

CURRICULUM VITAE AND LIST OF PUBLICATIONS

▪ **PERSONAL DETAILS**

Name	Yaniv Poria
Date and Place of Birth	07.07.71, Rehovot, Israel
Regular Military Service	1989 – 1993
Address at work:	The Department of Tourism and Hospitality Management, Faculty of Management, Ben-Gurion University of the Negev P.O.B. 653, Beer-Sheva, 84105, Israel
Tel	00972 – 8 - 6479737
Fax	00972 – 8 – 6472920
E. mail	yporia@som.bgu.ac.il
Address at Home	Erez 7 street, P.O.B. 84965, Omer, Israel
Tel	00972 – 8 – 6909765

▪ **EDUCATION**

1994 - 1997	B.A. (Cum Laude), Dept. of Hotel and Tourism Management, Ben-Gurion University of the Negev, Israel
1998 - 1999	M.A., School of Management, Ben-Gurion University of the Negev, Israel. (not completed)
1999 - 2001	Ph.D., School of Management Studies for the Service Sector in Surrey University, Guildford, UK Advisors: Prof. Richard Butler and Prof. David Airey Dissertation Title: Clarifying Heritage Tourism
2001 - 2002	Post-Doc., School of Management Studies for the Service Sector in Surrey University, Guildford, UK

▪ **EMPLOYMENT HISTORY**

2012-2014	Visiting Professor, The Department of Hotel and Tourism Management, Virginia – Tech, Virginia, US.
2010-	Associate Professor, Ben-Gurion University of the Negev, Israel
2006-2010	Senior Lecturer, Ben-Gurion University of the Negev, Israel
2002-2006	Lecturer, Ben-Gurion University of the Negev, Israel
2001-2002	Research Officer, University of Surrey, Guildford, UK
1999-2001	Tutor, University of Surrey, Guildford, UK
1999-2001	Research assistant, University of Surrey, Guildford, UK
1996-1999	Research assistant, Ben-Gurion University of the Negev, Israel

▪ **PROFESSIONAL ACTIVITIES**

a) Positions in academic administration

- 2003 - 2012 Head, Teaching Committee, Department of Hotel and Tourism Management, Ben-Gurion University of the Negev
- 2002 - 2012 Coordinator, Library Development Committee, Department of Hotel and Tourism Management, Ben-Gurion University of the Negev

b) Professional functions outside universities

- 2013- Advisory Board – Annals of Leisure Research
- 2011- Editorial Board - International Journal of Tourism Sciences
- 2010- Editorial Board – Annals of Tourism Research
- 2009- Editorial Board – International Journal of Jewish Education Research
- 2008- Editorial Board – Journal of Heritage Tourism
- 2007- Editorial Board – Asian Journal of Tourism and Hospitality Research
- 2006- Editorial Board – International Journal of Tourism Policy
- 2006- Editorial Board – European Journal of Tourism Research
- 2005- Editorial Board – Journal of Travel Research
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- 2008- Referee for Journal of Heritage Studies
- 2008- Referee for International Journal of Tourism Policy
- 2006- Referee for Tourism Geographies
- 2006- Referee for Journal of Heritage Tourism
- 2005- Referee for Anatolia
- 2005- Referee for Journal of Travel Research
- 2004 - Referee for Annals of Tourism Research
- 2003 - 2004 Referee for Israeli Studies
- 2001 - 2003 Referee for Tourism and Hospitality Research
- 2001 - 2002 Referee for Information Technology in Tourism

c) Professional activities outside university

- 2006- Conference Organiser – The First Conference about Gay and Lesbian Tourism in Israel
- 2006 - Member of the Scientific Committee, “Developing Tourism: Trends, Impacts, Policies and the Role of Local Government” Heraklion, Crete, Greece.
- 2005 - Reporter on Academic Research in the Melonaim (Trade Journal for the Hospitality Industry in Israel).

▪ **EDUCATIONAL ACTIVITIES**

a) Courses taught

- 2009- “Research Methods in Tourism and Hospitality”, Postgraduate Level, Ben Gurion University of the Negev.
- 2004- 2008 "Introduction to Air flight Management", Undergraduate Level, Ben-Gurion University of the Negev, Israel
- 2004 - "Marketing Research", Post-Graduate Level, Ben-Gurion University of the Negev, Israel
- 2003 - "The Management of Heritage in Tourism", Undergraduate Level, Ben- Gurion University of the Negev, Israel
- 2002 - "Marketing Research", Undergraduate Level, Ben-Gurion University of the Negev, Israel
- 2002 - "Research Seminar", Undergraduate Level, Ben-Gurion University of the Negev, Israel

b) Research students

- 2014- Ben Arviv, The Department of Hotel and Tourism Management, Ben-Gurion University of the Negev (MBA thesis supervision).
- 2012- Yaron Perl, Ben-Gurion University of the Negev (Ph.D supervision with Prof. Shaul Krakover)
- 2011- 2014 Gila Oren, Ben-Gurion University of the Negev (Ph.D supervision with Prof. Ayala Malach-Pines)
- 2009- 2012 Tali Applboim, School of Management, Ben-Gurion University of the Negev (MBA thesis supervision).
- 2008 - 2011 Gila Oren, School of Management, Ben-Gurion University of the Negev (MBA thesis supervision).
- 2008- 2011 Koristz Maayan, School of Management, Ben-Gurion University of the Negev (MBA thesis supervision with Prof. Daniel A. Vardy, Faculty for Health Sciences).

Scholarship of Excellence, Dean of School of Management, Ben-Gurion University of the Negev, Israel - 2008.

- 2007- 2008 Yelyzaveta Berdychevsky, School of Management, Ben-Gurion University of the Negev (MBA thesis supervision with Prof. Nathan Uriely)

Scholarship of Excellence, Dean of School of Management, Ben-Gurion University of the Negev, Israel - 2008.

- 2005- 2008 Avital Biran, Kreitman School of Advanced Graduate Studies, Ben-Gurion University of the Negev (PhD thesis supervision with Prof. Arie Reichel).

Prize for the Best Ph.D. Dissertation, The Third Graduate Research in Tourism Conference, Canakkale Onsekiz Mart University, Canakkale, Turkey - 2006.

- 2005 - 2008 Raviv Cohen, School of Management, Ben-Gurion University of the Negev (MBA thesis supervision with Prof. Arie Reichel).
- 2004 - 2007 Yael Brandt, School of Management, Ben-Gurion University of the Negev (MBA thesis supervision with Prof. Arie Reichel).
- 2002 - 2005 Avital Biran, School of Management, Ben-Gurion University of the Negev (MBA thesis supervision with Prof. Arie Reichel).

Scholarship of Excellence, Dean of School of Management, Ben-Gurion University of the Negev, Israel -2004.

Scholarship of Excellence, in memory of Prof. Abream Mechrez – 2004.

Prize for best communication 2nd Doctoral Colloquium, ESADE, Spain – 2005.

▪ **AWARDS AND FELLOWSHIPS**

a) Awards

- 2012 Outstanding Teaching Award (The Faculty of Management)
- 2010 Outstanding Teaching Award (The Faculty of Management)
- 2009 Outstanding Teaching Award (The Department of Management)
- 2008 Toronto Award for young researchers for excellence in academic research

- 2000 King Hussein International Peace Through Tourism Award for the paper (The Show Must NOT Go On) submitted to Tourism and Peace Conference, Jordan.
- 1999 Winning Award by ICARE for the paper presented.
- 1996 Ben-Gurion University of the Negev Students Association Special Award for "Excellence of Service".
- 1995 Scholarship of Excellence, 'Friends', Israel.

b) Fellowships

- 1999 ERNST Scholarship from Ben-Gurion University of the Negev in Israel for conducting Ph.D.
- 1999 Israeli Minister of Tourism Scholarship for Ph.D. Studies
- 1996 Israel Hotel Association Scholarship

▪ **SCIENTIFIC PUBLICATIONS**

a) Chapters in collective volumes

1. Jung, H., Y. Poria., R. Butler., and D. Airey, 2000, "The Use of the Internet in the Context of Heritage Tourism". in McKellar, B., (ed.), Tourism: A Strategic Industry in Asia and Pacific: Defining Problems and Creating Solutions, The Sixth Asia Pacific Tourism Association Annual Conference. Phuket, Thailand. Asia Pacific Tourism Association, June. (pp. 457-463).
2. Poria, Y., R. Butler., and D. Airey, 2000, "Anything is Heritage? Clarifying the Nature of Heritage", The 2nd International Seminar on Tourism Management in Heritage Cities. UNESCO Venice Office, Nazareth, February 3-5, Israel. (pp. 117-137)
3. Poria, Y., R. Butler., and D. Airey, 2000, "Internet Marketing of the Non-Identical Twins: Heritage Tourism and Historic Tourism". Technology Impacts on Cultural Tourism. Istanbul, Turkey. (pp. 445-461)
4. Poria, Y., and S. Chua, 2000, "Lesbian and Gay's Men's Perception of Factors Influencing Their Hotel Satisfaction", in Bowen, D., Wickens, E., Paraskevas, A., and N. Hemmington (eds.), 1st International Conference on: Consumer Satisfaction in Tourism and Hospitality Research. Oxford, England. Oxford Brooks University. (pp. 143-150)
5. Poria, Y., and C. Fife-Schaw, 2000, "The Sampling Procedures Involved in the Distribution of Satisfaction Questionnaires in Hotels", in Bowen, D., Wickens, E., Paraskevas, A., and N. Hemmington (eds.), 1st International Conference on: Consumer Satisfaction in Tourism and Hospitality Research. Oxford, England. Oxford Brooks University. (pp. 151-158)
6. Poria, Y., and A. Coyle, 2001, "Minimising Social Risks for Lesbian and Gay Consumers: The Internet as an Informational Resource on 'Lesbian and Gay Friendly' Hotels. Proceedings of the British Psychological Society Volume 9, Number 1. (p. 45 - abstract)
7. Chua, S., Y. Poria., and W.K.N. Lynda, 2003, "Using Food and Food History as a Resource for Tourism". Local Food and Tourism International Conferences. Larnaka, Cyprus, November 2000. (pp. 161-170).

8. Westering, J.V., Y. Poria., and N. Liapis, 2003, "Promoting the Links Between Food and Heritage as a Resource for Tourism". Local Food and Tourism International Conferences. Larnaka, Cyprus, November 2000. (pp. 49-55)
9. Poria, Y., 2004, "The Need and Rationale for a Partnership to Prevent the Degradation of Auschwitz Concentration Camp" in Petrillo, C.S., and J. Swarbrooke (eds.), Proceedings of the ATLAS Annual Conference (Volume II), Naples, Italy, April. (pp. 575 – 586).
10. Poria, Y., Y. Brandt., M. Hoderland., and D. Fogel, 2004, "The Management of Services for the Disables in Tourism". The 1st Conference of the Use of Qualitative Research Methods. Ben-Gurion University of the Negev, Tel-Aviv, Israel. March. (p. 189- abstract)
11. Poria, Y., Y. Brandt., M. Hoderland., and D. Fogel., 2004, "Minimizing Hazards for Disabled Tourists", in MacLellan., Baum, T., Goldsmith, A., Kokkranikal, J., Losekoot, E., Miller, S., Morrison, A., Nickson, D., Taylor, J.S., and Thompson, K, (eds.), Proceedings of the Tourism : State of the Art II Conference. Glasgow, UK. University of Strathclyde. (pp. Q168 available on CD)
12. Poria, Y., A. Reichel., and A. Biran, 2004, "Tourist Perception of Displayed Heritage as a Key Factor in Marketing Heritage Destinations ", in MacLellan., Baum, T., Goldsmith, A., Kokkranikal, J., Losekoot, E., Miller, S., Morrison, A., Nickson, D., Taylor, J.S., and Thompson, K, (eds.), Proceedings of the Tourism : State of the Art II Conference. Glasgow, UK. University of Strathclyde. (pp. Q30 available on CD).
13. Poria, Y., 2005, "I Can be Gay when I Pay: Gay Men and Lesbian Women's Hotel Experience". The Annual Meeting of the 36th Israeli Sociological Society, Tel- Hai, Israel. February. (p. 150- abstract)
14. Poria, Y., A. Reichel., and A. Biran, 2005, "Heritage Sites Management: From Objective to Subjective Heritage". The Annual Meeting of the 36th Israeli Sociological Society. Tel- Hai, Israel. February. (p. 149- abstract)
15. Biran, A., Poria, Y., and A. Reichel, 2005, "Using an Experientially-Based Approach to Segment Heritage Site Visitors", in Kozak, M., and Andreu, L, (eds.), Proceedings of the International Tourism Conference: Perspectives in Tourism Marketing, Mugla, Turkey. (pp. 55-59).
16. Gvili, Y., and Y. Poria, 2005, "Online Mass Customization: The Case of Promoting Heritage Tourist Websites", in Kozak, M., and Andreu, L, (eds.), Proceedings of the International Tourism Conference: Perspectives in Tourism Marketing, Mugla, Turkey. (pp. 61-68).
17. Poria, Y., 2005, "A Lesbian Woman's Experience of Space and time: A Heterosexual Man's Interpretation of a Lesbian Woman's Diary ", in Harris, C, (ed.), Proceedings of the International Conference on Critical Tourism Studies: Embodying Tourism Research: Advancing Critical approaches. Dubrovnik, Croatia. (pp. 162-165).
18. Poria, Y., 2006, "Hotel Masseur/ Masseur Gender Preferences". The 37th Annual Meeting of the Israeli Sociological Society. Bar-Ilan University, Israel. February. (p. 61- Abstract).

19. Biran, A., Poria, Y., and A. Reichel, 2006, "Heritage Site Management: The Link Between Visitors' Perceptions, Motivations and Expectations" in Kozak, N., and Kozak, M (eds.), The Third Graduate Research in Tourism Conference, Canakkale, Turkey, May. (pp. 319-320 - Abstract).
20. Poria, Y., 2006, "The Geography of Anonymity: A Heterosexual Man's Interpretation of a lesbian Woman's Diary". The 2ed Conference for the Use of Qualitative Research Methods, Ben-Gurion University of the Negev, Tel-Aviv, Israel. June. (p. 235- Abstract).
21. Gvili, Y., and Y. Poria, 2006, "Visitors Expectations of Heritage site Website Content". The International Conference of Trends, Impacts and Policies in Tourism Development, Hellenic Open University, Amoudara, Heraklion, Crete, Greece. June. (p. 29 - Abstract).
22. Poria, Y., 2006, "Sports Club Museums as Heritage Attractions". The International Conference of Trends, Impacts and Policies in Tourism Development, Hellenic Open University, Amoudara, Heraklion, Crete, Greece. June. (p. 61 – Abstract).
23. Poria, Y., A. Reichel., and A. Biran, 2006, "Marketing Multi-Facet Heritage Cities". The International Conference of Trends, Impacts and Policies in Tourism Development, Hellenic Open University, Amoudara, Heraklion, Crete, Greece. June. (p. 62 – Abstract).
24. Biran, A., Poria, Y., and A. Reichel, 2007, "Everyone Has His Own Jerusalem- Management of Historical Cities", The Annual Meeting of the 5th Academic Forum of Tourism Researchers in Israel, Kinneret College, Tiberius, Israel. February. (p. 6 – Abstract).
25. Cohen, R., Poria, Y., and A. Reichel, 2007, "The influence of the Brand – World Heritage Site". The 5th Annual Meeting of the Academic Forum of Tourism Researchers in Israel, Kinneret College, Tiberius, Israel. February. (p. 13 – Abstract).
26. Poria, Y., 2007, "Gender – Ignored Element in hotel service Experience: Exploratory study of Gender Preferences of Hotel Masseur/Masseuse", in Harris, C., and van Hal, M (eds.), The International Critical Tourism Studies Conference: The Critical Turn in Tourism Studies: Promoting an Academy of Hope?. Split, Croatia. June. (p. 234-241).
27. Poria, Y., A. Reichel, and A. Biran, 2007, "Visitors' Preferences of Interpretation at Heritage Sites". Researching Destination Management, Policy and Planning: Linking Culture, Heritage and Tourism. Riga, Latvia. September. (p. 18 – Abstract)
28. Poria, Y., A. Reichel, and R. Cohen, 2007, "World Heritage Site – Is It a Brand Name". Researching Destination Management, Policy and Planning: Linking Culture, Heritage and Tourism. Riga, Latvia. September. (p. 18 – Abstract)
29. Berdychevsky, L., Poria, Y., and N. Uriely, 2008, "Women's Sexual Behaviour in Tourism: A Meaningful Factor for Understanding Tourism." The Annual Meeting of

the 6th Academic Forum of Tourism Researchers in Israel, Eliat, Israel. February. (p. 10 - Abstract).

30. Berdychevsky, L., Poria, Y., and N. Uriely, 2008, "Exploratory Study: Women's Sexual Behaviour in Tourism: A Significant Factor for Understanding The Tourism Phenomenon." The 3^{ed} Israeli Conference of the Use of Qualitative Research Methods. Ben-Gurion University of the Negev, Beer-Sheva, Israel. February. (pp. 255-256 - Abstract).
31. Biran, A., Cohen, R., Poria, Y, and Reichel, A., 2008, "Should We Brand Our Site as a World Heritage Site", Selling or Telling? Paradoxes in Tourism, Culture and Heritage, Atlas Annual Conference, Brighton, England. July. (p. 24 – Abstract).
32. Biran, A., and Poria, Y., 2008, "World Heritage Site and Local Dissonant Heritage: Recasting the Bad Guy.", Selling or Telling? Paradoxes in Tourism, Culture and Heritage, Atlas Annual Conference, Brighton, England. July. (p. 23 – Abstract).
33. Biran, A., and Poria, Y., 2008, "Changing the Casting of the Bad Guy to Sustain Auschwitz Concentration Camp: A World Heritage Tourist Site Presenting Local's Dissonant Heritage." Community, Capital & Cultures: Leisure and Regeneration as Cultural Practice, Leisure Studies Association, Liverpool, England. July. (p. 14 – Abstract).
34. Oren, G., Biran, A., and Y. Poria, 2008, "Personalising and Customizing All-inclusive Heritage". Tourism in The New Eastern Europe: Global Challenges – Regional Answers, Warsaw, Poland, November. (pp. 93-95).
35. Berdychevsky, L., Poria, Y., and N. Uriely, 2009, "The Phenomenology of Change in Women Sexual Behaviour During her Tourist Experience". The Annual Meeting of the 7th Academic Forum of Tourism Researchers in Israel, Haifa University, Israel, February. (P. 10 - Abstract).
36. Berdychevsky, L., Poria, Y., and N. Uriely, 2009, "The Patterns of Israeli Heterosexual Women in Tourism". The Annual 40th Meeting of the Israeli Sociological Society., The College of Management Academic, Rishon LeZion, Israel, February. (P. 121 - Abstract).
37. Biran, A., Oren, G. and Poria Y. 2009, "Sought Experience at (Dark) Heritage Sites". Tourists Experiences: Meanings, Motivations and Behaviours. University of Central Lancashire, Preston, United Kingdom, April. (In book of abstracts)
38. Biran, A., Oren, G. and Poria Y. 2009, "Developing Tourist Experiences at Dark Heritage Sites", in book of Abstracts, ATLAS annual conference, Experiencing Difference: Changing Tourism and Tourists' Experiences. University of Aalborg, Aalborg, Denmark, May. (Page. 31 – Abstract).
39. Biran, A., Poria Y. and Oren, G. 2009, "Dark heritage sites ≠ Dark tourism: Tourists' Perception vs. Site Classification as a Practice for Understanding Tourism

Subgroups”, in Book of Abstracts, Consumer Behaviour in Tourism Symposium. Free University of Bozen, Bruneck/ Brunico, South Tyrol, Italy, 15-19 December. (Abstract No. 7).

40. Oren, G., Biran, A., and Y. Poria, 2009, "Interpretation at Heritage Sites: A Zionist Perspective to Global Heritage". The Annual Meeting of the 7th Academic Forum of Tourism Researchers in Israel, Haifa, Israel, February. (p. 9 - Abstract).
41. Reichel, A., Poria, Y., and R. Cohen, 2009, " The effectiveness of "World Heritage Site" as a branding tool: An empirical analysis". Tourist Destination and Branding Conference, Ben-Gurion University-Eilat, Israel, 14-15 October. (p. 170-Abstract).
42. Applboim, T., and Y. Poria, 2010, "Interpretation at Heritage Sites as a Tool in Humane Resource Management in the Israeli army: Investigating "Edim Bemadim" project ". The 8th Annual Meeting of the Academic Forum of Tourism Researchers in Israel, Hebrew University, Israel, 17-18 February. (p. 3-Abstract)
43. Koristz, M., Poria, Y., and D. A. Vardy, 2010, "Exploratory Study: Israeli people Sun Exposure during Leisure Time, at Home and Abroad". The 8th Annual Meeting of the Academic Forum of Tourism Researchers in Israel, Hebrew University, Israel, 17-18 February. (p. 15-Abstract).
44. Biran, A., Poria Y., and Oren, G. 2011, "The meanings of heritage and the willingness to pay for the preservation of dissonant heritage- The case of Auschwitz-Birkenau." Special Interest Tourism & Destination Management. Kathmandu, Nepal, April (available on CD- abstract).
45. Biran, A., Poria Y., and Oren, G. 2011, "Switch on the lights- Is dark tourism really dark? Sought experiences at (dark) heritage sites." Advancing the Social Science of Tourism. University of Surrey Guildford, Surrey, United Kingdom, June (p. 15-abstract).
46. Oren, G., Biran, A., and Y. Poria, 2011, "The Interpretation at Auschwitz Concentration Camp and its Impacts on the Willingness to Pay Towards its Preservation". The 9th Annual Meeting of the Academic Forum of Tourism Researchers in Israel, Ono Academic College, Israel, 3rd February. (Abstract no. 17)
47. Oren, G., Poria., Y., and A. Biran, 2011, "Designed Memory and its Marketing - A base for segmenting visitors to Holocaust Site ". Research and Projects Day, The College of Management Academic, Rishon LeZion, Israel, 13th April. (pp. 11-12).
48. Biran, A., Poria Y. & Oren, G. 2011. "Preferences Towards the Interpretation in Educational (Dark) Tourism." Educational Travel – Expanding Horizons. Tallinn University, Estonia, August. (p. 4)

b) Chapters in edited referred books

1. Poria, Y., A. Coyle., and T. Desombre, 2001, "Serving All the Community? The Views and Preferences of Lesbian and Gay Consumers of Healthcare", in Davies, H.T.O., Tavakoli, M., and M. Malek (eds.), Quality in Health Care: Strategic Issues in Health Care Management. Aldershot, Ashgate. (pp. 184-197).
2. Poria, Y., R. Butler., and D. Airey, 2004, "'The Tourists' Perception of the Site in Relation to Their Own Heritage, Should It Play a Role in the Management and Understanding of Heritage Tourism?'. in Aitchison, C., and P, Helen (eds.), Leisure Space and Visual culture: Practice and Meanings, Eastbourne, UK, Antony Rowe. (pp. 79-103).
3. Oppewal, H., Y. Poria., N. Ravenscroft, and G. Speller, 2005, "Student Preferences for University Accommodation: An Application of the Stated Preferences Approach", in Miro-Garcia, R., Uzzell, D. L., Real, J. E. and J. Romay (eds.), Housing, Space and Quality of Life. Aldershot, Ashgate (pp. 113-124).
4. Biran, A., Poria, Y., and A. Reichel, 2006, "Using the Experientially-Based Approach to Segment Heritage Site Visitors", in Kozak, M., and Andreu, L, (eds.), Progress in Tourism Marketing, Oxford, UK, Elsevier. (pp. 133-146).
5. Poria, Y., 2007, "An Israeli Lesbian's Travel Experience: A Heterosexual Man's Interpretation of Her Diary", in Pritchard, A., Morgan, N., Ateljevic, I., and Harris, C. (eds.), Tourism & Gender: Embodiment, Sensuality and Experience. CAB International, Oxfordshire, UK. (p. 251-262).
6. Poria, Y., R. Butler., and D. Airey, 2007, "The Core of Heritage Tourism: Distinguishing Heritage Tourists from Tourists in Heritage Places" (republished article in the Annals of Tourism Research, Volume 30, Number 1, pp. 238-254.) in Smith, L. (ed) "Heritage as an Industry" (selected article in the Cultural Heritage: Critical Concepts in Media and Cultural Studies - Volume Three). London, Routledge. (pp. 297-314).
7. Poria, Y., R. Butler., and D. Airey, 2007, "The Core of Heritage Tourism: Distinguishing Heritage Tourists from Tourists in Heritage Places" (republished article from the Annals of Tourism Research, Volume 30, Number 1, pp. 238-254.) in Timothy, D. J. (ed) "The Heritage Tourist Experience" (selected article in the International Library of Essays in Tourism, Heritage and Culture - Critical Essays Volume Two) ". Aldershot, Ashgate. (pp. 297-314).
8. Poria, Y, 2010, "The Story behind the Picture - Preferences for the Visual Display at Heritage Sites", in E. Waterton and S. Watson (eds), Cultural Heritage and Representations. Aldershot, Ashgate. (pp. 217-228).
- 9.** Berdychevsky, L., Poria, Y., and N. Uriely, 2010, "Casual Sex and the Backpacking Experience: The Case of Israeli Women", in N. Carr and Y. Poria (eds), Sex and the Sexual During People's Leisure and Tourism Experiences. Newcastle, Cambridge Scholars Publishing. (pp. 105-118).

- 10.** Poria, Y, 2010, "Gay and Lesbian Guests", in A. Pizam (ed), International Encyclopaedia of Hospitality Management. Oxford, Elsevier. (pp. 280-281).
- 11.** Poria, Y, 2010, "Online News Discussions", in A. Pizam (ed), International Encyclopaedia of Hospitality Management. Oxford, Elsevier. (pp.469-470).
- 12.** Poria, Y, 2010, "People with Disabilities Hotel Experience", in A. Pizam (ed), International Encyclopaedia of Hospitality Management. Oxford, Elsevier. (pp.484-486).
- 13.** Poria, Y, 2010, "Wellness Purposes and Therapeutic Massage", in A. Pizam (ed), International Encyclopaedia of Hospitality Management. Oxford, Elsevier. (pp. 685-686).
- 14.** Carr, N., and Y. Poria, 2010, "Introduction: Provision, Marketing, and Consumption of Sex and the Sexual in the Leisure and Tourism Environment" in N. Carr and Y. Poria (eds), Sex and the Sexual During People's Leisure and Tourism Experiences. Newcastle, Cambridge Scholars Publishing. (pp. 1-13).
- 15.** Poria, Y., and N. Carr, 2010, "What Have We Done and Where Should We Go?" in N. Carr and Y. Poria (eds), Sex and the Sexual During People's Leisure and Tourism Experiences. Newcastle, Cambridge Scholars Publishing. (pp. 181-196).
- 16.** Poria, Y., A. Reichel., and Y. Brandt, 2011, "Blind People's Tourism Experiences: An Exploratory Study ". in D. Buhalis., I. Ambrose and S. Darcy (eds), Accessible Tourism: Concepts and Issues. Bristol, Channel View Publications. (pp. 149-158).
- 17.** Biran, A., and Y. Poria, 2012, "Reconceptualising Dark Tourism" in R. Sharpley and P.R. Stone (eds), Contemporary Tourist Experience: Concepts and Consequences. London, Routledge. (pp. 59-70).

c) Edited referred books

1. ** Carr, N., and Y. Poria, 2010, Sex and the Sexual During People's Leisure and Tourism Experiences. Newcastle, Cambridge Scholars Publishing.

d) Referred articles in scientific journals

1. Poria, Y., R. Butler., and D. Airey, 2000, "Clarifying Heritage Tourism: A Distinction Between Heritage Tourism and Tourism in Historic Place". Annals of Tourism Research, Volume 28, Number 4, pp. 1047-1049.
2. Poria, Y. 2001, "Challenging the Present Approach to Heritage Tourism: Is Tourism to Heritage Places Heritage Tourism?". Tourism Review, Volume 56, Number 1/2, pp. 51-53.
3. Poria, Y. 2001, "The Show Must Not Go On". Tourism and Hospitality Research, Volume 3, Number 2, pp. 115-119.
4. Poria, Y., and A. S. Taylor, 2001, "Wrestling with MUDs: Exploring Wine and Alcohol Discussion Forums". Journal of Wine Marketing, Volume 13, Number 2, pp. 5-17.

5. Poria, Y., and A. S. Taylor, 2001, "I'm Not Afraid to be Gay When I Am on the Net". Minimising Social Risk for Lesbian and Gay Consumers Searching for Hotel Related Information". Journal of Travel and Tourism Marketing, Volume 11, Number 2/3, pp. 127-142.
6. Poria, Y., R. Butler., and D. Airey, 2001, "Tourism Sub-Groups: Do They Exist?". Tourism Today, Volume 1, Number 1, pp. 14-22.
7. Poria, Y., and H. Oppewal, 2002, "Exploring Possible Uses of Multi-User- Domains in Tourism Research". Tourism Today, Volume 2, pp. 110-125.
8. Poria, Y., and H. Oppewal, 2002, "Students Preferences Towards Room Attributes at University Halls of Residence: An Application of the Willingness to Pay Technique". Tourism and Hospitality Research, Volume 4, Number 2, pp. 116-128.
9. Poria, Y., and A. S. Taylor, 2002, "MUDs and Their Potential Contribution to Tourism". Anatolia, Volume 13, Number 2, pp. 199-212.
10. Poria, Y., R. Butler., and D. Airey, 2003, "The Core of Heritage Tourism: Distinguishing Heritage Tourists from Tourists in Heritage Places". Annals of Tourism Research, Volume 30, Number 1, pp. 238-254.
11. Poria, Y., R. Butler., and D. Airey, 2003, "Revisiting Mieczkowski's conceptualisation of tourism". Tourism Geographies, Volume 5, Number 1, pp. 26-38.
12. Poria, Y., R. Butler., and D. Airey, 2003, "Tourism, Religion, and Religiosity: A Holy Mess?". Current Issues in Tourism Research, Volume 6, Number 4, pp. 340-363.
13. Poria, Y., and H. Oppewal, 2003, "A New Medium for Data Collection: Online News Discussions". International Journal of Contemporary Hospitality Management, Volume 15, Number 4, pp. 232-236.
14. Poria, Y. 2004, Employees Interference With the Distribution of Guest Satisfaction Questionnaires. International Journal of Contemporary Hospitality Management, Volume 16, Number 5, pp. 321-324.
15. Poria, Y., R. Butler., and D. Airey, 2004, "Links Between Tourists, Heritage and Reasons for Visiting Heritage Sites". Journal of Travel Research, Volume 43, August, pp. 19-28.
16. Poria, Y., R. Butler., and D. Airey, 2004, "How Tourists Decide Which Heritage Site to Visit?". Tourism Review, Volume 59, Number 2, pp. 12-16.
17. Poria, Y., R. Butler., and D. Airey, 2004, "The Meaning of Heritage Sites for Tourists: The Case of Massada". Tourism Analysis, Volume 9, Number 1/2, pp. 15-22.
- 18.* Gvili, Y., and Poria, Y. 2005, "Online Mass Customization: The Case of Promoting Heritage Tourist Websites". Anatolia, Volume 16, Number 2, pp. 194-206.
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* Publications since the promotion to Senior Lecturer

** Publications since the promotion to Associate Professor

e) Non-referred publications

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2. Poria, Y. 2005. "Book Review: Cross-Cultural Behaviour in Tourism". Tourism and Hospitality Research, Tourism and Hospitality Research, Volume 5, Number 4, pp. 370-371.
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6. Poria, Y. 2006. "Don't Look at The Bootle But on Its Label". Melonaim (Trade Journal for the Hospitality Industry in Israel). March, p. 15.
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11. Poria, Y. 2007. "A Seminar in Ben Gurion University: Presentation and Imagination During the Tourist Experience". Melonaim (Trade Journal for the Hospitality Industry in Israel). November, p. 19.

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13. Poria, Y. 2008. "The Ultraorthodox Jewish People: What Do we Know about Them?". Melonaim (Trade Journal for the Hospitality Industry in Israel). May, p. 23.
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15. Poria, Y., and G. Ashworth, 2009. "Heritage tourism: Portraying the Past by the Present to Preserve and create Conflicts". Integra (Zeitschrift fur Integrative Tourismus und Entwicklung, a biannual magazine on distributed in the German speaking countries). August, pp. 16-17.

▪ **PRESENTATIONS AT CONFERENCES /MEETINGS**

1. Poria, Y., 1999, "Reused Cultural Heritage as an Ingredient in Tourism" ICARE, Venice, Italy, July.
2. Chua, S., Y. Poria., and W.K.N. Lynda, 2000, "Retailing Heritage Through F & B: An Exploratory Study of the Role of F& B Provision in Promoting and Sustaining Visits to Heritage Hotels in Asia". The Local Food and Tourism International Conferences. Larnaka, Cyprus, November.
3. Jung, H., Y. Poria., R. Butler., and D. Airey, 2000, "The Use of the Internet in the Context of Heritage Tourism". The Sixth Asia Pacific Tourism Association Annual Conference. Phuket, Thailand. Asia Pacific Tourism Association, June.
4. Poria, Y., 2000 "To Cry or Not to Cry? That Is the Question. Visitation Patterns at Heritage Places. International Millennium Conference. Surrey, England. January. (poster presentation).
5. Poria, Y, 2000, "Changes in the Presentation of Heritage in Tourism Attractions". The TOLERN Annual meeting. London, England, October.
6. Poria, Y., R. Butler., and D. Airey, 2000, "'Anything is Heritage?' Clarifying the Nature of Heritage". The 2nd International Seminar on Tourism Management in Heritage Cities. Nazareth, Israel, February.
7. Poria, Y., R. Butler., and D. Airey, 2000, "Internet Marketing of the Non-Identical Twins: Heritage Tourism and Historic Tourism". The Technology Impacts on Cultural Tourism. Istanbul, Turkey, June.
8. Poria, Y., and A. Coyle., 2000, "Minimizing Social Risk for Lesbian and Gay Consumers: The Internet as An Informational Resource on 'Lesbian and Gay Friendly' Hotels". The Lesbian & Gay Psychology Section: Inaugural Annual Conference. Surrey, England, July.

9. Poria, Y., A. Coyle., and T. Desombre, 2000, "Serving All the Community? The Views and Preferences of Lesbian and Gay Consumers of Health Care Services". The Fourth International Conference: Strategic Issues in Health Care Management, St. Andrews, Scotland, March.
10. Poria, Y., and S. Chua, 2000, "Lesbian and Gay's Men's Perception of Factors Influencing Their Hotel Satisfaction". The 1st International Conference on: Consumer Satisfaction in Tourism and Hospitality Research. Oxford, England, November.
11. Poria, Y., and C. Fife-Schaw., 2000, "The Sampling Procedures Involved in the Distribution of Satisfaction Questionnaires in Hotels". The 1st International Conference on: Consumer Satisfaction in Tourism and Hospitality Research. Oxford, England, November.
12. Westering, J.V., Y. Poria., and N. Liapis, 2000, "Using Food and Food History as a Resource for Tourism". The Local Food and Tourism International Conferences. Larnaka, Cyprus, November.
13. Poria, Y., 2002, "From Objective to Subjective Spaces". The Annual Conference of the Israeli Geographical Association, Beer-Sheva, December.
14. Poria, Y., 2003, "The 'Old City' of Beer-Sheva a Heritage Site or Historic Site?". The Historical Site Preservation Week of Beer-Sheva, Beer-Sheva, Israel, May.
15. Poria, Y., Y. Brandt, M. Hoderland., and D. Fogel, 2004, "The Management of Services for the Disables in Tourism". The 1st Conference for the Use of Qualitative Research Methods, Ben-Gurion University of the Negev, Tel-Aviv, Israel. March. (poster presentation)
16. Poria, Y., R. Butler., and D. Airey, 2003, "'The Tourists' Perception of the Site in Relation to Their Own Heritage, Should it Play a Role in the Management and Understanding of Heritage Tourism?'. Leisure & Visual Culture. The Annual Conference of the Leisure Studies Association. Roehampton University of Surrey, London, England, July.
17. Biran, A., Poria, Y., and A. Reichel, 2004, "Motivations and Perceptions Amongst Potential Visitors and the Links Between them". The Annual 45th Conference of the Israeli Geographic Society, Haifa, Israel. December.
18. Poria, Y., 2004, "The Need for Partnership Between Israel and Poland to Prevent the Degradation of Auschwitz Concentration Camp, and the Israeli Public's Willingness to Participate in Its Maintenance". The ATLAS Annual Cconference, Naples, Italy, April.
19. Poria, Y., Y. Brandt, M. Hoderland., and Fogel, D, 2004, "Minimizing Hazards for Disabled Tourists". The Tourism: State of the Art II Conference. University of Strathclyde, Glasgow, UK. June.
20. Poria, Y., A. Reichel., and A. Biran, 2004, "Tourist Perception of Displayed Heritage as a Key Factor in Marketing Heritage Destinations ". Paper presented at the Tourism: State of the Art II Conference. University of Strathclyde, Glasgow, UK. June.

21. Poria, Y., A. Reichel., and A. Biran, 2004, "Heritage Sites: Motivations, Expectations, and Perceptions". The Annual Meeting of the 2ND Academic Forum of Tourism Researchers in Israel, Haifa, Israel. January.
22. Biran, A., Poria, Y., and Reichel , A, 2005, "Comparing Two Approaches Describing Tourists' Perception of the Heritage Presented as a Basis for Understanding Heritage Tourism Motivations". The Annual Meeting of the 3ND Academic Forum of Tourism Researchers in Israel, Beer- Sheva, Israel. January.
23. Biran, A., Poria, Y., and Reichel , A, 2005, "Heritage Sites Management: From Objective to Subjective Heritage". The Annual Meeting of the 36th Israeli Sociological Society. Tel- Hai, Israel. February.
24. Biran, A., Poria, Y., and A. Reichel, 2005, "Using an Experientially-Based Approach to Segment Heritage Site Visitors", The International Tourism Conference: Perspectives in Tourism Marketing, Mugla, Turkey. May.
25. Biran, A., Poria, Y., and Reichel ,2005, "Segmenting Future Visitors to Heritage Sites: Perceptions, Motivations and Expectations". III International Doctoral Tourism and Leisure Colloquium ESADE, Barcelona, Spain. May.
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27. Gvili, Y., and Y. Poria, 2005, "Online Mass Customization: Heritage Sites Websites", The International Tourism Conference: Perspectives in Tourism Marketing, Mugla, Turkey. May.
28. Poria, Y., 2005, "I Can be Gay when I Pay: Gay Men and Lesbian Women's Hotel Experience". The Annual Meeting of the 36th Israeli Sociological Society, Tel- Hai, Israel. February.
29. Poria, Y., 2005, "A Lesbian Woman's Experience of Space and time: A Heterosexual Man's Interpretation of a Lesbian Woman's Diary ", The International Conference on Critical Tourism Studies: Embodying Tourism Research: Advancing Critical approaches. Dubrovnik, Croatia. June-July.
30. Poria, Y., A. Reichel., and A. Biran, 2005, "Is This Religious Heritage constructing Part of your Religious Identity: Exploring Identification with the Religious Heritage Presented as an Element relevant to Heritage Site Management", The International Conference on Critical Tourism Studies: Embodying Tourism Research: Advancing Critical approaches. Dubrovnik, Croatia. June-July.
31. Poria, Y., 2006, "Assessing Gay Men and Lesbian Women's Hotel Experience: An Exploratory Study of Sexual Orientation in the Travel Industry", The Annual Meeting of the 4th Academic Forum of Tourism Researchers in Israel, Rehovot, Israel. February.

32. Poria, Y., 2006, "Hotel Masseur/ Masseurse Gender Preferences". The Annual Meeting of the 37th Israeli Sociological Society. Bar-Ilan University, Israel. February.
33. Biran, A., Poria, Y., and A. Reichel, 2006, "Heritage Site Management: The Link Between Visitors' Perceptions, Motivations and Expectations". The Third Graduate Research in Tourism Conference, Canakkale, Turkey, May.
34. Poria, Y., 2006, "The Geography of Anonymity: A Heterosexual Man's Interpretation of a lesbian Woman's Diary". The 2ed Conference for the Use of Qualitative Research Methods, Ben-Gurion University of the Negev, Tel-Aviv, Israel. June. (poster presentation).
35. Gvili, Y., and Y. Poria, 2006, "Visitors Expectations of Heritage site Website Content". The International Conference of Trends, Impacts and Policies in Tourism Development, Hellenic Open University, Amoudara, Heraklion, Crete, Greece. June.
36. Poria, Y., 2006, "Sports Club Museums as Heritage Attractions". The International Conference of Trends, Impacts and Policies in Tourism Development, Hellenic Open University, Amoudara, Heraklion, Crete, Greece. June.
37. Poria, Y., A. Reichel., and A. Biran, 2006, "Marketing Multi-Facet Heritage Cities". The International Conference of Trends, Impacts and Policies in Tourism Development, Hellenic Open University, Amoudara, Heraklion, Crete, Greece. June.
38. Biran, A., Poria, Y., and A. Reichel, 2007, "Everyone Has His Own Jerusalem- Management of Historical Cities", The Annual Meeting of the 5th Academic Forum of Tourism Researchers in Israel, Kinneret College, Tiberius, Israel. February.
39. Biran, A., Poria, Y., and A. Reichel, 2007, "Visitors' Preferences of Interpretation at Heritage Sites". Researching Destination Management, Policy and Planning: Linking Culture, Heritage and Tourism. Riga, Latvia. September.
40. Cohen, R., Poria, Y., and A. Reichel, 2007, "The Influence of the Brand – World Heritage Site". The Annual Meeting of the 5th Academic Forum of Tourism Researchers in Israel, Kinneret College, Tiberius, Israel. February.
41. Cohen, R., Poria, Y., and A. Reichel, 2007, "World Heritage Site- Is It a Brand?". The Historical Site Preservation Week of Beer-Sheva, Beer-Sheva, Israel, May
42. Poria, Y., 2007, "Gender – Ignored Element in Hotel Service Experience: Exploratory Study of Gender Preferences of Hotel Masseur/Masseurse", The International Critical Tourism Studies Conference: The Critical Turn in Tourism Studies: Promoting an Academy of Hope?. Split, Croatia. June.
43. Poria, Y., 2007, "Research with People with Disabilities: Speaking with Disable People on the Barriers they Confront During their Tourists Experience." A Seminar on Marketing Tourism for People with Disabilities". Israel Ministry of Tourism, Tel-Aviv, Israel. January.

44. Poria, Y., Cohen, R., and A. Reichel, 2007, "World Heritage Site – Is It a Brand Name". Researching Destination Management, Policy and Planning: Linking Culture, Heritage and Tourism. Riga, Latvia. September.
45. Berdychevsky, L., Poria, Y., and N. Uriely, 2008, "Women's Sexual Behaviour in Tourism: A Meaningful Factor for Understanding Tourism." The Annual Meeting of the 6th Academic Forum of Tourism Researchers in Israel, Eilat, Israel. February
46. Berdychevsky, L., Poria, Y., and N. Uriely, 2008, "Exploratory Study: Women's Sexual Behaviour in Tourism: A Significant Factor for Understanding The Tourism Phenomenon." The 3rd Israeli Conference of the Use of Qualitative Research Methods. Ben-Gurion University of the Negev, Beer-Sheva, Israel. February. (poster presentation)
47. Berdychevsky, L., Poria, Y., and N. Uriely, 2008, "The Nexus between Tourist Social Reality and Women's Sexual Behavior." The Annual International Conference of the Royal Geographical Society with IBG: Geographies that Matter, London, UK. August.
48. Berdychevsky, L., Poria, Y., and N. Uriely, 2008, "Sex in the City vs. Sex Outside the City" The Tourists Forum. Haifa University, Haifa, Israel. November
49. Biran, A., and Poria, Y., 2008, "Preserving Dissonant Heritage Sites: Globalising Local Heritage." Heritage and Cultural Tourism: The Present and Future of the Past. Brigham Young University Jerusalem Center, Jerusalem, Israel. June.
50. Biran, A., and Poria, Y., 2008, "Changing the Casting of the Bad Guy to Sustain Auschwitz Concentration Camp: A World Heritage Tourist Site Presenting Local's Dissonant Heritage." Community, Capital & Cultures: Leisure and Regeneration as Cultural Practice, Leisure Studies Association, Liverpool, England. July.
51. Biran, A., Poria, Y., and A. Reichel, 2008, "Customising Interpretation in Multi-Heritage Sites." Heritage and Cultural Tourism: The Present and Future of the Past. Brigham Young University Jerusalem Center, Jerusalem, Israel. June.
52. Biran, A., and Y. Poria., 2008, "World Heritage Site and Local Dissonant Heritage: Recasting the Bad Guy", Selling or Telling? Paradoxes in Tourism, Culture and Heritage, Atlas Annual Conference, Brighton, England. July.
53. Biran, A., C. Raviv., Y. Poria, and A. Reichel, 2008, "Should We Brand Our Site as a World Heritage Site", Selling or Telling? Paradoxes in Tourism, Culture and Heritage, Atlas Annual Conference, Brighton, England. July.
54. Cohen, R., Poria, Y., and A. Reichel, 2008, "World Heritage Site: Is It a Brand Name". The Fourth World Graduate Research in Tourism Hospitality and Leisure, Anatolia, Turkey, April.
55. Cohen, R., Poria, Y., and A. Reichel, 2008, "World Heritage Site – The effects of the designation on tourists behaviors". Heritage and Cultural Tourism: The Present and

Future of the Past. Brigham Young University Jerusalem Center, Jerusalem, Israel.
June.

56. Oren, G., Biran, A., and Y. Poria, 2008, "Personalising and Customizing All-inclusive Heritage". Tourism in The New Eastern Europe: Global Challenges – Regional Answers, Warsaw, Poland, November.
57. Poria, Y., 2008, "The Difference between Heritage and Tourism and Its Implications on the Management of Heritage Tourism in Israel". The 14th International Mediterranean Tourism Market, Tel-Aviv, Israel. February.
58. Poria, Y., and G. J. Ashworth, 2008, "Tourism & Peace ! Tourism & Peace ? Tourism ≠ Peace". The 1st IIPT European Conference - Bridging the North-South Divide Through Sustainable Tourism Development, Stenden University, Leeuwarden, The Netherlands. October.
59. Poria, Y., A. Reichel and Y. Brandt, 2008, "People with disabilities visit Art Museums: an exploratory Study of obstacles and difficulties". Heritage and Cultural Tourism: The Present and Future of the Past. Brigham Young University Jerusalem Center, Jerusalem, Israel. June.
60. Oren, G., Biran, A., and Y. Poria, 2008, "Segmentation of visitors as a basis to the management of heritage sites". Research Day, The College of Management Academic, Rishon LeZion, Israel, January.
61. Berdychevsky, L., Poria, Y., and N. Uriely, 2009, "The Phenomenology of Change in Women Sexual Behaviour During her Tourist Experience". The 7th Annual Meeting of the Academic Forum of Tourism Researchers in Israel, Haifa University, Israel, February. (Poster presentation).
62. Berdychevsky, L., Poria, Y., and N. Uriely, 2009, "The Patterns of Israeli Heterosexual Women in Tourism". The 40th Annual Meeting of the Israeli Sociological Society, The College of Management Academic, Rishon LeZion, Israel, February.
63. Biran, A., Oren, G. and Poria Y. 2009, "Sought Experience at (Dark) Heritage Sites". Tourists Experiences: Meanings, Motivations and Behaviours, University of Central Lancashire, Preston, United Kingdom, April.
64. Biran, A., Oren, G. and Poria Y. 2009, "Developing Tourist Experiences at Dark Heritage Sites", ATLAS annual conference, Experiencing Difference: Changing Tourism and Tourists' Experiences. University of Aalborg, Aalborg, Denmark, May.
65. Biran, A., Poria Y. and Oren, G. 2009, "Dark heritage sites ≠ Dark tourism: Tourists' Perception vs. Site Classification as a Practice for Understanding Tourism Subgroups", Consumer Behaviour in Tourism Symposium. Free University of Bozen, Bruneck/ Brunico, South Tyrol, Italy, 15-19 December.

66. Oren, G., Biran, A., and Y. Poria, 2009, "Interpretation at Heritage Sites: A Zionist Perspective to Global Heritage". The 7th Annual Meeting of the Academic Forum of Tourism Researchers in Israel, Haifa University, Israel, February.
67. Reichel, A., Poria, Y., and R. Cohen, 2009, " The effectiveness of "World Heritage Site" as a branding tool: An empirical analysis". Tourist Destination and branding Conference, Ben-Gurion University-Eilat, Israel, 14-15 October.
68. Applboim, T., and Y. Poria, 2010, "Interpretation at Heritage Sites as a Tool in Humane Resource Management in the Israeli army: Investigating "Edim Bemadim" project ". The 8th Annual Meeting of the Academic Forum of Tourism Researchers in Israel, Hebrew University, Israel, February
69. Koristz, M., Y. Poria., and D.A. Vardy, 2010, "Exploratory Study: Israeli people Sun Exposure during Leisure Time, at Home and Abroad". The 8th Annual Meeting of the Academic Forum of Tourism Researchers in Israel, Hebrew University, Israel, February.
70. Biran, A., Poria Y. & Oren, G. 2011. The meanings of heritage and the willingness to pay for the preservation of dissonant heritage- The case of Auschwitz-Birkenau. Special Interest Tourism & Destination Management. Kathmandu, Nepal, April
71. Biran, A., Poria Y. & Oren, G. 2011. Switch on the lights- Is dark tourism really dark? Sought experiences at (dark) heritage sites. Advancing the Social Science of Tourism. University of Surrey Guildford, Surrey, United Kingdom, June.
72. Biran, A., Poria Y. & Oren, G. 2011. Preferences Towards the Interpretation in Educational (Dark) Tourism. Educational travel – Expanding Horizons. Tallinn University, Estonia, August.
73. Oren, G., Biran, A., and Y. Poria, 2011, "Designed Memory and its Marketing - A base for segmenting visitors to Holocaust sites". The 9th Annual Meeting of the Academic Forum of Tourism Researchers in Israel, Ono Academic College, Israel, February.
74. Oren, G., Y. Poria., and A. Biran, 2011, "The Interpretation at Auschwitz Concentration Camp and its Impacts on the Willingness to Pay Towards its Preservation". Research and Projects Day, The College of Management Academic, Rishon LeZion, Israel, April.
75. Poria, Y., Reichel, A., and R. Cohen, 2011, " Does the Brand "World Heritage Site" put the World Heritage under threat? An Empirical Analysis “.The Economics of Tangible and Intangible Heritage Under Threat , C.E.C, Italy, 14-16 September.
76. Poria, Y., Reichel, A., and R. Cohen, 2011, " The Effectiveness of "World Heritage Site" as a Branding Tool: An Empirical Analysis “.61st AIEST Conference, Spain, Aug. 28 - Sep. 1.

77. Poria, Y., and Biran A, 2012, *Re-conceptualizing Dark Tourism*, Association of American Geographers (AAG) Annual Conference, New York, 24-28 Feb 2012

שבדיה

▪ **RESEARCH GRANTS**

1. 2005 -2006: Research grant by the Israeli Ministry of Tourism to Y. Poria (Principal Investigator), and A. Reichel for the study of "The Use of the Brand World Heritage Site", 40,000 NIS.
2. 2011 -2012: Research grant by the Israeli Ministry of Tourism to Y. Poria (Principal Investigator), and A. Reichel and G. Fuchs for the study of "Hospitality Image in Israel", 28,000 NIS.

▪ **PRESENT ACADEMIC ACTIVITIES**

a) To be submitted articles / Under review

- 2013 Can all cultural heritage sites be economically valued?. *Tourism Management*
2013 Clarifying dark tourism. *Journal of Heritage Tourism*
2013 Inversions of Sexual Roles in Women's Tourist Experience. *International Journal of Tourism Research*.

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