



## 2014 Fellow of THE-ICE

### **Professor (FH) Mag Christian Maurer**

**Programme Director Master "Tourism & Leisure Management" and Programme Director "Marketing & Sales",  
IMC University of Applied Sciences Krems, Austria**



Prof (FH) Mag Christian Maurer is best-described as an active and passionate researcher/teacher, who is consistently striving for innovation and implementation of new approaches and tools in tourism development.

Characterised by his teaching approach, Christian strives to combine theory and practice, thus being a champion of integrating “real-life projects” into teaching. As a true ambassador in the field of e-tourism, he is a sought-after presenter at international conference events.

Christian’s mission in modern teaching has been realised through initiatives such as the development of e-marketing strategies for destination management companies. Driven to interlink academic studies with ‘real life’ approaches, Christian champions ongoing connections with industry, enhancing the immediate employability of tourism graduates.

Convinced that the seeds of passion for research should be linked to Higher Education in Tourism, in 2013 Christian initiated the now-annual International Student Conference in Tourism Research (ISCONTOUR), exemplifying his conviction in academic research as the key to a more clear and complete picture of the impact of environmental, political, economic and social change on tourism systems. This ongoing initiative promotes academic research in tourism and continues to raise awareness worldwide of the necessity for research in tourism amongst students, graduates and professionals, as well as enhances the inter-linkage of research and practice orientation in Higher Education in Tourism.

Following studies at the University of Vienna in Austria and the University of Hull in England, Christian has been a full-time Professor at IMC University of Applied Sciences Krems Austria, since 2005. He is well-published and has presented at numerous international conferences and workshops demonstrating his expertise and ongoing contribution to strengthening ties between tourism education and industry through research and practice orientation.