



## СТ А Н О В И Щ Е

От: *проф. д-р Христина Лазарова Николова*  
*УНСС*  
*Научна специалност Икономика и управление (Икономика на транспорта)*

Относно: дисертационен труд за присъждане на научна степен  
**„доктор на науките“** по *научна специалност Икономика и управление (туризъм)* в УНСС.

Автор на дисертационния труд: *Таня Петрова Парушева*  
*Професор, доктор*  
*УНСС*

Тема на дисертационния труд: **НОВА ПАРАДИГМА НА КУЛТУРНИЯ  
ТУРИЗЪМ В КОНТЕКСТА НА ГЛОБАЛИЗАЦИЯТА**

**Основание** за представяне на становището: участие в състава на научно жури за защита на дисертационен труд за придобиване на научна степен „доктор на науките“ съгласно Заповед №279/06.02.2021 г. на Ректора на УНСС.

### **1. Информация за дисертантката**

Дисертационният труд е представен за обсъждане в *катедра „Икономика на туризма“*, факултет *„Икономика на инфраструктурата“* на УНСС съгласно чл.7 от Правилника за организацията и провеждането на конкурси за придобиване на научни степени и за заемане на академични длъжности в УНСС и е насочен за публична защита с решение на КС на същата катедра (протокол № 65/15.12.2020 г.) и решение на ФС на факултет *„Икономика на инфраструктурата“* (Протокол №12/12.01.2021 г.).

### **2. Кратка характеристика на представения дисертационен труд**

Представеният дисертационен труд е в обем от 395 страници и е

структуриран в увод – 9 стр., основен текст, разпределен в четири глави (300 стр.), заключение – 5 стр., списък с използваната литература – 16 стр. и приложения – 50 стр. Представени са 7 таблици, 55 фигури и 11 графики за онагледяване на резултатите от емпиричните изследвания.

Дисертационният труд е посветен на изключително актуален и значим проблем, свързан с научните, методологичните и практико-приложните аспекти на прилагането на нова парадигма на културния туризъм в контекста на глобализацията. Както проф. Парушева сама е обосновала „Актуалността на изследваната проблематика намира израз в ефектите на процеса на глобализация и на културния туризъм за успешното устойчиво развитие на световните дестинации“.

Дефинираната основната цел на изследването е свързана с необходимостта да се анализира и оцени новата парадигма на културния туризъм в контекста на глобализацията, и на тази основа, да се разкрият възможности за бъдещо развитие на устойчив културен туризъм. В съответствие с поставената цел са определени 8 изследователски задачи, които са успешно изпълнени и са осигурили постигането на целта на дисертационния труд.

Обектът и предметът на изследване са определени с научна категоричност, присъща и отговаряща на претенциите за нивото на научното изследване и неговата обоснованост.

Дисертантката обосновава в своя дисертационен труд тезата, че глобализацията поражда трансформации в развитието на устойчивия културен туризъм. Тя защитава теоретичните аспекти и предлага съвременните подходи, чрез които туристическите дестинации могат да отговорят на предизвикателствата за опазване и съхраняване на културните ресурси за бъдещите поколения. Основната теза е декомпозирана в 4 изследователски хипотези, които са апробирани и успешно доказани в хода на изследването.

На базата на така формулираните основна теза, цел, задачи, предмет и обект на изследването е изградена дисертацията в структурно и съдържателно отношение.

Научната осведоменост на дисертантката и свободно боравене в изследваната област с подходящ научен инструментариум проличава и се доказва в съдържателната страна на дисертационния труд.

### **3. Оценка на получените научни и научно-приложни резултати**

Специално внимание заслужава новаторският подход и изборът на система от показатели за оценка на взаимодействието между глобализацията и културната идентичност, който не следва традиционните

подходи. По оригинален и достъпен начин авторката е съумяла да представи своето виждане за това как на базата на културното многообразие като ключов ресурс за устойчиво развитие на туризма, може да се изгради система от показатели, с която да се оценят проявленията на глобализацията в културните практики. Предложеният подход за анализ и оценка на устойчивото развитие на културния туризъм в глобалната среда е изцяло дефиниран от дисертантката и има характер на оригинален научно-приложен принос. Той стои в основата на постигането на друг още по-съществен резултат от научното изследване, представено в дисертационния труд, а именно разработването на авторов модел за популяризиране на регионалната културна идентичност и постигане на устойчив културен туризъм. Така изграденият в теоретичен и методологичен план дисертационен труд позволява в крайна сметка да бъдат реализирани и значими практико-приложни резултати, свързани с възможностите за бъдещо развитие на устойчив културен туризъм в глобалното пространство.

Използваната методология на научно изследване, информационните източници на анализа и наложените ограничения на изследването, очертават ясно изследователското поле и обосновават избора на обекти за анализ, както и последователността на изложението и взаимнообвързаността между отделните елементи на изследването при изпълнението на поставените задачи. От тази гледна точка може да се изрази становище, че в структурно и съдържателно отношение дисертационния труд на проф. Таня Парушева е максимално оптимизиран, сполучлив и научно издържан.

Разгледана от изследователска гледна точка, дисертацията е изцяло структурирана за научно третиране на изследователския проблем и за създаването на условията и предпоставките за постигането на поставената основна цел.

Следва да се отбележи отличната научна осведоменост на авторката в изследваната научна област и изключително прецизното цитиране на литературните и информационните източници в текста и в библиографската справка.

#### **4. Оценка на научните и научно-приложни приноси**

Основните теоретични, методологични и приложни приноси на дисертантката са обективно формулирани в представената справка и може да се изрази категорично съгласие с претенциите за тяхното наличие в дисертационния труд. Съответно, тези приноси могат да бъдат обобщени по следния начин:

- **Научно-теоретични приноси** – свързани с: 1). формулиране и систематизиране на понятия и изясняване на основни принципи и концепции за глобалните трансформации в културата и концепцията за новата парадигма на културния туризъм; 2). систематизиране на теоретичните аспекти и изясняване на връзката между културната идентичност и устойчивия културен туризъм в контекста на местното и глобалното; 3). доразвиване и обогатяване на теорията за въздействието на дигитализацията и информационните и комуникационните технологии за устойчиво развитие на културния туризъм.
- **Научно – методологични приноси** – свързани с: 1). дефиниране на подход за изследване на културната идентичност като фактор за развитие на икономика, базирана на идентичността; 2). разработване и апробиране на авторов модел за популяризиране на регионалната културна идентичност и постигане на устойчив културен туризъм.
- **Практико – приложни приноси** – включват следното: 1). на базата на изследване на параметрите за устойчиво развитие на културния туризъм в световен мащаб, в Европа и в България, е обобщена оценка на неговото развитие в глобална среда; 2). въз основа на резултати от проведено емпирично проучване е дефинирана ролята на Международния фолклорен фестивал „Море от ритми”, град Балчик, за популяризиране на регионалната културна идентичност и постигане на устойчив културен туризъм; 3). систематизирани са основните тенденции и предизвикателства пред развитието на устойчив културен туризъм с фокус върху промените в изискванията на туристите към културния продукт; 4). разкрити са възможности за бъдещо развитие на устойчив културен туризъм в глобалното пространство с акцент върху разнообразието от инициативи, проекти и програми за бъдещо развитие на сектора и при отчитане на предимствата на значими концепции като Европейски столици на културата и транснационални културни маршрути.

## **5. Оценка на публикациите по дисертацията**

Представени са 38 публикации по темата на дисертационния труд, съответно 1 монография, 1 книга, 16 научни статии, публикувани в индексирани списания и списания с научно рецензиране и 20 научни доклада от национални и международни научни форуми. По наше мнение

с посочените публикации по темата на дисертацията е осигурено адекватно разпространение на получените резултати в научната литература.

#### **6. Оценка на автореферата**

Авторефератът коректно и адекватно отразява дисертационния труд в структурно и съдържателно отношение.

#### **7. Критични бележки, препоръки и въпроси**

Нямам критични бележки. Единствената ми препоръка е свързана с още по-широкото популяризиране на изследването сред обществото и заинтересованите страни, с цел използване на резултатите от него за целите на усъвършенстване на националната политика за развитие на туризма в България.

#### **8. Заключение**

В заключение, смятам че представеният дисертационен труд на тема: *„Нова парадигма на културния туризъм в контекста на глобализацията“* с автор проф. д-р Таня Петрова Парушева, напълно отговаря на изискванията за придобиване на научна степен „доктор на науките“. В него са налице значими научни, методологични и практико-приложни приноси, както и новаторски подход в изследването на темата, което позволява да се даде висока оценка на изследователската разработка и да бъде препоръчано на уважаемото научно жури да присъди научната степен „Доктор на науките“ по научно направление 3.8. Икономика, научна специалност Икономика и управление (Туризъм) на проф. д-р Таня Петрова Парушева.

01.03.2021 г.  
гр. София

Подпис:  
/проф. д-р Хр. Николова/



## EVALUATION REPORT OF DOCTORAL THESIS

**Referee:** *Prof.Dr. Christina Lazarova Nikolova*  
*Economics of Transport and Energy Department, UNWE*  
*Scientific filed 3.8 Economics, Economics and Management*  
*(Economics of Transport)*

**About:** Dissertation on the award of a scientific degree ‘Doctor of Sciences’ in scientific field of *Economics and Management (Tourism)* at the University of National and World Economy, Sofia.

**Author:** Tanya Petrova Parusheva  
Professor, PhD

**Topic:** A NEW PARADIGM OF CULTURAL TOURISM IN THE CONTEXT OF GLOBALISATION

**Reason** for the presentation of the report: participation in the examination board for viva voce examinations for Doctor of Sciences’ research degree, according to the order No279/06.02.2021 of the Rector of the University of National and World Economy.

### **1. Information about the candidate**

The dissertation has been submitted for discussion in the department of Economics of tourism, Faculty of Economics of Infrastructure at the University of National and World Economy pursuant to article 7 of the Regulations on the organization and conduct of competitions for acquiring scientific degrees and for holding academic positions at the UNWE and is aimed at public protection by decision of the council of the same department (Protocol №65/15.12.2020) and decision of the Faculty council of the Faculty of Economics of Infrastructure (Protocol №12/12.01.2021).

### **2. General characteristics of the dissertation thesis**

Dissertation thesis has a volume of 395 pages, structured in an introduction (9 pages), a four-chapter exposition (300 pages), a conclusion (5 pages), bibliography (16 pages), and 50 pages of annexes. The main text includes 7 tables, 55 figures and 11 graphs.

The dissertation thesis is dedicated to an actual and significant research problem related to the scientific, methodological and practical aspects of the implementation of a new paradigm of cultural tourism in the context of globalization. As Prof. Parusheva herself justified: ‘The topicality of the researched issues is reflected in the effects of the globalization process and cultural tourism on the successful sustainable development of the world's destinations’.

The main objective of the study is related to the need to analyse and evaluate the new paradigm of cultural tourism in the context of globalisation, and on this basis, to open up opportunities for the future development of sustainable cultural tourism. In accordance with the objective set, 8 research tasks have been identified, which have been successfully accomplished and ensured the achievement of the purpose of the dissertation work.

The subject and the object matter of the study have been determined with scientific firmness, inherent and consistent with the claims for the level of scientific level of research and its justification.

The candidate justifies in her dissertation the thesis that globalization creates transformations in the development of sustainable cultural tourism. The author summarises the theoretical aspects and proposes modern approaches through which tourist destinations can meet the challenges of preserving and storing cultural resources for future generations. The main thesis was decomposed in 4 research hypotheses, which were approbated and successfully proven in the course of the study.

On the basis of the formulated main thesis, purpose, tasks, subject matter and object of the study, the dissertation was built structurally and meaningfully.

The scientific awareness of the candidate and free handling in the research field with an appropriate scientific toolkit is evident and is proven in the meaningful side of the dissertation work.

### **3. Evaluation of the results achieved in the dissertation thesis**

Particular attention deserves the innovative approach and the choice of a system of indicators to assess the interaction between globalisation and cultural identity, which does not follow traditional approaches. In an original and accessible way, the author presented her vision of how, on the basis of cultural diversity as a key resource for the sustainable development of tourism, a system of indicators can be built to assess the impacts of globalisation in cultural practices.

The proposed approach for analysis and evaluation of the sustainable development of cultural tourism in the global environment is fully defined by the author and has the character of an original scientifically applied contribution. It underpins the achievement of another even more significant result of the scientific research presented in the dissertation, namely the development of an author's model for the promotion of regional cultural identity and the achievement of sustainable cultural tourism. Thus, the dissertation built in theoretical and methodological terms allows for achieving important applied results related to the opportunities for the future development of sustainable cultural tourism in the global space.

The scientific research methodology used, the information sources of the analysis and the limitations of the study imposed have clearly outlined the research field and have justified the selection of objects for analysis, as well as the consistency of the statement and the interconnectedness between the individual elements of the study in the performance of the tasks assigned. From this point of view, it can be expressed an opinion that, structurally and meaningfully, the dissertation work of Prof. Dr. Tanya Parusheva is optimized, successful and scientifically sound.

The research presented in the PhD-dissertation thesis has been conducted with a suitably selected methodology and scientific tools. In order to achieve the defined research goals and the implementation of the research tasks, a PhD-candidate has applied statistical, mathematical and economic research methods involving a complex and specialized analysis, questionnaire survey and interviews, as well as scientific comparisons and summaries.

Examined from a research point of view, the dissertation is fully structured for scientific treatment of the research problem and for the creation of the conditions and prerequisites for achieving the main objective.

The bibliography consists of 355 literature sources, including 254 scientific works and 101 internet sources. The excellent knowledge of the literature in the research field and the precise citation of the information sources in the text and in the bibliographic references should be noted as well.

#### **4. Evaluation of the scientific and applied results and contributions**

The main theoretical, methodological and scientific and applied results and contributions to the scientific field of Economics of Tourism found in the dissertation thesis are objectively formulated in the submitted report and can be strongly agreed with the claims for their presence in the dissertation. They could be summarized as follows:

##### ***I. Scientific and theoretical results and contributions:***

1. Formulated and systematised concepts and clarified basic principles and concepts for global cultural transformations and the concept of the new paradigm of cultural tourism.
2. Systematised theoretical aspects and clarified the link between cultural identity and sustainable cultural tourism in the context of local and global issues.
3. Further development and enrichment of the theory related to the impact of digitalization and information and communication technologies on the sustainable development of cultural tourism.

##### ***II. Scientific and methodological results and contributions:***

1. Defined approach to exploring cultural identity as a factor in the development of an identity-based economy.
2. Development and approbation of an author's model for promoting regional cultural identity and achieving sustainable cultural tourism.



### ***III. Applied results and contributions:***

1. Based on the study of the parameters for sustainable development of cultural tourism worldwide, in Europe and in Bulgaria, an assessment of its development in a global environment is summarised.
2. Based on the results of an empirical survey, the role of the International Folklore Festival ‘Sea of Rhythms’, held in the city of Balchik, is defined to promote regional cultural identity and to achieve sustainable cultural tourism.
3. The main trends and challenges for the development of sustainable cultural tourism with a focus on changes adapted to the requirements of tourists for the cultural products are systematized.
4. Opportunities for the future development of sustainable cultural tourism in the global space have been opened up, with a focus on the diversity of initiatives, projects and programmes for the future development of the sector and taking into account the advantages of significant concepts such as European Capitals of Culture and Transnational Cultural Routes.

#### **5. Evaluation of the scientific publications on the dissertation topic**

Thirty-eight publications on the dissertation topic are presented, respectively: 1 monograph, 1 book, 16 scientific articles published in indexed journals and journals with scientific peer-review and 20 scientific reports from national and international scientific forums. These publications on the dissertation topic provide adequate dissemination of the achieved results in the scientific literature.

#### **6. Evaluation of the author’s summary of the dissertation thesis**

The author’s summary reflects accurately and adequately the dissertation thesis as a structure and contents.

#### **7. Critical remarks, recommendations and questions**

I don't have critical remarks. My only recommendation is related to the even wider promotion of the study and research results of the dissertation to the public society and potential stakeholders in order to use its results for the purpose of improving the National Tourism Development Policy in Bulgaria.

#### **8. Conclusions**

In conclusion, I believe that the presented dissertation thesis fully meets the requirements for awarding ‘Doctor of Sciences’ degree to the candidate. It contains the respective scientific and applied contributions to the scientific field, as well as it is based on an innovative research approach, which allows me to praise the conducted research and to recommend to the honourable Evaluation Board to award to Prof. Dr. Tanya Petrova Parusheva ‘Doctor of Sciences’ degree in the scientific field of Economics and Management (Tourism).

01.02.2021

Sofia

Prof. Dr. Christina Nikolova



## UNIVERSITY OF NATIONAL AND WORLD ECONOMY

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The subject and the object matter of the study have been determined with scientific firmness, inherent and consistent with the claims for the level of scientific level of research and its justification.

The candidate justifies in her dissertation the thesis that globalization creates transformations in the development of sustainable cultural tourism. The author summarises the theoretical aspects and proposes modern approaches through which tourist destinations can meet the challenges of preserving and storing cultural resources for future generations. The main thesis was decomposed in 4 research hypotheses, which were approbated and successfully proven in the course of the study.

On the basis of the formulated main thesis, purpose, tasks, subject matter and object of the study, the dissertation was built structurally and meaningfully.

The scientific awareness of the candidate and free handling in the research field with an appropriate scientific toolkit is evident and is proven in the meaningful side of the dissertation work.

### **11. Evaluation of the results achieved in the dissertation thesis**

Particular attention deserves the innovative approach and the choice of a system of indicators to assess the interaction between globalisation and cultural identity, which does not follow traditional approaches. In an original and accessible way, the author presented her vision of how, on the basis of cultural diversity as a key resource for the sustainable development of tourism, a system of indicators can be built to assess the impacts of globalisation in cultural practices.

The proposed approach for analysis and evaluation of the sustainable development of cultural tourism in the global environment is fully defined by the author and has the character of an original scientifically applied contribution. It underpins the achievement of another even more significant result of the scientific research presented in the dissertation, namely the development of an author's model for the promotion of regional cultural identity and the achievement of sustainable cultural tourism. Thus, the dissertation built in theoretical and methodological terms allows for achieving important applied results related to the opportunities for the future development of sustainable cultural tourism in the global space.

The scientific research methodology used, the information sources of the analysis and the limitations of the study imposed have clearly outlined the research field and have justified the selection of objects for analysis, as well as the consistency of the statement and the interconnectedness between the individual elements of the study in the performance of the tasks assigned. From this point of view, it can be expressed an opinion that, structurally and meaningfully, the dissertation work of Prof. Dr. Tanya Parusheva is optimized, successful and scientifically sound.

The research presented in the PhD-dissertation thesis has been conducted with a suitably selected methodology and scientific tools. In order to achieve the defined research goals and the implementation of the research tasks, a PhD-candidate has applied statistical, mathematical and economic research methods involving a complex and specialized analysis, questionnaire survey and interviews, as well as scientific comparisons and summaries.

Examined from a research point of view, the dissertation is fully structured for scientific treatment of the research problem and for the creation of the conditions and prerequisites for achieving the main objective.

The bibliography consists of 355 literature sources, including 254 scientific works and 101 internet sources. The excellent knowledge of the literature in the research field and the precise citation of the information sources in the text and in the bibliographic references should be noted as well.

## **12. Evaluation of the scientific and applied results and contributions**

The main theoretical, methodological and scientific and applied results and contributions to the scientific field of Economics of Tourism found in the dissertation thesis are objectively formulated in the submitted report and can be strongly agreed with the claims for their presence in the dissertation. They could be summarized as follows:

### ***IV. Scientific and theoretical results and contributions:***

1. Formulated and systematised concepts and clarified basic principles and concepts for global cultural transformations and the concept of the new paradigm of cultural tourism.
2. Systematised theoretical aspects and clarified the link between cultural identity and sustainable cultural tourism in the context of local and global issues.

3. Further development and enrichment of the theory related to the impact of digitalization and information and communication technologies on the sustainable development of cultural tourism.

***V. Scientific and methodological results and contributions:***

1. Defined approach to exploring cultural identity as a factor in the development of an identity-based economy.
2. Development and approbation of an author's model for promoting regional cultural identity and achieving sustainable cultural tourism.

***VI. Applied results and contributions:***

5. Based on the study of the parameters for sustainable development of cultural tourism worldwide, in Europe and in Bulgaria, an assessment of its development in a global environment is summarised.
6. Based on the results of an empirical survey, the role of the International Folklore Festival 'Sea of Rhythms', held in the city of Balchik, is defined to promote regional cultural identity and to achieve sustainable cultural tourism.
7. The main trends and challenges for the development of sustainable cultural tourism with a focus on changes adapted to the requirements of tourists for the cultural products are systematized.
8. Opportunities for the future development of sustainable cultural tourism in the global space have been opened up, with a focus on the diversity of initiatives, projects and programmes for the future development of the sector and taking into account the advantages of significant concepts such as European Capitals of Culture and Transnational Cultural Routes.

**13. Evaluation of the scientific publications on the dissertation topic**

Thirty-eight publications on the dissertation topic are presented, respectively: 1 monograph, 1 book, 16 scientific articles published in indexed journals and journals with scientific peer-review and 20 scientific reports from national and international scientific forums. These publications on the dissertation topic provide adequate dissemination of the achieved results in the scientific literature.

**14. Evaluation of the author's summary of the dissertation thesis**

The author's summary reflects accurately and adequately the dissertation thesis as a structure and contents.

**15. Critical remarks, recommendations and questions**

I don't have critical remarks. My only recommendation is related to the even wider promotion of the study and research results of the dissertation to the public society and potential stakeholders in order to use its results for the purpose of improving the National Tourism Development Policy in Bulgaria.

## **16. Conclusions**

In conclusion, I believe that the presented dissertation thesis fully meets the requirements for awarding 'Doctor of Sciences' degree to the candidate. It contains the respective scientific and applied contributions to the scientific field, as well as it is based on an innovative research approach, which allows me to praise the conducted research and to recommend to the honourable Evaluation Board to award to Prof. Dr. Tanya Petrova Parusheva 'Doctor of Sciences' degree in the scientific field of Economics and Management (Tourism).

01.02.2021

Sofia

Prof. Dr. Christina Nikolova