

Miroslava Dimitrova

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Dobrich, Bulgaria
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Titles

PhD in Economics, **MS** in Economics of Tourism

Professional Experience

02.2009 – presently	Varna University of Management (VUM), Assistant Professor Introduction to Hospitality and Tourism; Dynamics of Tourism; International tourism planning and policy; Economics of tourism; Destination management and marketing; Hotel management; International hotel development; Hotel software; Current issues in tourism; Alternative tourism; Sustainable tourism
02.2011 – 01.2015	ESH Ecole Supérieure d'Hôtellerie – Paris, Lecturer Tourism industry; Tourism economics; Hospitality management
01.2012-12.2014	HRC Culinary Academy, Lecturer Introduction to Tourism and Hospitality
10.2004 – 02.2009	Hotel and Restaurant Magazine, Reporter
01.2001 – 10.2004	Economedia Ltd, Events manager
06.2006 – 08.2003	Renouveau Vacances, France, Reception
01.2003 – 09.2001	Sofia Med SA, Marketing assistant
07.2008 – 08.2000	Sheraton Sofia Hotel Balkan, Marketing assistant
06.1996 – 01.1997	Ministry of Economic Development, Technical assistant

Employment as guest lecturer

2012	Universidad de Complutense, Madrid
2011	Kodolanyi Janos University of Applied Sciences, Budapest

Other professional activities

2010 – presently	European Journal of Tourism Research, Associate editor
2009 – presently	Participation in projects /list posted below/

Education

2005 – 2010	University of National and World Economy, Bulgaria, PhD
2002 – 2003	University de Savoy, France, study course in Tourism management
2001 – 2003	University of National and World Economy, Bulgaria, MS in Tourism management and economics
1996 – 2001	University of National and World Economy, Bulgaria, BCC in Tourism management and economics
1991 – 1996	English Language School, Bulgaria

Languages

Bulgarian: native
English: excellent
French: excellent
German: written and spoken
Russian: spoken

List of publications

Books and Book Chapters:

- [1] Introduction to Social Entrepreneurship (in Bulgarian), Matador 74, 2018, ISBN 978-954-635-026-8
- [2] Food festivals as purpose-created tourism attractions and their impact on destination branding in „Food and wine events in Europe - a stakeholder approach“, Routledge 2014
- [3] Managing tourism in Bulgaria, between Mission impossible and New Hope Chapter 7, Section 2 in “European tourism planning and organization system” Channel View Publications, 2013
- [4] Competitiveness of congress destination, Chapter 16 in "Competitive Strategies in Tourism", Tracia – M 2005 (in Bulgarian)
- [5] Congress tourism, Chapter 5 in "Strategic Choice in Tourism", Tracia – M 2005 (in Bulgarian)
- [6] Unconventional tourism, Avangard Prima 2004 (in Bulgarian)

Dissertations:

- [7] *Opportunities for improving congress tourism competitiveness, doctoral dissertation*, PhD awarded with Protocol № 9 from 18.05.10 by Bulgarian Superior Academic Council (in Bulgarian)
- [8] *Opportunities for improving congress tourism competitiveness, doctoral dissertation (abstract)*, EJTR Volume 3, Issue 2, 2010

Articles and conference reports:

- [9] Combining Mentorship and Action Based Learning. The Case of French Camp Academy, USA, Journal of Pedagogy and Educational Management 2, pp. 125-138
- [10] Social entrepreneurship: Conceptual framework, development and implementation of social product and assessment of social impact (2017), XIII International Scientific Conference “The Modern Science, Business and Education, VUM
- [11] Social corporate responsibility and its role in creating added value (2017), XIII International Scientific Conference “The Modern Science, Business and Education, VUM
- [12] Marketing and management of culinary festivals as tourist attractions and their impact on the tourism development in the rural regions, Bulgarian Science Academy, 2014

- [13] Homeschooling as a factor for creation and management of the social capital, Yearbook of International University College, Tenth international conference “Educational management, effective practices”, 2014
- [14] Pros and cons the homeschooling as an alternative to the institution-based education, Yearbook of the International University College, Fourth international scientific conference of young researchers, 2013
- [15] Students’ involvement in destination planning, the case of Dobrudzha region, Avangard Prima , 2011
- [16] Analysis of college students’ graduation projects, Insights, Utenos kolegija, ISSN 2019-1639, 2011
- [17] Students involvement in live business projects – challenges and opportunities, Insights, Utenos kolegija, ISSN 2019-1639, 2011
- [18] University students’ attitudes and intentions towards entrepreneurial education, Yearbook of International University College , Volume V, Issue 1, ISSN 1312-6539, 2012
- [19] Entrepreneurship education in tourism from the students’ graduation project perspective. The case of IUC, Bulgaria, Yearbook of IUC, Volume V, Issue 1, ISSN 1312-6539, 2012
- [20] Comparative analysis of British and Bulgarian education in entrepreneurship. Case study of Cardiff Metropolitan UK and Varna University of Management , Yearbook of IUC, Volume V, Issue 1, ISSN 1312-6539, 2012 (in Bulgarian)
- [21] Teaching Entrepreneurship in Tourism and Hospitality Undergraduates , Management of Innovation Conference, IUC 2010
- [22] Impact of the new technologies on the conference tourism development, Yearbook of IUC 2009 (in Bulgarian)
- [23] Impact of the new technologies on the congress tourism, Ninth symposium in quality and competitiveness, University of National and World Economy (in Bulgarian)
- [24] Students’ involvement in real business projects, IUC experience, Linking business with education conference, June 2011

Book reviews:

- [25] Robert, L. France, *Veniceland Atlantis the bleak future of the world’s favorite city*, Libri Publishing, 2011, EJTR, Volume 5, Issue 2, 2012
- [26] Baggio, R., J. Klobbas (2011) *Quantitative methods in tourism: A Handbook*. Aspects of Tourism Series. Channel View Publications, 2011
- [27] Pechlaner, H., D. Abfalter, S. Lange (eds.) (2009) *Culture and creativity as location factors – Looking beyond metropolitan areas*. Innsbruck University Press, ISBN 978-3-902719-30-0, EJTR Volume 4, Issue 1, 2011
- [28] Tazim Jamal and Mike Robinson (2009), *Sage handbook of tourism studies*, SAGE Publications. ISBN 978-1-4129-2397, EJTR Volume 3, Issue 1, 2010
- [29] Kevin Hannam and Dan Knox (2010). *Understanding tourism: A critical introduction*. SAGE Publications Ltd. ISBN 978-1-4129-2277-7, EJTR Volume 3, Issue 2, 2010

Other published papers:

- [30] *Opportunities for increasing the competitiveness of conference tourism*, article in Kongress magazine, <http://en.kongres-magazine.eu/newsletter-articles/9-kongres-newsletter-may-2011/#sa3>, May 2011
- [31] *Conference tourism in Bulgaria*, article in Hotel and Restaurant Magazine 2007 (in Bulgarian)
- [32] *Choosing a hotel: the key to the successful event*, article in Hotel and Restaurant Magazine 2007 (in Bulgarian)
- [33] *Travel as a prize*, article in Hotel and Restaurant Magazine 2007 (in Bulgarian)
- [34] *Event Planning*, article in Hotel and Restaurant Magazine 2005 (in Bulgarian)
- [35] *The conference business*, article in Hotel and Restaurant Magazine 2005 (in Bulgarian)
- [36] *Hotels and conference tourism*, article in Hotel and Restaurant Magazine 2004 (in Bulgarian)
- [37] *Incentive travel*, article in Hotel and Restaurant Magazine 2007 (in Bulgarian)

- [38] *Cultural tourism, the heritage from the generations*, article in Hotel and Restaurant Magazine 2004 (in Bulgarian)

Handbooks, Tutorials and Training materials:

- [39] Peer Coaching Session Guide in Social Entrepreneurship, Se-Hub Project, 2020
- [40] The Young Social Entrepreneur's Book of Guidelines and Checklists, Se-Hub Project, 2019
- [41] Handbook for company tutors, PADAWAN Project, 2019
- [42] Stress Management, Transversal training module, PADAWAN Project, 2019
- [43] Sustainability in Tourism Enterprises, Social Sustainability, HELIX Project, 2018
- [44] Sustainability in Tourism Enterprises, Introduction to Entrepreneurship, HELIX Project, 2018
- [45] Sustainability in Tourism Enterprises, Social Entrepreneurship Sustainability and Entrepreneurship, HELIX Project, 2018
- [46] Responsible Tourism, Responsible vs. Sustainable Tourism, HELIX Project, 2018
- [47] Responsible Tourism, Innovations for Sustainability in Tourism and Hospitality, HELIX Project, 2018
- [48] Responsible Tourism, Responsible vs. Tourism as a Conservation Activity, HELIX Project, 2018
- [49] Responsible Tourism, Responsible vs. Sustainable Tourism, HELIX Project, 2018
- [50] Responsible Tourism, Core Values of Sustainable Tourism Education, HELIX Project, 2018
- [51] Sports for Enduring Social Impact – Compendium of Good Practices in Youth and Development Work, SCORE Project, 2017
- [52] Social entrepreneurship and innovations in sports, Handbook, SCORE Project, 2017
- [53] Social entrepreneurship, Handbook, BEST project, 2017
- [54] Fundraising, grant writing, capital endowment campaigns in creative industries, SMART project, 2017
- [55] Facilities operational management, pricing strategy and box office, SMART Project, 2017
- [56] Handbook of Youth work approaches to Learning-by-doing training in management and entrepreneurship in the arts and creative sectors, SMART project, 2017
- [57] Handbook of Youth work approaches to foster and assist the cohesion and the achievement of valuable social impact in and through the arts, SMART project 2017
- [58] Marketing mix and marketing plan in the fields of arts and creative industries, Handbook, SMART project 2017
- [59] Mutual support, mentorship, learning and skill development between artists and participants, SMART project, 2017
- [60] Guest Relations in Hospitality and Tourism, INO-TUR Project, 2010

Project Participation

2017-2020	SE-HUB: Empowering Change makers: Youth Social Entrepreneurship and Social innovation in the Citizen Sector, https://empowering-changemakers.eu/
2019-2020	PADAWAN Generation, Collaborative virtual environment with a new methodology for the improvement of 3 actors' competences during the process of the work-based training model
2018-2020	CULINART: Designing a Joint VET Qualification in Culinary Arts and Pilot Pathways of Continuing Training
2018-2020	HELIX – Entrepreneurial Learning Exchange Initiative for Sustainable Hospitality SMEs in the Balkan-Mediterranean Region

2017-2019	SMART: Skills for Managing the Arts: Open Educational Resources and Experiential Learning in Support of Youth Entrepreneurship and Employment in the Arts and Creative Sector
2017-2019	CASYS, Culinary Arts Education in Support of Youth Employment and Social Inclusion,
2017-2019	BEST: Business Education for Sustainability: Teaching Corporate Social Responsibility and Social Entrepreneurship for Sustainable Local and Regional Development
2017-2019	SCORE “Sport for Community Regeneration and Empowerment: Integrating Sport Event Management into Youth Work for Enduring Social Impact“
2013-2017	Destination management project for Dobrudzha region
2012-2015	“PlayHost”, Transfer of innovation, development of software as an assisting tool in tourism and hospitality education, http://www.playhostgame.eu/
2010-2012	“Trans-Tour-Net”, Cross border tourism in Dobrudzha, management and marketing of cross border destination http://www.dobrudzhatour.net/item-m933194010170.html
2011-2012	“Innovative services for social and economic integration of disabled people” http://www.rcd.bg/
2011-2014	“TARSI, Tailored applied research system”, http://venus.unive.it/ciset/cisetnew/en/sub_area.php?area=36&sez=31
2009 - 2010	“Carrier in Tourism” – start through a traineeship position
2009-2010	“INO-TUR” – Innovative education in tourism