



Nell'ambito del Programma Visiting Professor 2011-12
finanziato dalla Regione Autonoma della Sardegna

SEMINARI

Professor Muzzafer Uysal

Pamplin College of Business
Department of Hospitality and Tourism Management

Martedì 10 luglio ore 9.30, Oristano - ConsorzioUno, Via Carmine s.n.

**DESTINATION MARKETING AND MANAGEMENT RESEARCH:
ISSUES AND CHALLENGES**

Giovedì 12 luglio ore 11, Villasimius, Area Marina Protetta, Via Roma, 60

**THE INTERPLAYS OF TOURISM DEVELOPMENT, COMPETITIVENESS,
QUALITY-OF-LIFE AND SUSTAINABILITY**



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Muzzo (Muzaffer) Uysal, Professor of Tourism. He received his Ph.D. from Texas A&M University, and an MBA from the University of New Haven and a BS in business administration and accounting from Ankara Academy of Economics & Commercial Sciences.

He has extensive experience in the travel and tourism field, authoring or co-authoring a significant number of articles in tourism, hospitality and recreation journals, proceedings, book chapters, four monographs and four books relating to tourism research methods, tourist service satisfaction, tourism and quality-of-life research, consumer psychology in tourism and hospitality settings. He also has conducted workshops, seminars and field research in several countries. Dr. Uysal is a member of the International Academy for the Study of Tourism, the Academy of Leisure Sciences, and serves as co-editor of *Tourism Analysis: An Interdisciplinary Journal*. In addition, he sits on the editorial boards of a significant number of journals, including *Journal of Travel Research*, and *Annals of Tourism Research* as resource editor.

Dr. Uysal received the Award for Research Excellence, Alumni Award for Excellence in International Education, Teaching Excellence Award from Pamplin College of Business, and Outstanding Research Award from College of Human Resources. In addition, he received the 2009 University of Delaware Michael D. Olsen Research Achievement Award in Hospitality and Tourism and a Lifetime Achievement Award in Tourism Research in 2008 from Chinese

Tourism Management Association – Taiwan. Dr. Uysal is also featured in Who's Who in America (2001-2010). He worked as Associate Dean for Graduate Programs and Research in the College of Hospitality, Retail and Sport Management at the University of South Carolina from 2007 to 2008. His research interests center on tourism demand/supply interaction, tourism marketing, and quality of life research

Seminar Descriptions

Tuesday, July 10, 2012

Destination marketing and management research: Issues and challenges

This seminar will consist of two parts. The first part will discuss the elements of the fully functioning tourism system and the phases of tourism experience. The first part of the seminars will form the foundation of departure for identifying and studying tourism issues. The second part will focus on destination marketing - management issues and challenges. This part will be covered under five broad research domains: (i) Visitor information, (ii) Behavioral information, (iii) Product development, marketing and management information, (iv) Consequences of travel behavior information, and (v) Policy and investment related information. The seminar will end with emerging research trends in the field of tourism

Thursday, July 12, 2012

The interplays of tourism development, competitiveness, quality-of-life and sustainability

This seminar will attempt to establish the connection between tourism activities and its effects on the quality of life (QOL) in the destination community. Tourism activities in the destination city or place, when planned carefully and sustainably, have the potential to increase tourism jobs in the destination city as well as sales of tourism goods and services. It is clear that a high level of quality of life of residents and employees of a destination sustains better quality tourism experiences and make tourism more sustainable in the long run. Understanding and managing tourism development, its visitor patterns of seasonality, and the tourists –host relationships with respect to the reciprocity effects of quality of life of residents and quality vacation experiences and how this exchange and interaction may change over time would create challenges and opportunities for researchers, planners and policy makers. The seminar will provide guiding principles as theories, applications and practices in the tourism sector.