

**Prof. Arie Reichel**

Department of Hotel & Tourism Management

Fields: service marketing, tourism & hotel management, management strategies.

Ph.D. University of Massachusetts at Amherst, Business Administration (Business Policy) with specialties in organizational policy and strategy; Advisor: Prof. George S. Odiorne Thesis: The Declining Level of Trust in American Corporations: A Psychographic Segmentation of the General Public.

Prof. Reichel is one of the GGFBM's founders in 1995 and served as Dean from 2004-2010. He is the founding dean of the BGU Eilat campus as well as founder of the Department of Hotel and Tourism Management which he chaired 1995-2001.

Prof. Reichel has published over one hundred research articles in cooperation with researchers in Israel and from abroad. His topics include marketing, consumer behavior, quality of hotel and tourism services. Prominent among his recent works are the topics of risk concepts of tourist destinations, management and planning of tourist destinations, and heritage site management. Most of his research has been published in the top ranking journals of his field, and he has served appointments on advisory boards of a number of leading journals as well as referee for these journals.

Prof. Reichel joined BGU after his term as assistant professor at Stern School of Business at NYU, as lecturer in the Industrial Engineering and Management Department, and continued lecturing also in the US, France, Jordan and in the Palestinian Authority's Bethlehem University. He also consulted organizations in the US, Israel, Cyprus and Brazil on topics of the quality of services and tourism planning.

Prof. Reichel chaired and served on many accreditation committees for the Israel Council for Higher Education for quality examination of new programs at universities and colleges. Recently he served on the international examining committee of the Department of Labor Studies at Tel-Aviv University. Of late, he is very active on founding committees for the Technological University of Cyprus in Limassol.

Prof. Reichel served on the High Academic Council of the Holon Technological Institute as well as for the academic track of the Rishon LeZion College of Management. He is also very active as a volunteer on the executive committee of the Institute for the Advancement of the Deaf Persons in Israel.