

## Rafael MATOS-WASEM

Full CV: <http://ito.hevs.ch/valais/rafael-matos-wasem.html>

### Address:

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**Date of birth:** 3 January 1961

Caracas, Venezuela

**Nationalities:** Swiss, German, Venezuelan  
Married (Isabelle Stepczynski)  
4 children (1990, 1992, 1996, 1998)

### ***ACADEMIC RECORD (SELECTION)***

2001	Ph.D. Geography. Faculty of Economic & Social Sciences, University of Geneva Dissertation: "Territoriality, modernization and capital flows in Tenerife (Canary Islands), 1800-1914" (Tutors: Prof. Ramón Pérez González (Universidad de La Laguna, Spain) and Claude Raffestin (University of Geneva).
1985-1988	M.A. in Development Studies. Graduate Institute of Development Studies (IUED), Geneva.
1982-1985	B.A. in Geography. Universidad de Costa Rica, San José, Costa Rica.

### ***LANGUAGE PROFICIENCY***

- German and Spanish: mother tongues;
- English, French: fluent;
- Italian, Portuguese: working knowledge.

### ***RECENT PROFESSIONAL EXPERIENCE (SELECTION)***

Since V.2008	HES Professor, full-time (Institute for Tourism, HES-SO Valais, Sierre; teaching in French, German and English at the Faculties of Tourism and Economy; lead of several research projects – "Cultural dynamics in Valaisan cities", "Sustainable mobility in Alpine areas", "Pedestrian tourism in Geneva", etc. – and fieldwork abroad);
V.2003 – V.2008	Research Associate, full-time (Institut Economie et Tourisme, Haute Ecole valaisanne, Sierre; project leader of "Struct-O-Tour: creation and marketing of sustainable tourism products", HES-SO funding; researcher at PNR 48 project "Breathing Fresh Air. A Scientific and Cultural History of Mountain Air as a Component of Alpine Landscapes", Swiss National Science Foundation: new tourist trends, symbolic economy; teaching at the tourism module of HEVs);
V.2000 – IV.2003	Research associate, half-time, Ecole hôtelière de Lausanne ( <i>Lausanne Institute for Hospitality Research</i> ); research, tutoring of dissertations, student business projects; project leader: "Feasibility of tourist centres based on "slow tourism" in Swiss mountain areas", KTI / CTI; fieldwork in Ecuador);
XI.1999 – V.2000	Lecturer, Ecole hôtelière de Lausanne ("Environment and Ecotourism", in English and in French, and tutoring of dissertations);
IV.1997 – IV.2003	Research assistant, half-time, Laboratoire de démographie et d'études familiales (University of Geneva; research, editing of BiPED Newsletter);
IV.1997 – III.1999	Research assistant, half-time, Geography Department, University of Geneva ("Geography and new tourism practices: places and landscapes to be valorized in the Geneva region", FNS financing);

- Since I.2011 Invited lecturer at the University Paris Descartes (Social and Human Sciences Sorbonne), “Ethnological Expertise in Cultural and Tourism Projects” Master’s program;
- Since X.1998 Lecturer, Further education program “Heritage and Tourism”, Faculty of Arts, University of Geneva (since June 2001 also co-leader of the “Cultural Geography and Tourism” module and member of its scientific board; also leader of the Valaisan module).

### ***INTERNATIONAL EXPERIENCE (SELECTION)***

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- Since I.2013 Together with Prof. Bernard Debarbieux (University of Geneva), coordination of the Swiss activities within the COST Action IS1204 TObeWELL “Tourism, Wellbeing and Ecosystem Services” and Member of the Management Committee of this action;
- Since I.2011 Guest lecturer at the University Paris Descartes (Sciences humaines et sociales Sorbonne) within the Professional Ethnology Master program “Expertise ethnologique en projets culturels et touristiques” (also supervision of master theses and expert at their presentation);
- VII-VIII.2009 Community-based tourism project at Marroquina and Guáquira (San Felipe, Yaracuy, Venezuela) with financial support from CEDIC (field work: 29 July - 11 August 2009);
- XII.2007 UNESCO consultant in the area of cultural and heritage tourism (Lalibela, Ethiopia, 10-21 December 2007; World Heritage Centre);
- I-X.2007 Participation, with a team of students of the Swiss School of Tourism, at the European project “Landscape and Leisure” ([www.landscapeandleisure.eu](http://www.landscapeandleisure.eu)), directed by the “Dutch Government Advisor on the Landscape” (writing of a report; a collective book and a map were published);
- I.2003 Participation at a field trip in partnership with the International Trade Centre (UNCTAD/WTO) to Salinas de Guaranda (“Enhancing Community-Based Tourism in Salinas de Guaranda, Ecuador”, within the “Export Led Poverty Reduction Program, EPRP”, 10 days mission);
- 1997 Person in charge of the research project *Pauper Urbanus* on urban poverty (Universities of Hambourg, La Laguna, La Rochelle, Simeón Cañas – San Salvador – and Costa Rica; financial support from the *ALFA* (América Latina Formación Académica) program of the European Commission);
- 1994-1997 Guest lecture rat the University of La Laguna (Spain) within its postgraduate program in Geography.

### ***AREAS OF INTEREST***

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Tourism & leisure geography; Urban tourism; Cultural & heritage tourism; Tourism marketing; Ecotourism and sustainable tourism; Community-based, pro-poor and fair tourism; New tourism and leisure trends; History of tourism; Third World, Latin America, Europe, Alps, Switzerland.

## ***SOME RELEVANT PUBLICATIONS***

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KLIMEK, Katarzyna, SCAGLIONE, Miriam, SCHEGG, Roland & MATOS-WASEM, Rafael (2012), "Marketing and Sustainable Tourism in Alpine Destinations", in: KELLER, Peter & Christian LAESSER (Eds.), *New Challenges in Tourism Promotion: Tackling High Competition and Multimedia Changes*, Berlin, Erich Schmidt Verlag, coll. International Tourism Research and Concepts, 6, 18 pp.

MATOS-WASEM, Rafael & REICHLER, Claude (2008), "Die Alpenluft. Kulturgeschichte der Alpenluft und ihrer Bedeutung für die Landschaftswahrnehmung der Alpenreisenden" in: BUCHECKER, Matthias, Jacqueline FRICK & Silvia TOBIAS (Eds.), *Gesellschaftliche Ansprüche an den Lebens- und Erholungsraum. Eine praxisorientierte Synthese der Erkenntnisse aus zwei Forschungsprogrammen*, Birmensdorf, Eidg. Forschungsanstalt WSL, pp. 56-59.

MATOS-WASEM, Rafael (2008), "Evolution des paysages alpins : regard touristique, argent et idéologie", in: LUGRIN, Fanny, Nicolas SAVARY & Adrienne SCHERRER (contributed volume edited by) *Alt. +1000. Festival de photographie de montagne. Rossinière été 2008*, Gollion (VD), Infolio, bilingual French-English, pp. 13-18 [translation in English: "Evolution of Alpine Landscapes: "Tourist Gaze", Money and Ideology", pp. 76-78].

MATOS-WASEM, Rafael (Ed.) (2007), *Le Bon air des Alpes. Des stations climatiques au tourisme de bien-être. Actes du colloque de Sierre*, Octobre 2004, Sierre, Haute école valaisanne, 204 pp.

MATOS-WASEM, Rafael (2007), "Les nouvelles vertus de l'air de montagne dans la promotion touristique des stations alpines" in: BENDER, Gabriel (Dir.), Rafael MATOS-WASEM et al. (2007) *Tourisme et vacances. Une machine qui change le monde et le regard*, Sembrancher, Centre régional d'études des populations alpines (CREPA).

DIAZ PEREZ, Flora (Ed.), CLIVAZ, Christophe, MATOS-WASEM, Rafael et al. (2006), *Política turística: La competitividad y sostenibilidad de los destinos*, Barcelone, Tirant lo blanch, 342 pp.

MATOS-WASEM, Rafael (2006), "Mobilité touristique et durabilité dans les Alpes suisses", *Forum du développement territorial (ARE)*, 2 ("Le tourisme dans l'espace alpin"), pp. 13-15. Translation in German: „Reisemobilität und Nachhaltigkeit in den Schweizer Alpen“, *Forum Raumentwicklung*, 2, pp. 40-42.

MATOS-WASEM, Rafael (2005), "Le bon air, le soleil et l'eau dans la promotion touristique", in: Sylvie DORJOT GALOFARO (Ed.), *Un siècle de tourisme à Crans-Montana. Lectures du territoire*, Ayer, Porte-Plumes, pp. 70-83.

MATOS-WASEM, Rafael (2005), "Le bon air des Alpes dans le tourisme d'aujourd'hui et de demain : un capital symbolique à mettre en valeur et à préserver" / "The good alpine air in the tourism of today and tomorrow: symbolic capital to enhance and preserve", *Revue de géographie alpine / Journal of alpine research*, 93 (1), 97-104 / 105-113.

MATOS, Rafael (2004), "Can Slow Tourism Bring New Life to Alpine Regions", in: WEIERMAIR, Klaus & Christine MATHIES (Ed.) (2004), *The Tourism and Leisure Industry: Shaping the Future*, New York, The Haworth Hospitality Press, 93-103.