

About the Authors

Elricke Botha is a Senior Lecturer in the Department of Entrepreneurship, Supply Chain, Transport, Tourism and Logistics Management at the University of South Africa (Unisa). She has been a faculty member here since 2012. In her short working career at Unisa, Elricke participated in curriculum development, taught several undergraduate and post-graduate modules, and served on academic committees (academic and research-related committees). Elricke completed her Ph.D. in Tourism Management as well as her undergraduate and post-graduate qualifications at the North West University, Potchefstroom, South Africa. Her research interests are related to ecotourism management and aspects associated with the field. Her thesis in particular focused on an interpretation framework for the Kruger National Park, South Africa and would like to pursue several topic-related aspects in the years to come.

Gurel Cetin is Assistant Professor at Istanbul University, Faculty of Economics. He holds an MS in Tourism Management and Ph.D. in Business Administration. He is currently a visiting researcher at European Tourism Research Institute (ETOUR). His research focuses primarily on tourism marketing, sustainable tourism, destination planning, ICT in tourism and tourist experience. Dr. Cetin also serves at the editorial board of Journal of Tourismology.

S. Christofle is Associate Professor at the Department of Geography, University Nice Sophia Antipolis. Sylvie holds a Ph.D. from the University of Montpellier, France and a Certificate of Tourism Planning and Architecture from the School of Architecture of Languedoc-Roussillon, France. She is a specialist in event and cultural tourism. Sylvie's research interests include event tourism, convention tourism, urban tourism, and culture tourism. Sylvie is also the Head of the MA in Tourism and Hospitality, University of Nice Sophia Antipolis, France.

Caroline Couret is expert in creative tourism; she co-founded and manages the *Creative Tourism Network*[®] and the *Barcelona Creative Tourism* program. She was born in France where she graduated in Management of Culture and Postgraduate in Cultural Policies. She is regularly invited to speak in conferences as well as to teach in universities around the world. She publishes articles about creative tourism in different languages. She is an external expert for the European Union, the *International Institute of Gastronomy, Culture, Arts and Tourism* (IGCAT), and the *International Creative Tourism Associate* (US). Since 2001 she has been in charge of the international area of the Foundation Society and Culture from which she has been managing a wide range of projects, including the coordination of European funds projects and the organization of festivals for the Barcelona City Council. She lived and worked in different countries: La Casa de Velázquez (Madrid), Festival de Cannes (France), as well as various projects in Louisiana, Mexico and Morocco. She speaks French, English, Spanish, Catalan, and Italian.

Rachel Dodds is Professor at the Ted Rogers School of Hospitality and Tourism Management at Ryerson University and is a specialist in sustainable tourism. She is also an Adjunct Professor at the University of Waterloo and an Honorary Reader at University College London. Rachel's research interests include sustainable tourism development, certification, corporate social responsibility, business marketing/development, and island issues. Rachel is also the Director of Sustaining Tourism, a boutique consultancy. With over 20 years of experience in the industry, Rachel has lived and worked on four continents and has travelled to over 80 countries.

Hilary du Cros is currently Honorary Research Fellow of the University of New Brunswick, Canada. She has taught and worked in the Asia Pacific region over the last 30 years (including projects for the United Nations World Tourism Organization or UNESCO). She has an interdisciplinary perspective on heritage and arts management, marketing, and sustainable tourism development.

Willy Hannes Engelbrecht is a Senior Head of Programme at the Independent Institute of Education (IIE) within the Faculty of Commerce where he manages various diploma, degree, and post-graduate programmes within the field of Business Management.

Willy has been seconded to the position Acting Head of Faculty for the Faculty of Commerce to oversee the overall academic development and timely delivery of modules and programmes within Faculty. He obtained his Ph.D. with the North-West University (NWU) focusing on developing a competitiveness model for South African National Parks. His research interest is within the field of ecotourism, national parks, strategic tourism, and visitor experience. He is also collaborating with a research expert in conducting research within the South African exhibition sector. Willy taught on various online programmes at both undergraduate and postgraduate level at the University of South Africa (Unisa) for two years and is actively involved in online tutoring. Furthermore, Willy is a co-researcher at the NWU in which emphasis is placed on teaching and learning in a digital environment.

Fleur Fallon is Independent Researcher, formerly with School of Tourism Management, Sun Yat-sen University, Zhuhai campus, Zhuhai 519082, Guangdong province, PR China. Fleur Fallon has a corporate background in human resource management in Australia. After completing her doctoral thesis on sustainable tourism development for the island of Lombok, Indonesia, she has led teaching in business, tourism, and events-related subjects in Australia, China, and Germany. She has published several articles and chapters based on her doctoral case study, Chinese leisure tourism to Indonesia, events management and learning and teaching themes.

Anna Farmaki is Lecturer in Tourism Management in the Department of Hotel and Tourism Management at the Cyprus University of Technology. She has a Ph.D. from Nottingham Trent University, a MA in Marketing from Kingston University and a BA (Hons) in Business from the University of Westminster. Prior to joining the Cyprus University of Technology, she worked for several years in private institutions of tertiary education in Cyprus and was course leader of the undergraduate hospitality and tourism management programme at the University of Central Lancashire (Cyprus). Her research interests lie in the areas of tourism planning and development, with emphasis on sustainable tourism, and tourist behavior. She has published in several reputable peer-reviewed academic journals and has presented her work in various international conferences, seminars, and workshops.

Sonia Ferrari is associate professor of Tourism Marketing and Place Marketing at the University of Calabria, Italy. She has been a researcher in the same University since 1993. She has also taught Management, Service Management, Event Marketing, Marketing of Museums, and Tourism Management at the University of Calabria. She is President of the Tourism Science Degree Course. Her main fields of study and research are: services management, tourism marketing, place marketing, event marketing, wellness tourism.

M. Ferry is Associate Professor at Institut Paul Bocuse in Lyon. Martine holds a Ph.D. from the University of La Sorbonne, France. She is a specialist in event, tourism, and hospitality. Martine's research interests include event tourism, experience, sustainability, tourism trends. Martine is also the Head of the Master in International Hospitality Management and the Master in Culinary Leadership & Innovation, Institut Paul Bocuse, Lyon, France.

Anestis Fotiadis (e-mail: anesfotiadis@isu.edu.tw; skype: anestis.fotiadis) is member of the academic teaching and research staff of the Department of Entertainment Management of I-Shou University in Kaohsiung, Taiwan. He researches and lectures in the field of Human Resource Management, Project Management, Events, and Venue Management. He has published more than 70 research papers in international academic journals and conferences along with two books.

Ulrike Gretzel is Professor of Tourism in the Business School at the University of Queensland. She held previous appointments at the University of Wollongong and Texas A&M University. She received her Ph.D. in Communications from the University of Illinois at Urbana-Champaign. Her research focuses on persuasion in human-technology interaction, information search and processing, big data, adoption and use of social media, interorganizational information systems, and other issues related to the development and use of intelligent systems in tourism. Her research has been funded by the Australian Research Council, the Hong Kong Research Council, the National Research Foundation of Korea, the US National Science Foundation, the US National Endowment for the Humanities, the US National Park Service, Parks Canada, TripAdvisor, the Bush Presidential Library and Museum, and a number of national, regional and local tourism organizations in North America, Europe, Australia, and Asia.

Özlem Güzel is Assistant Professor in the Tourism Faculty at the Akdeniz University in Turkey. After her bachelor's degree in tourism, she worked as a tour guide in travel agencies and tour operators in cultural and nature tours, as being a travel and history lover. She received the Master of Tourism and Hotel Business Management in 2007. After her professional experience in tourism and master degree, she gave courses at the Travel Management department as a lecturer. She completed her Ph.D. in Business Management at the Süleyman Demirel University in Turkey with the Ph.D. thesis on Experience Marketing in 2012. Her research interests are in tourism marketing, cultural tourism, and sustainable tourism.

Lee Jolliffe is Professor, Hospitality and Tourism at the University of New Brunswick, Canada. She combines an academic background in sociology and museum studies and practical experience in hospitality studying the intersection between culture and heritage related to tourism. Publications include the edited books with Channel View Publications: *Spices and Tourism, Destinations, Attractions and Cuisines* (2014) and *Sugar Heritage and Tourism in Transition* (2013), and the co-authored book with Hilary du Cros, *The Arts and Events* (2014) (Routledge). She sits on the editorial boards of a number of international hospitality and tourism journals and is the Resource Editor (Museums) for *Annals of Tourism Research*.

Cristina H. Jönsson is Lecturer in Tourism and Hospitality Management at the University of the West Indies (UWI), Cave Hill Campus, Barbados. Prior to joining UWI Cristina worked as a regional tourism development manager in Sweden where she worked in various projects ranging from sustainable tourism development to regional branding and marketing. Cristina is well travelled and has worked and served as a consultant in both private and public sector organizations in different countries. As a polyglot mastering seven languages Cristina has added richly to international projects and research as well as translation and interpretation. Cristina's research interests include Foreign Direct Investment (FDI) in Tourism, Sport Tourism, Medical Tourism, Sustainable Planning & Development, and Tourism Motivation.

Eyup Karayilan is Research Assistant at Istanbul University, Faculty of Economics, Tourism Management Department. He holds an MS Degree in Tourism Management and currently working on his Ph.D. thesis on tourist experiences. His research

areas include tourist experience, tourism policy and planning, and tourism sociology.

Jong-Hyeong Kim, is Professor in the School of Tourism Management at Sun Yat-sen University. He received his Ph.D. in Leisure Behavior from Indiana University-Bloomington. His research focuses on consumer behavior in tourism and hospitality. Over the years, he has extensively published in the areas of memorable experiences and consumer behavior in top-tier journals, such as *Journal of Travel Research*, *Tourism Management*, *International Journal of Hospitality Management*, and *International Journal of Contemporary Hospitality Management*.

Maximiliano Korstanje is editor in chief of *International Journal of Safety and Security in Tourism* (UP Argentina) and *International Journal of Cyber Warfare and Terrorism* (IGI-GlobalUS). Besides being Senior Researcher in the Department of Economics at University of Palermo, Argentina, he is a global affiliate of Tourism Crisis Management Institute (University of Florida, USA), Centre for Ethnicity and Racism Studies (University of Leeds), The Forge (University of Lancaster and University of Leeds, UK). With more than 700 published papers and 25 books, Korstanje was awarded as Outstanding Reviewer 2012. *International Journal of Disaster Resilience in the Built Environment*. University of Salford, UK, Outstanding Reviewer 2013 *Journal of Place Management and Development*, and Reviewer Certificate of Acknowledgement 2014. *International Journal of Contemporary Hospitality Management (IJCHM)*. He had nominated to five honorary doctorates for his contribution in the study of the effects of terrorism in tourism. In 2015, he was awarded as Visiting Research Fellow at School of Sociology and Social Policy, University of Leeds, UK.

Crystal C. Lewis has had numerous years within the health and fitness industry in Barbados and Venezuela which has led to her position as manager of a fitness facility in Barbados. However, with a need to expand her knowledge she pursued studies in tourism, later attaining a master's degree in tourism and sport management. Her tourism journey has allowed her to co-author in a previously published journal article and this opportunity has increased her enthusiasm to add to the enhancements of the tourism industry through continuous research and documentation of findings.

C. Papetti is Associate Professor at the University of Nice Sophia Antipolis and is a specialist in marketing, online social media, and tourism. After graduating from the Ecole Supérieure de Commerce de Paris (ESCP), she received her Ph.D. in Marketing, at the University of Nice. Her research interests include online social networks and media, their influence on consumer decisions and experiences, particularly in the tourism industry. She is the author of several articles edited in journals and presented at conferences and published business cases on aspects of tourism and hotel sector. Catherine is also the Director of the Master in Marketing, at the IAE, Business School of the University of Nice Sophia Antipolis.

Lori Pennington-Gray is the former Director of the Eric Friedheim Tourism Institute and the current Director of the Tourism Crisis Management Initiative at the University of Florida. Dr. Pennington-Gray received her Ph.D. from Michigan State University (1999), her MS from The Pennsylvania State University (1994), and her BS from Waterloo University in Canada (1993). She has expertise in tourism marketing, planning and development, policy and crisis management. In the area of planning and development, she has consulted on several strategic tourism development plans, including consultations for Belize Foundation for Research & Environmental Education (BFREE) and Fort Walton Beach, Florida. She has been involved with a number of tourism studies globally and has worked with a number of countries on tourism policy initiatives. Dr. Pennington-Gray has published more than 75 refereed articles, has brought in more than \$3M in external research dollars and made over 120 presentations. Dr. Pennington-Gray teaches both undergraduate and graduate students the concepts of tourism marketing.

László Puczko is Director of the Tourism and Leisure Knowledge Centre at the Budapest Metropolitan University of Applied Sciences. He has been working as travel and tourism expert for over 20 years. He was manager at KPMG between 2001 and 2004. He founded The Tourism Observatory for Health, Wellness and Spa (2012). He participated in more than a hundred projects in research, planning, product development, experience mapping and design, impact assessment, and marketing. He is the (co-)author of numerous books and articles.

Christos Sarmaniotis is Professor at the Department of Business Administration (Marketing Course) of the Alexander Technological Educational Institute of Thessaloniki, Greece and Dean of the School of Business and Economics. He is also Tutor at the Hellenic Open University. He received his MBA degree from Concordia University, Canada and his Ph.D. in Marketing from Aristotle University of Thessaloniki, Greece. He is co-chair of ICCMI (International Conference of Contemporary Marketing Issues) 2012, 2014, 2015, and 2016. He is author of a textbook in Management, author/co-author of many papers published in international journals and/or presented in international conferences. Moreover, he is a Marketing and Management consultant for many private and public organizations in Greece and has undertaken many projects. His research interests include Marketing, and Tourism and Hospitality Marketing.

Ashley Schroeder is an Assistant Professor at the University of Hawaii Manoa and the Managing Director of the Tourism Crisis Management Initiative at the University of Florida. Dr. Schroeder received her Ph.D. (2015), MS (2012), and BA (2007) from the University of Florida. She has expertise in destination management, with an emphasis on how destinations prepare for, respond to, and bounce back from crisis situations that affect consumer confidence or normal business operations in a destination. Within the area of tourism crisis management, she is particularly focused on understanding the underlying nature and subsequent influences of tourists' destination risk perceptions. She has worked with several destination management organizations on tourism research and tourism crisis management initiatives. She published 14 refereed articles during her graduate studies, has presented her research internationally, and has managed a number of external research grants. Dr. Schroeder teaches undergraduate courses in the areas of tourism management, tourism marketing, tourism planning and development, and research methods.

Marianna Sigala is Professor at the University of South Australia. Prior to her current position she has been an academic staff at the Universities of Strathclyde and Westminster in the United Kingdom, and the University of the Aegean (Greece). She also has professional hospitality industry experience. Her interests include service management, Information and Communication Technologies (ICT) in tourism and hospitality, and e-learning. She has published four books and her work has also been

published in several academic journals, books, and international conferences. She is currently editor of the *Journal of Service Theory & Practice* and the *Journal of Hospitality & Tourism Cases*. She is a past President of EuroCHRIE and has served on the Board of Directors of I-CHRIE, IFITT, and HeAIS.

Gaunette Sinclair-Maragh, Ph.D., is Associate Professor at the School of Hospitality and Tourism Management in the College of Business and Management, University of Technology, Jamaica. She is a Fulbright Scholar and pursued doctoral studies in Business Administration with a specialization in Hospitality and Tourism Management at the Washington State University, USA. Her research interests focus on tourism planning and policy, residents' perceptions and support for tourism development, culture and heritage tourism and sports tourism. She currently serves as the Head of the School of Hospitality and Tourism Management at the University of Technology, Jamaica.

Geoffrey Skoll is Associate Professor emeritus in the Criminal Justice Department, Buffalo State College, Buffalo, New York. He was previously at the University of Wisconsin-Milwaukee. Work on fear and terrorism includes the monograph *Social Theory of Fear* (Palgrave Macmillan, 2010). New monograph titled *Dialectics in Social Thought: The Present Crisis* published June 2014 by Palgrave. He is currently working on a book length study of the conjuncture of a fear culture and globalization. His areas of specialization range from terrorism, jurisprudence, human right violations, and so forth.

Melanie Kay Smith is Associate Professor in the Department of Tourism, Leisure, and Hospitality at the Budapest Metropolitan University of Applied Sciences in Hungary where she specializes in cultural tourism and health tourism. She has worked for over 15 years as a Tourism academic in both London and Budapest. She has been the Director of BA and MA programmes, has undertaken extensive curriculum development, organized, hosted or chaired several conferences and events, and has more than 60 academic publications.

Marios Sotiriadis is Visiting Professor at Department of Entrepreneurship, Supply Chain, Transport, Tourism and Logistics Management, University of South Africa (Unisa). Formerly, he was Professor of Tourism Business Management Department, TEI of Crete, and Tutor of the Hellenic Open University, Greece. He received his Ph.D. in Tourism

Management from the University of Nice Sophia-Antipolis, Nice, France. He is the author of eight books and monographs, three distance learning manuals, and three e-learning materials on aspects of tourism marketing and management. He has undertaken a variety of research and consultancy projects (e.g., feasibility studies, business plans, marketing researches and plans, human resources projects) for both public and private organizations of the tourism and travel industry. His research and writing interests include tourism destination and businesses marketing and management. His articles have been published by international journals and presented at conferences.

Magdalena Petronella (Nellie) Swart is Senior Lecturer in the field of Tourism at the University of South Africa, a Certified Meetings Professional, an event organizer and part of the City of Tshwane's Ambassador Programme. She holds a DCom in Leadership Performance and Change (University of Johannesburg) in which she developed a Service Quality Scorecard to predict business tourist retention on grounds of variation in business tourist satisfaction. Forthcoming from her thesis, Nellie co-authored accredited journal articles and a number of accredited conference proceeding articles and also received the Outstanding Paper Award at the international Pan Pacific Business Conference in 2012. Her Community Engagement Project includes the offering of various guest lectures as part of the National Department of Tourism's Capacity Building Programme. Nellie is an EXCO member of the Tourism Educators South Africa committee and the Southern African Association for the Conference Industry Tshwane branch committee.

Ciná van Zyl is Professor in Tourism Management and Chair of the Department of Entrepreneurship, Supply Chain, Transport, Logistics and Tourism Management, College for Economic and Management Sciences, University of South Africa (UNISA), South Africa where she has been employed since 1988. She obtained HonsBEcon in Transport Economics at the University of Stellenbosch, MPhil (cum laude) in Tourism Management at the University of Pretoria, and DCom in Tourism Management at UNISA. Her special research interest is the leisure and business tourism market, more specifically, the festival and events sector of the tourism industry. She is author or co-author of specialist publications in national and international professional journals and has also read papers at national and international conferences.

Stelios Varvaressos is Professor at Department of Business Management (Degree/Course: Tourism Business Management), at the Technological Educational Institute (T.E.I) of Athens and Tutor of the Hellenic Open University, Greece, on the post-graduate program (MSc) Tourism Business Management. He received his Ph.D. in Tourism Economy from the University of Paris VIII, Paris, France. He is the author of seven books, on aspects of tourism economy, tourism development and tourism policy. He has undertaken a variety of research and consultancy projects of the tourism industry (public and private sectors). His articles have been published by international journals and presented at international conferences. He is a member of the editorial board of four scientific journals in tourism. His research and writing interest includes tourism economy, tourism development, and tourism policy.

Chris A. Vassiliadis is Associate Professor of Marketing at the University Macedonia, Department of Business Administration, Thessaloniki, Greece, where he teaches marketing courses in postgraduate and graduate level. Also, he is collaborating member of the Greek Open University. His research interests focus in the marketing of services and the management of tourist destinations and his work has been published in various international journals, and conferences. In addition, he is the author of two books (e-mail: chris@uom.edu.gr). The author is the director of the Master of Tourism Management – University of Macedonia, Thessaloniki program and instructor in other MBA and International Master Programs.

Medet Yolal is Associate Professor in the Department of Tour Guiding in the Faculty of Tourism at Anadolu University, Turkey. He received his Ph.D. in Tourism and Hotel Management at Anadolu University. His research interests mainly focus on tourism marketing, consumer behavior, event management, regional studies and tourism development.

Kyung-Hyan Yoo is Associate Professor of Communication at William Paterson University of New Jersey in the United States. She received her Ph.D. in Tourism from Texas A&M University focusing on Information Technology & Tourism. Her research focuses on electronic word-of-mouth, online trust, social media communication, persuasive technology, online information search and decision-making and other issues related to the role of information communication technology in tourism. She has worked on research projects on online travel reviews and social media use by

travelers funded by TripAdvisor, Travel Industry Association of America, and several local destination marketing organizations. Yoo has authored journal articles and book chapters on social media marketing, consumer-generated media, and online trust. Her manuscripts have published in top peer-review journals including *Public Relations Review*, *Computers in Human Behavior*, and *Journal of Information Technology & Tourism*.

Anita Zátóri, Ph.D., is Assistant Professor at Tourism Center, Institute of Marketing and Media, Corvinus University of Budapest, Hungary, and currently a Visiting Scholar at Department of Hospitality and Tourism Management, Pamplin College of Business, Virginia Tech, USA. Her actual research interest is in cultural tourism and urban tourism with a special focus on tourist experience.