

## CURRICULUM VITAE

### **PERSONAL INFORMATION**

Name-Surname : Maria D. Alvarez  
Occupation : Faculty Member, Professor  
Nationality : Spanish  
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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 (Full 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, Commission of Employment Processes, Member, 2019-ongoing
- Boğaziçi University, Dpt. of Tourism Administration, Head of the Department, 2015 – 2018.
- 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 *Tourism in Zones of Conflict* (Boğaziçi University Research Fund – BAP Project 15322), in collaboration with Universidad Autónoma de Madrid (Dr. Sara Campo) and Ben-Gurion University of the Negev (Dr. Galia Fuchs), 2019 - 2020.
- Member of the team to provide consultancy about tourism in Cappadocia in Turkey (financed by the AHİLER Regional Development Agency), 2019.
- 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 Co-creation and Value Added in the Distribution Structures. Financially supported by the Spanish Ministry of Science and Innovation (grant number ECO2014-59356-P), 2015-2018.
- 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), 2012-2014.
- 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 (Epure, M and **Alvarez, MD**) of the Special Issue on Consumer Behaviour in Travel and Tourism, *TOURISMOS: An International Multidisciplinary Refereed Journal of Tourism*, 11 (4), 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/Scientific Board of the journals *Current Issues in Tourism* (Taylor & Francis) (**SSCI**), *Journal of Hospitality Marketing and Management* (The Haworth Press) (**SSCI**), *Journal of Hospitality and Tourism Management* (Elsevier) (**SSCI**), *Tourism Planning & Development* (Francis & Taylor) (**ESCI**), *Advances in Hospitality and Tourism Research* (**ESCI**), *Pasos: Journal of Tourism and Cultural Heritage*, *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 (SSCI, SCI-E & AHCI):**

Campo, S., & **Alvarez, M.D.** (2021). Animosity based on traditional enmity versus other causes. *Asia Pacific Journal of Marketing and Logistics*, DOI: 10.1108/APJML-10-2020-0708.

Suna, B., & **Alvarez, M.D.** (2021). The role of gastronomy in shaping the destination's brand identity: An empirical analysis based on stakeholders' opinions. *Journal of Hospitality Marketing & Management*, DOI: 10.1080/19368623.2021.1877587.

**Alvarez, M.D.**, & Campo, S. (2020). Consumer animosity and its influence on visiting decisions of US citizens. *Current Issues in Tourism*, 23(9), 1166-1180.

Aydın, B., & **Alvarez, M. D.** (2020). Understanding the tourists' perspective of sustainability in cultural tourist destinations. *Sustainability*, 12(21), 8846.

Campo, S., & **Alvarez, M.D.** (2019). Animosity towards a country in the context of destinations as tourism products. *Journal of Hospitality & Tourism Research*, 43(7), 1002-1024.

Sanchez, M., Campo, S., & **Alvarez, M.D.** (2018). The effect of animosity on the intention to visit tourist destinations. *Journal of Destination Marketing and Management*, 7(1), 182-189.

Hatipoglu, B., **Alvarez, M.D.**, & 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.

**Alvarez, M. D.**, & 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.

Campo, S., & **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.

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

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

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

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

### **Journal articles (International Journals – Other indexes: ESCI, Scopus):**

Armutlu, M. E., Bakır, A. C., Sönmez, H., Zorer, E., & **Alvarez, M.D.** (2020). Factors Affecting Intended Hospitable Behaviour to Tourists: Hosting Chinese Tourists in a Post-Covid-19 World. *Anatolia*, 1-14.

**Alvarez, M.D.**, & Campo, S. (2020). Country Animosity and the Role of Media. *Tourism Analysis*. 25(2-3), 253-260.

**Alvarez, M.D.**, Campo, S., & Fuchs, G. (2020). Tourism in Conflict Zones: Animosity and Risk Perceptions. *International Journal of Culture, Tourism and Hospitality Research*, 14(2), 189-204.

- Öznlbant, E., & **Alvarez, M. D.** (2020). A Socio-cultural Perspective on Yoga Tourism. *Tourism Planning & Development*, 17(3), 260-274.
- Suna, B., & **Alvarez, M.D.** (2019). Gastronomic Identity of Gaziantep: Perceptions of Tourists and Residents. *Advances in Hospitality and Tourism Research*, 7(2), 167-187.
- Aydın, B, & **Alvarez, MD** (2016). English-Speaking Tourists' Evaluation of Sustainability Attributes in Cultural Tourism Destinations: The Case of Cusco. *Teorija in Praksa*, 4, 942-958.
- Özdemir G, Yılmaz M, Yalçın M, & **Alvarez MD** (2015). Stakeholders' Perception of Istanbul's Historical Peninsula as a Tourism Destination. *Tourism Planning & Development*, 12(1), 87-98.
- Alvarez, M. D.**, & 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.**, & 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*, Special Issue on Current Developments in Turkish Tourism, 21(1), 123-138.
- Kuzgun, E., Göksel, T., Özalp, D., Sömer, B., & **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., & 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.**, & 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.**, & 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., & **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 (other):**

- Alvarez, M. D.**, Hatipoğlu, B., İnelmen, K., & Ünalın, D. (2012). 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, & Tourism: New Perspectives. *PASOS: Revista de Turismo y Patrimonio Cultural*, 10(2), 85-90.
- Alvarez, M. D.** (2013). Meral Korzay Portresi: Türkiye ve Ötesinde Turizmin Gelişmesine Öncülük Etmek. *Anatolia: Turizm Araştırmaların Dergisi*, 24 (2), 281-285.
- Korzay, M., & **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., & Alvarez, M.D. (Eds.) (2018). *Heritage and Tourism Intertwined: Networks, Communities and Representation*. CLUES Series. Amsterdam University Press, ISBN: 9789462985353.

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

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

### **Book Chapters (International)**

Ay, E, İpek, K, Özdağ, BN, Özekici, E, & Alvarez, MD (2019). Travel Bloggers as Influencers: What Compels Them to Blog. In Kozak, N, & Kozak, M (Eds.). *Tourist Destination Management: Instruments, Products and Case Studies*. Springer, ISBN: 9783030169800.

Aydin, B, & Alvarez, MD (2018). Sustainability of Heritage Tourism Destinations: A Demand-Based Perspective. In Egberts, L., & Alvarez, M.D. (Eds.). *Heritage and Tourism Intertwined: Networks, Communities and Representation*. CLUES Series. Amsterdam University Press, ISBN: 9789462985353.

Campo, S, & Alvarez, M.D. (2017) Consumer Animosity and Affective Country Image in a Tourism Context. In Antónia Correia et al. (Eds): *Tourism on the Verge: Co-Creation and Well-Being in Tourism*. Springer. ISBN: 9783319441078.

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

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

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

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

Alvarez, M. D., & 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., & Fyall, A., (Eds.), Newcastle upon Tyne, UK: Cambridge Publishing Scholars.

Campo Martínez, S., & 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., & 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), Gümüőođlu, Ő., Pirnar, İ., Akan, P. ve Akbaba, A. (Eds.), (pp. 280-296), Istanbul, Turkey: Detay Yayıncılık.

## **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, 2019.

## **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 (CCSCT 2009)*.