

ANA MARÍA MUNAR, Ph.D

Associate Professor

Department of International Economics and Management

COPENHAGEN BUSINESS SCHOOL

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EDUCATION

- 2006 Ph.D. In Economics and Business, University of the Balearic Islands. “Tourism Education and Globalization: The Bologna Process” Qualification: Excellent Cum Laude. Outstanding Doctorate Award.
- 1999 University Degree in Spanish (Gymnasiesidefagsuddannelse), Copenhagen University.
- 1993 M.Sc. in Political Science, specialization in political theory.
Took courses at: Complutense University of Madrid, Distant Education's National University, Spain, and Aarhus University, Denmark.

ACADEMIC POSITIONS

- 2008-ongoing. Associate Professor, Department of International Economics and Management, Copenhagen Business School (CBS), Denmark.
- 2006 –2008 Assistant Professor. Research group in Leisure Management, CEUS School of Business, Roskilde University, Denmark.
- 2005- 2006 Director of the Office for European Convergence and Harmonization. University of the Balearic Islands, Spain.
- 2002-2006 PhD student and Member of the research group in sociology of culture and modernity of the University of the Balearic Islands, Spain.
- 2000-2004 Academic coordinator of the international students interchange program of the Higher Diploma in Tourism, University of the Balearic Islands, Spain.
- 2000-2002 Coordinator of the work placement and internship projects of the students of Economics and Business Administration studies, Spain.

RESEARCH

The core of my scholarship evolves around a main meta-enquiry: how is academic knowledge and truth constructed? What are the implications that the processes of knowledge construction and reproduction have for organizations, society and us as individuals? While my theoretical background is grounded in political science, philosophy and sociology, empirically, I have applied this enquiry to tourism (understood as the sociocultural and economic phenomenon of temporary human mobility), the tourism academic world, and to higher education more broadly. My latest publications focus on postdisciplinarity in knowledge production, research paradigms, novel approaches in the field of digital technologies and gender equity in academic environments. My gender research applies gender studies to the tourism academy and higher education. It combines research reports and publications, with advocacy and action research projects. This research effort aims to contribute to rigorous knowledge creation, while actively raising awareness of gender equity issues and developing policies. My own research and editorship has played a relevant role in expanding the understanding of digital technologies in tourism, providing both novel theoretical and methodological approaches to its academic investigation. For decades, this area of research in tourism was dominated by a marketing/managerial understanding. My work establishes the foundations for the advancement of Critical Digital Tourism Studies by providing and pursuing a novel research agenda in this field. My research on higher education introduced a series of political science theories in a tourism field highly dominated by empirical/case studies at a micro level. Adopting a macro-political perspective this work provided insights on the impact that major global and regional political processes had on the evolution of tourism higher education.

PUBLICATIONS

Forthcomming

Munar, A.M. Hyper Academia. R & R for the special issue “CRS and Ethics in Tourism”, *International Journal of Tourism Cities*.

Munar, A.M. Desire Epistemologies. Chapter in forthcoming book “Postdisciplinarity Approaches” in Routledge.

Editorship of books and special issues

Munar, A.M. Chambers, D., Khoo-Lattimore, C. & Biran, A. (Eds) (2017). Special Issue, Gender and Tourism Academia. *Anatolia: An International Journal of Tourism and Hospitality Research*

Munar, A. M., Pernecky, T., & Feighery, W. (Eds.) (2016). *Tourism and Postdisciplinarity*. Putnam Valley, NY: Cognizant Communication Corporation. (*Tourism Analysis*; No. 4, Vol. 21).

Munar, A. M., & Jamal, T. (Eds.) (2016). *Tourism Research Paradigms: Critical and Emergent Knowledges*. Bingley: Emerald Group Publishing Limited. (Tourism Social Science Series, Vol. 22).

Munar, A. M. (2016). Associated Editor of *Encyclopedia of Tourism*, Xiao, H. & Jafari, J. (eds.) . Cham: Springer.

Cai, L. A., Gartner, W. C., & Munar, A. M. (2009) (Eds.). *Tourism Branding: Communities in Action*. Bingley: Emerald Group Publishing Limited. (Bridging Tourism Theory and Practice, Vol. 1).

Peer-reviewed articles

Munar, A. M. To be a Feminist in (Tourism) Academia. *Anatolia: An International Journal of Tourism and Hospitality Research*

Munar, A.M., Khoo-Lattimore, C., Chambers, D. & Biran, A. The Tourism Academy We Have and the One We Want: On the Centrality of Gender Equality. *Anatolia: An International Journal of Tourism and Hospitality Research*

Chambers, D., Munar, A.M., Khoo-Lattimore, C., & Biran, A. Interrogating gender and the tourism academy through feminist epistemological lens. *Anatolia: An International Journal of Tourism and Hospitality Research*

Munar, A. M., Pernecky, T., & Feighery, W. (2016). An Introduction to Tourism Postdisciplinarity. *Tourism Analysis*, 21(4), 343-347.

Pernecky, T., Munar, A. M., & Wheeler, B. (2016). Existential Postdisciplinarity: Personal Journeys Into Tourism, Art, and Freedom. *Tourism Analysis*, 21(4), 389-401.

Pernecky, T., Munar, A. M., & Feighery, W. (2016). Tourism in a Postdisciplinary Milieu: Final Demarcation Points. *Tourism Analysis*, 21(4), 431-434.

Munar, A. M., & Jacobsen, J. K. S. (2014). Motivations for Sharing Tourism Experiences through Social Media. *Tourism Management*, 43, 46-54.

Dredge, D., Schott, C., Daniele, R., Caton, K., Edelheim, J., & Munar, A.M. (2014). The Tourism Education Futures Initiative. *Anatolia*, 2014, pages 1-7.

Munar, A. M., & KR. Steen Jacobsen, J. (2013). Trust and Involvement in Tourism Social Media and Web-Based Travel Information Sources. *Scandinavian Journal of Hospitality and Tourism*, 13(1), 1-19.

Munar, A. M. (2012). Social Media Strategies and Destination Management. *Scandinavian Journal of Hospitality and Tourism*, 12(2), 101-120.

Kristian Steen Jacobsen, J., & Munar, A. M. (2012). Tourist Information Search and Destination Choice in a Digital Age. *Tourism Management Perspectives*, 1(1), 39-47.

Hvass, K. A., & Munar, A. M. (2012). The Takeoff of Social Media in Tourism. *Journal of Vacation Marketing*, 18(2), 93-103.

- Munar, A. M. (2011). Drawing Global Tourism: The Spatio-Temporal Dimensions. *Journal of Hospitality and Tourism (JOHAT)*, 9(1), 52-71.
- Munar, A. M. (2011). Tourist-created Content: Rethinking Destination Branding. *International Journal of Culture, Tourism and Hospitality Research*, 5(3), 291-305.
- Munar, A. M. (2010). Digital Exhibitionism: The Age of Exposure. *Culture Unbound: Journal of Current Cultural Research*, 2(23), 401-422.
- Munar, A. M., & Montano, J. J. (2009). Generic competences and tourism graduates. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 8(1), 70-84.
- Munar, A. M. (2007). Rethinking Globalization Theory in Tourism. *Tourism, Culture and Communication*, 7(2), pp. 99-115
- Munar, A. M. (2007). Is the Bologna Process Globalizing Tourism Higher Education? *Journal of Hospitality, Leisure, Sport and Tourism Education*, 6(2), 68-82.

Peer-reviewed chapters in books

- Munar, A.M. Researching in a Men's Paradise: Emotional Negotiations of Drunken Tourism Fieldwork. In B. Porter and H. Schänzel (Eds.) *The Emotional Negotiations of Femininities in the Field: Researching Tourism*. Channel View Publications.
- Munar, A. M. (2016). The House of Tourism Studies and the Systemic Paradigm. In A. M. Munar, & T. Jamal (Eds.), *Tourism Research Paradigms: Critical and Emergent Knowledges*. (pp. 131–153). Chapter 8. Bingley: Emerald Group Publishing Limited. (Tourism Social Science Series, Vol. 22)
- Munar, A. M., & Jamal, T. (2016). What are Paradigms for?. In A. M. Munar, & T. Jamal (Eds.), *Tourism Research Paradigms: Critical and Emergent Knowledges*. (pp. 1-16). Chapter 1. Bingley: Emerald Group Publishing Limited. (Tourism Social Science Series, Vol. 22)
- Jamal, T., & Munar, A. M. (2016). "Paradigmatic" Reflections and Looking Forward. In A. M. Munar, & T. Jamal (Eds.), *Tourism Research Paradigms: Critical and Emergent Knowledges*. (pp. 191-202). Chapter 11. Bingley: Emerald Group Publishing Limited. (Tourism Social Science Series, Vol. 22)
- Munar, A. M. (2016). Social Media. In J. Jafari, & H. Xiao (Eds.), *Encyclopedia of Tourism*. (pp. 869-871). Cham: Springer.
- Munar, A. M. & Gyimothy, S. (2015) Digitalisering og sociale medier. In L. Jønsson & H. Halkier (eds.) *Danmark i det globale turismebillede: Erfaring, tendenser og muligheder*. Aalborg Universitetsforlag, 2015.
- Munar, A. M., & Bødker, M. (2014). Information Technologies and Tourism: The Critical Turn in Curriculum Development. In D. Dredge, D. Airey, & M. J. Gross

(Eds.), *The Routledge Handbook of Tourism and Hospitality Education*. (pp. 105-117). Kapitel 8. Abingdon: Routledge.

Munar, A. M., & Ek, R. (2014). Relationbits: You, Me and the Other., In T. Miller (Ed.) *The Routledge Companion to Global Popular Culture*. (pp. 137-148) Routledge: New York.

Bødker, M., & Munar, A. M. (2014). New Territories in Information Technologies and Tourism Research. I A. A. Lew, C. M. Hall, & A. M. Williams (Eds.), *The Wiley Blackwell Companion to Tourism*. (pp. 262-274). Chapter 21. Chichester: John Wiley & Sons Ltd.

Ooi, C-S., & Munar, A. M. (2013). Digital Social Construction of a Tourist Site: Ground Zero. In A. M. Munar, S. Gyimóthy, & L. Cai (Eds.), *Tourism Social Media: Transformations in Identity, Community and Culture*. (pp. 159-175). Chapter 9. Bingley: Emerald Group Publishing Limited. (Tourism Social Science Series, Vol. 18).

Munar, A. M., & Gyimóthy, S. (2013). Critical Digital Tourism Studies. I A. M. Munar, S. Gyimóthy, & L. Cai (Eds.), *Tourism Social Media: Transformations in Identity, Community and Culture*. (pp. 245-262). Bingley: Emerald Group Publishing Limited. (Tourism Social Science Series, Vol. 18).

Munar, A. M. (2013). Paradoxical Digital Worlds. I A. M. Munar, S. Gyimóthy, & L. Cai (Eds.), *Tourism Social Media: Transformations in Identity, Community and Culture*. (pp. 35-53). Chapter 3. Bingley: Emerald Group Publishing Limited. (Tourism Social Science Series, Vol. 18).

Munar, A. M. (2013). Sun, Alcohol and Sex: Enacting Beer Tourism. INJ. Gammelgaard, & C. Dörrenbächer (Eds.), *The Global Brewery Industry: Markets, Strategies, and Rivalries*. (pp. 310-333). Chapter 12. Cheltenham: Edward Elgar Publishing, Incorporated. (New Horizons in International Business).

Munar, A. M., Gyimóthy, S., & Cai, L. (2013). Tourism Social Media: A New Research Agenda. In A. M. Munar, S. Gyimóthy, & L. Cai (Eds.), *Tourism Social Media: Transformations in Identity, Community and Culture*. (pp. 1-15). Chapter 1. Bingley: Emerald Group Publishing Limited. (Tourism Social Science Series, Vol. 18).

Munar, A. M., Gyimóthy, S., & Cai, L. (Eds.) (2013). Tourism Social Media: Transformations in Identity, Community and Culture. Bingley: Emerald Group Publishing Limited. (Tourism Social Science Series, Vol. 18).

Munar, A. M., & Ooi, C-S. (2012). The Truth of the Crowds: Social Media and the Heritage Experience. In L. Smith, E. Waterton, & S. Watson (Eds.), *The Cultural Moment in Tourism*. (pp. 255-273). Chapter 4. Abingdon: Routledge. (Routledge Advances in Tourism; Nr. 26).

Munar, A. M. (2009). Challenging the Brand. In *Tourism Branding: Communities in Action*. (pp. 17-35). Emerald Group Publishing Limited. (Bridging Tourism Theory and Practice, Vol. 1).

Jørgensen, L. B., & Munar, A. M. (2009). The Copenhagen Way: Branding in the Interest of Stakeholders. In *Tourism Branding: Communities in Action*. (pp. 177-189). Bingley: Emerald Group Publishing Limited. (Bridging Tourism Theory and Practice, Vol. 1).

del Olmo, L., & Munar, A. M. (2009). Strategic Branding in Hospitality: The Case of Sol Melia. In *Tourism Branding: Communities in Action*. (pp. 219-232). Bingley: Emerald Group Publishing Limited. (Bridging Tourism Theory and Practice, Vol. 1).

Cai, L. A., Gartner, W. C., & Munar, A. M. (2009). Tourism Branding: A Community Affair. In *Tourism Branding: Communities in Action*. (pp. 1-13). Emerald Group Publishing Limited. (Bridging Tourism Theory and Practice, Vol. 1).

Munar, A. M. (2003). "Globalization: Transformations in the World of Political Science. Present and Future of the Nation-State". In Mulet, B., ed. *Globalization and Social Sciences: Limits and Dilemmas*, 75-94. Palma: University of the Balearic Islands.

Other publications

Munar, A. M., Caton, K., Eger, C., Jeffrey, H., Khoo-Lattimore, C., Lynch, P. Yang, E. (2017). *The Beauty and the Abuse: A Handbook on Relationships and Emotions in Academia*. København: Women Academics in Tourism.

Munar, A. M. (2017). Let Me See New Worlds Through Your Eyes. Book Review. *Tourism Recreation Research*.

Strandgaard, J., Bévort, F., Bille, T., Cappelen, S. M., Munar, A. M., Ooi, C-S., & Stjerne, I. S. (2016). *Examining the Variety of Contexts for Creativity: WP # 2.1.2*. Manchester: Cre8tv.EU. (Report)

Munar, A. M. (2016). Surviving metamorphosis. *Tourism Recreation Research*, 1–4 (Commentary/Probe).

Munar, A. M. & Villèseche, F. (2016) *Gender and Academic Leadership Practices at Copenhagen Business School*. Copenhagen Business School, Frederiksberg, Denmark. (Report)

Munar, A. M., Villeseche, F., & Weidemann, C. D. (2016). *Reference List About Implicit and Unconscious Bias*. Frederiksberg: Copenhagen Business School, CBS.

Munar, A. M. (2014) Celebrating and Enhancing the Tourism Knowledge based Platform: A Tribute to Jafar Jafari, (conference report), *Tourism Recreation Research*, 39, 1, 139-141.

Munar, A. M., Biran, A., Budeanu, A., Caton, K., Chambers, D., Dredge, D., Gyimóthy, S., Jamal, T., Larson, M., Nilsson Lindström, K., Nygaard, L., Ram, Y. (2015). *The*

Gender Gap in the Tourism Academy: Statistics and Indicators of Gender Equality.
Copenhagen: While Waiting for the Dawn. (Report)

Gyimóthy, S., Liburd, J. J., Jensen, J. F., & Munar, A. M. (2012). *Hvidbog om Turismeforskningen i Danmark*. Nexø: Center for regional- og turismeforskning.

Cifre, E., Munar, A. M., Montaña, J. & Socias, M. (2006). *Generic Competences and Graduate Students in the Balearic Islands*. Palma: Universitat de les Illes Balears. Vicerektorat d'Ordenació Acadèmica.

Ph.D

Munar, A. M. (2006). Ph.D.: *Tourism Education and Globalization: The Bologna Process*. (Supervisors: Jafari, J. and Rey-Maqueira, J). Palma: Universitat de les Illes Balears.

Editorship of conference proceedings

Caton, K., Grimwood, B., Muldoon, M. L., & Munar, A. M. (Eds.) (2017). *2017 Critical Tourism Studies Proceedings. CTS 7*. Kamloops, BC: Thompson Rivers University.

Munar, A. M., Pernecky, T., & Vahr, T. M. A. (Eds.) (2015). *2nd Tourism Postdisciplinarity Conference: Freedom, Art, Power*. Proceeding. Frederiksberg : Copenhagen Business School, CBS.

Juaneda, N., Nygaard, L., Munar, A.M., Ramos-Mir, V. (Eds.) (2013). *Celebrating and Enhancing the Tourism Knowledge-based Platform: A Tribute to Jafar Jafari*. Proceedings. University of the Balearic Islands.

Multimedia and software

Munar, A.M. et. al., (2017). *The Sounds of Heritage*. Short film.

Munar, A. M., Bødker, M. Mølvig, S., (2018). *The Sounds of Heritage*. Podcast.

Munar, A. M. (Producer). (2017). *Tourism Relationbits*. Roskilde Universitetscenter.

Munar, A. M., & Dredge, D. *The Gender Gap in the Tourism Academy*, Copenhagen Business School. Vodcast.

Flor. J. M and Munar, A.M., (2006). *ECTS Planning* (in Spanish and in Catalan). Software program. Intellectual Property Register Number: PM-189-06.

MEMBERSHIP OF EDITORIAL BOARDS & REVIEWER EXPERIENCE

Associated editor/Board member editor of:
Tourism Policy and Planning (Ongoing)

Journal of Teaching in Travel & Tourism (Ongoing)
Tourism Management Perspectives (Ongoing)
Journal of China Tourism Research (Ongoing)
Tourism Review (Ongoing)
Tourism Recreation Research (Past)

Reviewer for the following journals:

Anatolia
Annals of Tourism Research
Culture Tourism and Communication
Current Issues in Tourism
Journal of Hospitality, Leisure, Sport & Tourism Education
Journal of Recreation Research
Journal of Teaching in Travel & Tourism
International Journal of Tourism Cities
Tourist Studies
Tourism, Culture and Communication
Tourism Management
Scandinavian Journal of Hospitality and Tourism

Ph.D ASSESSMENT COMMITTEES

Appointment: External examiner
Ph.D. title: “Mediatized tourism: The convergence of media and tourism performances”, by Maria Månsson,
Date: 11th of June, 2015, Lund University, Helsingborg (Sweden)

Appointment: External examiner
Ph.D. title: “Empowerment through education: Tour operators promoting gender equality through capacity building in destination communities”, by Claudia Eger
Date: 20th of April, 2016, Surrey University, UK.

Appointment: External examiner
Ph.D. title “The Island Image: A Means of Segmentation” by Jennifer Phillips
Date: 17th of January, 2017, Plymouth University, UK

Appointment: External examiner
Ph.D. title “Poverty business: the case of the volunteer tourism market, an ethnographic study in a Nepalese orphanage” by Amira Benali
Date: 7th of March, 2018, University of Geneva, Switzerland

LEADERSHIP, APPOINTMENTS AND ACADEMIC CITIZENSHIP

I have made extensive contributions in international and national organizations, networks and councils related to tourism research and higher education.

2017- ongoing Director, Center for Leisure and Culture Services
2016- ongoing Co-chair Critical Tourism Studies Network
2015- ongoing Administrator, online community, Women Academics in Tourism.

- 2014- ongoing Member, Diversity and Inclusion Council, Copenhagen Business School, Denmark.
- 2015-2017 Member, Task-force for Work-Life Balance and Stress Awareness, Copenhagen Business School, Denmark.
- 2016-2017 Vice-chair Department Forum, Department of International Economics and Management, Copenhagen Business School.
- 2013-ongoing Founder and member, While Waiting for the Dawn (international academic network)
- 2013- 2017 Union Representative of the Department of International Economics and Management, Board member, Association of Faculty Staff, Copenhagen Business School, Denmark.
- 2014- 2016 Member, Executive Committee *Tourism Education Futures Initiative*.
- 2011- 2015 Supervisor, tutor, Assistant Professors Pedagogical Programme, Copenhagen Business School, Denmark.
- 2006- 2015 Board member, Executive & Scientific Committees for The International Seminar on Innovation and Tourism. Directorate of Research and Innovation, Regional Government of the Balearic Islands, Spain.
- 2014- 2015 Vice Chair, Tourism Researchers in Denmark (TiD)
- 2011- 2014 Board member of Imagine..Creative Industries Research, Copenhagen Business School, Denmark
- 2011-2012 Board member of Tourism Researchers in Denmark (TiD)
- 2005-2006 Board member of the Commission for the Integration in the European Higher Education Area, University of the Balearic Islands.
- 2005-2006 Board member of the Observatory for Employability. University of the Balearic Islands.
- 2005-2006 Board member of the Evaluation Committee for Innovation in Higher Education, Centre of Education Sciences, University of the Balearic Islands.
- 2005-2006 Board member of the Commission for Bologna's Policy, Group 9 (Association of nine Spanish Universities), Spain.
- 2004- 2005 Consultancy for the Regional Government of the Balearic Islands, Equal-programs of the European Union Social Fund.

Other working experience

- 1994-1999 Freelance journalist in programs of Spanish language and Spanish and Latin-American culture, Danish Broadcasting Corporation (P1).

VISITING PROFESSORSHIPS

- Visiting Professor of the University of Applied Sciences (NHTV), Breda.
- Visiting Professor of the University of the Balearic Islands, Spain.

RESEARCH PROJECTS

I have experience in developing and managing externally funded research projects, both at EU level and at national level.

External funding

- 2016-2019 Workpackage coordinator, CBS leading researcher. Innovation in Coastal Tourism: Co-creating Competitive Experiences (INNOCOAST). Funded by Innovation Fonden.
- 2017 “Sustaining Critical Tourism Studies”. Funded by the Canadian Connection Grant. Co-applicant. Social Science and Humanities Research Council of Canada.
- 2016 “Tourism Education Futures Initiative”. Funded by the Canadian Connection Grant. Co-applicant. Social Science and Humanities Research Council of Canada.
- 2013-2015 Senior Researcher. Creativity for Innovation & Growth in Europe. Funded by the 7th Framework Programme (Socio economic Sciences and Humanities).
- 2013 Grant, ESF Exploratory Workshop on “Leisure Mobility, International Development and Climate Change: Creating and Interdisciplinary Research Agenda”. Convenors: Prof. Peter Burns & Prof. Moshe Givon, Oxford (UK), 11th-13th March. Funded by the European Science Foundation.
- 2008-2010 Senior Researcher. Asian Social Web: Travel 2.0 promotion in Asia and Pacific. Funded by the Nordic Innovation Centre (NICE).
- 2008-2009 Researcher ”Projekt Købstaden – En moderne by med sjæl”, Funded by Øst-Dansk Turisme.
- 2006-2008 Researcher. Project to develop a Master in Leisure Management. CEUS-School of Business and Roskilde University Center, Denmark. Funded by EU Structural Funds Programme.
- 2005-2006 Leading researcher and project developer. Project to Adapt the University of the Balearic Islands to the Bologna Process. Funded by the Spanish Ministry of Education and Science and Regional Government of the Balearic Islands.
- 2004- 2005 Researcher. Project “Equitas”. Regional Government of the Balearic Islands, Funded by Equal-programs of the European Union Social Fund.

Other:

- 2013- 2015 Senior researcher and project developer. While Waiting for the Dawn: Women in the Tourism Academy.
- 2016-ongoing Research advisor and facilitator. Development of a research strategy for the Tourism Academy, University of Applied Sciences (NHTV), Breda, The Netherlands.

EDUCATION

PROGRAMME DEVELOPMENT AND COORDINATION

These past years, I have actively collaborated in the reform of the Bachelor programme B.Sc in Business Administration in Service Management and I hold the position of Coordinator of the concentration of Tourism and Hospitality of this programme.

- 2013- ongoing Coordinator of the concentration of Tourism and Hospitality. B. Sc. Business Administration and Service Management. CBS.
2008-2009 Developing of Programme. Master of Service Management. CBS.
2003-2004 Associate Director of the Master and PhD program in Tourism and Environmental Economics. University of the Balearic Islands, Spain.

TEACHING

- 2010- Associate Professor, Copenhagen Business School

Course coordinator:

Service Operations Mng. *Bachelor, compulsory course.*

Contemporary Issues in Tourism Demand (2nd Year Project).
Bachelor, compulsory course.

Internship: Tourism and Hospitality, *Bachelor, optional.*

2010-2014, Methods I: Descriptive Methods for Service Economics.
Bachelor, compulsory course.

2017-2018. Tourism Supply and Operations Management. *Bachelor, compulsory.*

Lecturer:

Service Management Foundations: Tourism and Hospitality
(ongoing)

2012-2014, Management of Creative Processes, *Bachelor, compulsory course.*

2013-2014, Marketing, *Bachelor, compulsory course*

- 2008-2011

Descriptive Tourism and Culture Economics and Statistics. *Bachelor, compulsory course.*

Advanced Service Economics. *Bachelor, compulsory course.*

Culture Economics and Politics. *Bachelor, compulsory course..*

Tourism and Hospitality. *Bachelor, compulsory course.*

and Data Management. *Master, compulsory course.*

Globalization and Intercultural Perspectives. *Master, compulsory course.*

2007 -2008 Assistant Professor, CEUS Business School:

Human Resources Management *Bachelor, compulsory course. Responsible of the administration of the instruction.*

Research Methods *Participating lecturer, Bachelor.*

International Project Management *Responsible of the administration of the instruction. Bachelor, optional course.*

Public and Voluntary Sector Operations *Bachelor, optional course. . Responsible for the administration of the instruction.*

Research Methodology *Diploma of Leisure Management, an 8 hour seminar. Responsible for the administration of the instruction.*

2006-2007 E-learning course and seminar **Research Foundations**, Master in Tourism and Environmental Economics, University of the Balearic Islands. *Master, compulsory course. . Responsible for the administration of the instruction.*

2004-2006 Master Seminar **How to Write the End of Master Project?**, Master in Tourism and Environmental Economics, University of the Balearic Islands. . *Responsible for the administration of the instruction.*

2003-2005 Associate Lecturer of the Department of Applied Economics, University of the Balearic Islands:
International Tourism, Tourism Degree. *Bachelor, compulsory course. Responsible for the administration of the instruction..*

2000-2003 External Lecturer of the Department of Applied Economics, University of the Balearic Islands. Courses:

2000-2002 **End of Graduation project** for students of the Economics and Business Administration undergraduate studies. *Bachelor,*

compulsory course. . Responsible for the administration of the instruction.

2000-2003 **International and European Economy**, Tourism studies. *Bachelor, compulsory course. .*

2005 Course **Economic Globalization** at the summer school: Globalization and its Juridical Consequences, University of the Balearic Islands. *Responsible for the administration of the instruction*

2005 Course **Tourism Marketing Services**, Tourism School, University of the Balearic Islands, Iberostar Foundation and Sa Nostra. *One week course, not part of the compulsory program. . Responsible for the administration of the instruction.*

1999 Teacher at Ishøj Gymnasium, **Spanish**. *Language of instruction: Danish and Spanish.*

TEACHING EVALUATIONS

I have received consistently and during all my years as Associate Professor at CBS very high student evaluations (between 4,7 and 5 of a maximum of 5). My average results being much higher than the average at the programme BSc Service Management where I teach and the general average at CBS. Because of my pedagogical and teaching skills I was appointed and served as Tutor/Supervisor of the Assistant Professors Pedagogical Programme at Copenhagen Business School. As a tutor I was responsible of providing guidance and evaluating the teaching performance of Assistant Professors.

SUPERVISION

I have extensive experience in supervision of Master and Bachelor thesis.

At the moment I am the second supervisor of one PhD student, Shevren Lai. Her PhD investigates the role and consequences of UNESCO accreditation and world heritage site status on conserving, shaping and transforming cultural heritage.

COURSES IN UNIVERSITY TEACHING PEDAGOGICS

- Course “Strategies for team work”, Centre of Education Sciences, University of the Balearic Islands, Palma, 2005.
- Course “Problem Based Learning” Centre of Education Sciences, University of the Balearic Islands, Palma, 2005.
- Course “The Role of Motivation in Higher Education”, Centre of Education Sciences, University of the Balearic Islands, Palma, 2005.

- Course “Student Assessment”, Centre of Education Sciences, University of the Balearic Islands, Palma, 2006.
- Course “Tutorial of New University Students”, Centre of Education Sciences, University of the Balearic Islands, Palma, 2006.
- Course “Tutorial Activities”, Centre of Education Sciences, University of the Balearic Islands, Palma, 2006.
- Course “Introduction to the Socio-professional Competences of University Studies”, Centre of Education Sciences, University of the Balearic Islands, Palma, 2006.
- Course “Elaboration of a Teaching Guide considering the European Convergence”, Centre of Education Sciences, University of the Balearic Islands, Palma, 2006.
- Course “Writing: the Teaching Tool”, Centre of Education Sciences, University of the Balearic Islands, Palma, 2006.

ACADEMIC CONFERENCES AND EVENTS

INVITED SPEAKER

“Gender in Impact Investing”, panel speaker. Copenhagen Impact Investing Days, Copenhagen Business School, March 12-14, 2018.

Keynote speaker. “The Hyper Tourism Academic” 26th Nordic Symposium in Tourism and Hospitality Research. Tourism in a Hyper-Connected World: Challenges of Interactivity and Connectedness. October 4-6, 2017 in Falun, Sweden

Keynote speaker. “Relationbits” 5th International Research Forum on Guided Tours 15th to 18th of March 2017, Roskilde University.

“Prejudice and Understanding”, invited speaker. Strengthening Intercultural Competences Seminar, 6 December, 2016. Copenhagen Business School, Denmark.

“Unconscious Bias”, invited speaker. Mentor Programme Workshop, 10 October, 2016. Copenhagen Business School.

Keynote speaker. “Academic Wellbeing”, Critical Tourism Studies Conference – North America, 1-5 August 2016, Waterloo, Canada.

Keynote speaker. “Compliance and Dissent in the House of Tourism Studies”, International Tourism Conference of the, Research Committee (RC50) of the International Sociological Association, 4-9 April, Thailand.

“To Be a Feminist”, invited speaker at the 4th Interdisciplinarity Tourism Research Conference, 24-29 May 2016, Turkey.

Workshop “Tourism Education & Knowledge Production”, invited speaker. Making an Impact: Creating Constructive Conversations, International Tourism, Hospitality & Events Conference, Surrey University, UK, 19-22 July 2016.

Workshop “Epistemological spaces and perspectives of gender in tourism: Towards a constructive and impactful dialogue”, invited speaker. Making an Impact: Creating Constructive Conversations, International Tourism, Hospitality & Events Conference, Surrey University, UK, 19-22 July 2016.

Panel “Diversity and Difference Research”, invited speaker, Diversity Day, CBS, March 2016.

Panel “Reflections”, invited speaker at the 4th Interdisciplinarity Tourism Research Conference, 24-29 May 2016, Turkey.

Keynote speaker. “*Social Media Strategies*”. The International Tourism Brand Conference, World Tourism Organization. Ministry of Heritage and Culture, 3-4 January 2016 || Isfahan, Iran

Panel speaker and moderator. Concluding panel of the International Seminar on Innovation and Tourism (INTO), “Sharing Economy in Tourism”, Palma de Mallorca, 7-8 October, 2015.

Panel discussion moderator. “Talent Development in Tourism: Contributing to develop tourism’s future leaders”. UNWTO Conference on ‘Talent Development and Education in Tourism’. Deusto University, 1-2 December, 2015, Bilbao.

“*Paradoxical Digital Worlds*”, Research seminar invited speaker. Geomedia Speaker Series. Karlstad University, Sweden, 26th November, 2015.

“*Cultural tourism*” Panel speaker, Workshop on cultural tourism, Danish Ministry of Culture, 17 March, 2015, Copenhagen.

Keynote speaker. “*Talking ‘bout my generation: On being an academic*”, (co-presented with Prof. David Boterill). Association of Tourism Higher Education Annual conference, “Co-creation in Teaching and Learning”, 4th-5th December, 2014, Edinburgh.

“*From research to action in Danish tourism*”, panel speaker Turisternes Hus, Folkemødet, Bornholm, 14 of June, 2014.

“*Oh Europe! Travels change the continent*”, panel speaker, Think Tank Europe, Folkemødet, Bornholm, 14 of June, 2014.

“*Tourism Social Media: Transforming tourism practices*”, invited speaker, The Tourism Attractions Association “Øernes Attraktioner, Copenhagen, 29 January, 2014.

“*Digital tourism*”, invited speaker, Tourlex Seminar, Copenhagen, 3 March, 2014.

“*Social media strategies*”, keynote speaker, International Seminar on Innovation and Tourism (INTO), “Social Media & Tourism Industry”, Palma, 3 April, 2014.

“*The digital tourist*”, invited speaker, Seminar of the Tourism Association “Experience Næstved”, 14 November, 2013.

“Synergies and challenges between culture and tourism development”, facilitator & invited speaker, Workshop on Tourism and Culture, organized by The Danish Agency for Culture and the Center for Leisure and Culture Services, 13 June, 2012.

”The Ideological Fields of Tourism Social Media Research”, lecture, Seminar Series, Department of IT Management, Copenhagen Business School, 29 May, 2012.

“Cultural Experiences and Social Media”, invited speaker, The Association of Danish Museums, Museum Management education programme, Zealand Institute of Business and Technology, 28th April, 2012.

“Social Media Trends”, keynote speaker, ENTER, eTourism Present and Future Services and Applications, 24-27 January, 2012, Helsingborg Sweden.

“Revolucionando la información turística: Contenido generado por el turista”, keynote speaker, VI International Seminar on Innovation and Tourism (INTO), *”Tourism and new technological frontiers: Consumer-based innovation”*. Organized by the Directorate General for Research, Technological Development and Innovation of the Government of the Balearic Islands. 21-23 October 2009.

“New frontiers in tourism research”, invited speaker, Industry and research seminar, Center of Research, Development and Innovation in Tourism (Cidtur), Mallorca, Spain, 24th October 2009

Invited lecturer, chair of session: Session V: *Public- Private Cooperation in Adaptation and Opportunities*. Innovation and Tourism Seminar: Tourism, Commitment towards Climate Change, Opportunities and Challenges; Palma de Mallorca, 22-24 October 2008. Regional Government of the Balearic Islands.

“The Bologna Process and Tourism Education”, lecture, International seminar on MICE education of the TEMPUS-TACIS EU program, Nykøbing Falster, Denmark, 2007.

“Melting the local and the global: new experiences of tourism branding”. Invited speaker. International Seminar, Tourism Branding: The Key for Destination Development. General Directorate for Innovation and Research. 2007, Palma de Mallorca, Spain.

“The Spatio-Temporal Dimensions of Globalization and Tourism”, invited speaker. Seminar series, research group: Space, Place and Mobility Roskilde University Center, 2006, Denmark

“What Can We Learn of the Pilot Experiences? Challenges and Strategies for the Following Years.” Invited speaker. IV Encounter “Networks of Research in University Teaching”, 2006, Alicante, Spain.

“Implications for University Teachers of the European Convergence Process in Higher Education”. Invited speaker. in 2nd Congress of University Foundations, Spanish

Association of Foundations and Network of University-Corporations, 2005, Palma, Spain.

"Conciliation of Family and Working Life: Innovative Services of Help and Support", invited speaker, Regional Government of the Balearic Islands, University-Corporations Foundation, European Social Fund, 2005, Palma, Spain.

OTHER RESEARCH PRESENTATIONS AT CONFERENCES AND SEMINARS

"Desire Epistemologies". The 3rd International Conference on Postdisciplinary Approaches, 2-5 February, 2018, Auckland University of Technology, New Zealand.

"Problematizing Impact". Making an Impact: Creating Constructive Conversations; International Tourism, Hospitality & Events Conference, Surrey University, UK, 19-22 July 2016.

"To Be a Feminist: Illuminating the Nature of Feminism in the Tourism Academy", Tourism Education Futures Initiative 9, "Celebrating the Disruptive Power of Caring". Thompson Rivers University, Kamloops, Canada, 26-29 June, 2016.

"Indicators of gender and leadership in the Tourism Academy". TEFI 8, Transformational learning: Activism, empowerment and political agency in tourism education, 4-7 June 2014, Guelph, Canada.

"Lightness, Control and Dissolution: Challenging the Democratic Potential of Tourism Social Media", Celebrating and Enhancing the Tourism Knowledge-based Platform: A Tribute to Jafar Jafari, University of the Balearic Islands, 23-25, October 2013, Mallorca.

"Technology Education Revisited", International Critical Tourism Studies Conference, Tourism Critical Practice: Activating Dreams into Action, 26-28 June, 2013, Sarajevo.

"Dear Professor, I want to be your friend", Re-Invigorating the Tourism Curriculum. ATHE, 6-7, December, 2012, Cambridge, UK.

"¡Otra cerveza por favor! Sun, alcohol, sex and sports: Exploring the resilience of irresponsible seaside tourism"*. The 21st Nordic Symposium in Tourism and Hospitality Research, "Developing Tourism- Sustaining Regions", Umeå University, Sweden, 7-10 November 2012.

"Exploitation and Emancipation in Tourism Social Media", Designing and Transforming Capitalism, 9-10 February 2012, Aarhus University, Denmark

"Trust and Involvement in Tourism Social Media", 20th Nordic Symposium in Tourism and Hospitality Research, 21-24 September 2011 Rovaniemi, Finland.

"The Social Rules of Tourism Social Media", IV International Critical Tourism Studies Conference, 2nd-5th July, 2011, Welsh Centre for Tourism Research, Cardiff, UK.

"The Lifeworld of Tourism Social Media", Advancing the Social Science of Tourism Conference, 28th June – 1st July, 2011, University of Surrey, UK.

"Social Media Strategies for Destination Management", 19th Nordic Symposium in Tourism and Hospitality Research, Akureyri 22nd - 25th September 2010, Akureyri, Iceland.

"Tourist Created Content: Rethinking Destination Branding". 3rd. International Conference on Destination Branding and Marketing, Macao SAR, China, 2-4 December, 2009. Organized by Purdue University (USA), University of South Carolina (USA), Sun Yat-Sen University (China), Institute for Tourism Studies (Macao).

Tourist virtual communities: the case of the Silk Road. Research seminar of the Center for Tourism and Culture Management, Copenhagen Business School, Frederiksber, Denmark, 11 Dec 2009.

"User co-creation of tourism experiences" The Association for Tourism and Leisure Education (ATLAS) Annual conference 2009. "Experiencing Difference, Changing Tourism and Tourists' Experiences". Aalborg University, Denmark, 27 - 29 May 2009

"Digitalizing the Tourism Experience", at the 17th Nordic Symposium in Tourism and Hospitality Research, 25th - 28th September 2008, Lillehammer, Norway.

"Meeting the Bologna Quality Standards: Generic Competences and Tourism Graduates". Association for Tourism in Higher Education Conference 2007, 'Shaping the Future of Tourism Education', Oxford, UK.

"Globalization's Digital Natives: Challenging the Brand". Research seminar. Center for Leisure Management Research, CEUS- School of Business, 2007, Denmark.

"Drawing Global Tourism: The Spatio-temporal Dimensions". Research seminar. Center for Leisure Management Research, CEUS- School of Business, 2007, Denmark.

"Is the Bologna Process Globalizing European Tourism Education?" Conference: Knowledge, Communication, Networking: Locating Tourism Knowledge. ATHE, 2006, Cambridge, UK.

"Globalizing Tourism Education: the Case of Bologna". 15th Nordic Symposium in Tourism and Hospitality Research. 2006, Savonlinna, Finland.

"Globalists or Anti-globalists? The Misleading debate. Giving Tourism a Transformationalist Understanding of Globalization", in 3rd International Symposium "Local Frameworks and Global Realities: Tourism, Politics and Democracy", Centre for Tourism Policy Studies, Brighton, UK.

ORGANIZATION OF CONFERENCES, SEMINARS AND WORKSHOPS

I have a large experience both as organizer of academic events and as facilitator and developer of networks and agency/communication activities.

For eight years I have been one of the major drivers and organizers of the International Seminar on Innovation and Tourism (INTO). This international seminar series is coordinated and financially supported by the Regional Government of the Balearic Islands, Spain. I hold positions both at the steering/organizing and scientific committees and helped chairing and organizing the following events: "Sharing Economy in Tourism", 7-8 October, 2015; "Social Media and Tourism Industry", 3-4 April, 2014; "Creativity in Tourism", 20-21 October 2011; "Tourism and new technological frontiers: Consumer-based innovation", 21-23 October 2009; "Tourism, Commitment towards Climate Change, Opportunities and Challenges" 22-24 October 2008; "Tourism Branding: The Key for Destination Development", 2007. INTO is designed to facilitate and enhance research-based knowledge sharing between academics, practitioners and public officials. The seminars are attended by over 120 participants (For more detailed information please see <http://web.visitinnovation.com/index.php/noticias/actual/en>).

In past recent years I have also organized four other international research conferences, two were hosted by Copenhagen Business School and one by my former employer the University of the Balearic Islands: Co-chair, 7th Critical Tourism Studies Conference, 25-29th of June, 2017 in Palma de Mallorca, Spain (170 participants); Chair and head of organizing committee - 2nd Tourism Postdisciplinarity Conference: Freedom. Art. Power, Copenhagen Business School, 22-24, June 2015, Copenhagen (40 participants); Member of the organizing and Scientific Committees - "The Values of Tourism", Nordic Symposium of Tourism and Hospitality Research, Copenhagen Business School, 1-3 October, 2014, Copenhagen (180 participants); Chair and head of organizing committee: "Celebrating and Enhancing the Tourism Knowledge-based Platform: A Tribute to Jafar Jafari", University of the Balearic Islands, 23-25, October 2013, Mallorca (130 participants).

At the national level I have been responsible of the organization of the events which also included activities to bridge academia and practice. Here are some examples: Co-chair and coordinator - "Industrial PhDs and research project workshop", Tourism Researchers in Denmark, 17th February, 2015, Copenhagen; Coordinator - Tourism Day, Seminar: "Tourism Quality" The event was organized together with the Tourism Businesses Collaboration Forum (Turisterhvervets Samarbejdsforum). ". 29th of September. Coordinator of panel Debate "Fra forskning til handling i dansk turisme – viden i action", Bornholm Folkemødet, June 2014. Convenor and head of organizing committee - 1st Seminar of Tourism Researchers in Denmark. Copenhagen Business School, 21-22, March, 2012; Co-chair and organizer - "Synergies and challenges between culture and tourism development" The Danish Agency for Culture, Ministry of Culture, Denmark, 13 June, 2013.

Workshop and events development and coordination

- Coordinator, Workshop & Seminar, "Design Methodologies and the Sounds of Heritage". 31st January, 2018, Auckland University of Technology, New Zealand.

- Coordinator “The Beauty and the Abuse”, workshop. Critical Tourism Studies Conference, 25-29th of June, 2017 in Palma de Mallorca, Spain.
- Coordinator, “Leadership Strategic Workshop”, University of Applied Sciences (NHTV), 17 May, 2016, Breda, The Netherlands.
- Coordinator, “Challenging Meritocracy: Gender, Intersectionality, and Implicit Bias”, Tourism Education Futures Initiative 9, “Celebrating the Disruptive Power of Caring”. Thompson Rivers University, Kamloops, Canada, 26-29 June, 2016.
- Coordinator, Workshop, “Social Media, the Digital Tourist and Destination Branding”. The International Tourism Brand Conference, World Tourism Organization. Ministry of Heritage and Culture, 3-4 January 2016 | Isfahan, Iran
- Coordinator, Workshop, Gender and Intersectionality through the Lenses of Implicit Bias, Multimodal Tourism Institute, Lapland University, 15 November 2015.
- Coordinator, Workshop “Creating a Business Model based on the Sharing Economy”. International Seminar on Innovation and Tourism (INTO), “Sharing Economy in Tourism”, Palma de Mallorca, 7-8 October, 2015.
- Conference organization. Member of the Steering and Scientific Committees. International Seminar on Innovation and Tourism (INTO), “Sharing Economy in Tourism”, Palma de Mallorca, 7-8 October, 2015.
- Coordinator Tourism Day: "Tourism Quality". 29th of September. The event was organized together with Turisterhvervets Samarbejdsforum (TS). The day began with a seminar in the library of Børsen (25 Participants) and concluded with a reception in Christiansborg (62 participants).
- Folkemødet, Bornholm. Coordinated the panel debate “Fra forskning til handling i dansk turisme – viden i action”. Speaker at another event with practitioners focussing on Bornholm tourism developmen
- Conference coordination. Member of organizing and scientific committee I was part of the organizing committee of the The 23rd Nordic Symposium for Tourism and Hospitality Research: The Value(s) of Tourism, 1-4 October 2014, Copenhagen, Denmark
- Coordinator, “Industrial PhDs and research project workshop”, Tourism Researchers in Denmark, 17th February, 2015, Copenhagen, Denmark.
- Chair, 2nd Tourism Postdisciplinarity Conference: Freedom. Art. Power, Copenhagen Business School, 22-24, June 2015, Copenhagen, Denmark.
- Coordinator, 2nd Workshop “Mapping gender and leadership in the Tourism Academy”, Copenhagen Business School, 30th September – 1st October, 2014.

- Member of the Steering and Scientific Committees. “The Values of Tourism”, Nordic Symposium of Tourism and Hospitality Research, Copenhagen Business School, 1-3 October, 2014, Copenhagen, Denmark.
- Coordinator, 1st Workshop “Women in the Tourism Academy”. TEFI 8, Transformational learning: Activism, empowerment and political agency in tourism education, 4-7 June 2014, Guelph, Canada.
- Member of the Steering and Scientific Committees. International Seminar on Innovation and Tourism (INTO),” Social Media & Tourism Industry”, Palma de Mallorca, 3 April, 2014.
- Chair, “Celebrating and Enhancing the Tourism Knowledge-based Platform: A Tribute to Jafar Jafari”, University of the Balearic Islands, 23-25, October 2013, Mallorca.
- Convenor, 1st Seminar of Tourism Researchers in Denmark. Copenhagen Business School, 21-22, March, 2012.
- Member of the Steering and Scientific Committees: VIII International Seminar on Innovation and Tourism (INTO), ”Creativity in Tourism”. Palma de Mallorca, 20-21 October 2011.
- Member of the Steering and Scientific Committees: VI International Seminar on Innovation and Tourism (INTO), ”Tourism and new technological frontiers: Consumer-based innovation”. Regional Government of the Balearic Islands. Palma de Mallorca, 21-23 October 2009.
- Member of the Steering and Scientific Committees: V Innovation and Tourism Seminar: Tourism, Commitment towards Climate Change, Opportunities and Challenges; Palma de Mallorca, 22-24 October 2008. Regional Government of the Balearic Islands.
- International Seminar, Tourism Branding: The Key for Destination Development. General Directorate for Innovation and Research. Palma de Mallorca, Spain, 2007.
- Seminar “Institutional Leadership in the European Convergence Process”, Centre of Education Sciences, University of the Balearic Islands, Palma, 2006, Spain.
- Encounter “Implementation of the ECTS credit at the University of the Balearic Islands: Challenges and Perspectives”, Palma, 2006, Spain.
- 1st International Congress for Tourism Economics, Department of Applied Economics, University of the Balearic Islands, Palma, 2004, Spain.
- International Symposium "Autonomism and Federalism", Complutense University, Madrid, 1989, Spain.

Other conferences and seminars attended (not updated)

- Seminar on the future of tourist offices, Local Government Denmark and Visit Denmark, Copenhagen, 11 September 2009.
- IV Encounter “Networks of Research in University Teaching”, University of Alicante, Spain, 2006.
- Forum “Institutional versus Degrees Accreditation “ National Agency for Quality Assurance and Accreditation, Madrid, 2006.
- Seminar “Actual Situation and Future Perspectives for the Bologna process in Spanish Universities”, Department of Education and Culture, Madrid, 2005.
- 17th Annual Conference of the European Association for International Education, “Internationalising Higher Education: a Priority for the Enlarged Europe”, Krakow, 2005.
- International seminar “Progress in the Bologna Process”, European University Association, European Association for International Education, Universitat Autònoma de Barcelona, Barcelona, 2005.
- Encounter “The Launching of Europass”, Ministry of Education and Culture, Aranjuez, 2005.
- 3rd International Symposium “Local Frameworks and Global Realities: Tourism, Politics and Democracy”, Centre for Tourism Policy Studies, Brighton, 2004.
- International Seminar “War and Peace in the XXI Century: Constructing One Diverse Europe for Global Security”, CIDOB, Barcelona, 2004.
- Seminar “Challenges for Tourism Education”, Tourism School, University of the Balearic Islands, Palma, 2004.
- Symposium of Political Philosophy, Alberto Saoner, Palma, 2000, Spain.
- International seminar " All-European Integration and Perspectives of East-West relations in the future", Budapest 1990, Hungary.
- International encounter "Pluralism in the East and European Union", Instituto Juan Gil Albert, Alicante 1990, Spain.
- International seminar "Do Federations Work?", Lucerne 1989, Switzerland.

AWARDS & RECOGNITIONS

- | | |
|-------------|---|
| 2017 | Most Read Author of the Scandinavian Journal of Tourism and Hospitality Research. October, 2017. |
| 2017 | “Emerald Citations of Excellence for 2017” award for the paper 'Motivations for Sharing Tourism Experiences through Social Media' Tourism Management, vol 43, pp. 46-54. |
| 2013 | Most read paper award, 2013, Scandinavian Journal of Tourism and Hospitality Research, “ <i>Trust and Involvement in Tourism Social Media and Web-Based Travel Information Sources</i> ”. Nordic Symposium of Tourism and Hospitality, “Developing Tourism - Sustaining Regions”, Umeå, Sweden. |
| 2012 | Best Paper Presentation Award: “ <i>Dear Professor, I Want to Be your Friend</i> ” Conference of the Association of Tourism Higher Education, |

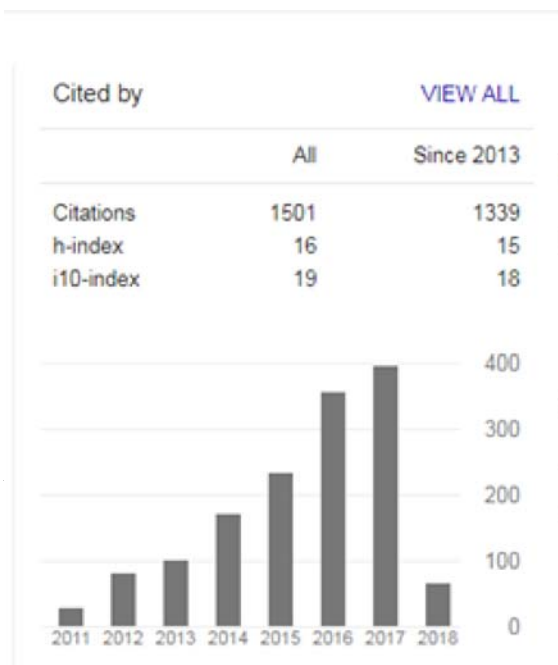
2009 Best Paper Award: "*Tourist Created Content: Rethinking Destination Branding*". 3rd. International Conference on Destination Branding and Marketing, Macao SAR, China, 2-4 December, 2009. Organized by Purdue University (USA), University of South Carolina (USA), Sun Yat-Sen University (China), Institute for Tourism Studies (Macao).

2006 *Outstanding Doctorate Award* of the University of the Balearic Islands for the PhD thesis "Tourism Education and Globalization: The Bologna Process" (2006).

Allowances for "Extraordinary Academic Effort" granted by the Dean of Research for the years: 2009, 2010, 2011, 2012, 2013, 2014, 2016 Copenhagen Business School, Denmark.

RESEARCH IMPACT

Publication Metrics (Google Scholar, March 2018)



[wAAAAJ&hl=en](#)

ion downloads: 43.722

in Higher Education

"Tourism Academy" and the creation of the Ten Academics in Tourism online

Waiting for the Dawn' (WWFD).
network comprised of eleven women

academies of different nationalities and universities in six different countries across the globe. The network's first activity was a research project that mapped gender equality in the tourism academy through key indicators that reflect leadership including editorial positions in peer reviewed journals, positions on conference committees, and keynote speakers. The project lasted for 16 months, and resulted in the production of a report "The Gender Gap in the Tourism Academy", published in May 2015 under a creative commons license.

Together with Dr. Dianne Dredge, I produced a vodcast to present the main findings of the report. The vodcast (on Youtube) has been shared and embedded in different websites of universities and social media groups. In Youtube it has been viewed over 1.060 times. <https://www.youtube.com/watch?v=-GMx-nf0v1w>

2. Participation and impact in public debates regarding gender equality and representation in the tourism academy

It is impossible to reproduce the over hundred email contributions to this on-going debate that has now lasted over four years. In many cases besides the dozens of emails that were made public on the online debates on TRINET (The largest List-serv of tourism academics with over 2300 members), WWFD received many private emails with comments and suggestions. The following is a list of the issues that have been raised by participants in the WWFD network with an specification of the title of the email thread discussion that followed. To show the impact and how broad this has been I have also included a list of names of academics from all over the world that, besides the WWFD members, have been participating in these debates.

Titles of the online debates on TRINET

On gender equality and academic leadership

A Changing of the Guard in Tourism Leadership? ; The precarious situation of women in tourism- International Women's Day 2015; TEFI gender guidelines for conferences and publications; The Gender Gap in the Tourism Academy; Anatolia series - portraits of pioneers in tourism research and education; The power of names.

On gender discrimination in conferences and 'all male' invited speakers

ITSA and Western Australian Asian Century Conference; Tokenism – Can it be avoided?; Turn it around: Invitation to Exceptional SHTM Events: HONG KONG 2016 (16-18 May) and Research Development Programme (19-20 May); The International Conference on Sustainable Tourism and Events Planning and Policy; Whose world is this?

Tourism academics who have participated and/or sent comments and suggestions to the WWFD network as part of these debates: Sanjay K. Nepal, University of Waterloo; Sue Beeton, La Trobe Business School; Melanie Smith, University of Applied Sciences, Budapest; Michael Lück, Auckland University of Technology; Ian Yeoman, Victoria University of Wellington; Christopher Ryan, Waikato Management School; (Tiger) Bihu Wu, Peking University; Bob McKercher, The Hong Kong Polytechnic University; Jim Macbeth, Murdoch University; Susanne Becken, Griffith University; Catheryn Khoo-Latimore, Griffith University; Nigel Morgan, Surrey University; Stroma Cole, University of the West of England; Maeve Marmion, University of Chester/ Chester Business School; Valentina Della Corte, University of Naples Federico II; Konstantinos Andriotis, Middlesex University; Johan R. Edelheim, University of Lapland; Tom Baum, University of Strathclyde Business School; Karin Ahlberg, SOAS, University of London; Hilary du Cros, University of New Brunswick; Maeve Marmion, University of Chester; Amitabh Upadhyay, Skyline University; Tridib, Tezpur university, India; Juergen Gnoth, University of Otago; Norma P. Nickerson, University of Montana; Freya Higgins-Desbiolles, University of South Australia; Jill Poulston, Auckland University of Technology; Erwei Dong, Purdue University; Daniela Carl, Regional Studies Association; Scott McCabe, Nottingham University; Timothy Botterill, University of Wales Institute Cardiff; Margaret Swain, University of California; Adam Doering, University of Otago; Guðrún Helgadóttir, Holar University College; Raoul

Bianchi, University of East London; Hazel Andrews, Liverpool John Moores University; Soile Veijola, Lapland University; Metin Kozak, Dokuz Eylul University; Rafa Haddad, Philadelphia University; Jonathon Day, Purdue University; Vanessa GB Gowreesunkar, Mauritius Institute of Education; Erdinc Cakmak, NHTV; Christian Schott, Victoria University of Wellington.

3. Contribution to the development of the guidelines of the Tourism Education Futures Initiative (TEFI)

An spin-off of the work and discussions conducted for the WWFD gender report was the development of a series of guidelines and recommendations. These guidelines were developed by TEFI; I and other members of WWFD which were also part of the TEFI executive (Dr. Dianne Dredge and Dr. Kellee Caton) contributed:

- Recommendations for Promoting Gender Equity and Balance in Tourism Conferences.
<https://drive.google.com/file/d/0B3FCyz6drX2WUE9JR2hHdkp1VXM/view?pli=1>
- Recommendations for Promoting Gender Equity in Tourism Publications
<https://drive.google.com/file/d/0B3FCyz6drX2WS0hwVkRGTHlsckk/view?pli=1>

These guidelines have been adopted by different events such as the Nordic Symposium of Tourism and Hospitality, Critical Tourism Studies and the Tourism Postdisciplinarity Conferences.

4. Development of the online community on Facebook - Women Academics in Tourism (WaiT)

As part of my research activism and advocacy, I have been one of the three administrators and key member of this online community from its foundation by Dr. Catheryn Khoo-lattimore. During the past 2 years this community has become an important and lively forum for the sharing of research, information and debates on gender in academic environments and in society. The membership of WaiT has continued and it now has over 400 members.

5. The Handbook “The Beauty and the Abuse”.

I coordinated the work on this handbook on emotions and relationships in academia, which has been shared widely in research networks and universities (e.g. TRINET, CAUTHE, Auckland University of Technology, CBS), applied at two international workshops, and is already adopted by some Mentor and PhD programs (e.g. University of Stavanger).

Impact of the action research project and report “Gender and Leadership Practices at Copenhagen Business School”

This report examines the relationship between gender and the Heads of Department group’s leadership practices at Copenhagen Business School. This research project, which I coordinated and developed together with Dr. Florence Villèseche is one of the initiatives of the action plan developed by the Diversity and Inclusion Council at this university of which I am a member. The project has resulted in the adoption of a few initiatives such as the bonus hours for academics returning to work after parental leave.

The project has also been adopted as best-practice example by Aalborg University when doing their diversity report.

Testimony of the leadership of Copenhagen Business School

In an email addressed to the Heads of Department: *In our opinion the report has already had substantial impact on the management of CBS, and still provides an opportunity to discuss the possibilities for taking additional actions to change the gender imbalance at the senior level. We are looking forward to continue the discussion of the report's observations regarding the recruitment process and career development with you.* Peter Møllgaard, Dean of Research and Per Holten-Andersen, President, Copenhagen Business School

LANGUAGES

Mother tongue: Spanish and Catalan.

Danish: high level

English: high level

Basic skills in Italian and French.

I have experience as translator and finished with high qualifications the translator's courses of the University of Copenhagen.