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WHO IS WHO – SCIENTIFIC COMMITTEE



Ms. Pilar Zorrilla Calvo

*Vice Councilor of Commerce and Tourism
Basque Regional Government, Spain*

Basque Government, Pilar Zorrilla Calvo (Spain), Ph.D in Economics Administration from the University of Basque Country (UPV/EHU). Is Associate Professor in the Department of Administration and Business Management (Financial Economics II), Faculty of CC.EE and Business, where she has taught business management, marketing and advertising before joining the Basque Government as Deputy Minister of Trade and Tourism in May 2009.

Pilar Zorrilla has participated in various projects and research contracts mainly specialized in the field of commercial distribution. As part of her research we can highlight the analysis carried out on “boosting the commercial urban models based on public-private partnerships” or “the impact of interior design of retailers in the shopping experience”, various studies on sectorial competitiveness and strategic planning of urban trade or commercial revitalization plans made to municipalities as well as Amorebieta, Durango, Zumaia, Galdakao, Orio or Getxo.

In her career, she has written divulgative and scientific articles related to consumer behavior patterns, urban trade, virtual stores, large shopping malls or merchandising.

Pilar Zorrilla has participated in several scientific committees of various conferences and has lectured at various forums on trade, marketing, business strategy and sustainable development of rural tourism.

Pilar Zorrilla has also directed various doctoral theses and has participated in various committees and international representations.



Mr. Vicente Monfort

*Director of the Tourism Studies Institute
Tourspain, Spain*

Degree and PhD in Economics from the University of Valencia. He is an economist of the Generalitat Valenciana and is currently Director of the Tourism Studies Institute.

Author of eight books on tourism, among which can be highlighted: Introduction to the tourism economy in Spain, declared of National Tourist Interest, 'Competitiveness and critical success factors in the "Coastal Hospitality," which was awarded -Tribuna Futur- Jorge Vila Fradera 2000-, “the Tourism Sector” in Spain, “New approaches in the economic study of tourism”, etc. Moreover he has published forty chapters on many books and numerous articles in professional journals.

He has been Head of the Technical Office of the Department of Industry, Commerce and Tourism of Spain, Head of the Planning and Training Unit at the Valencian Tourism Agency, Head of the Research Department of the Valencian Agency of Tourism, among other positions held in the field of management in the Generalitat Valenciana. It has also developed a lecturing career in his capacity as associate professor in the Department of Business Administration and the Department of Economic Structure of the University of Valencia and Department of Business Administration and Marketing at the Universitat Jaume I.

He was editor of the magazine “Papers de Turisme”, Secretary of Cavanilles Foundation for Higher Tourism Studies and General Secretary of the Spanish Association of Scientific Experts in Tourism (AECIT).

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Mr. Jaume García

President

National Statistics Institute, Spain

Jaume García Villar, currently the chairman of the National Statistical Institute since April 29th 2008, is Professor in Applied Economics at the Universitat Pompeu Fabra since 1991. Graduate in Economics and Business Administration from the University of Barcelona in 1978, M.Sc in Econometrics and Mathematical Economics in 1981 and Ph.D in Economics (1985) from the London

School of Economics and Political Science. He has been the Director and Dean of the Faculty of Economics, Universitat Pompeu Fabra and Vice Chancellor of the University. His areas of expertise are: Microeconomics, Analysis of consumer behavior, Labor Economics and Health and Sport Economics. As a lecturer he has taught courses in Econometrics for undergraduates and postgraduates, the last one in the Master in Tourism and Environmental Economics at the Universitat de les Illes Balears. His research papers have been published in academic journals such as Health Economics, Journal of Housing Economics, Urban Studies, Regional Studies, Economics and Human Biology, Applied Economics, Empirical Economics, Oxford Bulletin of Economics and Statistics, Journal of Sports Economics, International Journal of Sport Finance, Journal of Applied Economics, Public Finance and Economic Research Spanish, among others.



Mr. Karl Wober

Founding President

MODUL University, Vienna, Austria

Karl Wöber is Full Professor and Founding President of MODUL University Vienna. Karl holds a PhD from the Vienna University of Economics and Business where he became Associate Professor and Deputy Department Head at the Institute for Tourism and Leisure Studies in 2000. In 1997, he was a visiting scholar at the University of Illinois at Urbana-Champaign, Department of Leisure Studies. Since 2005, he is a Visiting Senior Fellow of the School of Management at the University of Surrey, and a Senior Fellow of the National Laboratory of Tourism and eCommerce at the School of Tourism and Hospitality Management at Temple University, USA. His main research activities are in the fields of computer support in tourism and hospitality marketing, decision support systems, multivariate methods and strategic planning. Karl Wöber has also been Technical Advisor to European Cities Marketing and the European Travel Commission for many years.



Ms. Beatriz Plaza Inchausti

Professor of Applied Economics

University of the Basque Country, Spain

(EN) Beatriz Plaza graduated in Economics from the University of the Basque Country (Spain) and obtained her Master degree in Business Administration (EMBA) from Iese Business School. She has a PhD in Economics from the Faculty of Economics of the University of the Basque Country and, at present, works as Professor in Applied and Regional Economics at this same university. Her research interests include: Regional Innovation Systems and Tourism; Urban Revitalisation; Economic Impact of Museums; Creative economies and Innovation; Regional Policy; Measurement and Economic Analysis of Regional Economics. Among other current research project, Beatriz Plaza is working on one financed by the European Commission (2008-2011) entitled The Contribution of Public and Private Services to European Growth and Welfare, and the Role of PublicPrivate Innovation Networks. She has published numerous articles in journals such as Journal of Cultural Heritage, European Planning Studies, International

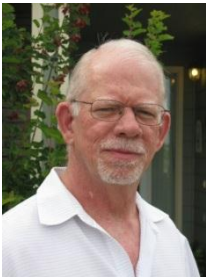
MOVE 2011

2nd International Conference on the
Measurement and Economic Analysis
of Regional Tourism
BILBAO · SPAIN · OCTOBER 27TH-29TH · 2011

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Journal of Urban and Regional Research, Industrial Economics, Tourism and Hospitality Management and Annals of Tourism Research.



Mr. Joseph O'Leary

Professor

Colorado State University, Warner College of Natural Resources, USA

Dr. Joseph O'Leary is a professor at Colorado State University. He has extensive administrative experience serving as Head of Department at Texas A&M and as Dean at Colorado State University. His teaching and research focuses on travel and tourism especially in the areas of tourism data and analysis. His background includes both public and private International working experiences. His

graduate degrees are from the University of Washington and Yale University.



Ms. Paz Moral

Associate Professor

University of the Basque Country, Spain

Paz Moral Zuazo holds a PhD in Economics from the University of Basque Country. She is currently an associate professor in the department of Applied Economics III (Econometrics and Statistics) at the UPV/EHU. Between 2008 and 2010 she has worked in the Cantabrian Institute of Statistics as an analyst. Her research has been developed in the field of time series analysis, particularly in the analysis of regional economic conditions and the tourism sector. She also contributed to the development of input-output tables, macroeconomic models to explain the business cycle and studies of economic convergence. She has published in national and international journals such as the International Journal Forecasting, Annals of Tourism Research, Economics Bulletin or Bulletin of Economic Research.

Mr. Daniel Fesenmaier

Temple University, School of Tourism and Hospitality Management, USA

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Mr. Juan Muro
Professor of Economics
Alcalá de Henares University, Spain

Juan Muro is Professor of Economics at the University of Alcalá (Spain). His research interests include micro econometrics, tourism economics, labour economics, duration models, treatment effects and efficiency measures and production frontiers. He has published in a wide variety of national and international journals.



Ms. Pilar González
Professor
University of the Basque Country, Spain

Pilar Gonzalez Casimiro holds a PhD in Economics from the University of the Basque Country and a Master of Science (MSc) in Statistics from the London School of Economics (Department of Statistics and Mathematical Science). Is a University Lecturer in the Department of Econometrics and Statistics (Applied Economics III), Faculty of Economics and Business Administration where she teaches courses in Econometrics and Time Series Analysis, basic and advanced, both at the undergraduate and postgraduate levels. Her teaching work has resulted in the publication of several books on Econometrics, Time Series Analysis and Forecasting Techniques. Her research has focused primarily on the field of Macroeconometrics and Time Series Analysis (Systems Economic Analysis and Economic Indicators). These lines of research have developed in the areas of economic convergence, regional and urban economics, economics of tourism and natural resource economics, among others. Another line of research developed in recent years is the measurement of economic impacts by Input-Output Tables and Social Accounting Matrices, both from the point of view of supply and demand. The results of their works are published in national and international journals: Journal of Forecasting, International Journal of Forecasting, Annals of Tourism Research, Fisheries Research, Spanish Economic Review, Statistics, Spanish, among others, as well as in several books.



Mr. Kevin Hannam
Professor
University of Sunderland, UK

Professor Kevin Hannam is Associate Dean (Research), Director of the Centre for Research into the Experience Economy (CREE) and Head of the Department of Tourism, Hospitality and Events in the Faculty of Business and Law at the University of Sunderland, UK. He holds a BA (Hons) degree and a PhD degree in geography from the University of Portsmouth, UK. He is co-editor of the journal *Mobilities* published by Routledge and a member of the editorial boards of the journals *Tourist Studies* and the *Journal of Heritage Tourism*. He has published widely on many aspects of tourism development. He is currently chair of the World Leisure Organisation's Commission on Tourism and is active in many other research networks.

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Mr. Luis Valdés

Professor and Researcher

University of Oviedo and interuniversity Network of Tourism (RED-INTUR), Spain

Ph.D in Economics from the University of Oviedo where he developed his teaching and his research work. Since 1985, he has been working in the tourism economic analysis conducting research projects in the field and publishing extensively on the subject, among his publication it should be stressed out the direction of the Book "Tourism and Promotion of Tourism destinations: business implications", Ed Univ Oviedo; Spanish Tourism Activity in 1999 and 2000, Ed AECIT, Public and Private Experiences in the development of a Model of Sustainable Tourism, University of Oviedo Ed Foundation), book chapters "Introduction to Economics of Tourism in Spain" Ed Civitas, "Tourism and Environment", Ed Civitas; "Analysis and trends of Tourism", Ed Pyramid; among others, and journal articles (Spanish Economy Papers, Tourism Management, Journal of Air Transport Management...)

He has participated in numerous courses, seminars, conferences and has learned in several conferences on Tourism in Spain and in other countries like France, Mexico, Germany and Hungary. He directed the Implementation of Tourism Information Systems in La Habana (Cuba) and in Santiago de Compostela (Spain).

He has also held other positions as Director of "Jovellanos" School in Gijón, Director of the chair of "Jovellanos" University Extension (University of Oviedo), President of the Spanish Association of Scientific Experts in Tourism (AECIT) and member of the Expert Knowledge, group where he participated on the development of the Spanish Tourism Horizon Plan 2020.

He is currently the coordinator of the Master in Planning and Tourism Management at the University of Oviedo, Director of the Tourism Information System of Asturias, member of the advisory council for Tourism in Asturias, member of the council of regional directors of the principality of Tourism in Asturias, President of the INTUR-net, organized by 19 Spanish Universities with graduates in Tourism, which are developing the information system for Scientific Research in Tourism through Internet (SICTUR), member of the Editorial Board of the journal "Papers of Tourism" and member of the scientific committee of the magazine "Tourism Studies".



Mr. Tobias Kuhnimhof

Project Manager

Institute for Mobility Research (ifmo), BMW Group, Munich, Germany

Tobias Kuhnimhof studied civil engineering and applied cultural studies at the University of Karlsruhe, Germany and the University of Connecticut, USA. After achieving his degree in 2002, Tobias Kuhnimhof took up a full position as researcher at the Institute for Transport Studies (IfV) of the University of Karlsruhe. After completing his Ph. D in 2007, he has worked for INRETS, Paris, resumed work in a postdoc position as researcher and lecturer at IfV, and was director of statistics and modeling at STRATA GmbH, Karlsruhe, a company specialized in data and information management for the travel and tourism industry. Since, 2010 Tobias Kuhnimhof works as a project manager for the Institute for Mobility Research, ifmo, a research establishment of the BMW Group specializing in future oriented mobility research and development of scenarios.

Tobias Kuhnimhof has worked in several national and international research projects. His expertise covers design and analysis of household travel surveys in the field of everyday and long distance travel. Moreover, he specializes in agent-based modeling of travel behavior. Tobias Kuhnimhof is a leading expert in longitudinal data analysis and modeling, as well as international comparison of travel behavior. He is member of national and international committees on surveying, modeling and forecasting travel (COST 355, SHANTI, FGSV).

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Mr. Ezequiel Uriel

Valencia University, Spain



Mr. Douglas Frechtling

*Chair of the Department of Tourism and Hospitality Management and Professor of Tourism Studies
George Washington University, USA*

Dr. Frechtling began his career as an economist for the Joint Economic Committee of the U.S. Congress, and later served as deputy assistant to the Secretary of the U.S. Treasury. He was founding Director of the U.S. Travel Data Center in 1973 and served as its chief executive officer for 14 years. Dr. Frechtling has also served as a consultant to the World Tourism Organization (UNWTO), Airline Economics, Inc., Travel Industry Association of America and other tourism organizations. He is a Fellow of the International Academy for the Study of Tourism, Fellow of the Tourism Society of Great Britain, past Chairman of the UNWTO Education Council, past president of the Travel and Tourism Research Association and a recipient of that organization's Lifetime Achievement Award. In 2001, he authored *Forecasting Tourism Demand: Methods and Strategies*, published by Butterworth-Heinemann. He has published widely on the economic impact of tourism and his recent research is accessible at <http://home.gwu.edu/~frechtli> Dr. Frechtling holds a Ph.D. degree in economics from George Washington University, and recently earned a Graduate Certificate in Survey Design and Data Analysis from the University.



Ms. Aurkene Alzua

*Executive Director of the Cooperative Research Centre in Tourism-
CICtourGUNE, Spain*

Dr. Aurkene Alzua-Sorzabal (Ph.D.) received her Ph.D. in Outdoor Recreation and International Tourism from Purdue University, U.S.A (1999). Dr. Alzua is currently the Executive Director of the Basque Competence Research Centre in Tourism, CICtourGUNE, and Professor at the University of

Deusto.

She has collaborated with different organisations and governments. Presently serves as a Board Member for several organisations including, IFITT, TTRA Europe Chapter, EUREKA TOURISME, the European network for technological innovations in the tourism sector, the Basque Innovation Agency and member of the Editorial Board of JITT, Journal of Information Technology & Tourism. Her works have focused on the application of social theory and methods in the area of natural and cultural heritage and has led significant research programs in the scientific field of Tourism.

Dr. Alzua-Sorzabal's research revolves around three main interests, the measurement and modelling of the tourism phenomenon, the implementation and measurement of technology in tourism; and the development and incorporation of research and innovation policy in tourism. Her works continue to be published in several academic journals and international conferences.

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Mr. Jon Kepa Gerrikagoitia
Researcher of CICtourGUNE

In 2009 he joined CICtourGUNE as Senior Researcher. He has published articles in international scientific journals and has participated in a number of national and international conferences. Dr. Gerrikagoitia's recent work is being focused on the Basque tourism sector, including projects related to the development of measurement and economic analysis of tourism activity at the sub national level, and the improve the management of regional and local tourism destinations.

In 1998 he joined the University of Mondragon and there he worked as lecturer and researcher in the software engineering and information systems department. In his first period at the university he worked in many projects gaining experience mainly in Web Engineering and Business Intelligence until he started his PhD. His research activity began in 2001 and the most important research areas are interoperability, Service Oriented Architectures and Web Engineering. His work as researcher has been applied in public and private companies like Fagor Group, Basque Health System,...

Jon Kepa Gerrikagoitia earned his PhD in Computer Science at the University of Mondragon (2006). Since he held his Bachelor's degree in Computer Engineering (1993) and Master's in Software Engineering (1995) he worked as software engineer until 1998 gaining experience as software analyst and project manager.