Irem Önder Neuhofer (Arsal), Ph.D.

Associate Professor
Hospitality and Tourism Management
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EDUCATION

Ph.D. in Travel and Tourism Management**,** 2008
Clemson University, Clemson, South Carolina

MSc. in Information Systems Management, 2002
Ferris State University, Big Rapids, Michigan

BA in Economics, 1999
Marmara University, Istanbul, Turkey

EXPERIENCE

9/2019 to Current	University of Massachusetts Amherst – Associate Professor
1/2017 to 7/2019	MODUL University Vienna – Associate Professor
8/2008 to 12/ 2016	MODUL University Vienna – Assistant Professor

RESEARCH

A) Publications

Dogru et al. (2023). "Generative Artificial Intelligence in the Hospitality and Tourism Industry: Developing a Framework for Future Research." Journal of Hospitality and Tourism Research. DOI: https://doi.org/10.1177/10963480231188663

Wei, W., Baker, M., & Onder, I. (2022) "All without leaving home: Building a conceptual model of virtual tourism experiences." International Journal of Contemporary Hospitality Management.
DOI: https://10.1108/IJCHM-12-2021-1560

Erol, I., Neuhofer, I. O., Dogru, T., Oztel, A., Searcy, C., & Yorulmaz, A. C. (2022). "Improving sustainability in the tourism industry through blockchain technology: Challenges and opportunities." *Tourism Management*, *93*, 104628. DOI: https://doi.org/10.1016/j.tourman.2022.104628

Önder, I. & Berbekova, A. (2021). "Web analytics: More than website performance evaluation?". International Journal of Tourism Cities (in press).

Weismayer, C., Gunter, U., & Önder, I. (2021). "Temporal variability of emotions in social media posts." Technological Forecasting & Social Change.
DOI: https://doi.org/10.1016/j.techfore.2021.120699

Gunter, U. & Önder, I. (2021). "An exploratory analysis of geotagged photos from Instagram for residents of and visitors to Vienna". Journal of Hospitality & Tourism Research, 45(2), 373-398. DOI: https://doi.org/10.1177/1096348020963689

Koens, K., Klijs, J., Weber-Sabil, J., Melissen, F., Lalicic, L., Mayer, I., Önder, I., & Aall, C. (2020). "Serious gaming to stimulate participatory urban tourism planning." Journal of Sustainable Tourism, DOI: https://doi.org/10.1080/09669582.2020.1819301

Önder, I. & Gunter, U. (2020). "Blockchain: Is it the future for the tourism and hospitality industry?". Tourism Economics. DOI: https://doi.org/10.1177/1354816620961707

Gunter, U., Önder, I, & Smeral, E. (2020). "Are Combined Tourism Forecasts Better at Minimizing Forecasting Errors?", Forecasting. DOI: https://doi.org/10.3390/forecast2030012

Gunter, U., Önder, I, & Zekan, B. (2020). "Modeling Airbnb demand to New York City while employing spatial panel data at the listing level", Tourism Management.
DOI: https://doi.org/10.1016/j.tourman.2019.104000

Önder, I., Gunter, U., & Scharl, A. (2019). "Forecasting tourist arrivals with the help of web sentiment: A mixed-frequency modeling approach for big data". Tourism Analysis, 24(4): 437-452. DOI: https://doi.org/10.3727/108354219X15652651367442

Gunter, U., Önder, I, & Smeral, E. (2019). "Scientific value of econometric tourism demand studies?" Annals of Tourism Research.
DOI: https://doi.org/10.1016/j.annals.2019.06.005

Önder, I., Gunter, U., & Gindl, S. (2019). "Utilizing Facebook statistics in tourism demand modeling and destination marketing" Journal of Travel Research.
DOI: https://doi.org/10.1177/0047287519835969

Zekan, B., Önder, I., & Gunter, U. (2018). "Benchmarking of Airbnb Listings: How Competitive Is the Sharing Economy Sector of European Cities?" Tourism Economics.
DOI: https://doi.org/10.1177/1354816618814349

Önder, I., Weismayer, C., & Gunter, U. (2018). "Spatial price dependencies between the traditional accommodation sector and the sharing economy". Tourism Economics. DOI: https://doi.org/10.1177/1354816618805860

Gunter, U., Önder, I., & Gindl, S. (2018). "Exploring the predictive ability of LIKES of posts on the Facebook pages of four major city DMOs in Austria". Tourism Economics, DOI: https://doi.org/10.1177/1354816618793765

Lalicic, L. & Önder, I. (2018). "Residents' Involvement in Urban Tourism Planning: Opportunities from a Smart City Perspective". Sustainability, 10 (6), 1-16. DOI: https://doi.org/10.3390/su10061852

Önder, I. & Treiblemaier, H. (2018). "Blockchain and tourism: Three research propositions". Annals of Tourism Research. DOI: https://doi.org/10.1016/j.annals.2018.03.005

Gunter, U. & Önder, I. (2018). "Determinants of Airbnb Demand in Vienna and their Implications for the Traditional Accommodation Industry". Tourism Economics, 24(3) 270–293. DOI: https://doi.org/10.1177/1354816617731196

Matteucci, X., & Önder, I. (2018). "Using Drawings to Explore Images of Vienna". Tourism Analysis, 23 (4), 517-531. DOI: https://doi.org/10.3727/108354218X15391984820495

Önder, I. (2017). "Forecasting Tourism Demand with Google Trends: Accuracy Comparison of Countries versus Cities". International Journal of Tourism Research. DOI: https://doi.org/10.1002/jtr.2137

Önder, I. (2017). "Classifying Multi Destination Trips in Austria with Big Data". Tourism Management Perspectives, 21, 54-58. DOI: https://doi.org/10.1016/j.tmp.2016.11.002

Önder, I, & Marchiori, E. (2017). "A comparison of pre-visit beliefs and projected visual images of destinations". Tourism Management Perspectives, 21, 42-53. DOI: https://doi.org/10.1016/j.tmp.2016.11.003

Önder, I, Wöber, K., & Zekan, B. (2017). "Towards a sustainable urban tourism development in Europe: The role of benchmarking and tourism management information systems – A partial model of destination competitiveness". Tourism Economics, 23(2): 243-259. DOI: https://doi.org/10.1177/1354816616656247

Gunter, U. & Önder, I. (2016). "Forecasting City Arrivals with Google Analytics". Annals of Tourism Research, 61: 199-212. DOI: https://doi.org/10.1016/j.annals.2016.10.007

Önder, I. & Gunter, U. (2016). "Forecasting Tourism Demand with Google Trends for a Major European City Destination". Tourism Analysis, 21 (2-3):202-230.
DOI: https://doi.org/10.3727/108354216X14559233984773

Sabou, M., Önder, I., Brasovenau, A., & Scharl, A. (2016). "Towards Cross-domain Decision Making in Tourism: A Linked Data based Approach". Journal of Information Technology and Tourism, 16(1): 71-101.

Gunter, U. & Önder, I. (2015). "Forecasting international city tourism demand for Paris: accuracy of uni- and multivariate models employing monthly data". Tourism Management, 46, 123-135.
DOI: https://doi.org/10.1016/j.tourman.2014.06.017

Önder, I., Koerbitz, W., & Hubmann-Haidvogel, A. (2014). "Tracing tourists by their digital footprints: The case of Austria". Journal of Travel Research, 55(5): 566-573.
DOI: https://doi.org/10.1177/0047287514563985

Önder, I. & Wöber, K. (2014). "Citytourismbenchmark, un système d'aide à la décision pour les acteurs du tourisme". Espaces, Jan-Feb 2014 issue.

Sabou, M., Önder (Arsal), I. & Brasovenau, A. (2013) "TourMISLOD: a Tourism Linked Data Set", Semantic Web Journal 4(3): 271-276.

Önder (Arsal), I., Woosnam, K., Baldwin, E. & Backman, S. (2010). "Residents as travel destination information providers: An online community perspective". Journal of Travel Research, 49(4), 400 – 413.
DOI: 10.1177/0047287509346856

Önder (Arsal), I., Baldwin, E., & Backman, S. (2009). "Member reputation and its influence on travel decisions: A case study of an online travel community". Journal of Information Technology & Tourism, Volume 11, Issue 3, p.235 - 246.
DOI: https://doi.org/10.3727/109830509X12596187864035

B) Other publications:

Gunter, U., Önder, I., Gindl, S. (2018): Using Facebook Likes and Google Trends Data to Forecast Tourism. In: EViews Econometric Analysis Insight Blog, URL: http://blog.eviews.com/2018/08/using-facebook-likes-and-google-trends.html

C) International Conferences (Refereed)

Acikgoz, F., Onder, I., Wei, W. & Stylos, N. (2023). "Understanding Data Commodification from Theory of Planned Behavior and Surveillance Capitalism". Conference on Managing Tourism Across Continents, March 15-18, Istanbul, Turkey.

Acikgoz, F., Stylos, N., & Onder, I. (2023) Exploring the Drivers of Post-Adoption Behaviors for Blockchain-based Decentralized Applications (dApps). Academy of Marketing conference. 3-6 July 2023, Birmingham, UK.

Wei, W. & Önder, I. (2022). "A Systematic Literature Review of Topic Modeling in Hospitality and Tourism Research". ICHIRE conference, August 3-6, 2022, Washington, D.C, USA.

Wei, W. & Önder, I. (2022). "An Exploratory Study of Consumers' Travel-Related Concerns About COVID-19" ENTER conference, January 11-14, 2022, Nankai, China.

Önder, I. & Sheel, A. (2020). "Identifying the impact of COVID-19 on hotel revenues: The influence of information and Big Data." 5th RevME Hospitality Revenue Management and Analytics Conference, December 8-9, 2020, University of South Carolina, USA.

Önder, I. (2020). "Blockchain: Challenges and Opportunities for Tourism and Hospitality Industry". MTCON: Conference on Managing Tourism Across Continents. Antalya, Turkey

Lidija Lalicic, Irem Önder, Ko Koens, & Jessika Weber (2019). "Serious gaming: An Innovative method to engage stakeholders with sustainable tourism planning". AIEST conference, Varna, Bulgaria. _Awarded the PETER KELLER AWARD for the best contribution uniting theory and practice_.

Zekan, B., & Önder, I. (2018). "An Efficiency Assessment of DMOs' Facebook Pages: A Benchmarking Study", _DEA40: International Conference on Data Envelopment Analysis,_ Birmingham, UK.

Önder, I., Gunter, U. & Zekan, B. (2018). "Modeling Airbnb demand to New York City employing panel data at the listing level." 38th Annual International Symposium on Forecasting, Boulder, Colorado, USA.

Gunter, U. & Önder, I. (2018). "Exploring the predictive ability of LIKES on the Facebook pages of four major city DMOs in Austria." 38th Annual International Symposium on Forecasting, Boulder, Colorado, USA.

Gunter, U. & Önder, I. (2017). "Determinants of Airbnb Demand in Vienna and its Implications on the Local Hotel Industry" IATE, Rimini, Italy.

Zekan, B., Önder, I., & Gunter, U. (2017). "Benchmarking of Airbnb Providers: How Competitive Are European Cities?" IATE, Rimini, Italy.

Zekan, B., Önder, I., & Gunter, U. (2017). "Competitiveness of European cities in the time of Sharing Economy". Workshop on Analytics in Tourism Design, Vienna, Austria.

Önder, I. (2017). "Geotagging research in Tourism". European Travel Commission Marketing Intelligence Group meeting, Budva, Montenegro. (Invited Keynote speaker).

Gunter, U. & Önder, I. (2016). "Destination Image – Web Sentiment – Projected Tourism Demand of Vienna: A Mixed-Frequency Modeling and Forecasting Approach for Big Data" Urban Planning and Tourism Consumption Conference, Jerusalem, Israel.

Önder, I., Gunter, U. & Sharl, A. (2016). "Forecasting Tourist Arrivals with the Help of Web Sentiment: A Mixed-Frequency Modeling Approach for Big Data" ÖSG-Statistiktage 2016, Vienna, Austria. (invited speaker).

Lalicic, L., Önder, I, & Scharl, A. (2016). "Destination Media Coverage: A Brand Personality Approach", EMAC 2016, Oslo-Norway.

Önder, I. & Gunter, U. (2016). "Forecasting Tourist Arrivals with the Help of Web Sentiment: A Mixed-Frequency Modeling Approach for Big Data" 36th Annual International Symposium on Forecasting, Santander, Spain.

Gunter, U. & & Önder, I. (2015). "Forecasting city arrivals with Google Analytics: the merits of big data shrinkage techniques and forecast combination" 35th Annual International Symposium on Forecasting, Riverside, CA, USA.

Önder, I. & Smeral. E. (2015). "Comparison of Forecasting Accuracy in City Tourism using Different Models". 5th Conference of the International Association for Tourism Economics, Hong Kong, China.

Önder, I. & Gunter, U. (2014). "Forecasting Tourism Demand with Google Trends: The Case of Vienna". The 8th International Conference on Computational and Financial Econometrics (CFE 2014), Pisa, Italy.

Önder, I. & Gunter, U. (2014). "Forecasting Tourism Demand with Google Trends: The Case of Vienna". 34th Annual International Symposium on Forecasting, Rotterdam, Netherlands.

Gunter, U. & Önder, I. (2013). "Forecasting international city tourism demand for Paris: accuracy of uni- and multivariate models while employing monthly data". Tourism & Management Studies International Conference, Algarve, Portugal.

Önder, I. & Smeral. E. (2013). "Comparison of univariate time series forecasting methods to predict tourism demand in Vienna". 4th Conference of the International Association for Tourism Economics, Ljubljana, Slovenia.

Zekan, B. & Önder, I. (2013) "CTO/CVB Benchmarking: Stakeholders' Say on Optimal Variables". 4th Conference of the International Association for Tourism Economics, Ljubljana, Slovenia.

Gunter, U. & Önder, I. (2013). "Forecasting foreign tourism demand in four major European cities: accuracy of uni- and multivariate models while employing monthly data". 33rd International Symposium on Forecasting, Seoul, Korea.

Önder, I. & Koerbitz W. (2013). "Where to go next? Mapping Multi destination trips using geotagged photographs". European Marketing Academy 42nd Annual conference, Istanbul, Turkey.

Koerbitz W., Önder, I. & Hubmann-Haidvogel, A. (2013). "Analyzing tourism behavior using geotagged photographs", General Online Research Conference, Mannheim, Germany.

Sabou, M., Brasovenau, A. & Önder, I. (2012). "Supporting Tourism Decision Making with Linked Data" (2012), Linked Data Cup Challenge, I-Semantics 2012 (8th International Conference on Semantic Systems), September 2012 Graz. (*First prize*).

Önder (Arsal), I., Croce, V, Költringer, C. & Dickinger, A. (2009). "Cultural Heritage Shaping Online Destination Image Over Time", in: European Cities Marketing Annual Conference & General Assembly, Events and Meetings in the City, Conference Proceedings, Research Symposium, Larson, M. and Vujicic, Gothenburg Sweden, ISBN 978-91-978258-0-1.

Önder (Arsal), I. & Backman, K. (2007). "Identifying Tourist Icons of Tanzania, Uganda and Kenya: A tool for International Tourist Development." The 5th ATLAS Africa Conference 2007, Kampala, Uganda.

Backman, K., Nzuki, A., & Önder (Arsal), I. (2007). "Potential Community Ecotourism Development in Tanzania: A Study of the Perceptions of International Visitors." The 5th ATLAS Africa Conference 2007, Kampala, Uganda.

Önder (Arsal), I., Backman, S., & Backman, K. (2007). "Identifying Tourist icons of Tanzania: Online Travel Community's Perspective." Illustrated paper accepted for presentation at Travel & Tourism Research Association 2007 Conference, Las Vegas, NV.

Önder (Arsal), I., Dixon, A., & Backman, S. (2007). "Destination Competitiveness: SWOT analysis of Myrtle Beach." Poster accepted for presentation at the 2007 Southeast Chapter of Travel and Tourism Research Association (SETTRA) Annual Conference & Tourism Research Symposium, Biloxi, MS.

Woosnam, K. M., Önder (Arsal), I. McElroy, K.E., Krohn, B.D., & Norman, W. C. (2006). "Collaborative tourism planning: An application of shrimp tourism across multiple coastal regions in South Carolina." Southeast Chapter of Travel and Tourism Research Association (SETTRA) Annual Conference & Tourism Research Symposium, Sarasota, FL.

Önder (Arsal), I & Dixon, A. "Using PDAs to Evaluate Services." (2005) North Carolina and South Carolina Recreation and Park Association Joint Conference, Asheville, NC.

Önder (Arsal), I & Dixon, (2005) "A Present and Future Research Objectives of Clemson University's Department of Parks, Recreation and Tourism Management". College of Health, Education and Human Development Annual Presentation, Clemson, SC.

Aybar-Damali, B. Z., Önder (Arsal), I., Backman, S., & McGuire, F. A. (2005). "A map of Journal of Leisure Research: Citation and trend analysis." Illustrated paper presented at Clemson University Research Forum, Clemson, SC.

D) Book Chapters

Önder, I (2021). "Benchmarking" in Encyclopedia of Tourism Management and Marketing. Editor Buhalis, D. Edward Elgar Publishing Limited ISBN: 9781800377479 (In Press).

Önder, I & Wei, W. (2021). "Forecasting tourism demand with time series analysis" in Gretzel, U. & Egger, R. (Eds) Tourism on the Verge. Springer (In press).

Zekan, B. & Önder, I (2021). "Data governance for smart city destinations" in Coca-Stefaniak, J. A. & Gretzel, U. (Eds) Routledge Handbook of Smart Tourism. (In press).

Önder, I. & Zekan, B. (2020). "Urban tourism development in Europe: a double-edged sword for the cities?" In Morrison, A. M. and Coca-Stefaniak, J. A. (eds) Routledge Handbook of Tourism Cities. Routledge, New York, NY.

Önder, I., Zekan, B., & Araz, N. (2020). "An Efficiency Assessment of DMOs' Facebook Pages: A Benchmarking Study". In Neidhardt and Worndl (eds) *Information and Communication Technologies in Tourism 2020* (pp. 92-102). Springer, Cham. ISBN: 978-3-030-36737-4

Treiblmaier, H. & Önder, I. (2019). "The Impact of Blockchain on the Tourism Industry: A Theory–based Research Framework". In Treiblmaier, H., Beck, R. (Eds), Business Transformation through Blockchain, Vol 2, Palgrave Macmillan, Switzerland.

Scharl, A., Lalicic, L., & Önder, I. (2017). "Web Intelligence and Visual Analytics for Supporting Decisions of Tourism Stakeholders". In Xiang, Z., Alzua, A., and

Fesenmaier, D. (Eds), *Designing Tourism Spaces – Analytics in Tourism Design* (pp. 165-178), Springer.

Nixon, L., Popova, A., & Önder, I. (2017). "How Instagram influences Visual Destination Image – a case study of Jordan and Costa Rica". In Schegg, R., and Stangl, B. (Eds.), *Information and Communication Technologies in Tourism 2017* (pp. 361 – 376). Springer. ISBN: 978-3-319-51167-2

Marchiori, E. & Önder, I. (2015). "Reframing the Image of a Destination. A Pre-Post Study on Social Media Exposure". In Tussyadiah, I., and Inversini, A. (Eds.), *Information and Communication Technologies in Tourism 2015* (pp. 335 – 348). Springer. ISBN: 978-3-319-14343-9

Sabou, M., Brasoveanu, A.M.P. & Önder, I. (2015). "Linked Data for Cross-Domain Decision-making in Tourism" (full paper). ". In Tussyadiah, I., and Inversini, A. (Eds.), *Information and Communication Technologies in Tourism 2015* (pp. 197 – 212). Springer. ISBN: 978-3-319-14343-9

Koerbitz, W. & Önder, I. (2014). "Destination benchmarking with geotagged photographs". In Xiang, Z., and Tussyadiah, I. (Eds.), *Information and Communication Technologies in Tourism 2014* (pp. 201 – 212). Springer. ISBN: 978-3-319-03972-5

Koerbitz W., Önder, I. & Hubmann-Haidvogel, A. (2013). "Identifying Tourist Dispersion in Austria by Digital Footprints". In Cantoni, L., and Xiang, Z. (Eds*.), Information and Communication Technologies in Tourism 2013* (pp. 495 – 506). Springer. ISBN: 978-3-642-36308-5

Bauernfeind,U., Önder (Arsal), I., Aubke, F., & Wöber, K. (2009). "Assessing the Significance of City Tourism in Europe". In Mazanec, J, and Wöber, K. (Eds.) 2nd ed. *Analysing International City Tourism*. Springer. ISBN: 978-3-211-09415-0

Önder (Arsal), I., Backman, S., & Baldwin, E. (2008). "Influence of an online travel community on travel decisions"**.** In O'Connor, P, Höpken, W., Gretzel, U. (Eds.), *Information and Communication Technologies in Tourism 2008* (pp. 82 – 93). Springer. ISBN: 978-3-211-77279-9

INDUSTRY REPORTS

Wöber, K., Önder, I., & Zekan, B. (2019). "The European Cities Marketing Benchmarking Report: 15th official edition". ECM, 2019.

Wöber, K., Önder, I., & Zekan, B. (2018). "The European Cities Marketing Benchmarking Report: 14th official edition". ECM, 2018.

Wöber, K., Önder, I., & Zekan, B. (2017). "The European Cities Marketing Benchmarking Report: 13th official edition". ECM, 2017.

Wöber, K., Önder, I., & Dietrich, L. (2016). "The European Cities Marketing Benchmarking Report: 12th official edition". ECM, 2016.

Wöber, K., Önder, I., & Tschoell, P. (2015). "The European Cities Marketing Benchmarking Report: 11th official edition". ECM, 2015.

Wöber, K., Önder, I., & Shanaman, E. (2014). "The European Cities Marketing Benchmarking Report: 10th official edition". ECM, 2014.

Wöber, K., Önder, I., & Zekan, B. (2013). "The European Cities Marketing Benchmarking Report: 9th official edition". ECM, 2013.

Wöber, K., Önder, I., & Zekan, B. (2012). "The European Cities Marketing Benchmarking Report: 8th official edition". ECM, 2012.

Wöber, K., Önder, I., & Zekan, B. (2011). "The European Cities Marketing Benchmarking Report: 7th official edition". ECM, 2011.

GRANTS & PROJECTS

Flex Learning Fellowship (2022-2023) –Center for Teaching and Learning University of Massachusetts. ($29.700)

Smart City Hospitality/SCITHOS. (2016-2019). Project partners NHTV Breda, University of Applied Sciences, West Norway research Institute, Worldline, and MODUL University Vienna. Funded by European Union (€ 1.659.162).

Förderungsansuchen des Programms Forschungskompetenzen für die Wirtschaft (Applications for funding of the program Research competences for the economy). Project partners Technical University Vienna, Accor Hotels, and Hotel Sacher Wien. (FFG – Austrian research funding institute) (€ 255. 371).

The Sharing Economy: The Competitive Standing of Viennese Airbnb Accommodations. (2017-2018). Funded by Vienna Chamber of Commerce (€ 7.500).

Well-Known Public Places and 'Hidden Gems' in Vienna – Estimating and Forecasting Visitor Numbers with Geotagged Photos, funded by Hochschuljubiläumsstiftung der Stadt Wien (2017-2018) (€ 10.000)

The Sharing Economy: The Competitive Standing of Viennese Airbnb Accommodations. (2017). Funded by Vienna Chamber of Commerce (€ 7.500).

Status Quo of Airbnb in Vienna and in its Main Competitors, funded jointly by Michaeler & Partner, PKF hotelexperts, and the Vienna Tourist Board (8/2016 - 1/2017)

City Tourism Performance Monitor. (2016). Funded by UNWTO and World Tourism Cities Federation (€ 15.000).

Website Analytics and Benchmarking NTO Websites. (2016). Funded by European Travel Commission (€ 15.000).

Forecasting EU tourist arrivals and bednights (2016-2018). Funded by European Commission (€ 15.000).

Forecasting Tourism Demand for Vienna with Google Trends. (2014). Funded by Vienna Chamber of Commerce (€ 6.200).

Exposing Tourism Indicators as High-Quality Linked Data (ETIHQ) (2013), Funded by European Union, PlanetData, Network of Excellence (€ 42.500). (http://www.etihq.eu/)

LGBT perception of Vienna - a joint study with Vienna Tourist Board (2013).

Bus stop project for Vienna Chamber of Commerce (2009). (Bewertung der Zufahrtsmöglichkeit zum Stephansplatz für Touristenbusse).

Mapping Native American Historic Sites in Upstate South Carolina (2007). Funded by grant from College of HEHD, Clemson Univ. SC. ($6800).

TEACHING

- Quality Issues for Publications and Conferences (PhD)
- The Sharing Economy (Masters)
- Smart Destinations (Masters)
- Ecotourism Management –Study tour to Costa Rica (Undergraduate & Masters)
- Tourism Information Technology (Undergraduate)
- Tourism Demand Analysis and Forecasting (Undergraduate)
- Operational Research and Forecasting (Undergraduate)
- Economics of Recreation, Leisure and Tourism (Undergraduate)
- New Media and E-business Applications (Undergraduate)
- Tourism and Hospitality Business Applications (Undergraduate)
- Electronic Business (Undergraduate)
- Information Systems (Undergraduate)
- Web IS Development for Tourism (Undergraduate)
- Web IS Development for Hospitality (Undergraduate)

- Information Technology and Social Media in Hospitality and Tourism (Undergraduate)
- Strategic Planning for the Hotel Industry (Undergraduate)
- Big Data and Society (Undergraduate Honors class)

REVIEWER

A) Academic Journals:

- Annals of Tourism Research (*Editorial board*) 2022-Present
- Annals of Tourism Research Empirical Insights (*Editorial board*) 2020-Present
- Information and Management
- International Journal of Culture, Tourism, and Hospitality Research
- International Journal of Hospitality Management
- International Journal of Information Systems and Management
- International Journal of Tourism Cities (*Editorial board*) 2019-Present
- Event Management Journal (*Associate editor*) 2008 -Present
- Journal of Global Scholars of Marketing Science (**Editorial board**) 2020-Present
- Journal of Hospitality and Tourism Education
- Journal of Hospitality and Tourism Technology
- Journal of Information Technology and Tourism (*Editorial board*) 2018-Present
- Journal of Sustainable Tourism
- Journal of Tourism Futures
- Journal of Travel Research (*Editorial board*) 2018-Present
- Tourism Economics (*Editorial board*) 2019-Present
- Tourism Management
- Tourism Management Perspectives

B) Conferences:

- International Federation for Information Technology and Travel & Tourism (IFITT) & ENTER (*Board Member* 2017-2019)
- European Marketing Academy (EMAC)
- Consumer Psychology of Tourism, Hospitality, and Leisure Research (CPTHL)
- Building Excellence in Sustainable Tourism Education Network (BESTEN)
- Travel and Tourism Association Conference (TTRA)

ADMINISTRATIVE TASKS

- Program director for Learn 6/Work 6 study abroad program in Switzerland for University of Massachusetts Amherst HTM program.
- Committee member for undergraduate and master's curriculum for HTM department.
- Responsible for HTM Community Relations & Engagement page.

URL: https://www.isenberg.umass.edu/programs/depts/hospitality-tourism-management/community-relations-and-engagement

TRAINING AND WORKSHOPS

- *Developing a mentor network: Identifying and Mapping Your Mentoring Needs* – UMass Office of Faculty Development. September 6, 2019.
- *Standing out: Effective Self-Promotion Strategies for New Faculty* - UMass Office of Faculty Development. October 4, 2019.
- *Planning Your Research and Scholarly Activities: Resources for a Successful First Year* - UMass Office of Faculty Development. November 1, 2019.
- *Assessing your teaching*: *Review, reflect and plan for the next semester*. UMass Office of Faculty Development. December 6, 2019
- Introduction to Python & Web scraping. Workshop, UMass Institute for Social Science Research: June 3-4, 2021.

CERTIFICATES

- *MIT Sloan Blockchain Technologies: Business Innovation and Application Program*. Massachusetts Institute of Technology. March 2022.
- *MIT Media Lab Cryptocurrency*. Massachusetts Institute of Technology. June 2022
- *MIT IDSS Data Science and Machine Learning Program: Data Science and Machine Learning: Making Data-Driven Decisions, April 2023*