

Chief Assist. Dr. Svetoslav Mateev Kaleychev

Department “Economics of tourism”

Chief assistant

Duration: 02.2017 – present

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Education

- **Institution Name- SWU “Neofit Rilski “- Blagoevgrad**
 - ✓ Institution (start date - graduation date): 2011- 2014
 - ✓ Field of Study: **Tourism- PhD degree**
 - ✓ PhD thesis - “**Luxury tourism**”

- **Institution Name- SWU “Neofit Rilski “- Blagoevgrad**
 - ✓ Institution (start date - graduation date): 2003 – 2007
 - ✓ Field of Study: **Tourism- Master’s degree**

- **Institution Name- SWU “Neofit Rilski “– Blagoevgrad**
 - ✓ Institution (start date - graduation date): 1999 – 2003
 - ✓ Field of Study: **Geography – Bachelor’s degree**

- **Institution Name- Tokai University- Japan**
 - ✓ Institution (start date - graduation date): 10.2012- 02.2013
 - ✓ Field of Study: **Tourism scientific qualification**

Publications

<https://scholar.google.com/citations?user=uqJjq4AAAAJ&hl=bg>

ЗАГЛАВИЕ

ПОЗОВАВАНИЯ

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| <p>2. <u>Innovative practices as a key for a better management in tourism industry</u>
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| <p>3. <u>Theoretical Foundations of Marketing Research in Tourist Destinations</u>
S Kaleychev</p> | <p><u>3</u></p> |
| <p>4. <u>Innovation and tourism–Getting sustainability trough good practices</u>
M STANKOVA, S KIRILOV, S KALEICHEV, I VASENSKA
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| <p>5. <u>MANAGEMENT OF TOURISM DESTINATIONS AND DEVELOPMENT OF SPECIALIZED TYPES OF TOURISM</u>
M Ianeva, CADS Kaleychev, ADN Gaydarov, R Georgieva, ...</p> | <p><u>2</u></p> |
| <p>6. <u>Luxury tourism and its impact on Dubai primary ecosystems.</u>
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| <p>8. <u>Digital Transformation in the Hotel Industry: Shaping the Challenges and Opportunities by the Case of Five-Star Hotels in Bulgaria</u>
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| <p>9. <u>REGIONAL SUSTAINABILITY IN TOURISM</u>
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| <p>10. <u>Destination Marketing Organizations-Presentation Of Good Practices</u>
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11. [From Communism to Capitalism: The Transition of Bulgarian Tourism Sector and Contemporary Discourses](#) 1

M Stankova, I Vasenska, A Stoykova, S Kaleychev, M Paskaleva

Tourism Development in Post-Soviet Nations: From Communism to Capitalism, 31-48

12. [CERTIFICATION AS A MANAGERIAL TOOL IN TOURISM: IDENTIFYING THE EFFECTS ON SUSTAINABILITY AND COMPETITIVENESS](#)

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13. [ESSENCE AND SPECIFICS OF BULGARIAN TOURISM REGIONS–RESOURCE COLLATERAL](#)

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14. [Balkans-safe and secure destination for tourism. analysis of the situation.](#)

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15. [How to Change Customer Mind.The Difference Between Brand and Trademark in Tourism Industry](#)

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Godishnik na UNSS, 157-164

16. [Luxury tourism consumers’ model. Issues relating to consumer satisfaction and behavioural intention](#)

M Stankova, S Kaleychev

Revista Inclusiones: Revista de Humanidades y Ciencias Sociales 8 (10), 289-309

17. [Hunting Tourism And Its Role In The Tourism Industry In Bulgaria](#)

S Kaleychev

Economics and Management 14 (1), 265-276

Languages & Level:

- ✓ **English - advance**
 “The City and Guilds of London Institute” Level: 1& 2
- ✓ **Russian – good**