



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

THE-ICE ...

MUCH MORE THAN JUST AN ACCREDITATION AGENCY

FIND OUT MORE

THE-ICE 9th IPoE (International Panel of Experts) Forum 2015

Panel 1: Panellist

Professor (FH) MMag Anita Zehrer

Deputy Head and Senior Lecturer - MCI Tourism, MCI Management Center Innsbruck, The Entrepreneurial School® (MCI), Austria



Dr Anita Zehrer is Deputy Head and Senior Lecturer at MCI Tourism at MCI Management Center Innsbruck, the Entrepreneurial School® (MCI), Deputy Head of the MCI Academic Council and Adjunct Professor at the University of Canberra, Australia and Vice-President of the Deutsche Gesellschaft für Tourismuswissenschaft DGT e.V. (German Association for Tourism Research). Since 2014 Dr Zehrer has also been a Member of the Tourism Advisory Board of the Federal Ministry of Foreign Affairs and Energy, Germany.

Anita's research interests are diverse and include consumer behaviour in tourism, service experiences and service design, social media in tourism, entrepreneurship and leadership in tourism, family business management in tourism, epistemology in tourism and tourism education. Dr Zehrer currently serves on several Editorial Boards such as the *Journal of Travel Research*, *Journal of Vacation Marketing*, *Tourism Analysis*, the *Tourism Review* and the *Journal of Hospitality and Tourism Management* and is also a reviewer for a range of tourism and hospitality journals.