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SFLV Oral Presenter**



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Dr. Zornitza Mladenova received her Bachelor, Master, and PhD degrees in Sport Sciences, Physical Education, Sports Science and Sports Animation from the Bulgarian National Sports Academy “Vassil Levski”. She has completed her postgraduate education in Economy and Management of Tourism at the University of National and World Economy, Sofia, Bulgaria. Member of the Academic Council and Vice President of the Student Council of National Sports Academy “Vasil Levski. As a President of the Commission for the Development of Student Sport in the Republic of Bulgaria she has been a Chair of the Organizing Committee (OC) and Founding Member of the First National Student Summer and Winter Games. In 2014, joined the OCs of 9th FIEP European Congress and 7th International Scientific Congress “Sport, Stress, Adaptation”, Sofia, Bulgaria. From the beginning of 2015, Dr. Mladenova has been working on the implementation of HOPSports Brain Breaks® in Bulgarian schools and communities. In 2018 she signed the Memorandum for strengthening the partnership relations and developing mutual cooperation for presenting and implementing the Global School Educational Program based on the UN Sustainable Development Goals between The Foundation for Global Community Health and Sofia Metropolitan Municipality – Vazrazhdane District. Member of the “Future Leader Program” in ICPESS 2015 – Indonesia, ACPESS 2015 - India, GoFPEP 2016 – Turkey, ICSPHW 2016 – Philippines, BRICSCESS 2017, Brazil, ICPESS 2018 – Turkey, SEAGSC 2019 & ACPESS 2019 – South Africa, and ICPESS 2021 – Indonesia.

Dr. Zornitza Mladenova is a Senior Future Leader included in the program of the Foundation for Global Community Health (GCH). She is the representative for Bulgaria of the First Global School Educational Program based on the UN Sustainable Development Goals supported by GCH and HOPSports Inc., Dr. Mladenova holds a Ph.D. degree in Sport Science, Physical Education, and Sports Tourism from the National Sports Academy “Vassil Levski”. She has

completed her postgraduate education in Economy and Management of Tourism at the University of National and World Economy, Sofia, Bulgaria. As a President of the Commission for the Development of Student Sport in Bulgaria, she has been a Chair of the Organizing Committee (OC) and Founder of the First National Student Summer and Winter Games (since 2008). She has over 15 years of experience organizing and conducting research and practical implementation in sports tourism, special events, and digital marketing and communications, wellness, and public health. Special emphasis in her practical and scientific work is given to: implementation of the digital platform of HOPSports Brain Breaks® Physical Activity Solutions and investigation of the impact of the digital learning and teaching in the area of physical activities, mental health, and wellbeing. She is the author of more than 20 scientific papers published in international journals. As a member of the “Future Leader Program,” she was a part of Organizing Committees in ICPESS 2015 – Indonesia, ACPESS 2015 - India, GoFPEP 2016 – Turkey, ICSPHW 2016 – Philippines, BRICSCESS 2017, Brazil, ICPESS 2018 – Turkey, SEAGSC 2019 & ACPESS 2019 – South Africa, WWSSSM, 2020 – India&Saudi Arabia, and ICPESS 2021 – Indonesia. She participated as a keynote speaker and lecturer in more than 30 international scientific conferences around the world.

Tourism and Leisure in the Post COVID Digital Era

Tourism is one of the world's major economic sectors. It is the third-largest export category (after fuels and chemicals) and in 2019 accounted for 7% of global trade. Tourism is one of the sectors most affected by the Covid-19 pandemic, impacting economies, livelihoods, public services and opportunities on all continents. The travel industry has been at the forefront of digital innovation and continues to be transformed at an exponential rate across the globe. According to the World Economic Forum's Digital Transformation Initiative (DTI), from 2016 to 2025, digitalization in aviation, travel and tourism is expected to create up to US\$305 billion of value for the industry through increased profitability, migrate US\$100 billion of value from traditional players to new competitors, and generate benefits valued at US\$700 billion for customers and the wider society. The present pandemic COVID-19 has resulted in global challenges, economic and healthcare crises, and posed spillover impacts on the global industries, including tourism and travel that the major contributor to the service industry worldwide. The tourism and leisure industry has faced the COVID-19 tourism impacts hardest-hit and lies among the most damaged global industries. The aim of our research is to predict the future challenges and resilience strategies using the potential of digitalization with the main purpose to overcome the consequences of the Pandemic in the context of sustainable development.