

Curriculum Vitae of Ralitsa Georgieva

Personal Information

Date of Birth	02.11.1991	Gender	Female
Academic Title	PhD	Job Title	Assistant
Teaching Experience	2 years	E-mail Address	r.v.georgieva@unwe.bg
Courses Undertaken			

Educational Background

Period	Graduated from	Major	Degree
2010-2014	UNWE	Economics of tourism	Bachelor
2014-2015	UNWE	Economics of tourism	Master
2015-2020	UNWE	Economics (tourism)	PhD

Employment Experience

Period	Employer	Job Title
2023-present	UNWE	Assistant PhD
2016-2023	Zornitza Family Estate Relais & Chateaux	Sales Manager
2015-2016	Premier Tours	Travel Agent Manager

Main Teaching (Scientific) Research Projects

Project Title	Project Level	Responsibility	Date of Approval
“Development of tourism regions in Bulgaria through modeling of innovative approaches in specialized types of tourism”	Completed	Project Coordinator	19.12.2018-19.06.2023
“Management of tourism destinations and development of specialized types of tourism”	Completed	Project Coordinator	2018-2021

Publications

Name	Publisher	Date of Publication
The modern tourism. Tourism regions – model for development	Tourism Colleague	2023
Consulting assessment of the potential for development of health tourist areas: the case of Bulgaria	26th International Congress Tourism and hospitality industry 2022	2022

	Trends and challenges, 20-21.10.2022 Opatija, Croatia, Faculty of Tourism and Hospitality Management in Opatija, University of Rijeka, Congress Proceedings	
Research on potential markets for incoming tourism in Bulgaria by specialized types of tourism	Tourism, Leisure & Recreation Unit of ATINER	2022
Management of tourism destinations and development of specialized types of tourism	UNWE	2021
Management models for overcoming the negative impact on tourism in 2020	3rd World Conference on Teaching and Education, Prague, Czech Republic	2021
IMAGE OF THE DESTINATION FOR MICE TOURISM	2nd International Conference on Research in Management, Vienna, Austria	2021
Women entrepreneurs in some specialized types of tourism in Bulgaria – the case of MICE and casino industry	AVID College-ARC 2020	2020
Reviewing the conditions for business tourism in Bulgaria	Mednarodno inovativno poslovanje= Journal of Innovative Business and innovations	2020
The sharing economy at tourist tours and its impact on the tourist business (travel agencies) in Bulgaria	European Journal of Economics and Business Studies 4 (1)	2018
Innovations of the MICE tourism: Opportunities in Bulgaria	3rd International Scientific Business Conference on Leadership and Management: Integrated Politics of Research and Innovations – LIMEN, Belgrade, Serbia	2017