


# CURRICULUM VITAE

## PERSONAL INFORMATION

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	<ul style="list-style-type: none"><li>• <b>Name:</b> Krasimira Dragomirova Yancheva</li><li>• <b>Nationality:</b> Bulgarian</li><li>• <b>Address:</b> Varna, Bulgaria</li><li>• <b>Phone:</b> +359 88 724 7453</li><li>• <b>E-mail address:</b> <a href="mailto:krasimira_yancheva@ue-varna.bg">krasimira_yancheva@ue-varna.bg</a></li></ul> <p><b>Key Skills</b></p> <ul style="list-style-type: none"><li>✓ <b>Excellence in Analysis and Problem Solving</b></li><li>✓ <b>Decision-Making Skills</b></li><li>✓ <b>Achievement Oriented Team Builder</b></li><li>✓ <b>Persuasive Communicator</b></li></ul>
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I am a Chief Assistant, PhD with 13 years of teaching experience at the University of Economics – Varna, the oldest university for economic sciences in the Varna region. I am a member of the academic staff in the Department of Economics and Organisation of Tourism, department with 55 years of history.

## PROFESSIONAL EXPERIENCE

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<b>Dates</b>	October 2020 – Present
<b>Position held</b>	General Assembly Member
<b>Employer</b>	University of Economics – Varna, Department of Economics and Organisation of Tourism

<b>Dates</b>	February 2015 – Present
<b>Position held</b>	Chief Assistant, PhD
<b>Employer</b>	University of Economics – Varna, Department of Economics and Organisation of Tourism

<b>Dates</b>	January 2014 – February 2015
<b>Position held</b>	Assistant, PhD
<b>Employer</b>	University of Economics – Varna, Department of Economics and Organisation of Tourism

<b>Dates</b>	September 2013 – January 2014
<b>Position held</b>	Chief Assistant, PhD
<b>Employer</b>	College of Tourism at University of Economics – Varna, Department of Tourism

<b>Dates</b>	October 2009 – September 2013
<b>Position held</b>	Assistant
<b>Employer</b>	College of Tourism at University of Economics – Varna, Department of Tourism

<b>Dates</b>	January 2008 – December 2009
<b>Position held</b>	Academic Works Inspector
<b>Employer</b>	University of Economics – Varna, Department of Economics and Tourism Organization

<b>Dates</b>	January 2010 – June 2015
<b>Position held</b>	General Assembly & Council Member
<b>Employer</b>	College of Tourism at University of Economics – Varna, Department of Tourism

## **EDUCATION & ADDITIONAL QUALIFICATIONS**

<p><b>PhD Degree</b>  <b>April 2013</b>  University of Economics – Varna  Department of Economics and Organisation of Tourism</p>	<p>Awarded Doctor's degree in the field of Higher Education: 3. Social, Economic and Legal Sciences  Professional field: 3.9. Tourism  Scientific Speciality: Economics and Management in Tourism  Dissertation Topic: Marketing strategy for the development of cultural cognitive tourism based on Bulgarian folklore  Scientific advisor: Prof. Dr. Svetla Genova Rakadzhiyska</p>
<p><b>Master's Degree</b>  <b>July 2007 – June 2008</b>  University of Economics – Varna</p>	<p>Field of study: Tourism  Average grade achieved: excellent 5.92, State exam grade: excellent 6.00  Awarded Diploma by the Rector of the University of Economics – Varna</p>
<p><b>Bachelor's Degree</b>  <b>Sept 2003 – June 2007</b>  University of Economics – Varna</p>	<p>Field of study: Tourism  Average grade achieved: excellent 5.53, State exam grade: excellent 6.00  Awarded Diploma by the Rector of the University of Economics – Varna</p>
<p><b>High School Diploma</b>  <b>1998 – 2003</b>  Fifth Language School "Joan Exarch", Varna</p>	<p>Profiles: German, English, Mathematics and Computer Sciences</p>
<p><b>Foreign Languages</b></p>	<ul style="list-style-type: none"> <li>• Bulgarian – Native</li> <li>• German – Fluent</li> <li>• English – Fluent</li> <li>• Russian – Basic</li> </ul>

<b>Additional Skills</b>	<ul style="list-style-type: none"> <li>• Training in Conflict Management, Coaching and Negotiating</li> <li>• Proficient in Microsoft Office (Word, Excel, PowerPoint Outlook Express) and Prezi</li> <li>• Strong understanding of Internet</li> <li>• Social skills and competences: communicative with positive attitude, initiative, responsible, responsive and dependable</li> <li>• Artistic skills and talents: Bulgarian folk dances and choreography (dancer at the folk dance performance groups "Rodina" and "Bulgarka", Varna)</li> </ul>
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## TEACHING EXPERIENCE

<b>Academic disciplines taught</b>	<p><b>2009 – 2016:</b> Lectures at the College of Tourism – Varna:</p> <ul style="list-style-type: none"> <li>• Tourist Resources</li> <li>• Introduction to Tourism</li> <li>• Animation in Tourism</li> </ul> <p><b>2009 – 2016:</b> Seminars at the College of Tourism – Varna for educational-qualification degree "Professional Bachelor":</p> <ul style="list-style-type: none"> <li>• Introduction to Tourism</li> <li>• Tourist Animation</li> <li>• Tourist Resources</li> </ul> <p><b>2014 – Present:</b> Seminars:</p> <ul style="list-style-type: none"> <li>• Marketing</li> <li>• Tourism Management</li> <li>• Business Economics</li> </ul> <p><b>2014 – Present:</b> Seminars for educational-qualification degree "Master":</p> <ul style="list-style-type: none"> <li>• Management of a Tourist Destination</li> <li>• Economics and Management of the Tourist Enterprise</li> </ul> <p><b>2017 – Present:</b> ERASMUS lectures and seminars in English:</p> <ul style="list-style-type: none"> <li>• Management and Animation in the Entertainment Industry</li> <li>• Events Design and Experience</li> <li>• Intangible Cultural Heritage of Bulgaria</li> </ul> <p><b>Summer semester 2017 – 2018 – Present:</b> Lectures:</p> <ul style="list-style-type: none"> <li>• Human Resources Management in Tourism</li> <li>• Diploma Seminar for Bachelor's degree</li> </ul> <p><b>Summer semester 2017/2018 – Present:</b> Seminars at UE-Varna for Bachelor's degree:</p> <ul style="list-style-type: none"> <li>• Human Resources Management in Tourism</li> <li>• Social Psychology in Tourism</li> </ul> <p><b>Winter semester 2018/2019 – Present:</b> Seminars at UE-Varna for Bachelor's degree:</p> <ul style="list-style-type: none"> <li>• Modern Types of Tourism</li> <li>• Tourist Resources</li> </ul> <p><b>Winter semester 2018/2019 – Present:</b> Seminars at UE-Varna for Master's degree:</p> <ul style="list-style-type: none"> <li>• Markets and Marketing in Tourism</li> </ul>
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<p><b>Work with students and PhD students</b></p>	<ul style="list-style-type: none"> <li>• <b>5<sup>th</sup> December 2016:</b> Elected by the department council of the Department of Economics and Organization of Tourism for head-coordinator "Career development", order of the Rector RD-06-281 / 31.01.2017</li> <li>• Participates in activities related to the promotion of the Career Center at the University of Economics – Varna. Works with the platform <a href="http://www.uebn.ue-varna.bg">www.uebn.ue-varna.bg</a></li> <li>• Works with 1<sup>st</sup> and 2<sup>nd</sup> year students at the College of Tourism – Varna in academic fields: Tourism Management, Leisure Management and Hotel and Restaurant Management, as well as with Bachelor students in Tourism and Master students in International Tourism Business at the University of Economics – Varna</li> <li>• Organised workshops on Animation in Tourism and Life, Traditions and Culinary Arts; Developed and presented an animation program in Management of Hotels and Restaurants, 2<sup>nd</sup> year College of Tourism; The workshops took place in Tryavna, Bulgaria in 2012, 2013, 2014 and 2016</li> <li>• Head of the students at the College of Tourism – Varna with specialisation in Leisure Management and Tourism Management as well as 2<sup>nd</sup> year students in Design, Organisation and Implementation of Thematic Animation Products</li> <li>• Participated in the international summer workshop "Tourism and tourist animation" for students from RGUTIS - Makhachkala, Dagestan, 2011 and created a textbook</li> <li>• Member of the jury in the Student Scientific Session, College of Tourism – Varna and University of Economics – Varna</li> <li>• Responsible for practical training of students from Varna College of Tourism in academic discipline Tourist Resources</li> <li>• Leads research projects for students; Scientific supervisor of over 60 diploma theses;</li> <li>• Academic mentor in Student Internship Project with 60 students, 54 of which successfully completed their internship (the project is funded by OP "Human Resources Development", Contract № BG051PO001-3.3.07-0002)</li> <li>• Responsible for the practical training of part-time and full-time Bachelor students in Tourism after the 3<sup>rd</sup> year</li> <li>• From 2014 onwards: Mentor during university open days for newcomer students majoring in Tourism at UE-Varna</li> <li>• Organizer and leader of external seminars for Bachelor and Master students majoring in Tourism at UE-Varna</li> </ul>
<p><b>International teaching</b></p>	<ul style="list-style-type: none"> <li>• <b>9 – 26 Nov 2016:</b> Vilnius Gediminas Technical University, Lithuania, International Relations Coordinator, Faculty of Fundamental Sciences, Vice Dean for Research: Assoc. Prof. Dr. Nikolaj Goranin, CISM, CISA</li> <li>• <b>11 – 16 Nov 2017:</b> Lääne-Viru College, Estonia, Erasmus coordinator: Jaana Siik / <a href="mailto:jaana@lvrkk.ee">jaana@lvrkk.ee</a></li> <li>• <b>16 – 19 Nov 2017:</b> Pskov State University, Faculty of Natural Sciences, Medical and Psychological Education, Department of Geography, Head of the Department: Slinchak Alexander Ivanovich, Candidate of Geographical Sciences, Associate Professor</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>17 – 24 Nov 2018:</b> University of Economics – Wroclaw, Poland, Assoc. Prof.: Dr. Lukasz Eurek, Erasmus Coordinator: Ivona Pzylecka.</li> </ul>
<b>Additional teaching work</b>	<ul style="list-style-type: none"> <li>• <b>10 Sept 2019 &amp; 11 Sept 2020:</b> Organiser of folklore-based animation for the traditional Bulgarian evening of the new Erasmus+ students</li> <li>• <b>26 Sept 2019:</b> Guest speaker at the Annual Conference of BAHR: Tourism, Good Neighborhood, Partnership, in the First Panel "Marketing actions for the development of tourism in the Balkans" on the topic "The Silk Road - Marketing Opportunities for the Balkans as a Tourist Destination"</li> <li>• <b>31 Oct – 08 Nov 2018:</b> Guest lecturer with a 35 hours course on the topic "Tourist animation" to representatives of TUI Group Bulgaria</li> <li>• <b>26 Sept – 01 Oct 2018:</b> Guest lecturer with a 20 hours course in the postgraduate qualification program "Management in Recreation, SPA and Wellness" on the topic "Health and Recreational Tourism"</li> <li>• <b>15 Sept – 22 Dec 2018:</b> Lecturer in the Erasmus+ program leading lectures and seminars on "Management and animation in the entertainment industry" and "Events Design and Experience"</li> <li>• <b>15 Sept – 15 Dec 2017:</b> Lecturer in the Erasmus+ program leading lectures and seminars on "Management and animation in the entertainment industry"</li> <li>• <b>11 Dec 2016:</b> Guest lecturer to representatives of the Union of Bulgarian Tour Guides on the topic "Animation in the guide service"</li> <li>• <b>March – June 2015:</b> Part-time lecturer on the subject "Animation in Tourism" and "Specialized types of tourism" in the Center for Continuing Education at UE-Varna</li> <li>• <b>February 2014 – Present:</b> Part-time lecturer with lectures and seminars in academic disciplines "Animation in Tourism" and "Tourist Resources" at the College of Tourism-Varna</li> <li>• Participated in communication and student candidates campaign 2013 at the College of Tourism – Varna</li> <li>• Participated in State Examination Commissions for complex state examination of full-time and part-time students at the College of Tourism – Varna</li> <li>• Participated in the organising and conducting of a student research session 2013 at the College of Tourism – Varna</li> <li>• Involved in organising and running the Alumni Promotion 2013 at the College of Tourism – Varna</li> <li>• Participated in the organising and holding of the scientific-practical conference dedicated to the 50<sup>th</sup> anniversary of the founding of the College of Tourism – Varna</li> </ul>

## RESEARCH WORK

<b>Scientific Areas of Interest</b>	<ul style="list-style-type: none"> <li>• Introduction to tourism</li> <li>• Tourist animation</li> <li>• Specialized types of tourism (Cultural tourism)</li> <li>• Marketing in tourism</li> </ul>
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	<ul style="list-style-type: none"> <li>• Tourism management</li> <li>• Economics of the tourist enterprise</li> <li>• Management of a tourist destination</li> <li>• Animation in tourism</li> <li>• Management of special events</li> </ul>
<p><b>Number of publications (total and by types)</b></p>	<p>Total publications in the period 2009 – 2021: 53</p> <ul style="list-style-type: none"> <li>• scientific articles – 19 (9 co-authored)</li> <li>• scientific reports – 30 (8 in co-authorship)</li> <li>• textbooks – 2 (co-authored)</li> <li>• monograph – 2 (co-authored)</li> <li>• others – 50 years of speciality "Tourism" at the University of Economics – Varna , Ed. Science and Economics, ISBN 978-954-21-0863-4, Varna 2015, co-authored with Prof. Dr. Svetla Rakadzhiska</li> </ul>
<p><b>Participation in scientific research projects</b></p>	<ul style="list-style-type: none"> <li>• <b>Fit 4 Future – Fraport Bulgaria – Vision 2040</b> (External Stakeholder 06.01.2021-31.03.2021) <a href="https://www.fraport-bulgaria.com/en/about-us/fit-4-future.html">https://www.fraport-bulgaria.com/en/about-us/fit-4-future.html</a></li> <li>• International scientific project <b>Local Culture on the Silk Road</b>, acronym SILC (Silc Road Local Culture) in the position of <b>Expert European Integration</b>, as of 25.03.2019. RD17-1031 / 22.04.2019</li> <li>• <b>Research project NP-24</b>, funded by the state, in department "Research and doctoral studies" UE-Varna: "Prerequisites for professional realization of students majoring in Tourism at UE-Varna on the territory of the tourist region of Varna (Northern Black Sea Coast) and tourist region of Burgas (Southern Black Sea Coast) with implementation of 3 years; <b>Research Supervisor:</b> Assoc. Prof. Dr. Vilian Krastev; <b>Team Members:</b> Prof. Dr. Stoyan Marinov, Chief Assist. Maria Veleva, Chief Assistant Dr. Krassimira Yancheva &amp; others</li> <li>• <b>Research project NP-51</b>, funded by the state, in the department "Research and doctoral studies" UE-Varna: "Study of quality in family hospitality in the municipality of Varna" with implementation period of 2 years; <b>Supervisor:</b> Assoc. Prof. Dr. Tanya Dabeva; <b>Team Members:</b> Chief. Assist. Snezhina Kadieva, Assoc. Prof. Dr. Svetlozar Stefanov, Assistant Professor Krassimira Yancheva and others</li> <li>• <b>28<sup>th</sup> May 2007:</b> Project for increasing the competitiveness of companies from the tourism industry (implemented under the PHARE program, Varna Association of Hoteliers and Restaurateurs); Acquired a certificate of "Certification and Categorization in Tourism"</li> <li>• <b>20<sup>th</sup> May 2008:</b> Participated in a project of the Institute for Postgraduate Qualification at UNWE – Sofia; Acquired a certificate of "Management and development of European projects"</li> <li>• <b>Sept 2013 – Nov 2014:</b> Project № BG051P001-3.1.09-0018: "Building a sustainable system for increasing the competencies and career growth of the academic staff of the University of Economics – Varna"; Acquired certificate REG. NUMBER 04-02/2014 for completed training in "Increasing language competencies in Russian at level B1"; Acquired certificate REG.</li> </ul>

	<p>NUMBER 43-02/2014 for completed training in "Increasing language competencies in Russian at level B2"</p> <ul style="list-style-type: none"> <li>• <b>Sept 2013-2015 / Sept 2017-2018:</b> UE-Varna participation in the implementation of project BG051PO001 - 3.3.07 - 0002 "Student Internships"; Worked as an Academic Mentor</li> <li>• <b>Oct 2014:</b> Participated in the CerTour project "Quality Certification System in Agrotourism"; Acquired Appraiser Certificate meeting the requirements of the Quality Model of CerTour for appraisal of sites engaged in agrotourism</li> </ul>
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## SCHOLARSHIPS, SPECIALIZATIONS, TRAININGS

<p><b>Scholarships, Specialisations, Trainings</b></p>	<p><b>Oct – Nov 2016</b></p> <ol style="list-style-type: none"> <li>1. Professional layout of educational documentation, scientific publications and educational literature – MS Word 2010; Received certificate number WA016, 13.12.2016 <ul style="list-style-type: none"> <li>• Start of the training: 17.10.2016</li> <li>• Duration: 15 school hours</li> </ul> </li> <li>2. Multimedia presentations – MS PowerPoint, Prezi, Adobe Photoshop <ul style="list-style-type: none"> <li>• Start of the training: 03.11.2016</li> <li>• Duration: 20 teaching hours</li> </ul> </li> <li>3. Information sources and search for information in electronic resources and databases <ul style="list-style-type: none"> <li>• Start of the training: 24.10.2016</li> <li>• Duration: 20 teaching hours</li> </ul> </li> </ol> <p><b>Nov 2016, Capitol Hotel, Varna</b></p> <ol style="list-style-type: none"> <li>4. Participation in a seminar on the topic: "Revenue Management" <ul style="list-style-type: none"> <li>• The concept of revenue management</li> <li>• General plan and terminology</li> <li>• Practical applications and tips</li> <li>• Guidelines in online marketing (digital marketing)</li> </ul> </li> </ol> <p><b>May 2019, University of Economics – Varna</b></p> <ol style="list-style-type: none"> <li>5. Training on how to work with the new website of UE-Varna (Layout of the visual appearance as well as structure and content creation of modules "Department", "Unit", "Department")</li> <li>6. Training on how to work with SCOPUS with Peter Poroz, research consultant at Scopus. Topics: <ul style="list-style-type: none"> <li>• Scopus user training - an update on Scopus, the leading international reference database of research</li> <li>• Research analytics workshop using Elsevier's Scopus and SciVal solutions: a hands-on, interactive analysis of the research performance of your university compared to your nearest peers</li> </ul> </li> </ol> <p><b>Sept 2019, University of Economics – Varna</b></p> <ol style="list-style-type: none"> <li>7. Second level training to familiarise with the resources and activities on the MOODLE platform; Main elements: <ul style="list-style-type: none"> <li>• Preparation of test questions for import into the system</li> <li>• Creating and editing tests</li> </ul> </li> </ol>
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	<ul style="list-style-type: none"> <li>• Working with different types of test questions</li> <li>• Working with assignment activity</li> <li>• Working with evaluation diary</li> </ul> <p><b>Oct 2019, University of Economics – Varna</b></p> <p>8. Information meeting of lecturers and doctoral students about the Scholarships Presentation of the German Academic Exchange Service (DAAD)</p> <p><b>May 2019, University of Economics – Varna</b></p> <p>1. Training on how to work with the new website of UE-Varna (Layout of the visual appearance as well as structure and content creation of modules "Department", "Unit", "Department")</p> <p><b>19 Oct 2020 – 7 Dec 2020</b></p> <p>2. Training course "Digital Competences"; Module "Internet office applications" with a schedule of 20 school hours; CERTIFICATE N - NID - 21 / 15.03.2021</p> <ul style="list-style-type: none"> <li>• Organising shared space in Google Drive</li> <li>• Working with documents</li> <li>• Searching for information on the Internet</li> <li>• Working with spreadsheets in a shared environment</li> <li>• Working with presentation software</li> <li>• Working in electronic forms</li> </ul> <p><b>26<sup>th</sup> Mar 2021</b></p> <p>3. Webinar "Legal regime of electronic documents", planned activity under the project CCP-06-N-45/1: "Digitalization and digital competencies - trends and innovative practices in higher education and the labor market", funded by the Research Fund; CERTIFICATE N - KP-06-N-45/1</p>
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## MEMBERSHIPS IN SCIENTIFIC ORGANIZATIONS

<p><b>Memberships in scientific organisations</b></p>	<p><b>2009 – June 2015</b></p> <ul style="list-style-type: none"> <li>• Board Member at the College of Tourism – Varna</li> <li>• Member of the Attestation Commission at the College of Tourism – Varna</li> </ul> <p><b>2014 – Present</b></p> <ul style="list-style-type: none"> <li>• Member of the General Assembly of the Faculty of Management at UE-Varna</li> </ul> <p><b>20<sup>th</sup> June 2017 – Present</b></p> <ul style="list-style-type: none"> <li>• Member of the Union of Scientists in Bulgaria/Membership Card - 14 540</li> </ul> <p><b>28<sup>th</sup> Sept 2020 – Present</b></p> <ul style="list-style-type: none"> <li>• Elected by secret ballot as a member of the General Assembly of UE-Varna</li> </ul> <p><b>1<sup>st</sup> Jan 2020 – Present</b></p> <ul style="list-style-type: none"> <li>• Member of AACT "Association for Advertising and Communications in Tourism" <a href="http://www.act.eu">www.act.eu</a></li> </ul> <p><b>20<sup>th</sup> Feb 2021 – Present</b></p> <ul style="list-style-type: none"> <li>• UE-Varna Coordinator for CATIA "Culture, Arts, Tourism,</li> </ul>
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	Innovations Alliance" <a href="http://catia2020.ue-varna.bg/">http://catia2020.ue-varna.bg/</a>
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