

CURRICULUM VITAE

• **Personal Details**

Name: Galia Fuchs

Work address: Department of Hotel and Tourism Management
Guilford Glazer Faculty of Business and Management
Ben-Gurion University of the Negev
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• **Education**

B.Sc. - 1989 Ben-Gurion University of the Negev, Department of Industrial Engineering and Management

M.Sc. -1992 Ben-Gurion University of the Negev, Department of Industrial Engineering and Management
Advisor: Prof. Arie Reichel
Thesis: Perception of the Environment and Management Strategies of Hotel Managers in Israel

Ph.D. - 2002 Ben-Gurion University of the Negev, Guilford Glazer School of Business and Management
Advisor: Prof. Arie Reichel
Dissertation: Risk Perception of Tourist Destinations: an Exploratory Study of Tourists in Israel

• **Employment History**

2015-Present Senior Lecturer, Department of Hotel and Tourism Management
Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev

2010-2015 Lecturer, Department of Hotel and Tourism Management
Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev

2003-2010 Lecturer, the College of Management Academic Studies, the School of Business Administration, Israel

2000-2003 Adjunct Lecturer, Sapir Academic College, Israel

- 1996-2010 Adjunct Lecturer, Ben-Gurion University of the Negev, Guilford Glazer School of Business and Management
- 1992-1996 Adjunct Lecturer, Ben-Gurion University of the Negev Department of Industrial Engineering and Management

• **Professional Activities**

(a) Positions in academic administration

- 2013- Present Member of the Research Graduate Studies Committee at the Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev
- 2013- Present Head, Departmental Graduate Program Teaching and Curriculum Committee – Department of Hotel and Tourism Management, Ben-Gurion University of the Negev
- 2012- Present Member of the Teaching and Curriculum Committee at the Guilford Glazer Faculty of Business and Management, Ben-Gurion University of the Negev
- 2012- Present Library committee- Department of Hotel and Tourism Management, Ben-Gurion University of the Negev
- 2011- Present Head, Departmental Undergraduate Program Teaching and Curriculum Committee –Department of Hotel and Tourism Ben-Gurion University of the Negev
- 2009-2010 Academic Director, Executive B.A. Program, the School of Business Administration The College of Management Academic Studies, Israel

(b) Ad-hoc reviewer for journals

Anatolia: An International Journal of Hospitality and Tourism Research;
 Annals of Tourism Research ; Asia Pacific Journal of Tourism Research ;
 Current Issues in Tourism ; International Journal of Tourism Research;
 Journal of Hospitality & Tourism Research ; Journal of Tourism Challenges Trends;
 Journal of Travel Research; The Journal of Tourism and Cultural Change;
 The Service Industries Journal

• Educational activities

(a) Courses taught

"Engineering Economic"; "Marketing for Hospitality and Tourism";
 "Principles of Marketing"; "Seminar in Selected Issues in Tourism and Hospitality"
 - Undergraduate level, Ben-Gurion University of the Negev

"Marketing Management"; "Marketing Management for Tourism";
"Product Management"; "Service Marketing"
- Graduate level, Ben-Gurion University of the Negev

"Consumer Behavior"; "Marketing Research"; "Service Marketing"
- Undergraduate level, the College of Management Academic Studies, Israel

"Advanced Service Marketing", "Marketing Management"
- Graduate level, the College of Management Academic Studies, Israel

"Principles of Marketing"; "Service Marketing"; "Strategic Management"
- Undergraduate level, Sapir Academic College, Israel

(b) Research students

M.A. Student:

2015-Present Mor Gili Levi, M.A. thesis (co-chaired with Yaniv. Poria),
Ben-Gurion University of the Negev

Ph.D. Student:

2013- Present Orit Unger, Ph.D. (co-chaired with Natan Uriely), Ben-Gurion
University of the Negev

Post-Doc student:

2014-2015 Itzhak Mizrachi, Post-Doc, Ben-Gurion University of the Negev

• **Awards, Citations, Honors, Fellowships**

Summer 2011 – Post Doctorial at UCF, Rosen College of Hospitality Management
under the supervision of Prof. A. Pizam

• **Scientific Publications**

Authored books

(c) Refereed chapters in collective volumes, Conference proceedings,

Chapters in collective volumes

1. **Fuchs, G.** and A. Reichel, (2006). "Correlates of Destination Risk Perception and Risk Reduction Strategies" in M. Kozak and L. Andreu Manning (eds.), **Advances in Tourism Research, Progress in Tourism Marketing** (Elsevier,

Macmillan India Limited) pp. 161-170.

2. Reichel, A., **Fuchs, G.** and N. Uriely, (2009). "Risk Perceptions and Risk Reduction Strategies as Determinants of Destination Choice of Backpackers" in M. Kozak and L. Andreu (eds.), **Advances in Tourism Research, Managing networks** (Routledge, Oxon) pp. 195- 207.
3. **Fuchs, G.** and A. Pizam, (2011). "The Importance of Safety and Security for Tourism Destinations" in Y. Wang and A. Pizam (eds.), **Destination Marketing and Management** (CABI, Oxfordshire, UK) pp. 300-313.

Conference proceedings

1. **Fuchs, G.** and A. Reichel, (2000). "The Risk Perception of Tourist Products: A Multi Attribute Approach" *Proceedings of the Fifth Annual Graduate Education and Graduate Students Research Conference in Hospitality & Tourism*, University of Houston, Texas, pp. 181-184.
2. **Fuchs, G.** and A. Reichel, (2005). "Destination Risk Perception, Risk Reduction Strategies, Tourist Characteristics and Type of Tour", in M. Kozak and L. Andreu (eds.) *Proceedings of the International Tourism Conference: Perspectives in Tourism Marketing*, Mugla, Turkey, pp.1-4.
3. Reichel, A., **Fuchs, G.** and N. Uriely, (2007). "Risk Perception and Risk Reduction Strategies as Determinants of Destination Choice of Backpackers" in L. Andreu, J. Gnoth and M. Kozak (eds.) *Proceedings of the 2007 Advances in Tourism Marketing Conference* ,Valencia, Spain pp. 100.
4. **Fuchs, G.**, and A. Reichel, (2009). "An Exploratory Inquiry into Destination Risk Perceptions and Risk Reduction Strategies of First vs. Repeat Visitors to a Highly Volatile Destination". *Proceedings of the 4th International Scientific Conference: Planning for the Future, Learning from the Past*, The University of the Aegean, Rhodes, Greece.
5. Uriely, N., **Fuchs, G.**, Reichel, A., and D. Maoz, (2011). "Tourists Crossing Borders to a Terror Inflicted Destination: Risk Perceptions and Rationalizations" in *Proceedings of the 4th ATMC (Advances in Tourism Marketing Conference) on Transforming Experiences: Tourism Marketing from both Sides of the Counter*, Maribor, Slovenia.
6. Reichel, A., **Fuchs, G.**, and A. Shani, (2012). "Adventure Tourism: The Thrill of Risk, or the Search for Tranquility", in *Proceedings of The 6th World Conference for Graduate Research in Tourism, Hospitality and Leisure*, Fethiye, Turkey.

(b) Refereed articles

Published

1. **Fuchs, G.** and Reichel, A. (2004). "Cultural Differences in Tourism Destination Risk Perception: An Exploratory Study". *Tourism: An Interdisciplinary Journal*, 52 (1): 21-38.
2. **Fuchs, G.** and Reichel, A. (2006). "Tourist Destination Risk Perception: The Case of Israel". *Journal of Hospitality and Leisure Marketing* (Currently published as: *Journal of Hospitality Marketing and Management*), 42 (2): 81-106.
3. Reichel, A., **Fuchs, G.** and Uriely, N. (2007). "Perceived Risk and the Non-Institutionalized Tourist Role: The Case of Israeli Student Ex-Backpackers". *Journal of Travel Research*, 46(2): 217-226.
4. Etgar, M. and **Fuchs, G.** (2009). "Why and How Service Quality Perceptions Impact Consumer Responses". *Managing Service Quality: An International Journal* (Currently published as, *Journal of Service Theory and Practice*), 19(4): 474-485.
5. Reichel, A., **Fuchs, G.** and Uriely, N. (2009). "Israeli Backpackers: The Role of Destination Choice". *Annals of Tourism Research*, 36(2):222-246.
6. **Fuchs, G.** and Reichel, A. (2010). "Health Tourists Visiting a Highly Volatile Destination: A Three Segment Exploratory Study". *Anatolia: An International Journal of Hospitality and Tourism Research*, 21(2): 205-227.
7. **Fuchs, G.** and Reichel, A. (2011). "An Exploratory Inquiry into Destination Risk Perceptions and Risk Reduction Strategies of First Time vs. Repeat Visitors to a Highly Volatile Destination". *Tourism Management*, 32 (2): 266-276.
8. Etgar, M. and **Fuchs, G.** (2011). "Does Ethnic/Cultural Dissimilarity Affect Perceptions of Service Quality?". *Services Marketing Quarterly*, 32 (2):113-128.
9. **Fuchs, G.**, Reichel, A., Uriely, N. and Maoz, D. (2013). "Vacationing in a Terror Stricken Destination: Tourists' Risk Perceptions and Rationalizations". *Journal of Travel Research*, 52 (2): 178-187.
10. **Fuchs, G.** (2013). "Low versus High Sensation-Seeking Tourists: A Study of Backpackers' Experience Risk Perception". *International Journal of Tourism Research*, 15 (1): 81-92.
11. Karamustafa, K., **Fuchs, G.** and Reichel, A. (2013). "Risk Perceptions of a Mixed Image Destination: The Case of Turkey's First Time vs. Repeat Visitors". *Journal of Hospitality Marketing and Management*, 22 (3): 243-268.
12. Reichel, A. **Fuchs, G.**, Pizam, A. and Poria, Y. (2014). "Occupational Self-Perceptions of Hotel Employees: An Exploratory Study". *Tourism Analysis: An Interdisciplinary Journal*, 19 (5): 545-658.
13. **Fuchs, G.**, Chen, P.-J., and Pizam, A. (2015). "Are Travel Purchases More Satisfactory than Non-Travel Experiential Purchases and Material Purchases? : An exploratory study", *Tourism Analysis: An Interdisciplinary Journal*, 20 (5): 487-497.

- *14. Mizrachi, I. and **Fuchs, G.** (2016). "Should We Cancel? An Examination of Risk Handling in Travel Social Media before Visiting Ebola-Free Destinations", *Journal of Hospitality and Tourism Management*, 28(September): 59–65.
- *15. **Fuchs, G.**, Reichel, A. and Shani, A. (2016). " Scuba Divers: The Thrill of Risk, or the Search for Tranquility", *Tourism Recreation Research*, 41 (2): 145-156.
- *16. Unger^s, O., Uriely^{PI}, N. and **Fuchs^{PI}**, G. (2016) "The Business Travel Experience", *Annals of Tourism Research*, 61(November):142–156.

* Publications since the promotion to Senior Lecturer

(f) Unrefereed professional articles and publications

1. **Fuchs, G.** (1996). "Rating is Just the Start". *Status* issue 66. (in Hebrew)

• **Lectures and Presentations at Meetings and Invited Seminars not Followed by Published Proceedings**

(b) Presentation of papers at conferences/meetings

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| January, 2000 | "The risk perception of tourist products: A multi attribute approach", The Fifth Annual Graduate Students Research Conference. The University of Houston, Texas. |
| January, 2005 | "Risk perception of tourist destinations as a basis for segmentation", The Third Annual Meeting of the Academic Forum of Israel Tourism Researchers. Beer- Sheave, Israel (with A. Reichel). |
| May, 2005 | "Destination risk perception, risk reduction strategies, tourist characteristics and type of tour", International Tourism Conference: Perspectives in Tourism Marketing, Mugla, Turkey (with A. Reichel). |
| February, 2007 | "Perceived Risk and the Non-Institutionalized Tourist Role: The Case of Israeli Student Ex-Backpackers", The Fifth Annual Meeting of the Academic Forum of Israel Tourism Researchers. Kinneret College, Israel (with A. Reichel and N. Uriely). |
| September, 2007 | "Risk perception and risk reduction strategies as determinants of destination choice of backpackers", Advances in Tourism Marketing Conference, Valencia, Spain (with A. Reichel and N. Uriely). |
| September, 2007 | "The link between service quality and behavioral intension: Evidence from the medical Service Industry", Biannual International Conference on Strategic Developments in Service Marketing, Chios Island, Greece (with M. Etgar). |
| February, 2009 | "Sensation seeking and perceived risk among Israeli backpackers", |

- The Seventh Annual Meeting of the Academic Forum of Israel Tourism Researchers. Haifa University, Israel (with A. Reichel and N. Uriely).
- April, 2009 "An exploratory inquiry into destination risk perceptions and risk reduction strategies of first time vs. repeat visors to a highly volatile destination", The Fourth International Scientific Conference: Planning or the Future, Learning from the Past, Rhodes, Greece. (with A. Reichel).
- September, 2009 "Low vs. high sensation seeking tourists: A study of backpackers' experience risk perception", The 3rd Advances in Tourism Marketing Conference, Marketing Innovations for Sustainable Destinations: Operations, Interactions, Experiences. Bournemouth, United Kingdom (with A. Reichel and N. Uriely).
- October, 2009 "Low vs. high sensation seeking tourists: A study of backpackers' experience risk perception", Tourism Destination Development and Branding Conference Eilat, Israel (with A. Reichel and N. Uriely).
- February, 2010 "An exploratory inquiry into destination risk perceptions and risk reduction strategies of first time vs. repeat visors to a highly volatile destination". The Eighth Annual Meeting of the Academic Forum of Israel Tourism Researchers. The Hebrew University of Jerusalem, Israel (with A. Reichel).
- February, 2011 "Tourists vacationing in a terror inflicted destination: Risk perception and rationalization", The Ninth Annual Meeting of the Academic Forum of Israel Tourism Researchers. The Center for Academic Studies, Or Yehuda, Israel (with N. Uriely, A. Reichel and D. Maoz).
- September, 2011 "Tourists crossing borders to a terror inflicted destination: risk perceptions and rationalizations", The 4th ATMC (Advances in Tourism Marketing Conference) on Transforming Experiences: Tourism Marketing from both Sides of the Counter. Maribor, Slovenia (with N. Uriely, A. Reichel and D. Maoz).
- December, 2011 "Tourists crossing borders to a terror inflicted destination: risk perceptions and rationalizations", The 4th CBTS (Consumer Behavior in Tourism Symposium) on Future Tourism Demand: Demographic, Behavioral and Social Changes. Challenges for marketers and economists" Bruneck / Brunico, Italy (with N. Uriely, A. Reichel and D. Maoz).
- February, 2012 "Scuba divers: The thrill of risk or the search for "Nirvana" (Work in progress)", The 10th Annual Meeting of the Academic Forum of Israel Tourism Researchers. Ben-Gurion University of the Negev Beer-Sheva, Israel (with A. Reichel and A. Shani).
- April, 2012 "Adventure tourism: The thrill of risk, or the search for tranquility", The 6th World Conference for Graduate Research in Tourism, Hospitality and Leisure. Fethiye, Turkey (with A. Reichel and A. Shani).
- December, 2012 "Scuba diving: A life risking or a quality of life enhancing experience?",

The 5th CBTS (Consumer Behavior in Tourism Symposium) on "Tourism and Quality of Life Research: Theories, Practices, Applications, and Challenges" Bruneck / Brunico, South Tyrol Italy (with A. Reichel and A. Shani).

- February, 2013 "Israeli hotel blue-collar employee self-perception: An exploratory study". The 11th Annual Meeting of the Academic Forum of Israel Tourism Researchers Kinneret College, Israel (with Y. Poria, A. Pizam and A. Reichel).
- October, 2013 "Adventure tourists: Are they really looking for risky experiences? The case of scuba divers", 5th ATMC (Advances in Tourism Marketing Conference) on Marketing Space and Place: Shifting Tourist Flows. Algarve, Portugal, (with A. Reichel and A. Shani).
- December, 2013 "Occupational perceptions of employees in the hospitality industry: An exploratory study in Israel ", 2nd World Research Summit for Tourism and Hospitality: Crossing the Bridge, Orlando, Florida, USA, (with A. Reichel, A. Pizam and Y. Poria)
- September, 2015 "The business trip as a framework of time and its effects on the business traveler's well-being", 6th ATMC (Advances in Tourism Marketing Conference) on Tourism engagement: co-creating well-being Joensuu, Finland, (with O. Unger, and N. Uriely). (the 1st Runner up Paper)
- October, 2015 "The business trip as a framework of time and its effects on the business traveler's well-being", ATLAS annual conference on Risk in travel and tourism , Lisbon, Portugal , (with O. Unger, and N. Uriely).

(d) Seminar presentations at universities and institutions

1. 2003 " Tourism Destination Risk Perceptions". Departmental Seminar, Department of Hotel and Tourism Management, Ben-Gurion University of the Negev.
2. 2004 " Destination Risk Perception and Risk Reduction Strategies". Academic Seminar in The College of Management Academic Studies, The School of Business Administration

• **Research Grants**

- 2011 Ben-Gurion University of the Negev "Rich Foundation Fellowship to Women Researchers", for joint research with Prof. A. Pizam, (\$5000)
- 2011 Israel Ministry of Tourism research grant on the image of the hospitality industry in Israel, 2011 (NIS 30,000, with Y. Poria and A. Reichel)
- 2014 Israel Ministry of Tourism research grant on the image of the hospitality industry in Israel, 2014 (Principal Investigator) (NIS 35,000, with Y. Poria)