

Galia Fuchs was awarded her Ph.D. in Business Administration from Ben-Gurion University of the Negev as well as her M.Sc. and B.Sc. degrees in Industrial Engineering and Management.

Dr. Fuchs research focuses on tourism, leisure and vacation consumption patterns and on tourist behavior. Most of her research focuses on the impact tourists risk perceptions has on decision making processes and on the design of the tourist product. In these studies, Dr. Fuchs concentrates on segments such as international tourists, medical tourism, backpackers and on different tourist destinations such as Israel, Turkey, and the Egyptian Sinai. In her studies, she examines the process of forming risk perceptions and its relationships to other variables such as personality traits, sensation seeking behavior, risk taking tendency, past experience and the motives for tourist product consumption.

A considerable part of her studies was published in journals such as *Journal of Travel Research*, *Annals of Tourism Research*, *Tourism management*, *Journal of Hospitality and Leisure Marketing*, *Tourism: An Interdisciplinary Journal*, *Managing Service Quality*.

Dr. Fuchs teaches course such as: marketing in tourism and hospitality, tourism marketing management, marketing management, services marketing and, marketing research.

Dr. Fuchs served as a member of the Israel national committee which examined the level of service in the tourism industry. She is also a member of the not-for-profit "Public Trust" council.