



International Society of Travel & Tourism Educators

<https://www.istte.org>

Board Member Candidate Brief Bio (Marketing)

Name: Ekaterina Koll

Institution/Affiliation: Zayed University, UAE

Title: Assistant Professor of Marketing

Areas of expertise: Marketing, Hospitality, Tourism Research

Academic experience (Number of years and description): 5 years

I am a full-time Assistant Professor of Marketing in the College of Interdisciplinary Studies, Zayed University, Dubai campus, UAE. My academic experience encompasses work in Europe, Asia, as well as the Middle East. My academic credentials include a Ph.D. and a postdoc from the Hong Kong Polytechnic University (School of Hotel and Tourism Management) and a research post in Salzburg University of Applied Science (Austria). I have also served as a part-time lecturer in Austria, Azerbaijan and Vietnam. My research focuses on experience design, marketing, and tourism.

Industry experience (Number of years and description): 13 years

Before entering academia, I gained valuable operations management experience within the hotel companies, such as Marriott Hotels portfolio, where I served as the Director of Quality & Loyalty at the St. Regis Hotels for 9 years. I have also been involved in numerous consulting projects in the tourism sector, collaborating with organizations such as the World Tourism Organization and the Pacific Asia Travel Association.

Years of ISTTE membership (either past and/or current): -

Why would you like to join the ISTTE Board? (max 100 words):

I am passionate about building bridges between countries and institutions, and making sure that the education of our students remains up to date with the demands of the industry and latest trends. I believe that within the ISTTE, I can embrace my values for education and networking.

How would you be able to contribute to the progression of ISTTE? (max 130 words):

I have experience as a board member for the International Federation for Information Technology and Tourism, overseeing their marketing efforts in 2023. During that time, we have successfully launched a new web page, increased our social media presence, and successfully organized the ENTER24 conference. I am looking forward to bringing my expertise and energy to the progression of ISTTE by attracting a broader range of members and improving the organization's presence in the MENA region, in addition to developed markets.

Completed, this bio should not exceed the first page. Please submit a recent photo along with this bio to a.sisson@napier.ac.uk by July 31, 2024.