

## Professor Dr Oswin Maurer (Executive Profile)

- Current position** Dean, Faculty of Economics and Management, Free University of Bozen-Bolzano (unibz), Italy  
Eminent Professor, William Angliss Institute, Melbourne (since 2016)  
Scientific Advisory Board Member, NIDA Business School, Bangkok (since 2013)  
Director, Competence Centre in Tourism Management and Tourism Economics (TOMTE), unibz (since 2008)  
Professor of Marketing, Faculty of Economics & Management, Free University of Bozen-Bolzano (unibz), Italy (since 2002)
- Education** 1977 - 1983 Dipl Ing (Agric Econ), University of Resource Sciences, Vienna  
1984 - 1987 Dr rer nat tech (Agric Econ, summa cum laude), University of Resource Sciences, Vienna
- Previous positions**
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| 2005 – 2009 | Dean, School of Economics & Management, unibz  |
| 2005 – 2006 | Pro-Vice Chancellor (International and Entrepreneurial), unibz   |
| 2001 – 2002 | Vice-Chancellor (inaugural) and Professor of Marketing & International Management, Kassel International Management School, Germany                 |
| 1999 – 2001 | Professor (Chair) of Food Industry Marketing and Management; Director New Zealand Food Marketing Institute, Waikato Management School, New Zealand |
| 1996 – 1999 | Professor (Chair) of Food Marketing and Management, University of New England, Armidale, Australia (Honorary Professorship 1999)                   |
| 1994 – 1996 | Associate Professor of Marketing and Management, The Royal Veterinary & Agricultural University, Copenhagen/Danmark                                |
| 1992 – 1993 | Senior Lecturer in Strategic Management, Department of Economics, University of Tasmania, Australia  |
| 1987 – 1994 | Assistant Professor, C.-A. University Kiel, Germany  |
| 1983 – 1987 | Assistant Professor, University of Resource Sciences, Vienna, Austria  |
- Research interests** Consumer Behaviour  
Tourism Marketing, Destination Management, International Tourism, Food & Tourism  
International Business, International Competitiveness  
Demographic Change Effects on Regions and Industries
- Visiting Positions** Professor, University of Tasmania, Tasmanian School of Business, Australia (2009-10)  
Professor, University of Sydney, Australia (2004-05)  
Adjunct Professor of Marketing and International Management, University of New England, Australia (1999 - 2000)  
Senior Lecturer, University of Tasmania, School of Economics, Australia (1992–93)  
Lecturer, Department of Business Systems, University of Wollongong, Australia (1990)
- Competitive research grants** approx. € 1 million in own managed funds in the last 20 years  
more than € 4 million in total research group funds during the last 20 years
- Countries of work experience** Australia, Austria, Denmark, Germany, Italy, New Zealand, Russia, Thailand, Sultanate of Oman, Vietnam
- Professional service** Work package leader, Research Programme 'Demochange' (EU competitive research grant of the European Union on impacts of demographic change on tourism industries in the Alps)

Guest Editor and Referee for several international journals

External PhD examiner and External research grant assessor in Europe, Asia, Australia

Chairman and member of organising committees of many international congresses in Europe, USA, Asia and Australia

Former editorial board member of the Journal of International Food and Agribusiness Marketing and of the Journal of Supply Chain Management

Advisor to governments and government agencies in Europe and Australia on international competitiveness and competition (mergers, anti-trust)

Advisor to Business Schools and Universities in Europe, Australia and Asia on MBA and Executive- MBA programme development, programme accreditation and programme implementation

**Board Member, Industry Associations**

Board Member, International Centre of Excellence in Tourism and Hospitality Education - THE ICE, Brisbane, QLD, Australia (current)

Director, Competence Centre for Tourism Economics and Tourism Management (TOMTE) (current)

Member, Scientific Advisory Board, NIDA Business School, Bangkok, Thailand (current)

Member, Board of Directors "ASM - Innovation South Tyrol - Alto Adige" (until 2009); BIC, Bozen-Bolzano, Italy (until 2008), EUROBS (Tyrol, South-Tyrol, Trento) Economic Research Alliance (until 2009).

Board member of several industry steering groups (CRC, MLA, DPI, DPIF, AgResearch NZ, etc.), Australia and New Zealand (until 2002)

**Stipendiary Support for Research**

Research work on "Self-Congruity and Image of Tourism Destinations: Visitor Evaluations - an island case" (6/2009 – 9/ 2010)

Research work on "Value Chain Analysis and international competitiveness of the Australian organic food sector" (10/2004 – 2/2005)

Research work on "Marketing and Management Information Systems and Internationalisation of Medium Sized Firms" (7/1990 - 9/1990)

Research work on "Management Strategies and Management Information Systems" (4/1987 – 7/1987)

Research work on "Management and Marketing Strategies of SME's" (11/1984 – 12/ 1984)

**Publications (last 6 years):**

> 60 international refereed contributions, 11 books, > 50 industry advisory reports

Maurer, O. (2019, online 2018): "Tourism and Food: Necessity or Experience?", in: Beeton and Morrisson: The Study of Food, Tourism, Hospitality, and Events – 21st Century Approaches, pp. 27 – 35. Tourism, Hospitality & Event Management. Springer, Singapore (doi: 10.1007/978-981-13-0638-9\_3).

Tokarchuk, O., Gabriele, R., Maurer, O. (forthcoming 2018): "The impact of tourism on the wellbeing of residents". Annals of Tourism Research, Elsevier, Oxford.

Aichner, T., Maurer, O., Nippa, M. & Tonezzani, S. (forthcoming 2018): "Virtual Reality im Tourismus verändern wird - Zukunfts-Szenarien fuer den VR-Einsatz im Destinationsmarketing. Springer Essentials, Wiesbaden.

Tokarchuk, O., Gabriele, R. & Maurer, O. (2017). „ Development of city tourism and wellbeing of urban residents: a case of German Magic Cities". Tourism Economics, Vol. 23, No 2 (March 2017), pp. 343–359, doi:10.1177/1354816616656272

Tokarchuk O. and Maurer, O. (2017). "Research and Development in Tourism Mobilities beyond Place". e-Review of Tourism Research (eRTR), Vol.14, No. 3/4. (January 2018)

Tokarchuk O. and Maurer, O. (2016) "From satisfaction with vacation to quality of life enhancement: a test of comprehensive congruity model". CAUTHE 2016 - 26th Annual Conference Proceedings 'The changing Landscape of Tourism and Hospitality: the

impact of emerging markets and emerging destinations', Council for Australasian University Tourism and Hospitality Education (CAUTHE), ISBN 978-0-9870507-9-3.

Tokarchuk O., Gabriele, R., and Maurer, O. (2016) "Tourism intensity impact on satisfaction with life of German residents", *Tourism Economics*, Vol. 22, No. 6 (December 2016), pp 316-331, doi: 10.1177/1354816616672356.

Tokarchuk, O., Maurer, O. and Bosnjak, M. (2015) "Tourism Experience at Destination and Quality of Life Enhancement: a Case for Comprehensive Congruity Model", *Applied Research on Quality of Life*, Vol. 10, pp. 599-613.

Maurer, O. et al (2014): "Demographic Challenges in the Alpine Space: The Search for Transnational Answers". TOMTE, ISBN: 978-88-907705-0-0.

Volo, S. and Maurer, O (2014). Special issue: Consumer Behavior in Tourism Symposium 2011. *Journal of Hospitality Marketing & Management*, Vol. 23, Issue 4 (May 2014), pp. 357-423, ISSN: 1936-8623

Wytrzens, H-K., Jud, M., Valentin, E., Haller, G., Maurer, O. (2014): "Addressing Specific Impacts of Demographic Change, Part II - Experiences from DEMOCHANGE Pilot Actions: Ageing". In: Bausch, T. et al. (eds.) *Coping with Demographic Change in the Alpine Regions - Actions and Strategies for Spatial and Regional Development*. European Studies of Population (ESPO), Vol 23, Springer, Heidelberg-New York, pp. 45-62. ISBN 978-3-642-54680-8

Maurer, O. et al (2013): "Generation 55+ und Zuwanderer - Befragungsergebnisse aus vier Südtiroler Gemeinden". TOMTE, ISBN: 978-88-907705-2-4

Maurer, O. et al (2013): "Strategies to cope with demographic change in the Alpine Space - Roadmaps ...". TOMTE, ISBN: 978-88-907705-1-7

Volo, S., Maurer, O. (eds., 2012) Special Supplement of the *International Journal of Tourism Research - Consumer Behavior in Tourism Symposium 2010*. *International Journal of Tourism Research* 14 (6), pp. 513-566. ISSN: 1099-2340

Bosnjak, M., Sirgy, M.J., Hellriegel, S., Maurer, O. (2011). "Post-visit destination loyalty judgments: Developing and testing a comprehensive congruity model". *Journal of Travel Research*, 50(5), 496-508.

Volo, S., Osti, L., Maurer, O. (Eds., 2011). Special Issue on Consumer Behavior in Tourism and Advances in Tourism Research. *TOURISMOS*, vol. 6, p. 5-134, ISSN: 1790-8418.

**International Awards** Fellow of THE-ICE (International Centre of Excellence in Tourism and Hospitality Education, Sydney)