

**Estela Marine-Roig, PhD.**

**APPLICATION FOR:**

Regular board member.

**SHORT CV:**

Estela Marine-Roig, PhD, is a Serra Hunter Fellow in Tourism and Coordinator of a Social Media Marketing (MSc) at the Faculty of Law, Economics and Tourism, University of Lleida, Catalonia, Spain, and an Assistant Professor of Social Media and Smart Tourism at the Open University of Catalonia. She holds a European PhD in Tourism and Leisure, an MSc in Tourism Management and Planning, a BA in Humanities and a BA in Tourism and Leisure. In 2015, the International Federation for Information Technologies and Travel & Tourism (IFITT) awarded her the Thesis Excellence Award for a Doctoral Thesis and the Governing Board of the Rovira i Virgili University (URV) awarded her the 2013/2014 extraordinary prize of Doctorate in Social and Juridical Sciences. Also in 2015 the Spanish Agency for Quality Assessment and Accreditation (ANECA) accredited her as Associate Professor in Social and Juridical Sciences in recognition of her academic career. Her research interests include the analysis of tourist destination image through tourism online sources, especially focusing on the analysis of user-generated content from online travel blogs and reviews. She has participated in several funded research projects and has several publications on social media and smart tourism. Please see further at: <http://orcid.org/0000-0002-3275-0135>

**MOTIVATION LETTER:**

It would be a great honor for me to become an IFITT board member. I think IFITT is the reference world organization for those of us working and researching on Information Technologies and Travel and Tourism. Becoming an IFITT board member would represent a great academic prestige for me, as well as the opportunity to work beside great scientists which have world recognition in the field of travel and tourism.

I think that through my knowledge and specialization on destination image analysis through the of social media analytics and smart tourism I could contribute to strengthen the relationship and collaboration of IFITT with DMOs and NTOs and the transference of knowledge to destination practitioners. As a young researcher I could also contribute to strengthen, promote and support the IFITT next generation activities and publicize the organization among Phd candidates and other young researchers. As an academic based at a Spanish university I could contribute to promote the organization to Mediterranean and Spanish-speaking countries worldwide.