

CURRICULUM VITAE AND LIST OF PUBLICATIONS

• **Personal Details**

Name: Yael Ram

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• **Education**

B.A. 1991-1994. Tel Aviv University – Departments of Psychology and Political Science (*Cum laude*)

M.B.A. 1995-1998. Tel Aviv University – Faculty of Management, the Leon Recanati Graduate School of Business Administration

M.A. Thesis 2006. Ben-Gurion University of the Negev – Guilford Glazer Faculty of Business and Management

Name of advisors: Prof. Natan Uriely and Prof. Ayala Malach-Pines

Title of thesis: Attachment Theory in Tourism Context: *The Correlation Between Attachment Style, Cohesion, Adaptability and Enjoyment from Familial Vacation*

Ph.D. 2007 – 2011. Ben-Gurion University of the Negev - Guilford Glazer Faculty of Business and Management.

Name of advisors: Prof. Natan Uriely and Prof. Ayala Malach-Pines.

Title of thesis: *From Familial vacation to Vacation for Families: Characteristics of Family Vacations across Psychological Typologies and Socio-demographic Aspects of Parents*

• **Employment History**

2012 to date. Lecturer at the Department of Tourism and Leisure Studies, Ashkelon Academic College.

2012. Visiting scholar and a lecturer at Hanken School of Economics, Vaasa, Finland.

2007 – 2013. Adjunct lecturer at Guilford Glazer faculty of Business and Management, Department of management and Department of Hospitality and Tourism.

2008 – 2012. Adjunct lecturer at Achva College.

1999-2005. Sales and marketing jobs in a large commercial bank in Israel (Hapoalim Bank, Ltd). Last position: Marketing manager of wealthy customers, Hasharon District.

Professional functions outside universities/institutions

2013. MC Substitute Member [IS1204 IL] to COST Action IS1204 Titled "Tourism, Wellbeing and Ecosystem Services" (TObeWELL) of the EU.

2013. Member of the founding and management committee of the Israeli forum of leisure.

2011 to date. Reviewer for *Annals of Tourism Research* (ranked 1st of 35 according to the hospitality, Leisure, Sport and Tourism ISI Journal citation report)

2012 to date. Reviewer for *Tourism Management* (ranked 3rd of 35 according to the hospitality, Leisure, Sport and Tourism ISI Journal citation report)

2012 to date. Reviewer for *Journal of Sustainable Tourism* (ranked 2nd of 35 according to the hospitality, Leisure, Sport and Tourism ISI Journal citation report)

Significant professional consulting

2008. Bank Hapo'alim Ltd, Retail Banking Branch – service and sales consulting and running workshops.

• **Educational Activities**

Courses taught:

- Introduction to Tourism, Leisure and Recreation Economy - Undergraduate – *Ashkelon Academic College. (Student's evaluation 4.8 of 5)*
- Tourism Industry: An introduction – undergraduate – *Ashkelon Academic College. (Students' evaluation 4.8 of 5)*
- Introduction to Tourism: Tourists, Industry and Environment – Undergraduate – *Ashkelon Academic College (Students evaluation – 4.91 of 5)*
- Introduction to Leisure and Tourism Management – Undergraduate – *Ashkelon Academic College (Students evaluation – 4.54 of 5)*
- *Psychological Aspects of the Tourist Experience* – Undergraduate – *Ashkelon Academic College (Students evaluation – 4.69 of 5)*

- Strategic Tourism Management – Undergraduate – *Hanken School of Economics, Finland. (Students' evaluation – NA)*
 - Services Marketing – Graduate - *Ben Gurion University of the Negev, Eilat Campus. (Students' evaluation 5 of 5)*
 - Principles of Marketing - Undergraduate – *Ben Gurion University of the Negev, Achva College (students' evaluation –5.6 of 6)*
 - Psychology of Tourism – Managerial aspects – Graduate – *Ben- Gurion University of the Negev (Students' evaluation 4.3 of 5)*
 - Business Management in Israel (practicum project advisor) – Undergraduate – *Ben-Gurion University of the Negev. (Students' evaluation – 6.9 of 7)*
 - Leadership Workshop – *The Academic Program for IAF Flight Course. (Students' evaluation – NA)*
- **Awards, Citations, Honors, Fellowships**
 - Honors, Citation Awards
 - 1999. Tel Aviv University – Faculty of Management, the Leon Recanati Graduate School of Business Administration – Dean Prize.
 - 2007 – 2011. Ben-Gurion University of the Negev, internal University scholarship.
 - **Scientific Publications**

Chapters in collective volumes and Conference proceedings

Ram, Y. (Forthcoming). The Israeli "family vacation" in M. Leitner & S. Leitner (eds.)

"Israeli life and leisure in the 21st century", Agamore Publishing: Urbana, Illinois.

Ram, Y., Weidenfeld A., & Bjork, P. (2013) Iconicity and major visitor attractions in a book of proceedings to "Innovation and value creation in experience based tourism" the 22nd Nordic Symposium in Hospitality and Tourism Research, Norway.

Refereed articles and refereed letters in scientific journals

Ram, Y., Nawjin, J., & Peeters, P. (2013). Happiness and limits to sustainable tourism mobility: a new conceptual model. *Journal of Sustainable Tourism*, 21 (7). (IF=3.00, ranked 2nd of 35 according to the Hospitality, Leisure, Sport and Tourism ISI Journal citation report)

Ram, Y. Uriely, N., & Malach-Pines, A. (2012). Releasing control: parents on vacation *International Journal of Tourism Research*. DOI: 10.1002/jtr.1921 (IF=0.861, ranked

22nd of 35 according to the Hospitality, Leisure, Sport and Tourism ISI Journal citation report)

Uriely, N., Ram, Y., & Malach-Pines, A. (2011). Psychoanalytic sociology of deviant tourist behavior. *Annals of Tourism Research*, 38 (3), 1051–1069. (IF=3.868, ranked 1st of 35 according to the Hospitality, Leisure, Sport and Tourism ISI Journal citation report)

Professional and Governmental reports:

Uriely, N., Malach-Pines, A., & Ram, Y. (2010). The family vacation is an opportunity for tourism industry in peripheral areas in Israel. *Ministry of Tourism: Jerusalem*.

Shani, A., Ram, Y. & Malach-Pines, A. (2012). Coping with stress and burnout among hotel employees. *Ministry of Tourism: Jerusalem*.

• **Lectures and Presentations at Meetings and Invited Seminars**

Presentation of papers at conferences/meetings

1. Ram, Y.(presenter) , Uriely, N.,& Malach-Pines, A. (2008). From familial vacations to vacations of families. The annual meeting of tourism research in Israel, Eilat, Israel.
2. Ram, Y.(presenter), Uriely, N.,& Malach-Pines, A. (2008). Vacations of families. The 4th Conference for Graduate Research in Tourism, Hospitality and Leisure World. Anatolya, Turkey.
3. Ram, Y. (presenter) Uriely N.& Malach-Pines, A. (2009). Instincts, Archetypes andFSuperiority striving: Tourism industry and unconscious drives. The annual meeting of tourism research in Israel. Haifa, Israel.
4. Ram, Y. (presenter) Uriely N.& Malach-Pines, A. (2009). Unconscious drives and the tourist experience. ATLAS annual conference. Aalborg, Denmark.
5. Ram, Y. (presenter) & Uriely, N. (2010). Preferences of parents regarding the family vacation. The annual meeting of tourism research in Israel. Jerusalem, Israel.
6. Ram, Y.(presenter) , Uriely, N.,& Malach-Pines, A. (2010). Deconstructing the Family Vacation. ATLAS Annual Conference, Limassol, Cyprus.
7. Ram, Y. (presenter) & Uriely, N. (2011). Are all happy families alike? The annual meeting of tourism research in Israel. Or-Yehuda, Israel.
8. Ram, Y. (presenter) , Uriely, N.,& Malach-Pines, A. (2011). Psychoanalytic Sociology of Deviant Tourist Behavior. 'Advancing the Social Science of Tourism' conference. Surrey, UK.

9. Ram, Y. (presenter), & Uriely, N. (2011). Getting into "vacation mode": Temporary changes in parents' psychological traits during the family vacation. 'Advancing the Social Science of Tourism' conference. Surrey, UK.
10. Ram, Y. (presenter), Shani, A., & Malach-Pines, A. (2012). Stress and burnout among hotels' employees. The annual meeting of tourism research in Israel. Be'er-Sheva, Israel.
11. Weidenfeld, A. (presenter), & Ram, Y. (2012). Iconicity of Flagship tourist attractions. The annual meeting of tourism research in Israel. Be'er-Sheva, Israel.
12. Ram, Y. (2012). Challenges for creating a Sustainable Tourist Experience. Psychological and behavioral approaches to understanding and governing sustainable tourism mobility. Freiburg, Germany.
13. Ram, Y. (presenter), Biran, A., Shaked-Levy, N. & Tribe, J. (2012) From potential victims to agents of change: The role of HE in preventing sexual harassment in the tourism industry. The annual conference of the Association for Tourism in Higher Education Selwyn College, Cambridge, UK.
14. Biran, A. (presenter), Ram, Y., Tribe, J. & Shaked-Levy, N. (2013) Sexual Harassment, Tourism and Education. *Tourism Education Futures Initiative 7th Annual Conference*. Oxford Brookes University, Oxford.
15. Ram, Y. (presenter), Nawijn, J., & Peeters, P. (2013). A happy sustainable tourist – an Oximoron?. The annual meeting of tourism research in Israel. Kinneret College, Israel.
16. Ram, Y. (presenter), Nawijn, J. (presenter), & Peeters, P. (2013). The pursuit of happiness through tourism: Ecosystems at danger. *Wageningen First Conference: Linking wellness tourism to ecosystem services: a research agenda*. Wageningen University, The Netherlands.

Presentations and guest lectures at universities and other institutions

2012. A guest lecturer at the International Woman Day, Ben-Gurion University.

Subject: the family vacation.

2013. A guest lecturer in a seminar for post-graduate students, Heilbrunn University, Germany. Subject: conflict management in tourism settings.

• **Research Grants**

2013 - Research Grant by Israel Nature and Parks Authority, Israel – for a study about visitors satisfaction and interpretation modes – Yael Ram (leading researcher) and Avital Biran. 1400\$.

2011 - Ministry of Tourism, Israel - for a study on burnout and stress among hospitality employee – Shani Amir (leading researcher), Ram Yael and Malach-Pines Ayala. \$7000.

2008 – Ministry of Tourism, Israel - for national survey of attitudes of parents about familial vacations – Uriely Natan (leading researcher), Malach-Pines Ayala, Ram Yael. \$6000.

- **Present academic activities**

Paper under review

Ram, Y. What if we disagree? the family vacation and parental disagreements (Submitted to *Journal of Travel research*, $IF=1.899$)

Papers to be submitted

Ram, Y., & Shani, A. Stress and burnout among hotels' employees. (*Research paper to be submitted to 'Tourism Management'*)

Ram, Y., Nawijn, J., & Peeters, P. *A happy sustainable leisure tourist – an Oxymoron?* (*Research paper to be submitted to 'Leisure Science'*)

Research in progress

Consumer behavior in tourism settings:

Perceived Authenticity and place attachment as experienced by tourists in major tourist attractions, with Peter Bjork (Hanken School of Economics, Finland) and Adi Weidenfeld, (Middlesex University, UK) – data collection and interpretation is completed – in a writing process.

Understanding 'dark tourism' (visiting in places that relate to death and disastrous) with Avital Biran (Bournemouth University, UK) - data collection and interpretation is completed – in a writing process.

Visitors satisfaction and nature interpretation with Avital Biran (Bournemouth University, UK) – in a process of data collection.

Consumer behavior and sustainability issues

How to convince people to recycle E – Waste? With Vered Blass (Tel-Aviv University) and Anat Tchechik (Ben-Gurion University) – in a pilot stage.

Social responsibility and ethic issues in tourism

Tourism industry and the problem of sexual harassment, with John Tribe (University of Surrey, UK) and Avital Biran (Bournemouth University, UK) - in a writing process.

Tourism as a promoter of peace and war in the in the Holy Land, with Omri Shamir (Ashkelon Academic College), Rami Issac (NHTV Breda University of Applied Sciences, The Netherlands) and Peter Burns (Brighton University, UK) – in a writing process.

Sustainability and tourism

Tourism, sustainability and impacts on the host community, with Anna Dluzewska (University of Bydgoszcz, Poland), Jeroen Nawijn and Paul Peeters (NHTV Breda University of Applied Sciences, The Netherlands) – developing the research agenda.

Additional information

International workshops

Participation in "Leisure mobility, international development and climate change" – an ESF (European Scientific Foundation) exploratory workshop that is focused on making an agenda for new low carbon tourism business model. Oxford, UK (March 11-13/ 2013).

Participation in "Human factors in teams" - the 4th workshop of CREATE (May 26- June 2 / 2010) a Marie Curie (EU) series of events that is focused on developing young researchers' competencies tied to working in large European projects, as well as their competencies in social networking and relation building at an international level.