

To the [IFITT Election](#) Committee

Expression of Interest:

According to my background, I would be interested in the field of Industry & Education

Indication of the position for which you are applying (president / ordinary board member / both)

Ordinary board member (i.e. director of education)

A motivation for standing for the IFITT Board and key areas of contribution (a few lines)

My vision is that the huge amount of IFITT members and researchers can be used as valuable knowledge platform for both, students and the industry. IFITT is the biggest network of Researchers in the field of travel & technology worldwide. Nowadays, the digital development is so fast, that we need to provide our students with the possibilities to work in intercultural and interdisciplinary teams, find new solutions very quick and being creative. My vision is, that the wisdom of the IFITT members can create new formats of education with the possibility to answer to the challenges of the digital transformation. Whether it is the organization of work or the way how we travel or how it will be organized. There are a lot of challenges for the education system that initializes the future. The industry is also very rapidly changing and a lot of innovations and new market entries are coming from outside of the travel business. I think, IFITT education could develop towards a significant platform where industry and students are moderated by IFITT-based knowledge to develop the near future.

Additionally, you need two IFITT members supporting (confirmation by email) your application.

Matthias Fuchs & Wolfram Höpken (*requested*)

A short CV (200-300 words) and a digital profile photo



My career started with a traditional apprenticeship in a traditional 4-Star-Hotel (1983-86) in the black forest. Thereafter, I started travelling and working abroad for nearly two years – mostly in Portugal and on the Canary Islands. While I was living there at typical hotspots for mass tourism, it got very clear that I want to study & work in the field of tourism. After my return, I studied at University for applied science/Heilbronn (Tourism and economics) – and finished in 1993. Thereafter, I worked 5 years for the mayor of a small town (Löwenstein) in the south of Germany. We have been very creative with the first “barefootpath” and a huge Jazz Festival in an old Castle. In 1995, I founded my own business which was mainly focused on moderating agenda 21 processes in smaller destinations and the development process of small towns. I conducted also a number of research- and marketing projects during that time. In 2000, I was part of different start-ups and supported the development of their strategic position. In 2004, I founded (together with my German colleagues from Expedia, Opodo, Lastminute.com, travel24, etc.) the German Association for Online Travel Agencies (VIR). For five years, I was the president and took the challenge for the strategic development of the Association and the Lobby Work. During that time, I was teaching at different universities for applied science in Germany and I realized that there was a huge gap between the curricula at the universities and the world of the companies outside the universities. So, I decided in 2009 to lay down my presidential and went back to university, worked there for 2 years as an academic assistant and did my doctoral thesis:

06/2010 – 07/2011: “Prospects on transactions in the internet economy with a special focus on the factor trust (reliance) the example of the German travel industry – a Delphi Study” - supervised by Prof. Dr. Ulrike Stopka

When the Doctoral Theses was finished, I had different offers to take a professorship. In the end, I decided for the University for sustainable Development Eberswalde, because I am convinced that there is a huge unfolded potential around the idea of “sustainability”. Since 3/12, I am Professor for e Marketing, e-Commerce, and sustainable business management at the University of Applied Science/Eberswalde in the Master Programme ‘Sustainable Tourism Development’.

To conclude, I have worked in all branches of the tourism industry mostly as a freelancer and, therefore, I have a very broad perspective of the development of the industry. This year, I celebrated my 30th ITB Berlin and was among 4 other women honoured by the IIPT (International Institute for Peace Through Tourism), India, UNWTO and ITB Berlin with the “Celebrating Her” awards on 8th March, International Women’s Day. Dr. Taleb Rifai, Secretary General, UNWTO, delivered the keynote address and gave away the awards to five outstanding tourism professionals.