



International Centre  
of Excellence in  
**Tourism and Hospitality  
Education (THE-ICE)**



## 2014 Fellow of THE-ICE

### Professor Dr Oswin Maurer

**Professor (Chair) of Marketing - Faculty of Economics & Management, Free University of Bozen-Bolzano, Italy,  
Director - Competence Centre in Tourism Management & Tourism Economics (TOMTE), and  
Dean - Faculty of Economics & Management, Free University of Bozen-Bolzano, Italy**



Professor Dr Oswin Maurer is a well-published, highly-regarded and innovative academic with extensive international experience in key roles such as the development and implementation of internationally-accredited undergraduate, graduate and postgraduate programmes.

Dr Maurer's areas of interest and expertise include: strategic management and marketing; international business and business economics; food industry management and internationalisation; and tourism management and economics.

With an academic and research career spanning close to three decades, Dr Maurer has authored/ co-authored an impressive range of publications and has been involved at the core level of designing and implementing educational projects for senior management and government officials across the continents including Europe, the Middle East, Australia, New Zealand and Asia. Dr Maurer has also been key in the development of various national research programmes on internationalisation, competitiveness and corporate social responsibility, to name a few.

In addition to his academic achievements, Dr Maurer is a much sought-after advisor and research consultant and is a key contributor in the building and leadership of an international research base and network through the establishment of the Competence Centre in Tourism Management and Tourism Economics (TOMTE). TOMTE organises several seminars and workshops every year, including the Consumer Behaviour in Tourism Symposium (CBTS) which takes place every year since 2008 in the month of December in Brunico.