tourism industry. Bulgarian tourism is also among those hit hard by the crisis. This is evidenced by the many bankruptcies of travel companies and the reported financial difficulties. Many of the restrictions imposed on tourists when crossing national borders and the requirements for those wishing to use tourist services are just some of the reasons for the crisis in the sector. Its deepening is the basis for making recommendations to correct the situation. The reasons for the current study are the problems in the tourism sector and the threatening trends of frequent corporate bankruptcies, as well as the closure of many tourist sites.

The aim of the study is to present the situation in which the economic entities of the tourism sector in the Republic of Bulgaria operate and to propose solutions for improving their financial and economic condition. The scope of the study used data for various indicators (visits of foreign tourists, overnight stays of Bulgarian and foreign citizens, turnover indices in the sector, etc.) describing the state of Bulgarian tourism for the period 2019–2021.

The processed data given an idea of the current state of the tourism sector in the Republic of Bulgaria. The study is a corrective to the problems in the industry, which are provoked by changes in the visits of local and foreign tourists. Based on the analysis, a set of recommendations were made to improve the state of the sector: achieving sustainability of tourist visits; stricter requirements for transport companies; provision of financial assistance by the government; opportunities to use the interest-free grace period for received loans; and establishing Bulgaria as a safe destination.

The conducted situational analysis of the hotel and restaurant business in Bulgaria for the period 2019-2021 is the basis for making several recommendations aimed at stabilizing the sector. Some of them are related to: financial support for the tourism business given by the state; reducing the rate of tax due; ensuring an interest-free grace period for loans from financial institutions; providing opportunities for using funds under various programs for the implementation of innovations in the activities of tourism companies in order to increase their competitiveness and bring them into a state that meets national and world requirements for tourism business.

Г7-8. Статии и доклади, публикувани в нереферирани списания с научно рецензиране или публикувани в редактирани колективни токове

Тодорова, Л. (2021). *Динамика в заетостта на легловата база по Българското Черноморие за периода 2019–2021 г.* Академично издателство „Ценов“. ISBN 978-954-23-2069-2.

Abstract

The changes in the occupancy of the bed base for the period 2019-2021 are mainly due to the global health pandemic, which had a negative impact on the tourism business. The crisis in the industry has led to serious financial consequences for tourism entrepreneurs. The development of the sector depends on the analysis of its current state as a result of the measures and actions taken and the future behavior of the stakeholders towards its sustainable revival and progress.

Г7-9. Статии и доклади, публикувани в нереферирани списания с научно рецензиране или публикувани в редактирани колективни токове

Тодорова, Л. (2025). Туристически агенции от следващо поколение: Използване на технологии за персонализирани и ангажиращи туристически преживявания. В *Туризмът и новата реалност: Известия на катедра „Икономика и управление на туризма“*, том I (с. 78–84). Издателство „Наука и икономика“ – ИУ – Варна. <https://doi.org/10.56065/TNR2025.78>

Abstract

In response to the dynamically changing tourism industry, travel agencies are adopting innovative approaches in line with changing consumer demands and technological advancements. This paper aims to examine the innovative technologies implemented by TAs that are transforming the sector, focusing on the integration of artificial intelligence (AI), the adoption of sustainable practices, the implementation of subscription-based models, the use of user-generated content (UGC) and an emphasis on travel experiences. Based on international and Bulgarian sources, the analysis highlights the importance of innovation in increasing operational efficiency, customer engagement and competitiveness in the tourism market.

Г9-1. Студии, публикувани в неререферирани списания с научно рецензиране или публикувани в редактирани колективни томове

Божинова, М., Илиева, Л., **Тодорова, Л.**, & Павлов, П. (2025). *Иновациите – фактор за конкурентоспособен туризъм в България*. Алманах „Научни изследвания“, (33). 7-44. Стопанска академия „Д. А. Ценов“ – Свищов. <https://almanahni.unisvishtov.bg/title.asp?title=3085>

Abstract

In order to realize the potential of the Bulgarian tourism sector, tourism enterprises in our country must adapt their activities and strategies to the changed consumer preferences and global trends in tourism. Therefore in order to be competitive in the global tourism market, it is necessary to increase their innovation activity, respectively to implement different types of innovations. This is of essential importance for the stabilization and sustainable development of the tourism business. The purpose of this paper is an empirical study of the innovative activity and activity of tourism enterprises in Bulgaria and the opportunities that innovations provide for the development of competitive tourism.

The main research thesis is that the implementation of innovations leads to the optimization of business processes in tourism enterprises and increasing the competitiveness of the individual tourism enterprise and the entire tourism sector. As a result of the research, all the tasks set have been achieved, namely: the innovative activity of Bulgarian tourism enterprises has been studied; the state of innovation activity in the tourism sector in Bulgaria and consumer attitudes towards innovation have been studied; the impact of digital and environmental innovations on consumer behavior and business decisions in tourism has been determined; the challenges and barriers to the implementation of innovations in the tourism sector in Bulgaria and key opportunities for increasing its competitiveness have been identified.

Г9-2. Студии, публикувани в неререферирани списания с научно рецензиране или публикувани в редактирани колективни томове

Божинова, М., Илиева, Л., **Тодорова, Л.**, & Павлов, П. (2022). *Състояние и възможности за развитие на българския туризъм в условията на COVID-19*. Алманах „Научни изследвания“, 30(1), 183–213. Стопанска академия „Д. А. Ценов“ – Свищов. <https://dlib.uni-svishtov.bg/handle/10610/12>

Abstract

The COVID-19 virus, which emerged as a virus, has grown into a social and economic disaster after the restrictive measures taken in all countries. Tourism is one of the sectors most affected by the pandemic, as the measures introduced to contain the virus have led to an almost complete shutdown of tourism activities around the world. In this sense, the purpose of this study is, based on a study of the impact of the COVID-19 crisis on Bulgarian tourism and the behavior of Bulgarian tourists, to identify opportunities for overcoming the consequences of the crisis and to outline guidelines for its development. The main research thesis is closely related to the purpose of the study and defends the author's views that the recovery of Bulgarian tourism in the conditions of COVID-19 is possible only by taking specific measures based on an in-depth analysis of the state of the tourism business and taking into account consumer attitudes towards the consumption of tourism services in the conditions of COVID-19. Consumers of tourism services in Bulgaria are surveyed using a survey method. All tasks of the study have been achieved, namely: the theoretical framework for crisis management in tourism has been studied; the state of Bulgarian tourism in the conditions of COVID-19 has been analyzed; the current fiscal and social measures for the recovery of the tourism sector have been reviewed; attitudes towards the consumption of tourism services in the conditions of COVID-19 have been studied; Opportunities and recommendations have been identified for the tourism business to cope with the consequences of the COVID crisis.

Г10-1. Публикувана глава от колективна монография

Божинова, М., Илиева, Л., **Тодорова, Л.**, Павлов, П., Константинова, Й., & Кръстанова, В. (2024). Повишаване конкурентоспособността на туристическия сектор в България чрез внедряване на иновации. Академично издателство „Ценов“. ISBN 978-954-23-2521-5.,

Глава първа и Глава четвърта

<https://www.igi-global.com/chapter/eco-friendly-dairy-products/380608>

Abstract

The tourism industry in Bulgaria has significant potential for growth and development, driven by the rich cultural heritage, diverse natural resources and the country's favorable geographical location. In the conditions of increased competition in the international tourism market, the sustainable development of the sector requires the active implementation of innovative practices and modern technologies. European and global experience shows that innovation is a key factor in increasing the competitiveness, efficiency and adaptability of the tourism business.

The object of this study are tourism enterprises in Bulgaria, providing basic tourism services, and the subject covers their innovation activity and the scope of their innovation activities. The aim of the study is, based on theoretical and empirical analysis, to identify the opportunities that innovation provides for the development of a more competitive tourism business. To achieve the goal, tasks related to the study of innovation activities in tourism

enterprises, analysis of the relationship between innovation and competitiveness, development and testing of a model for measuring innovation activity, as well as assessment of the impact of innovations on key processes in tourism - digitalization, greening, crisis management and development of cultural tourism have been formulated.

The research methodology is based on a combination of an inductive and deductive approach, analysis and synthesis, content analysis, comparative analysis and a survey. Two online surveys were conducted using Microsoft Forms in the period June - July 2024 - one among representatives of the tourism business, and the other among users of tourism services. The data were processed and analyzed using Microsoft Excel.

The empirical base includes 116 representatives of the tourism sector (hoteliers, restaurateurs, tour operators, travel agents and event organizers) and 226 users of tourism services, with wide territorial coverage. The results obtained confirm the research thesis that the implementation of innovations contributes to increasing the competitiveness of tourism enterprises by improving the quality of services, optimizing business processes and ensuring a better customer experience. In conclusion, it is emphasized that the successful integration of innovative practices and technologies is a key factor in strengthening the positions of the tourism sector in Bulgaria in the global tourism market.

Г10-2. Публикувана глава от колективна монография

Ilieva, L. M., Procenko, Y. V., **Todorova, L. K.**, Spasova, S. P., & Chumikova, S. Y. (2022). *Innovative solutions through digitalization of the tourism business as a result of the COVID-19 pandemic*. In Digital Technologies and Institutions for Sustainable Development (pp. 467–470). Advances in Science, Technology & Innovation (ASTI). https://doi.org/10.1007/978-3-031-04289-8_79

***Индексирана**

Abstract

The COVID-19 virus, which emerged as a virus, has grown into a social and economic disaster after the restrictive measures taken in all countries. Tourism is one of the sectors most affected by the pandemic, as the measures introduced to contain the virus have led to an almost complete shutdown of tourism activities around the world. In this sense, the purpose of this study is, based on a study of the impact of the COVID-19 crisis on Bulgarian tourism and the behavior of Bulgarian tourists, to identify opportunities for overcoming the consequences of the crisis and to outline guidelines for its development. The main research thesis is closely related to the purpose of the study and defends the author's views that the recovery of Bulgarian tourism in the conditions of COVID-19 is possible only by taking specific measures based on an in-depth analysis of the state of the tourism business and taking into account consumer attitudes towards the consumption of tourism services in the conditions of COVID-19. Consumers of tourism services in Bulgaria are surveyed using a survey method. All tasks of the study have been achieved, namely: the theoretical framework for crisis

management in tourism has been studied; the state of Bulgarian tourism in the conditions of COVID-19 has been analyzed; the current fiscal and social measures for the recovery of the tourism sector have been reviewed; attitudes towards the consumption of tourism services in the conditions of COVID-19 have been studied; Opportunities and recommendations have been identified for the tourism business to cope with the consequences of the COVID crisis.

Г10-3. Публикувана глава от колективна монография

Ilieva, L., **Todorova, L.**, Bozhinova, M., & Marinov, M. (2025). Research on consumer attitudes towards innovation in tourism. In 9th International Thematic Monograph: Modern Management Tools and Economy of Tourism Sector in Present Era (p. 33). <https://doi.org/10.31410/tmt.2024-2025.33>

Abstract

The development of tourism is related to the need to manage tourist destinations. The tourism business faces questions related to establishing the preferences of tourists and identifying the motives that prompt them to choose. The answers to these questions are contained in the consumer behavior and preferences of tourists, the resource endowment of the region, the attractiveness of the territory, the complex product offered and organizational determination. The aim of the scientific research is, based on an empirical study of the state of the tourist destination Bulgaria, to outline the existing problems and the complex of strategic management solutions related to the possible prospects for sustainable development of Bulgaria and its establishment as a year-round tourist destination with numerous natural and anthropogenic features suitable for the development of various types of tourism. The tasks set by the authors include: highlighting the features of the tourist destination and its management; revealing the influence of tourism policy on the development of the tourist destination; assessing the state of the tourist destination Bulgaria through the prism of tourists, experts from regional/municipal administrations and local tourist organizations; formulating proposals for solving the revealed problems of the destination through its adequate management. The preferences of tourists were studied using a survey method and the motives motivating them to make a choice were identified. Within the framework of the survey, which was conducted in the administrative districts of Dobrich, Burgas, Veliko Tarnovo, Gabrovo, Plovdiv and Pazardzhik, representatives of the district and municipal administrations and associations working on tourism issues on the territory of the Republic of Bulgaria were also surveyed.

Свищов
20.02.2026 г.

С уважение:.....
(гл. ас. д-р Л. Тодорова)