ANA MARÍA MUNAR, Ph.D

Associate Professor | Department of Business Humanities and Law
Copenhagen Business School
Porcelænshaven 18B, 2000 Frederiksberg, Denmark
amm.bhl@cbs.dk | ORCID: 0000-0002-1887-2304

EDUCATION

2006 PhD in Economics and Business, University of the Balearic Islands. Thesis: "Tourism Education and Globalization: The Bologna Process." Qualification: Excellent Cum Laude; Outstanding Doctorate Award.

1999 University Degree in Spanish (Gymnasiesidefagsuddannelse), University of Copenhagen.

1993 M.Sc. & B.Sc. in Political Science, specialization in political theory. Studies at Complutense University of Madrid (four years), National University of Distance Education (final year), and Aarhus University, Denmark (Erasmus).

ACADEMIC POSITIONS

2018–present. Associate Professor, Department of Business Humanities and Law, Copenhagen Business School (CBS), Denmark.

2008-2018. 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.

2002-2006. PhD student and member of the research group in sociology of culture and modernity, University of the Balearic Islands, Spain.

RESEARCH

Research areas: Philosophy and psychoanalysis; gender studies; postdisciplinarity and academia; critical tourism studies and service management.

Current book project: Body-Bodies: Philosophical and Mythical Meditations, developing philosophical research on the body through Lacanian psychoanalysis and the philosophy of Jean-Luc Nancy.

My scholarship is postdisciplinary and applies philosophy, psychoanalysis, art and experimental writing to address the question of how to live. My current research focuses on the topics of desire and love, the body, Lacanian psychoanalysis, feminist philosophy, the philosophy of Jean-Luc Nancy, and relationality. I develop new ways of knowing and foster generous academic communities. One of these is the Critical Tourism Studies network that I co-chaired. I lead creative writing workshops and innovative editorial projects. My gender research contributes to social justice and combines academic publications with advocacy and action research projects.

I have held leadership positions in international and national organizations, networks and councils in academia and tourism studies. For this work, I have received multiple recognitions, including the 2024 Shaw-Mannell Award, University of Waterloo, Canada, for outstanding career research achievements in leisure scholarship.

PUBLICATIONS

Edited books and special issues

Munar, A. M., Lund, K. A., Höckert, E., & Eger, C. (Eds.) (Forthcoming November 2026). WITH: Relational Ontologies and Ethics for Posthumanism. Palgrave Macmillan (Springer Nature Switzerland).

Krøjer, J., Muhr, S. L., Plotnikof, M., Myers, E. S., Einersen, A. F., MacLeod, S., Munar, A. M., & Skewes, L. (2024). Sexism at Work: Recognize, Prevent and Manage. [Sexisme på arbejde: Genkend, forebyg og håndtér.] Copenhagen: Djøf Forlag.

Eger, C., Munar, A. M., & Hsu, C. (Eds.) (2023). Gender and Tourism Sustainability. Routledge.

Munar, A. M., Chambers, D., Khoo-Lattimore, C., & Biran, A. (Eds.). (2017). Gender and the Tourism Academy. Anatolia: An International Journal of Tourism and Hospitality Research, 28(4).

Munar, A. M., Pernecky, T., & Feighery, W. (Eds.) (2016). Tourism and Postdisciplinarity. Tourism Analysis, 21(4).

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). Associate Editor, Encyclopedia of Tourism (H. Xiao & J. Jafari, Eds.). Cham: Springer.

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).

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).

Books (monographs) and PhD thesis

Munar, A. M. (2026). Desire: Subject, Sexuation, and Love. Brainstorm Books, punctum books. https://doi.org/10.53288/0516.1.00

Munar, A. M. (2020). I Am Man. Copenhagen: Ana Maria Munar.

Munar, A. M. (2006). Ph.D.: Tourism Education and Globalization: The Bologna Process. Outstanding Doctorate Award. Palma: Universitat de les Illes Balears.

Peer-reviewed articles

Klitgård, M., Muhr, S. L., Munar, A. M., Plotnikof, M., & Ramirez, J. (2025). Intersectionality: Resistance, Care, and Decolonial Futures in Crisis Times. Kvinder, Køn & Forskning, 38(2), 11-26.

Bjørnholt Michaelsen, C., & Munar, A. M. (2025). Flammenwerfer: The Staging of a Communicative Abyss. Business Ethics Quarterly, 35(2), 313-323. https://doi.org/10.1017/beq.2025.9

Benali, A., Munar, A. M., & Adu-Ampong, E. A. (2024). Beyond the Smile: The Infrapolitics of the Host in Volunteer Tourism. Tourism, Culture & Communication. https://doi.org/10.3727/109830423X16969739300593

Steinbeck, S. H., & Munar, A. M. (2024). Affective Atmospheres in Children's Museum Experiences. Leisure Studies, 43(3), 378-394.

Munar, A. M., & Doering, A. (2022). COVID-19 the Intruder: A Philosophical Journey with Jean-Luc Nancy into Pandemic Strangeness and Tourism. Tourism Management Perspectives, 43, [100999].

Ramirez, J., & Munar, A. M. (2022). Hybrid Gender Colonization: The Case of Muxes. Gender, Work and Organization, 29(6), 1868-1889.

Munar, A. M., & Ek, R. (2022). Digital Tourism Communication and Democracy. Tourism Culture & Communication, 22(2), 143-155.

Eger, C., Munar, A. M., & Hsu, C. (2022). Gender and Tourism Sustainability. Journal of Sustainable Tourism, 30(7), 1459-1475.

Munar, A. M., Meged, J. W., Bødker, M., & Wiedemann, C. D. (2021). Existential Walking. Annals of Tourism Research, 87, [103118].

Munar, A. M., & Doering, A. (2020). COVID-19 the Intruder: A Brief Philosophical Reflection on Strangeness and Hospitality. Hospitality Insights, 4(2), 5-6.

Munar, A.M. (2019). Hyper Academia. "CRS and Ethics in Tourism", International Journal of Tourism Cities. DOI: 10.1108/IJTC-12-2017-0083

Munar, A. M. (2018). Dancing between Anger and Love: Reflections on Feminist Activism. Ephemera: Theory & politics in organization, 18(4), 955-970.

Munar, A. M. (2017). To be a Feminist in (Tourism) Academia. Anatolia: An International Journal of Tourism & Hospitality Research, 28(4), 514-529.

Munar, A. M., Khoo-Lattimore, C., Chambers, D., & Biran, A. (2017). The Academia We Have and the One We Want: On the Centrality of Gender Equality. Anatolia: An International Journal of Tourism & Hospitality Research, 28(4), 582-591.

Chambers, D., Munar, A. M., Khoo-Lattimore, C., & Biran, A. (2017). Interrogating Gender and the Tourism Academy Through Epistemological Lens. Anatolia: An International Journal of Tourism & Hospitality Research, 28(4), 501-513.

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

Pernecky, T., Munar, A. M., & Wheeller, 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.

Jacobsen, K.S., & 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. (2026). With pine: A paean. In A. M. Munar, K. A. Lund, E. Höckert, & C. Eger (Eds.), WITH: Relational ontologies and ethics for posthumanism. Palgrave Macmillan.

Munar, A. M., Lund, K. A., Höckert, E., & Eger, C. (2026). With writing: An invitation to reading with. In A. M. Munar, K. A. Lund, E. Höckert, & C. Eger (Eds.), WITH: Relational ontologies and ethics for posthumanism. Palgrave Macmillan.

Zhang, J., Stinson, M. J., Steinbeck, S., Munar, A. M., Lund, K. A., Hurst, C. E., Höckert, E., Hill, D. J., Hanai, Y., Grimwood, B. S. R., Guillemard, A., Eger, C., Einarsdóttir, E. B., Doering, A., Caton, K., Budeanu, A., & Benali, A. (2026). With epilogue: Echoes of a choir. In A. M. Munar, K. A. Lund, E. Höckert, & C. Eger (Eds.), WITH: Relational ontologies and ethics for posthumanism. Palgrave Macmillan.

Hall, L., & Munar, A. M. (2026). Begærets fortryllende kraft. In J. Alwall & A. Hellman (Eds.), Nordiska Rhizom (pp. 97-126). Malmö University Press. (Lines of Flight - Transdisciplinary Studies in Arts, Culture and Learning, Vol. 1).

Munar, A. M. (2026). Gender, Fake Facts, and Truth. In D. Lapointe, M. J. Stinson, M. L. Muldoon, & B. S. R. Grimwood (Eds.), Justice, Power, and Mobility in Tourism: In Search of Ethical Encounters (pp. 111-122). Routledge, Taylor & Francis Group. https://doi.org/10.4324/9781003450948-7

Munar, A. M., & Cai, W. (2024). Social Media. In J. Jafari & H. Xiao (Eds.), Encyclopedia of Tourism (pp. 966-967). Springer. https://doi.org/10.1007/978-3-030-74923-1_180

AyA Autrui (2023). Being Corpus: The Tourist Body as Place, Touch and Departure. In O. Rantala, V. Kinnunen, & E. Höckert (Eds.), Researching with Proximity: Relational Methodologies for the Anthropocene (pp. 59-74). Palgrave Macmillan. (AyA Autrui is the pseudonym of the writing of Adam Doering and Ana María Munar).

Morgan, N., Pritchard, A., & Munar, A. M. (2024). Critical Tourism Studies. In J. Jafari & H. Xiao (Eds.), Encyclopedia of Tourism (pp. 222-224). Springer. https://doi.org/10.1007/978-3-319-01669-6_41-2

Finniear, J., Morgan, N., Chambers, D., & Munar, A. M. (2020). Gender-Based Harassment in Tourism Academia: Organizational Collusion, Coercion and Compliance. In P. Vizcaino, H. Jeffrey, & C. Eger (Eds.), Tourism and Gender-Based Violence : Challenging Inequalities (pp. 30- 44). CABI Publishing.

Munar, A. M., & Hall, L. (2020). Desire as a Way of Knowing. In T. Pernecky (Ed.), Postdisciplinary Knowledge (pp. 84-96). Routledge.

Munar, A. M. (2018). Researching in a Men's Paradise: The Emotional Negotiations of Drunken Tourism Fieldwork. In B. A. Porter, & H. A. Schänzel (Eds.), Femininities in the Field: Tourism and Transdisciplinary Research (pp. 170-184). Bristol : 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. (Digitalization and Social Media) 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., & 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 Cai, L. Gartner, B. & Munar, A. M. 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 Cai, L. Gartner, B. & Munar, A. M. , 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., Montaño, J. & Socias, M. (2006). Generic Competences and Graduate Students in the Balearic Islands. Palma: Universitat de les Illes Balears. Vicerectorat d'Ordenació Acadèmica.

Editorship of conference proceedings

Carpendale, G., Caton, K., Grimwood, B. S. R., Munar, A. M., & Stinson, M. (Eds.) (2023). With in Dangerous Times: Proceedings 2022. Critical Tourism Studies. Critical Tourism Studies Vol. 9

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.

ACADEMIC AND EDUCATIONAL MANAGEMENT

2012–2025. Line Coordinator for Tourism and Hospitality, BSc in Business Administration and Service Management, Copenhagen Business School.

2016–2022. Co-Chair, Critical Tourism Studies Network.

2017–2019. Director, Center for Leisure and Culture Services, Copenhagen Business School.

2005-2006. Director of the Office for European Convergence and Harmonization, 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.

EDITORIAL BOARDS & PEER REVIEW

Editorial positions:

Current: Editorial Board, Tourism Analysis.
Past editorial positions: Tourism Policy and Planning; Journal of Teaching in Travel & Tourism; Via Tourism Review; Journal of China Tourism Research; Tourism Review; Tourism Recreation Research; Tourism Management Perspectives.

Reviewer for: Anatolia; Annals of Tourism Research; Tourism, Culture & Communication; Current Issues in Tourism; Gender, Work & Organization; Journal of Hospitality, Leisure, Sport & Tourism Education; Journal of Sustainable Tourism; Tourism Recreation Research; Journal of Teaching in Travel & Tourism; International Journal of Tourism Cities; Scandinavian Journal of Hospitality and Tourism; Tourist Studies; Tourism Management; Tourism Management Perspectives.

PhD ASSESSMENT & DEFENCE 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

Appointment: Chair PhD. title “Glitter, Glamour, and the Future of (More) Girls in STEM Gendered Formations of STEM Aspirations” by Jette Sandager Date: 14 of June, 2022, Copenhagen Business School, Denmark.

Appointment: Chair of the PhD defence committee. PhD thesis: ‘Tales of DEI. An ethnographic study of gender diversity, equality, and inclusion in a gendered organization - Nordic Bank’, by Sefika Ece Gürsoy.

Appointment: Chair of the PhD defence committee. PhD thesis: ‘Return on Experience: An ethnographic study of commitment to UX quality in enterprise software development’, by Rikke Kiilerich, Copenhagen Business School.

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 more broadly.

2020–present. Founding member, SexismEDU - the national initiative against sexism in Danish higher education and research. 2018 -2022 Deputy Union Representative, Department of Management Politics and Philosophy, Copenhagen Business School. 2018- 2022. Member of the Department Forum, Department of Management Politics and Philosophy, Copenhagen Business School. 2018-2019. Coordinator of the research seminar series, Management group. Department of Management Politics and philosophy, Copenhagen Business School. 2015-2020 Administrator, online community, Women Academics in Tourism. 2014- 2018 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 & ADJUNCT PROFESSORSHIPS

2020–2025. Honorary Adjunct Professor, Auckland University of Technology, New Zealand.

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 developing and managing externally funded research projects at both EU and national levels.

External funding

2025–2030. Tourism, Ruination, and Regenerative Futures. Project member. SSHRC Insight Grant. Research on tourism's role in environmental and cultural ruination and on relational and regenerative futures.

2020–2024. Partnership for Critical Tourism Studies. Co-applicant. Social Sciences and Humanities Research Council of Canada, Partnership Development Grant.

2016–2019. Innovation in Coastal Tourism: Co-creating Competitive Experiences (INNOCOAST). Work-package coordinator and CBS lead researcher. Innovation Fund Denmark.

2017. Sustaining Critical Tourism Studies. Co-applicant. SSHRC Connection Grant.

2016. Tourism Education Futures Initiative. Co-applicant. SSHRC Connection Grant.

2013–2015. Creativity for Innovation & Growth in Europe. Senior Researcher. EU Seventh Framework Programme.

2013. Leisure Mobility, International Development and Climate Change: Creating an Interdisciplinary Research Agenda. ESF Exploratory Workshop grant, European Science Foundation.

2008–2010. Asian Social Web: Travel 2.0 Promotion in Asia and Pacific. Senior Researcher. Nordic Innovation Centre.

2008–2009. Projekt Købstaden – En moderne by med sjæl. Researcher. Øst-Dansk Turisme.

2006–2008. Development of a Master in Leisure Management. Researcher. CEUS School of Business/Roskilde University Center, EU Structural Funds.

2005–2006. Adaptation of the University of the Balearic Islands to the Bologna Process. Lead researcher and project developer. Spanish Ministry of Education and Science and Regional Government of the Balearic Islands.

2004–2005. Equitas. Researcher. Regional Government of the Balearic Islands, EU Social Fund EQUAL programme.

Other:

2025. Foreign Visiting Professorship – Rebecca Comay. Project coordinator. Otto Mønsted Foundation. Research collaboration with Rebecca Comay, Professor of Philosophy and Comparative Literature, University of Toronto.

2025. Understanding the Body in the Post-Anthropocene. International Research Stay, Carlsberg Foundation. Research and book project Body-Bodies: Philosophical and Mythical Meditations, developing philosophical research on the body through Lacanian psychoanalysis and the philosophy of Jean-Luc Nancy.

2023. ReNEW grant, Writing Tourism With. Writing workshop, Silkeborg, Denmark.

2016–2018. Research advisor and facilitator, development of a research strategy for the Tourism Academy, University of Applied Sciences (NHTV), Breda, The Netherlands.

2013–2015. Senior researcher and project developer, While Waiting for the Dawn: Women in the Tourism Academy.

TEACHING & EDUCATION RESPONSIBILITIES

PROGRAMME DEVELOPMENT AND COORDINATION

I contributed to the development and reform of the BSc in Business Administration and Service Management and coordinated its Tourism and Hospitality concentration until 2025.

2013–2025. Coordinator, Tourism and Hospitality concentration, BSc in Business Administration and Service Management, CBS; 2008–2009. Programme development, Master of Service Management, CBS; 2003–2004. Associate Director, Master and PhD Programme in Tourism and Environmental Economics, University of the Balearic Islands, Spain.

TEACHING

Since 2010- COURSE COORDINATOR

Ongoing:

Bachelor Project. Bachelor, compulsory.

Contemporary Issues in Culture and Tourism Demand. Bachelor, compulsory course.

2010-2025:

Service Operations Management. Bachelor, compulsory course.

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

Internship: Tourism and Hospitality, Bachelor, optional.

Service Management Foundations: Tourism and Hospitality. (Coordinator of course for the tourism and hospitality concentration), Bachelor compulsory course

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

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

Lecturer:

2020, Service Innovation and Sustainability. Bachelor compulsory course.

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

2013-2014, Marketing, Bachelor, compulsory course

Before 2010 at Copenhagen Business School

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.

Data Management. Master, compulsory course.

Globalization and Intercultural Perspectives. Master, compulsory course.

2007 -2008 Assistant Professor, CEUS Business School (Roskilde University):

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

Research Methods Participating lecturer, Bachelor.

International Project Management Responsible for the administration of 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

Throughout my years as Associate Professor at Copenhagen Business School, I have consistently received very high student evaluations (between 4.7 and 5.0 out of 5). My average results have been substantially higher than both the average for the BSc in Service Management, where I teach, and the general CBS average. Because of my pedagogical and teaching skills, I was appointed Tutor/Supervisor in the Assistant Professors Pedagogical Programme at Copenhagen Business School. As a tutor, I was responsible for providing guidance and evaluating the teaching performance of assistant professors.

SUPERVISION

I have extensive experience supervising Master's and Bachelor's theses.

Currently second supervisor of the PhD thesis by S. Mist Hrannarsdóttir, "Intervening for Difference: On Objects, Affect and Organizational Inclusion."

2024. Main PhD Supervisor, Stefanie Steinbeck, *Affective Milieu in Children's Museum Experiences: An Ethnographic Study with Young Visitors at the Danish Workers Museum*, Copenhagen Business School.

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

Keynote speaker. Munar, A. M. (2025). “Tourism Is Drive: A Psychoanalytical, Philosophical, and Mythical Exploration.” Shaw-Mannell Leisure Research Award Lecture, Department of Recreation and Leisure Studies, University of Waterloo, Canada, 22 May 2025.

Invited speaker, “The transformative capacity of tourism” [La capacidad transformadora del turismo], Organized by El Observatorio Social and Caixa Forum, Barcelona, Spain, 17 of May 2023 & Sevilla, Spain, 10 of October 2023.

Invited speaker, research forum “Expositions of Critical Tourism Studies: Dignity, Proximity & Desire”, 13 Jan 2023, Wakayama University, Japan

Invited speaker. Seminar panel “Setting the Scene. Women and Entrepreneurship in Tourism”. WomENt. Surrey University (Webinar), 5 November, 2020.

Invited speaker. Plenary closing panel. 2nd International Conference of the Critical Tourism Studies Asia-Pacific. Tourism in Troubled Times: Responsibility, Resistance and Resurgence in the Asia Pacific Critical Tourism Studies, 17-20 February, 2020

Speaker. International Women's Day Celebration: Are we in a post-#MeToo world? 8th of March, Copenhagen Business School, 2020.

Keynote speaker, “Are you in the picture? Critical thinking, Positionality, Truth and Desire in the PhD journey”. Ph.D workshop. ENTER conference. International Federation for IT, Travel & Tourism. 29 January, 2019, Cyprus.

Keynote speaker, Gender inclusion and tourism. EuroTTRA Conference. Tourism in the era of connectivity. Bournemouth University, 8-10 April 2019

“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

Munar, A. M. (2026). "Sexuation and 'The Little Mermaid': Traversing towards the Other Jouissance." Paper presented at Lacan Today Conference 2026, Ghent University, Ghent, Belgium, 18–19 September 2026.

2026. Session Chair, Lacan Today Conference 2026, Ghent University, Ghent, Belgium, 18 September 2026.

Munar, A. M. (2024). Drives Are Myths, Myths Are Drives: Thinking Body-mind With Lacan's Lamella and Jean-Luc Nancy's Stoma. Abstract presented at Lacan Today Conference 2024, Ghent, Belgium, 20–21 September 2024.

Munar, A. M., & Budeanu, A. (2025). Tourism as Body, Criticality as Body. Paper presented at Critical Tourism Studies X, *Tourism as... (Criticality as...)*, Can Tapera, Mallorca, Spain, 30 June–4 July 2025.

Munar, A. M. (2025). "Tourism as Dream." Paper presented at Critical Tourism Studies X: *Tourism as... (Criticality as...)*, Can Tapera, Mallorca, Spain, 30 June–4 July 2025.

AyA Autrui, Munar, A. M., & Doering, A. (2023). Mundus Corpus: Rethinking Tourism Worldmaking Through the World of Bodies. Abstract from Critical Tourism Studies, Montréal, Quebec, Canada.

Hall, L., & Munar, A. M. (2023). How Is Desire Productive and Entangled in the Becoming of Events?. Paper presented at 3rd International PHILOS Colloquium, Chania, Crete, Greece.

Munar, A. M., Gudmand-Høyer, M., Bjørnholt Michaelsen, C., & Thaning, M. S. (2022). Values with Hamlet: Engaging with Value Incommensurability in Tourism Organizations. In

Critical Tourism Studies 9: With in Dangerous Times. Working Proceedings (pp. 8-9). Critical Tourism Studies.

Doering, A., & Munar, A. M. (2021). Wall, Pine and Sea. Abstract from Critical Tourism Studies, Montreal, Quebec, Canada.

Munar, A. M., Meged, J. W., Bødker, M., & Wiedemann, C. D. (2020). Existential Walking. In Book of Abstracts: 2nd International Conference of the Critical Tourism Studies Asia- Pacific. Tourism in Troubled Times: Responsibility, Resistance and Resurgence in the Asia Pacific Critical Tourism Studies, 2020 (pp. 45)

"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, Frederiksberg, 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 extensive experience both as an organizer of academic events and as facilitator and developer of networks and agency/communication activities.

For eight years I was 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 chair and organize 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 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 for organizing 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 development

- 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.

AWARDS & RECOGNITIONS

2024 Shaw-Mannell Leisure Research Award, Department of Recreation and Leisure Studies, University of Waterloo, Canada. The award recognizes international career contributions to the study of leisure and influence on leisure scholarship at the University of Waterloo.

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, "Trust and Involvement in Tourism Social Media and Web- Based Travel Information Sources". Nordic Symposium of Tourism and Hospitality, "Developing Tourism - Sustaining Regions", Umeå, Sweden.

2012 Best Paper Presentation Award: “Dear Professor, I Want to Be your Friend” 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, 2021, 2023 Copenhagen Business School, Denmark.

RESEARCH IMPACT

Publication metrics (Google Scholar, October 2026): 6,633 citations; h-index 26; i10-index 43.

Google Scholar: https://scholar.google.com/citations?user=j4ftQfwAAAAJ&hl=en | ORCID: https://orcid.org/0000-0002-1887-2304

Other metrics these past years:

- In the list of most cited articles in the Journal of Tourism Management
- In the list of most cited articles in the Scandinavian Journal of Tourism and Hospitality
- In the list of most read articles in the Scandinavian Journal of Tourism and Hospitality
- In the list of most cited articles in the Journal Tourism Management Perspectives
- In the list of most cited articles in the Journal of International Journal of Culture, Tourism and Hospitality Research
- In the list of most cited articles in the Journal of Hospitality, Leisure, Sport and Tourism Education
- In the list of most read articles in the Journal of Vacation Marketing
- In the list of most cited papers in the Tourism Social Science Series of Emerald.
- In the list of most read papers in the Tourism Social Science Series of Emerald.
- Most cited paper in the journal Gender, Work and Organization

LANGUAGES

Mother tongues: Spanish and Catalan.

High level of proficiency in English and Danish. Basic proficiency in Italian.