

REVIEW

With relation to the competition for acquiring the academic position of *Associate Professor* in the professional field: 3.1. Sociology, Anthropology, Cultural Sciences, scientific specialty **Cultural Anthropology - Intangible Cultural Heritage and Cultural Policies of the candidate - Chief Assistant-Professor Elitsa Rumenova Stoilova, PhD**

Reviewer: Assoc. Prof. Krassimira Krastanova, PhD

With relation to the competition procedure opened at *Paisii Hilendarski* University of Plovdiv for holding the academic position of *Associate Professor*, announced in State Gazette, issue 10/ 14.05.2021 in the higher education field: 3. Social, Economic and Legal Sciences, professional field 3.1. Sociology, Anthropology, Cultural Sciences (Cultural Anthropology - Intangible Cultural Heritage and Cultural Policies), according to a decision of the FC of the Faculty of History and Philosophy (protocol №154/ 12.07.2021) and an order of the Rector of PU - P33-4301/ 10.08.2021 and in accordance with Art. 4 of the Academic Staff Development Act in the Republic of Bulgaria, Decree №26 of 19 February 2019, the Regulations for the Specific Conditions for the Academic Positions in *Paisii Hilendarski* University of Plovdiv, I was appointed Member of the Scientific Panel. I was selected as a reviewer under the procedure at the first meeting of the Scientific Panel.

For participation in the competition for the academic position *Associate Professor* in professional field 3.1. Sociology, Anthropology, Cultural Sciences, scientific specialty **Cultural Anthropology (Intangible Cultural Heritage and Cultural Policies)** documents were submitted by **only one candidate** - Chief Assistant-Professor Dr. Elitsa Rumenova Stoilova from the University of Plovdiv.

As a member of the Scientific Panel I am acquainted with the following:

1. Order of the Rector of PU - P33-4301/ 10.08.2021;
2. Regulations on the terms and conditions for acquiring scientific degrees and for holding academic positions in the University of Plovdiv, dated 10.06.2019.
3. Application form to the Rector for allowing participation in the competition;
4. Curriculum vitae in European format;
5. Diploma for higher education with acquired educational-qualification degree *Master* - original with annexes or a notarized copy;
6. Diploma for educational and scientific degree *Doctor* - original or a notarized copy;
7. List of scientific works;
8. Reference on the compliance with the minimum national and additional faculty requirements;
9. Annotations of the materials under art. 65. of the Academic Staff Development Regulations, including self-assessment of contributions;
10. Declaration of originality and authenticity of the attached documents;
11. Certificate of work experience;

12. Documents for educational work;
13. Documents for research work;
14. Other documents - *Access to Good Food* Award 2020 in the Public Image category.
15. Additional papers

All required documents for the competition were submitted on paper and electronic media.

Brief Biographical Data about the Candidate

Elitsa Stoilova is a graduate of the Faculty of Philosophy and History at the University of Plovdiv, where she completed Bachelor's programs in Ethnology (1998-2005) and Sociology (2000-2004) and a Master's program in Management of Research and Innovation (2005-2006). During the period 2007-2014 she was a doctoral student in the joint program of the Technical University of Eindhoven, Eindhoven (Netherlands) and *Paisii Hilendarski* University, Plovdiv (Bulgaria). The topic of her dissertation lies in the context of the research field of the history of technology and traces the tailoring of the image of the yogurt as a national symbol for Bulgaria and at the same time explores social, political and technological transformations. This makes her a researcher who, in an innovative way, considers and interprets scientific issues, applying modern theoretical approaches.

Since 2010 she has been a part-time assistant, since 2012 - an assistant, and since 2016 - a senior assistant in the Department of Ethnology. Her experience covers various aspects of the research and teaching work for conducting seminars and lectures, guiding field practices, working extremely well with students and being a successful thesis supervisor. This experience makes her a suitable candidate for the competitive position.

General Overview of the Submitted Materials in the Competition

Ch. Assistant-Professor Dr. Elitsa Stoilova is the holder of ten disciplines, four of which fully correspond to the profile of the announced competition. The report covers two subjects taught in English to *Erasmus* students. She is involved in the development of two Bachelor's programs and participated in two educational projects. In the last five years, as a researcher, Dr. Stoilova has worked in two national research projects funded by the National Research Fund, two international research projects funded by the *Erasmus+* international program, one - by the *Creative Europe* program, and in three projects, which won funding under other national programs.

As a result of these activities, she has developed expertise for defining scientific issues, conducting research, analysis and presentation of research, has developed organizational skills and qualities for teamwork, etc.

The candidate Elitsa Stoilova provided a complete list of her publications apart from those submitted for participation in the competition. The table with scientometric data contains the following results of the research activity:

Indicators Group	Indicator	Points
A	A.1. Dissertation work for awarding educational and scientific degree <i>Doctor</i> (50 points)	50
B	B.3. Habilitation work - monograph	100
Г	Г.5. Published book based on a defended dissertation for the acquisition of educational and scientific degree <i>Doctor</i>	75
	Г.6. Articles and reports published in scientific journals, referenced and indexed in world-famous databases of scientific data	30
	Г.7. Articles and reports published in scientific journals, referenced and indexed in world-famous databases of scientific data	50
	Г.9. Studies published in non-peer-reviewed journals with scientific review or published in edited collective volumes	30
	Г.10. Published chapter of a collective monograph	20
Д	Д.11. Citations or reviews in scientific journals, referenced and indexed in world-famous databases of scientific information or in monographs and collective volumes	45
	Д.12. Citations in monographs and collective volumes with scientific review	10
	E.13. Citation or review in non-peer-reviewed journals with scientific review	5
	Total points	415

They indicate that Ch. Assistant-Prof. Dr. Stoilova is above the required minimum number of points in terms of indicators for holding the academic position of *Associate Professor* and exceeds the requirements of Art. 29(1) 1 of the Academic Staff Development Act, as well as all requirements of Art.76 of ASD Regulations of Plovdiv University for participation in the competition.

Research and Applied Activity

The scientific production of Ch. Assistant-Prof. Dr. Elitsa Stoilova is substantial - she participates in the competition with one monograph, two studies and seven articles published in scientific journals, two of them - in international such.

The ideas and scientific issues in the publications are dictated by her lasting interests in culinary matters, technology of production and consumption of food and beverages, but not so much through descriptive content, as attention is paid to the social and economic (sub)text, which is important for the meaning. This circle includes the texts through which Elitsa seems to want to further develop and present the 'unspoken' in her dissertation, but later turn in another direction. Thus, the article *Clean and Safe Food for the Urban Consumer. The Way the Production of Yoghurt Was Modernized in the 1930s and 1940s* (III.1.) traces the changes in the production of yoghurt, which turns from domestic to industrial and mass. The study is based on different approaches - history and sociology of technology and anthropology of food to show how modernization processes reflect not only on food production, but also have an effect on the way expertise is transmitted. The other two articles in this round, *Neo-localism, Craft Beer and Anti-Macdonaldization* (II.2) and *Food, Myths, and Authenticity* (III.4), examine the processes of valorization of food and beverage technologies as specific to a region, using arguments of authenticity and origin,

which have the task of creating a specific interconnection between food - place - traditions. This ranks these uses of reconstruction of the past as a cultural resource for the sustainable development of the local identity of the community. In a similar way, the production of craft beer is associated with the development of the regions and becomes part of neo-local policies. In this article, the author goes even further, considering this production as a socially inscribed model of innovation, which is based on anti-globalist understandings.

The second round of issues is related to food festivals. These include *Culinary Festivals: Festivalization, Neo-localism and Gastro-localism* (II.1), *Villages and Public Celebrations: Festivalization of Culinary Traditions* (III.3.), *Food Festivals as Cultural Experience Economy* (III.5.), *Festivity and Construction of the Local Cultural Heritage* (III.6.). They discuss the role of food and its valorization in shaping of the identity of a region and its validation through conducting and participating in a festival as a form of individual and collective experience. A new perspective of food festivals presents and explores them as specific cultural industries, an approach that is practically imposed through European cultural policies, but so far has not been applied in research to festivals in Bulgaria.

Those ideas crystallize and deepen in her monographic work *Celebrations and Food Festivals: Valorization of the Local Culinary Heritage* (I.1.). The author considers food festivals as a new type of phenomenon, festivity and culture, and traces their specifics in the Bulgarian context. Leading issues for the study are the features of these modern forms of celebration, the process of valorization of food and food technologies as authentic, unique to a particular region, as well as the social and economic transformations they lead to. Attention is also paid to their participation in the modeling of local identity, for which new scientific concepts are used in a Bulgarian context, such as gastro-localism, agricultural geography, authentication (of food). They are related to the territorialization of agricultural production, as well as their role in building a regional, and especially, a local identity and can be perceived as part of local policies for the construction of local symbols. The research presents the festivalization in different contexts, looking for their specifics in the direction of the processes of constructing an authentic local product and the resulting local identity, as well as the impact of dynamic processes of cultural pluralism, mobility and globalization. The theoretical part in the first two chapters, tracing the views on the specifics of culinary celebrations and their relationship to local identity, is complemented by case studies and presentations to reveal the transformations that the rethinking and uses of culinary heritage go through. This is how the manifestations of *patrimonialization* (process of recognition of heritage, inclusion in heritage), which take place in the context of a specific culinary festival - *Kurtovo Konare Fest*, are outlined. Based on the field observations, an analysis is made of the social engagement of different types of participants (organizer, audience, taster, performer or volunteer) and it is established that they can easily, and sometimes even simultaneously combine several festival identities and move from one position to another.

The community heritage forms another circle of research interests - interests that have arisen from the participation of Elitsa Stoilova in an international research and applied project dedicated to *the culture of nomadism* or *culture on the move* in the Balkans and the Mediterranean. In the articles *Images of the Mountain in the Visual Narratives of the Karakachans* (co-written with Assoc. Prof. Dr. Meglena Zlatkova) (III.2.) And *The Covenant of the Artist* (III.7.) she seeks the forms of transmission of the heritage of mountain life, memory and identity in words, action, knowledge-skills, bodily practices and artistic creation. They affirm the understanding of the role of the visual in mythologizing and transmitting important elements of understanding the modern identity of a specific community (the Karakachans).

An important feature of the publications of Dr. Elitsa Stoilova is that they are all the result of in-depth studies, which are based on field research. The identification, documentation and analysis of cultural heritage and memory and of contemporary cultural practices is the first step to make a connection with the past, to trace the dynamics and transformation of phenomena and patterns, which runs like a red

thread through her scientific developments. Moreover, this is a way to understand the processes in culture, but also to highlight the place of heritage in modern times. This work approach is very fruitful because it seeks the threads which connect times and people and reveal the need for a symbolic impetus to give character and meaning to what is happening to us and around us.

Moreover, I would like to add something that is not mandatory for such a competition to what has been said so far. Elitsa Stoilova also participates in many applied and cultural projects, in which, due to her expertise and authority, she skillfully disseminates scientific knowledge in popular forms and helps to modernize the role of ethnology/ anthropology by engaging in civic and cultural activities.

Assessment of the Candidate's Personal Contribution

The submitted and analyzed materials for the competition do not duplicate others used in the procedures for obtaining the educational and scientific degree *Doctor* and for holding the academic position *Chief Assistant*. No plagiarism was found. I believe that the contributions which I indicate as present in the above scientific papers are the work of the candidate and are her personal merit. The personal scientific achievements of Dr. Elitsa Stoilova are also proved by her authority in the academic circles, as well as by the number of citations by Bulgarian and especially by foreign authors.

Critical Remarks and Recommendations

My critical remarks regarding the presented evidence are related to the minor typographical errors which can be easily avoided, as well as the increased use of foreign terms, often with direct transliteration (by the way, the above has been a clear trend in Bulgarian science for a few years).

My recommendations to Ch. Assistant-Professor Dr. Elitsa Stoilova, are aimed at deepening her research on the role of local/ *terroir* products both in creating a local identity and as a tool for achieving sustainability in the local economy. Of course, this recommendation is desirable rather than binding.

Personal Impressions

I have known Elitsa since she was a university undergraduate and I am convinced of her personal qualities and virtues, which make a very positive impression: decency, personal and professional ethics, diversity and abundance of interests, which allows her to take an interdisciplinary approach where necessary. I appreciate Elitsa Stoilova as a valuable professional, colleague and person.

Conclusion

The documents and papers submitted by Ch. Assistant-Professor Dr. Elitsa Stoilova meet all the requirements of the Academic Staff Development Act in the Republic of Bulgaria (ASDA), the Regulations for implementation of ASDA and the relevant Regulations of Plovdiv University *Paisii Hilendarski*.

The works of the candidate possess original scientific and applied contributions, which have received recognition in the professional circles. A number of the developments have theoretical and applied

contributions, as some of them are directly focused on the educational activities. The scientific and teaching qualification of Chief Assistant-Professor Dr. Elitsa Stoilova bears no doubt.

After having been acquainted with the materials and scientific papers presented in the competition, and after analyzing their significance and the scientific and applied contributions, I find it reasonable to give my positive assessment and offer to the Scientific Panel to prepare a report-proposal to the Faculty Council of the Faculty of Philosophy and History for election of Ch. Assistant-Professor Dr. Elitsa Rumenova Stoilova for acquiring the academic position of *Associate-Professor* at the University of Plovdiv *P. Hilendarski* in professional field 3.1. Sociology, Anthropology, Cultural Sciences, scientific specialty Cultural Anthropology (Intangible Cultural Heritage and Cultural Policies).

10/3/2021

Plovdiv

Reviewer:

Assoc.- Prof. Dr. Krassimira Krastanova