

▪ **PERSONAL DETAILS**

Name	DR. Gila Oren
Date and Place of Birth	29.9, Jerusalem, Israel
Regular Military Service	Education NCO – Israeli history and geography
Tel	00972 – 3 - 5225526
Cellular	00972 – 54 – 5775034
E. mail	<a href="mailto:gilaoren@colman.ac.il">gilaoren@colman.ac.il</a>
Address at Home	Soutine 26 Tel Aviv, Isarel
Tel	00972 – 3 – 5225526

▪ **EDUCATION**

2010 - 2014	Ph.D. Ben-Gurion University of the Negev. Guilford Glazer Faculty of Business and Management <i>"The Emotional Experience During a Visit to a Heritage Site A Case Study of Auschwitz-Birkenau"</i>
2007- 2008	Yad-Vashem. The International School for Holocaust Studies.
1990-1994	MBA in Business Administration, major in Marketing and Organizational Behavior, Hebrew University, Jerusalem
1986-1989	BA in Business Administration and Sociology, Hebrew University, Jerusalem.

## Curriculum Vitae and list of Publications

### ▪ EMPLOYMENT HISTORY

#### a) Teaching Positions

- 2007- Currently Yad- Vashem. Holocaust Educator
- 2005- Currently Ben-Gurion University of the Negev. Guilford Glazer Faculty of Business and Management  
Lecturer:  
- Branding and Advertising in the Tourism Industry  
- Principals of advertising  
- Heritage Management in Tourism - Heritage Management in Tourism
- 2000- Currently The College of Management Academic Studies. Rishon Lezion.  
Head of Marketing and strategy studies  
- Leisure and tourism marketing  
- Advertising and Marketing communication - Principals of Marketing  
- Consumer behaviour  
- Statistical Research Methods
- 2002-2005 Ono Academic College, School of Business Management.  
Lecturer:  
- Advertising and Marketing communication

#### b) Business Positions

- 2007-2009 "Nana10" Internet leading portal. Research manager  
Responsibility of all research activities. Daily traffic data measurement and analysis.  
Implementation of new traffic technologies. Segments and panel basis work. Launching new portal and developing models which combine marketing methods with technological data.
- 2004-2006 Israeli Television, Channel Two "Keshet" Broadcasting. Research and Strategy Department. Responsibility for Keshet's research projects. Daily rating data, quantitative and qualitative research of broadcasted contents. Consumer behaviour and world's trends in content development.
- 2000-2004 Gitam BBDO - Planning and Research Department  
Director of research and planning for leading clients.
- 2000- 2005 Bolton Advertising Strategic and media planning. An agency specializing in the Orthodox sector.
- 1992-2000 Borosh Advertising Agency - Director of Planning & Research Department. Marketing, planning and tactical consultation for the agency client.
- 1989-1992 Jerusalem Post Newspaper – Advertising and Project Coordinator

▪ **SCIENTIFIC PUBLICATIONS**

a) Referred articles in scientific journals

1. Oren, G., Meidan, A., 2017, "Self-evaluation of Higher Education Colleges, The Case of Israel". Journal of Modern Education Review, Volume 7(1), pp.37-43.
2. Oren, G., Shani, A., 2012, "The Yad Vashem Holocaust Museum: educational dark tourism in a futuristic form". Journal of Heritage Tourism, Volume 7(3). pp. 255-270.
3. Biran, A., Y. Poria, Y., and G. Oren, 2011, "Sought Experiences at (Dark) Heritage Sites". Annals of Tourism Research, Volume 38(3) , pp. 820–841
4. Oren, G., A. Biran., and Y. Poria, 2010, "'Dark Tourism' – The Case of Auschwitz Concentration". Horizons in Geography, Volume 75, pp. 105-123.

b) Conference proceedings

1. Oren, G.,2018."PSOH The Key For Engagement". Future of Religious Heritage. France, Paris
2. Oren, G., Poria, Y., Reichel A, 2018." An Exploratory Study of Tourists, On-site Emotional Experience in Auschwitz" Urban Jewish Heritage Presence and Absence" Poland,Krakow
3. Oren, G., Poria, Y., Reichel A, 2017. "The Visitor Emotional Experience at a Heritage site: A case study - The Auschwitz Birkenau Death Camp". Annual Conference of the EuroMed Academy of Business. Rome, Italy, September
4. Oren, G., Milman, A, 2017, "The Role of hospitality in the context of religious the case of "Chabad's House" The Annual conference of the Israeli Tourism Researches Forum, Israel, February.
5. Oren, G., Y. Poria, 2016, To visit or not to visit? Typology of museums based on the consumer decisions making process ". The Annual conference of the Israeli Tourism Researches Forum, Ashkelon College, Israel, February.
6. Oren, G., Y. Poria, 2016, "Typology of museums based on non-visitors"". Research and Projects Day. College of Management Academic, Rishon LeZion, Israel, January
7. Oren, G., Y. Poria, 2014, "Did we come to enjoy? The emotional experience during a visit on a heritage site .A case study of Auschwitz-Birkenau". The Annual conference of the Israeli Tourism Researches Forum, Kinneret College, Israel, February.
8. Oren, G., Y. Poria., A. Reichel, 2013, "The emotional experience during a visit on a heritage site .A case study of Auschwitz-Birkenau". The Annual conference of the Israeli Tourism Researches Forum, Kinneret College, Israel, February.
9. Biran, A., Oren, G. & Poria Y, 2012, Interpretation as determines of willingness to pay for preservation of dissonant heritage: The case of Auschwitz- Birkenau. The Future of the Past: Heritage and Cultural in the 21st Century. Tiberius, Israel, May (p. 10- abstract).
10. Biran, A., Poria Y. & Oren, G, 2011, Preferences towards the Interpretation in educational dark (heritage) tourism- The Auschwitz- Birkenau Museum. Educational Travel - Expanding Horizons. Tallinn University, Tallinn, Estonia, August (p. 5- abstract).
11. 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 (p. 15- abstract).
12. Oren, G., Y. Poria., 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, 13<sup>th</sup> April. (pp. 11-12).
13. 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". The 9<sup>th</sup> Annual Meeting of the

- Academic Forum of Tourism Researchers in Israel, Ono Academic College, Israel, 3<sup>rd</sup> February.
14. 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, (abstract no. 12).
  15. Biran, A., Poria Y. and Oren, G, 2010, "The Role of Interpretation as Determines of Willingness to Pay for Preservation- The Case of Auschwitz- Birkenau", in Book of Abstracts CIT 2010- International Congress on Tourism: Heritage & Innovation. ISCET, Porto, Portugal, 21-23 June.
  16. Oren, G., Biran, A., and Y. Poria, 2009, "Interpretation at Heritage Sites: A Zionist Perspective to Global Heritage". The Annual Meeting of the 7<sup>th</sup> Academic Forum of Tourism Researchers in Israel, Haifa, Israel, February. (p. 9 - Abstract).
  17. 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)
  18. 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).
  19. 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)
  20. 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).

#### ▪ PRESENTATIONS AT CONFERENCES /MEETINGS

1. Oren, G.,2018."PSOH The Key For Engagement". Future of Religious Heritage. France, Paris
2. Oren, G., Poria, Y., Reichel A, 2018." An Exploratory Study of Tourists, On-site Emotional Experience in Auschwitz" Urban Jewish Heritage Presence and Absence" Poland,Krakow.
3. Oren, G., Poria, Y., Reichel A, 2017. "The Visitor Emotional Experience at a Heritage site: A case study - The Auschwitz Birkenau Death Camp". Annual Conference of the EuroMed Academy of Business. Rome, Italy, September.
4. Oren, G., Milman, A, 2017, "The Role of hospitality in the context of religious the case of "Chabad's House" The Annual conference of the Israeli Tourism Researches Forum, Israel, February.
5. Oren, G., Y. Poria, 2016, To visit or not to visit? Typology of museums based on the consumer decisions making process ". The Annual conference of the Israeli Tourism Researches Forum, Ashkelon College, Israel, February.
6. Oren, G., Y. Poria, 2016, "Typology of museums based on non-visitors"". Research and Projects Day. College of Management Academic, Rishon LeZion, Israel, January
7. Oren, G., Y. Poria, 2014, " Did we come to enjoy? The emotional experience during a visit on a heritage site .A case study of Auschwitz-Birkenau". The Annual conference of the Israeli Tourism Researches Forum, Kinneret College, Israel, February
8. Oren, G., Y. Poria., A. Reichel, 2013, "The emotional experience during a visit on a heritage site .A case study of Auschwitz-Birkenau". The Annual conference of the Israeli Tourism Researches Forum, Kinneret College, Israel, February.
9. 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.
10. Oren, G., A. Biran, and Y. Poria, 2011, "Designed Memory and its Marketing - A base for segmenting visitors to Holocaust sites". The 9<sup>th</sup> Annual Meeting of the Academic Forum of Tourism

- Researchers in Israel, Ono Academic College, Israel, February.
11. 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 (p. 15- abstract).
  12. 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 (available on CD- abstract).
  13. Biran, A., Poria Y. and Oren, G, 2010, "The Role of Interpretation as Determinants of Willingness to Pay for Preservation- The Case of Auschwitz- Birkenau", CIT 2010- International Congress on Tourism: Heritage & Innovation. ISCET, Porto, Portugal, 21-23 June.
  14. Oren, G., Biran, A., and Y. Poria, 2009, "Interpretation at Heritage Sites: A Zionist Perspective to Global Heritage". The 7<sup>th</sup> Annual Meeting of the Academic Forum of Tourism Researchers in Israel, Haifa University, Israel, February.
  15. 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.
  16. 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.
  17. 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.
  18. Oren, G., Biran, A., and Y. Poria, 2008, "Segmentation of visitors as a basis to the management of heritage sites". Research and project day, The College of Management Academic, Rishon LeZion, Israel, January.
  19. 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.

#### ▪ **PROFESSIONAL ACTIVITIES**

##### a) Professional activities

Oct 2017	Chairman of the Marketing & strategy Department. School of Business Administration. The College of Management Academic Studies
Oct 2013	Chairman of the Marketing & Advertising Department. School of Business Administration. The College of Management Academic Studies
Oct 2012	Branding committee Ben Gurion University
May 2009	Chair of academic committee- Marketing Conference, The College of Management Academic Studies, Rishon Lezion.
May 2005	Chair of academic committee- Creative conference, The College of Management Academic Studies, Rishon Lezion.

#### ▪ **RESEARCH GRANTS**

2010	Willingness to pay for the preservation of Auschwitz concentration camp. <u>Research grants</u> (20,000 Nis) The College of Management Academic Studies' Rishon Lezion.
2008	Sought experience – Auschwitz concentration camp. <u>Research grant</u> . (20,000 Nis) The College of Management Academic Studies' Rishon Lezion.