About the Contributors

Alžbeta Kiráľová has graduated in tourism at the University of Economics in Slovakia. After completing her Ph.D. studies, she holds a position of the head of Department of Tourism and Hospitality at Matej Bel University, Slovakia. Later on in her career development, she worked at top management positions in marketing, continued by position of Vice-Rector at the Institute of Hospitality Management in Prague. She was giving lectures at the University of Economics, and at the University of New York in Prague, the University of South Carolina in Columbia, and at the Georgia State University in Atlanta, USA. At the moment, she holds the position of Vice-Rector at the University College of Business in Prague. Dr. Kiráľová completed various international internships and was given papers at international conferences. In her research, she focuses on destination marketing. She is the founder and the Chair of Editorial Board of Journal of Tourism and Services.

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Pavel Attl, Ph.D., graduated as a doctoral degree in study program International Relations, Faculty of International Relations of the University of Economics, Prague. Since 2008 he is a Head of the Department of Travel and Tourism Studies at The Institute of Hospitality Management in Prague. He focuses on spa and tourism industry and destination management.

Blerina Korreshi Gega was born in Albania in 1978. Her academic background consists with a Degree in Literature in University of Tirana (Albania), a First level Master in Direction and Development of Human Resources in University of Verona (Italy), a Second level Master in Politics of Sustainable Tourism in Second University of Naples (Italy) and she is developing a Ph.D in Economy of Tourism in University of Jaen (Spain). She has worked as a Director of Human Resources at European University for Tourism of Tirana (Albania) where she was in charge in Coordination of Rectory office and Personnel, Research and Didactic activities and a Member of internal quality insurance Committee. At the present she is a Director of Vocational Training at “Fondacioni Europa” (Albania) where she is in charge in managing of professional courses on Tourism field.

Anne-Mette Hjalager is professor at University of Southern Denmark. Her areas of interest and publication are among others local development, innovation and labour market issues in tourism. She is involved in transnational research in the fields of rural tourism and in the exploration of innovation issues in tourism. She is editor-in-chief for the recently launched research journal Gastronomy & Tourism. Anne-Mette Hjalager is the co-creator of the tourism learning platform www.innotour.com.
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Tadeja Jere-Jakulin is professor and researcher of tourism and systems science at UNESCO UniTwin University of Primorska, Faculty of Tourism Studies. She received her Ph.D. in Systems Science from the University of Maribor, Slovenia. She dedicates her research to systems science, systems thinking, and tourism. Her research work on The Ancient Mayans’ Evolution of Consciousness and Contemporary Systems Thinking gained international and national prizes. She is a member of ATLAS, the World Association for Tourism and Leisure Education, of IIAS (International Institute for Advanced Studies in Systems Research and Cybernetics).

Hiromi Kamata is an assistant professor of faculty of Business Administration at Shukutoku University, Saitama, Japan. She received her Ph.D. from Hitotsubashi University, Tokyo, Japan. Her main research fields are tourism marketing and tourist behavior. She is interested in benefit segmentation and its implications for destination strategy. She has studied benefit segmentation of Japanese spa tourists for five years. From these studies, motivation factors and segments are revealed. To identify the repeat segments, she is also interested in the relationship between motivations, satisfaction, and revisit intention. She intends to focus on benefit segmentation of inbound tourists to Japan in the near future.

Androniki Kavouros is an Associate Professor, Department of Marketing, Technological Educational Institute of Athens, Greece. She has published a monograph on place branding and communication strategies, chapters in edited volumes by IGI Global, Oxford Publishing, Nova Publishers, Elsevier, Springer, numerous papers on highly academic journals such as Current Issues in Tourism, Vacation Marketing, Tourism, Culture and Communication, International Journal of Tourism, Culture and Hospitality Research, participates as editor in the proceedings of International Conferences and co-chairs them. Her published work is associated with, the role of communication in cultural and tourism marketing and advertising of services with the use of social media and other electronic means.

Petra Koudelková is an Assistant Professor and Researcher at the Department of Marketing Communication and Public Relations at the Faculty of Social Sciences, Charles University in Prague, Czech Republic. She graduated from Faculty of Business and Management (Brno University of Technology). Her main field of research is marketing activities in small and medium-sized enterprises (including corruption behaviour and corporate social responsibility or social business). She writes many articles on issues of marketing in SMEs and marketing communication in social business. In her educational activities, she focuses on Marketing Communication in SMEs, Fashion Marketing, Marketing Research, Project Management and on Tourism and Hospitality.

Andrej Malachovský, Ph.D., graduated tourism at Matej Bel University in 1997. Doctoral degree in tourism ended in 2000 with the theme of Application of strategic management in tourism in Slovak Republic. In 2005 he habilitated in the field of tourism with the theme of The strategy development of domestic tourism in Slovakia. In his publications, he has devoted priority treatment strategy, strategic management of tourism and tourism management. He has published more than 125 scientific articles at home and abroad, scientific monographs, was coordinated by national and international scientific projects and applied research projects for national and regional institutions. He regularly lectures at scientific conferences and conferences of the Association of Hotels and Restaurants of the Slovak Republic.
**Salvatore Giuseppe Maria Messina** was born in Italy in 1953. Specialized in European Economic Policy, Regional Development, Marketing and Tourism, he has worked as Full professor at University of Rijeka (Croatia), European University for Tourism (Albania) also as Rector, Second University of Naples (Italy), University of Quebec in Montreal (Canada), University of Paris 13, Paris III – Sorbonne Nouvelle, Aix Marseille II, Corse (France). He has worked as consultant for Public Authorities, regional entities and private companies. He is the President of Italian EU Project Design Association from 1990 and Member of ICOMOS – International Council on Monuments and Sites.

**Martin Mudrik** is an assistant professor in the Faculty of Management at the University of Prešov in Prešov in the Department of Marketing and International Trade. Special fields are marketing, destination marketing, religious tourism.

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**Sara Nordin** has been with the European Tourism Research Institute since 2002. Since 2007, she is also associated with Uppsala University, Sweden. Her main research interests deal with tourism destination development, destination governance, innovation and clusters.

**Antonín Pavlíček** is a senior lecturer/scholar in Department of System Analysis at Faculty of Informatics and Statistics, University of Economics, Prague and deputy-head of Department of Informatics and Analytical Methods at University College of Business in Prague. He obtained his PhD for Wiki systems analysis, his master thesis covered the topics of internet micropayments. He also completed media studies at Charles University in Prague (PhDr.). His research interests include Social Media, Social Networks Sites and Information Management. His current research emphasizes the use Social Media for practical business application, including tourism.

**Juan Pulido-Fernández**, Ph.D. in Economics, is Associate Professor in the Department of Economics and Head of the Laboratory of Analysis and Innovation in Tourism (LAInnTUR) at the University of Jaén in Spain. His main research interests focus on tourism economics, destination management, sustainability of tourism, tourism impacts, and social network analysis. He has published a number of articles in some of the leading international peer-reviewed journals (Tourism Management, Journal of Sustainable Tourism, Journal of Travel Research, International Journal of Tourism Research, Tourism Economics…) and several books, conference papers, and book chapters of well-known publishers such as Routledge, CABI, Emerald, Springer, etc. He has received several international research awards for his contribution to research in the field of tourism economics.
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**Tamara Rátz** is Professor of Tourism, and Director of the Institute of Tourism and Business Studies at Kodolányi János University of Applied Sciences, Székesfehérvár – Budapest, Hungary. She has extensive experience in teaching abroad: in addition to being Visiting Professor at Karaganda Economic University of Kazpotrebsoyuz, Kazakhstan between 2011-2014, Visiting Lecturer at HAMK University of Applied Sciences, Finland between 1995 and 2011, and Course Director at ITI, Norway in 2001-2002, she has taught various tourism-related courses in the DPRK, the Netherlands, Poland, Bulgaria, the Ukraine, Romania, Russia, Spain, Portugal, Italy and Turkey. She is the author or co-author of more than 180 publications on tourism, including a number of books on the impacts of tourism, attraction and visitor management, and health tourism and quality of life. Her current research interests include cultural and heritage tourism development, and creativity and innovation in niche tourism development.

**Francesco Redi** is an Italian scholar and manager in the field of tourism and EU funds. He owns an economic academic background, a Second level Master in Policies for Sustainable Tourism and he’s developing a Ph.D. in Economy of Tourism. He addressed his research efforts on policies for tourism with a focus on funding programs and destination management. He’s former director at European University for Tourism of Tirana (Albania) where he was in charge of the International relations and EU laboratory along with teaching Politics for Tourism and EU funds for tourism subjects. While being affiliated to Fondacioni Europa (Albania), a private research center in tourism, he still cooperates with several European universities. Francesco Redi administered funded projects and local agencies in the field of local development and sustainable tourism and since 2014 he coordinates the DMO VisitSile.it in Italy. In 2015 he was appointed as independent expert at EASME-Executive Agency for Small Medium Enterprises at the European Commission. He’s President and Founder at Twissen, the European knowledge company.

**Róbert Štefko** is a professor of business and management. Special fields are service marketing, intangible products marketing, economy of service business.

**Petr Studnička**, Ph.D., graduated as a doctoral degree in study program Tourism, Faculty of Economics Matej Bel University in Banská Bystrica. Since 2014 he is a Head of the Department of Hotel Management at The Institute of Hospitality Management in Prague. He focuses on hospitality industry, destination management and public administration. Since 2014 he is a Vice-Mayor of the Municipality of Čelákovice.

**Amitabh Upadhya** has over 30 years of experience in the Travel & Tourism Industry and Higher Education. He is a Ph.D. in Tourism Management from the University of Lucknow, India. His recent focus of research has been Destination Management Organizations and Destination Image & Branding along with the political, economic and cultural influences on Destination Policies and Management. Amitabh is the editor-in-chief of Skyline Business Journal besides being member of editorial boards of several other journals including Tourism Recreation Research. Amitabh is also associated with several Universities as Consultant and Visiting Professor. He received the Academic Leadership Award in 2008. Currently Amitabh is Professor & Dean at Skyline University College, Sharjah, UAE.
Mohit Vij, with an extensive experience in tourism industry, research and academics, has been tourism faculty at Skyline University College since 2009. Recipient of Canadian Scholarship for pursuing Intensive MBA Program from HEC Montreal, Canada, Dr Mohit has made significant contribution in tourism academia and his papers have been published in leading journals and books, national newspapers and tourism magazines. He has also been actively involved in tourism training projects for UAE Destination Management Organizations (DMO) such as SCTDA (Sharjah Commerce and Tourism Development Authority), RAKTDA (Ras Al Khaimah Tourism Development Authority) and ATDD (Ajman Tourism Development Department). He was honored with Award for Excellence in Teaching 2011-12 and Award for Excellence in Services 2014-15. Before joining Skyline University College, Dr Mohit served as Head of Tourism Department for University College at Kurukshetra University, India, for 4 years, where he was instrumental in developing and launching Bachelor in Tourism Management (BTM) program.

Ewa Wszendybył-Skulska is a Ph.D. in Economic Sciences in Management; employed at the Department of Management in Tourism, Faculty of Management and Social Communication of the Jagiellonian University since 2006. Author and co-author of three scientific monographs, i.e.: Human Capital in Hotel Industry – Ewa Wszendybył-Skulska Strategic Directions of Tourism Development – Małgorzata Bednarczyk, Andrej Malachovsky, Ewa Wszendybył-Skulska Quality and Efficiency of Hotel Services – Stanisław Borkowski, Ewa Wszendybył co-editor of three monographs, i.e.: Młodzi o sporcie 2014, Bezpieczeństwo i organizatorzy imprez sportowych – Nesel Karolina, Wszendybył-Skulska Ewa (Eds.) Młodzi o sporcie 2014. Organizacja i marketing imprez sportowych – Nesel Karolina, Wszendybył-Skulska Ewa (Eds.) Zarządzanie turystyką w kryzysie: Edukacja, marka – Bednarczyk Małgorzata, Wszendybył-Skulska Ewa (Eds.) and 110 publications in journals, conference proceedings and monographs (foreign and national). Both the problematic issues of the Ph.D. thesis as well as numerous publications relate to problematic issues of quality management, human capital, innovation and modern management in tourism enterprises. Actively participated in 48 scientific conferences at home and abroad as well as in the research projects carried out at the Faculty of Management in Tourism. Expert in estimating hotel categories and applications as part of the Małopolskie Regional Operational Program between 2007-2013 and 2014-2020 Co-author of the training programs (Masters) for specializations: Management in sport and Social media in management, Business and Finance in Management and doctorate (Ph.D.) studies in Economic and Management at the Faculty of Management and Social Communication of the Jagiellonian University.