

CURRICULUM VITAE

PERSONAL INFORMATION

Name-Surname : Maria D. Alvarez
Occupation : Faculty Member, Professor
Birth Date and Place : 17.4.1967, Bilbao, Spain
Work Address : Boğaziçi University, Dpt. of Tourism Administration
Bebek, 34342 Istanbul, TURKEY.
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EDUCATION

PhD : Boğaziçi University, İstanbul, Turkey
Marketing, 2003.
Master : Cornell University, New York, USA
MBA, 1993.
Master : Université Libre de Bruxelles, Bruxelles, Belgium
European Law, 1990.
Undergraduate : Deusto University, Bilbao, Spain.
Law and Business Administration, 1989.

OCCUPATION HISTORY

- Boğaziçi University, Department of Tourism Administration, İstanbul, Turkey
Faculty Member (Professor since March 2015), 1998 - ongoing.
- RAM Mobile Data, London, United Kingdom
Product Manager, 1993-1996.
- Johnson's Wax Española, Madrid, Spain
Assistant Manager Marketing Services, summer 1992.

ADMINISTRATIVE DUTIES

- Boğaziçi University, Dpt. of Tourism Administration, Head of the Department, 2015 - ongoing
- Boğaziçi University Applied Tourism Administration and Research Centre, Director, 2010 – 2015.
- Boğaziçi University, Dpt. of Tourism Administration, Assistant Director of the Department, 2007- 2015.
- Boğaziçi University, Member of the Board of Directors of Boğaziçi University School of Applied Disciplines, 2006 – 2012, 2015.
- Representative of Boğaziçi University as an Affiliate member of the World Tourism Organization (UNWTO) and only Turkish member of the UNWTO Knowledge Network., 2008 – ongoing.

COURSES TAUGHT:

- At the graduate and undergraduate level on the following topics: Services Marketing, E-Marketing, Destination Marketing, Destination Development, Business Strategy, Research Methodology.

RESEARCH AND CONSULTANCY PROJECTS

- Research Project *Turkish Tourists' Attitudes Toward Sustainability Attributes in Tourism Destinations* (Boğaziçi University Research Fund – BAP Project 15N01D1), 2015 - 2016.
- Member of the Team of the Research project *Relationship Marketing and Value Creation*, financially supported by the Spanish Ministry of Science and Innovation (grant number ECO2008–00488), 2012-2015.

- Member of The Team of The Research project *A Comprehensive View of Istanbul Hotels*, supported by BAP (Boğaziçi University Research Fund –BAP Project 6510) and TÜROB (Turkish Investors and Hotels Association), 2012-2014.
- Coordinator and member of the team for the preparation of the Tourism Master Plan for the Thrace Region in Turkey (financed by the Thrace Development Agency), 2011-2012.
- Coordinator and member of the team for the *Tourism training needs assessment for Kars* – project carried out for the World Tourism Organization (part of the MDG-F Joint Programme: MDGF-1792, Alliances for Culture Tourism in Eastern Anatolia), 2010.
- Member of the team for the development of *the Action Plan for the Development of the Sarıyer Region* (Sarıyer Kalkınma Eylem Planı), Sarıyer Municipality, 2010.
- Co-coordinator of the joint project (World Tourism Organization –George Washington University – Boğaziçi University) *Sustainable tourism strategy to position Istanbul’s historical peninsula as a World class tourism destination*, 2007.
- Auditor for the UNWTO TedQual (Quality in Tourism Education) Certification System since 2006.

EDITORIAL DUTIES

- Guest Co-Editor (**Alvarez, MD**, and Epure, M) of the Special Issue on Consumer Behaviour in Travel and Tourism, *TOURISMOS: An International Multidisciplinary Refereed Journal of Tourism*, forthcoming 2016.
- Guest Co-Editor (**Alvarez, MD**, Wickens, E and Bakir, A) of the Special Issue on Sustainable Destination Development: Issues and Challenges, *Tourism Planning & Development*, 12 (1), 2015.
- Guest Editor of the Special Issue on Revisiting Hospitality and Tourism: New Perspectives, *Pasos: Journal of Tourism and Cultural Heritage*, 10 (2), 2012.
- Guest Editor of the Special Issue on Creative Cities and Cultural Spaces: New Perspectives for City Tourism, *International Journal of Culture, Tourism and Hospitality Research*, published by Emerald, 4 (3), 2010.
- Member of the Editorial Board of the journals *Current Issues in Tourism (SSCI)*, *Tourism and Hospitality Planning & Development* (Francis & Taylor), *Journal of Hospitality Marketing and Management* (The Haworth Press), *Pasos: Journal of Tourism and Cultural Heritage*, *Advances in Hospitality and Tourism Research*, *Anatolia: Turizm Araştırmaları Dergisi*.

PUBLICATIONS

Unpublished Ph.D. Thesis:

Alvarez, M. D. (2003). “Online and Offline Information Sources in Choosing Leisure Travel: A Study of Turkish Travelers”, Prof. Dr. Gülden Asugman (Dissertation Advisor), Boğaziçi University, July.

Journal articles (SCI & SSCI & AHCI):

Hatipoglu, B., **Alvarez, M.D.** and Ertuna, B. (2016). “Barriers to stakeholder involvement in the planning of sustainable tourism: the case of the Thrace region in Turkey”, *Journal of Cleaner Production*, 111, 306-317. **SCI-E**

Alvarez, M. D. and Sara Campo (2014). “The Influence of Political Conflicts on Country Image and Intention to Visit: A Study of Israel’s Image”, *Tourism Management*, 40: 70-78. **SSCI**

Campo, S. and **Alvarez, M. D.** (2014). "Can Tourism Promotions Influence a Country's Negative Image? An Experimental Study on Israel's Image", *Current Issues in Tourism*, 17 (3), 201-219. **SSCI**

Alvarez, M. D. and Campo, S. (2011). "Controllable versus Uncontrollable Information Sources: Effects on the image of Turkey", *International Journal of Tourism Research*, 13: 310-323. **SSCI**

Campo Martínez, S. and **M. D. Alvarez** (2010). "Country versus destination image in a developing country", *Journal of Travel and Tourism Marketing*, 27 (7): 748-764. **SSCI**

Alvarez, M. and Asugman, G. (2009). "Issues in Formative Measurement: Response to Murphy (2009)", *Annals of Tourism Research*, 36 (4): 738-742. **SSCI**

Alvarez, M. and Asugman, G. (2006). "Explorers versus Planners: A Study of Turkish Tourists", *Annals of Tourism Research*, Vol. 33 (2): 319-338. **SSCI**

Journal articles (International Journals – Other indexes):

Aydin, B and **Alvarez, MD** (2016 Forthcoming). "English-Speaking Tourists' Evaluation of Sustainability Attributes in Cultural Tourism Destinations: The Case of Cusco", *Teorija in Praksa*, forthcoming.

Özdemir G, Yılmaz M, Yalçın M and **Alvarez MD** (2015). "Stakeholders' Perception of Istanbul's Historical Peninsula as a Tourism Destination", *Tourism Planning & Development*, 12 (1), 87-98.

Alvarez, M. D., Hatipoğlu, B., İnelmen, K. and Ünalın, D. "Istanbul Hotels from a 360 Degrees Perspective: A Comprehensive View of Istanbul Accommodation Industry", *PASOS: Revista de Turismo y Patrimonio Cultural*, 10 (2), 85-90.

Alvarez, M. D. (2012). "Guest Editorial: Revisiting Hospitality and Tourism: New Perspectives", *PASOS: Revista de Turismo y Patrimonio Cultural*, 10 (2), 85-90.

Alvarez, M. D. and Korzay, M. (2011). "Turkey as a Heritage Tourism Destination: The Role of Knowledge", *Journal of Hospitality Marketing and Management*, 20 (3/4): 425-440.

Alvarez, M. D. (2010). "Guest editorial. Creative Cities and Cultural Spaces: New Perspectives for City Tourism", *International Journal of Culture, Tourism and Hospitality Research*, Special issue on Creative Cities and Cultural Spaces: New Perspectives of City Tourism, 4 (3): 171-175.

Alvarez, M. D. and Yarkan, Ş. (2010). "Istanbul as a World City: A Cultural Perspective", *International Journal of Culture, Tourism and Hospitality Research*, Special issue on Creative Cities and Cultural Spaces: New Perspectives of City Tourism, 4 (3): 266-276.

Alvarez, M. D. (2010). "Marketing of Turkey as a Tourism Destination", *Anatolia: An International Journal of Tourism and Hospitality Research*, Special Issue on Current Developments in Turkish Tourism, 21 (1), 123-138.

Kuzgun, E., Göksel, T., Özalp, D., Sömer, B. and **Alvarez, M.D.** (2010). "Perceptions of Local People Regarding Istanbul as a European Capital of Culture", *PASOS: Revista de Turismo y Patrimonio Cultural*, 8 (3), 27-37.

Alvarez, M. D., İnelmen, K. and Yarkan, Ş. (2009). "Do Perceptions Change? A Comparative Study",

Anatolia: An International Journal of Tourism and Hospitality Research, 20 (2): 401-418.

Alvarez, M. D. and Korzay, M. (2008). "Influence of Politics and Media in the Perceptions of Turkey as a Tourism Destination", *Tourism Review*, 63 (2): 38-46.

Alvarez, M. D. and Asugman, G. (2006). "Exploradores versus Planificadores: Un Estudio del Turismo Turco", *Annals of Tourism Research en Español*, 8 (1): 1-23. (Spanish Translation of the original article published in *Annals of Tourism Research*)

Korzay, M. and **Alvarez, M. D.** (2005). "Satisfaction and Dissatisfaction of Japanese Tourists in Turkey", *Anatolia: An International Journal of Tourism and Hospitality Research*, 16 (2): 176-193.

Journal articles (National):

Alvarez, M. D. (2013). "Meral Korzay Portresi: Türkiye ve Ötesinde Turizmin Gelişmesine Öncülük Etmek", *Anatolia: Turizm Araştırmaların Dergisi*, 24 (2): 281-285.

Korzay, M. and **Alvarez, M.D.** (2007). "Bilginin Farklı Kültürlere Göre Bir Turizm Bölgesinin Konumlandırmasındaki Rolü" (The Role of Knowledge for the Positioning of a Destination to Culturally Different Markets), *Anatolia: Turizm Araştırmaların Dergisi*, 18 (2): 161-169.

Books (International)

Egberts, L. and **Alvarez, M.D.** (Eds.) (forthcoming 2016). *Heritage and Tourism Intertwined: Networks, Communities and Representation*. CLUES Series. University of Amsterdam Sidestone Press.

Alvarez, MD, Go, F and Yüksel, A (Editors) (2016) *Heritage Tourism Destinations: Preservation, Communication and Development*, CABI. ISBN: 9781780646770

Fayos-Solá, E., **Alvarez, M. D.** and Cooper, C. (Editors) (2014). *Tourism as an Instrument for Development, Bridging Tourism Theory and Practice Series*. Emerald. ISBN: 9780857246790

Book Chapters (International)

Aydın, B and **Alvarez, MD** (2016 Forthcoming). Sustainability of Heritage Tourism Destinations: A Demand-Based Perspective. In Egberts, L. and Alvarez, M.D. (Eds.). *Heritage and Tourism Intertwined: Networks, Communities and Representation*. CLUES Series. University of Amsterdam Sidestone Press.

Alvarez, M.D, Go, F.M. and Yüksel, A. (2016) Introduction. In Alvarez, Go and Yüksel (Eds.) *Heritage Tourism Destinations: Preservation, Communication and Development*. CABI. ISBN: 9781780646770

Go, F.M., **Alvarez, M.D.** and Yüksel, A (2016) Conclusions and Implications for Heritage Tourism. In Alvarez, Go and Yüksel (Eds.) *Heritage Tourism Destinations: Preservation, Communication and Development*. CABI. ISBN: 9781780646770

Fayos-Solá, E., **Alvarez, M.D.** and Cooper, C. (2014). "Introduction: Myths and Realities of Tourism Development". In Fayos-Solá, E., Alvarez, M.D. and Cooper, C. (Eds.) *Tourism as an Instrument for Development, Bridging Tourism Theory and Practice Series*. Emerald. ISBN: 9780857246790

Alvarez, M.D. (2014). "Sustainability Issues: Tourism as an Instrument for Development". In Fayos-Solá, E., Alvarez, M.D. and Cooper, C. (Eds.) *Tourism as an Instrument for Development, Bridging Tourism Theory and Practice Series*. Emerald. ISBN: 9780857246790

Fayos-Solá, E. and **Alvarez, M. D.** (2014). "Tourism Policy and Governance for Development". In Fayos-Solá, E., Alvarez, M.D. and Cooper, C. (Eds.) *Tourism as an Instrument for Development, Bridging Tourism Theory and Practice Series*. Emerald. ISBN: 9780857246790

Alvarez, M. D., Ertuna, B., Ünalán, D. and Hatipoğlu, B. (2014). "The role of the Regional Agencies: Development in Turkey". In Fayos-Solá, E., Alvarez, M.D. and Cooper, C. (Eds.) *Tourism as an Instrument for Development, Bridging Tourism Theory and Practice Series*. Emerald. ISBN: 9780857246790

Fayos-Solá, E., **Alvarez, M. D.** and Cooper, C. (2014). "Conclusions: Strategic Policy and Governance in Tourism Development". In Fayos-Solá, E., Alvarez, M.D. and Cooper, C. (Eds.) *Tourism as an Instrument for Development, Bridging Tourism Theory and Practice Series*. Emerald. ISBN: 9780857246790

Alvarez, M. D. and Hatipoğlu, B. (2014). "Nationality Differences in User-Generated Reviews in the Hospitality Industry". In Kozak, M. and Woodside, A. (Eds.) *Tourists Perceptions and Assessments, Advances in Culture, Tourism and Hospitality Research Series Volume 8*. Emerald. ISBN: 9781783506187

Alvarez, M. D. and Campo, S. (2013). "Images of Israel Within a Cross-Cultural Perspective", in *Tourism Marketing: On Both Sides of the Counter*, Kozak, M., Andreu, L., Gnoth, J., Sibila Lebe, S. and Fyall, A., (Eds.), Newcastle upon Tyne, UK: Cambridge Publishing Scholars.

Campo Martínez, S. and **Alvarez, M. D.** (2009). "Effect of controllable and non-controllable sources of information on the image of Turkey", in *Marketing Innovations for Sustainable Destinations*, Fyall, A., Kozak, M., Andreu, L., Gnoth, J. and Sibila Lebe, S. (Eds.), (pp. 179-188), Oxford: Goodfellow Publishers.

Book Chapters (Turkish National)

Alvarez, M. D. (2007). "Destinasyon Kalitesi" (Destination Quality), in *Hizmet Kalitesi: Kavramlar, Yaklaşımlar ve Uygulamalar* (Service quality: concepts, approaches and practices), Gümüšoğlu, Ş., Pirnar, İ., Akan, P. ve Akbaba, A. (Eds.), (pp. 280-296), Istanbul, Turkey: Detay Yayıncılık.

Conference Proceedings (International):

Campo and **Alvarez** (2015). Consumer Animosity and Affective Country Image in a Tourism Context, 6th *Advances in Tourism Marketing*, 8-10 September, University of Eastern Finland, Joensuu, Finland.

Hatipoğlu, B., **Alvarez, MD**, Culture-Based Interpretation of Online Hotel Reviews, 2nd *International Conference on Contemporary Marketing Issues*, Atina, Yunanistan, Elektronik, 2014.

Alvarez, M. D. and Campo, S. (2011). "Country Versus Destination Image of Israel: Strategies for Places in Crisis Within a Cross-Cultural Perspective", 4th *Advances in Tourism Marketing*, 5-8

September, University of Maribor, Muğla University, University of Valencia, University of Otago and University of Bournemouth, Maribor, Slovenia.

Alvarez, M. D. and Akış Roney, S. (2010). "Environmental Sensitivity of Turkish Tourism Students", *Sustainable Tourism: Issues, Debates and Challenges*, 21-23 April, New Buckinghamshire University and Technological Educational Institute of Crete, Crete, Greece.

Alvarez, M. D. and Yarcın, Ş. (2009). "Culture, tourism and business in Istanbul: the case of a world city", *4th International Scientific Conference: Planning from the Future, Learning from the Past*, April, University of the Aegean, Rhodes Island, Greece.

Alvarez, M. D., Yarcın, Ş. and İnelmen, K. (2006). "Perceptions of Culture Tourists in Turkey: A Historical Perspective", *24th EuroChrie Congress Proceedings*, 25-28 October 2006.

Korzay, M. and **Alvarez, M. D.** (2005). "Japanese Tourists and Turkish Host Community Interaction: Relationship to the Tourists Satisfaction with the Visit", *International Tourism Conference: Perspectives in Marketing*, Muğla Üniversitesi and Universidad de Valencia, Gökova, Turkey, 19-21 May 2005.

Alvarez, M. D. and Korzay, M. (2004). "The Image of the Host Community and Its Impact on Satisfaction and Post-Purchase Behavior", In *The Role of Education in Quality Destination Management: Proceedings of the WTO Education Council Conference* in Beijing, China, 23 October 2003, World Tourism Organization.

Alvarez, M. D. and Asugman, G. (2002). "Internet as an Information Source for Planning Leisure Travel", *2002 Multicultural Marketing Conference*, June 26-29, Academy of Marketing Science and University of Valencia, Valencia, Spain.

Altınbaşak-Ebrem, İ. and **Alvarez, M. D.** (2001). "A Model of Database Marketing and Managers' Perception of Intrusion of Privacy: An Emerging Country's Perspective", *Tenth Biennial World Marketing Congress 2001 Conference*, June 27-30, Academy of Marketing Science and Cardiff University, Cardiff, United Kingdom.

Alvarez, M. D. (2000). "Selling Travel Reservation Services Online", *Technology Impact on Cultural Tourism Conference*, June 27-29, Boğaziçi University Applied Tourism and Research Centre, Istanbul, Turkey.

Alvarez, M. D. (2000). "The Virtual Service Encounter: Opportunities for Research", *Academy of Marketing Science Annual Conference*, May, Academy of Marketing Science, Montreal, Canada.

Conference Proceedings (National):

Campo Martínez, S. and **Alvarez, M. D.** (2008). "Imagen país e imagen destino turístico: efecto de las fuentes de información controlables e incontrolables en la imagen de Turquía", *20th Encuentro de Profesores Universitarios de Marketing* (20th Meeting of University Marketing Professors), September, AEMARK, Gran Canaria, Spain.

Alvarez, M. D. and Korzay, K. (2007). "İspanyol vatandaşlarının Türkiye hakkındaki bilgi ve algılama düzeylerini ölçmeye yönelik örnek çalışma", *12 Ulusal Pazarlama Kongresi* (4. National Congress), October, Sakarya University, Sakarya, Turkey.

Altınbasak-Ebrem, İ. and **Alvarez, M. D.** (1999). “Kapıdan Kapiya Satış: Başarıya Etkiliyen Faktörler” (Door-to-door selling: Factors affecting success), 4. *Ulusal Pazarlama Kongresi*, November, Mustafa Kemal University, Antakya, Turkey.

AWARDS

- Award for Teaching Excellence (Öğretimde Üstün Başarı Ödülü), Boğaziçi University Foundation (BÜVAK), 2008, 2015.
- Award for Academic Incentive (Akademik Teşvik Ödülü), Boğaziçi University Foundation (BÜVAK), 2007, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016.

OTHER

- Native Spanish speaker, fluent in English, French and Turkish.
- Conference Chair of several international academic conferences including *Heritage Tourism and Hospitality International Conference* (HTHIC 2014), *International Conference: Sustainability Issues in Tourism 2013*, *UNWTO Knowledge Network Symposium 2012*, *Advances in Hospitality and Tourism Marketing and Management 2011* (AHTMM 2011), *Cities as Creative Spaces for Cultural Tourism* (CCST 2009).