

## **DR. Gila Oren - Curriculum Vitae**

### **Personal Details**

Date and Place of Birth: 29.September, Jerusalem, Israel

Cellular Phone: 00972-54-5775034

Electronic Address: [gilaoren@colman.ac.il](mailto:gilaoren@colman.ac.il)

### **Higher Education:**

2010-2014 Ph.D. Ben-Gurion University of the Negev. Guilford Glazer Faculty of Business and Management. Approved : 2014.

Advisor: Prof Yniv Poria.

Topic: *"The Emotional Experience During a Visit to a Heritage Site  
A Case Study of Auschwitz-Birkenau"*

1990 -1994 MBA in Business Administration, major in Marketing and Organizational Behavior, Hebrew University, Jerusalem. Approved : 1994.

1986 -1989 BA in Business Administration and Sociology, Hebrew University, Jerusalem. Approved : 1989.

### **Additional Training**

2019-2020 Cerified Group Mediator. Open University of Israel

2019 Tavistock Institute, Larnaca, Cyprus. 80 Years later. Will history repeat itself  
The Fallout of the Holocaust over those affected Looking back, moving forward

2018 Tavistock. Europe in a Globalized world. The netherlands

2016 Tavistock Institute, Leicester, U.K.-The art of the Role ; Tao of Tavistock

- 2014 Tavistock Institute, Poland victims and perpetrators
- 2007 Mediation Certification. Department of Justice
- 2007 Yad- Vashem. Holocaust educator. Yad-Vashem, The International School for Holocaust Studies. Holocaust Memorial Educator. Guiding authorization.

### **Future Research**

Heritage Tourism. CX , customer experience in Dark sites. Heritage perceptions and attitudes of Holocaust survivors offspring (HSO).  
Bequeathing formation of heritage. Holocaust private and collective memory

### **Academic Ranks and Tenure in Institutes of Higher Education**

- 2018 – Today The College of Management Academic Studies. Israel. Senior Lecturer
- 2000 - 2018: The College of Management Academic Studies. Israel. Lecturer  
Courses: Leisure and tourism marketing, Advertising and marketing communication - Principals of marketing, Consumer behaviour, Statistical research methods.
- 2005 - Today Ben-Gurion University. Guilford Glazer Faculty of Business and Management. Israel. Lecturer  
Courses: Branding and advertising in the Tourism Industry, Principals of advertising, . Heritage management in Tourism Advertising and new media.
- 2002-2005 Ono Academic College, School of Business Management, Israel. Lecturer  
Courses: Advertising and marketing communication

## **Supervision of Graduate Students**

Shira Barzel , (MA)      You'll never walk alone: Israeli basketball fans' motivation and team identification

## **Academic Administration**

2013-Present      Head of Marketing and Strategy studies.  
The College of Management Academic Studies, Israel

## **Academic Entrepreneurship**

2019              Updating the marketing curriculum for the Israeli Ministry of Education  
Initiating and managing thematic courses that organize several bodies of  
2017              knowledge into one academic course. The initiative makes it possible to grasp  
the complexity and dynamism that characterizes the market today  
2016              Initiating and establishing a non-academic curriculum that trains students  
with digital skills relevant to the marketing working industry

## **Business Positions**

2007-2009      "Nana10" Internet leading news portal. Research manager  
Responsibilities include alldaily 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. Responsible for Keshet's research projects' including daily rating data, quantitative and qualitative analysis of broadcasted contents. Also, examining consumer behaviour and world's trends in contents development.
- 2000-2004 Gitam BBDO - Planning and Research Department  
Director of research and planning for leading clients.
- 2002- 2005 Bolton Advertising- Strategic and media planning. An agency specializing in the Jewish Orthodox sector.
- 1992-2002 Borosh Advertising Agency - Director of Planning and 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., Shani, A. and Poria, Y. (2020) Dialectical emotions in a dark heritage site: A study at the Auschwitz Death Camp. *Tourism Management*, 82, 104194. {citations: 1. JCR (5 year): 9.238 (2/56 Q1 Hospitality, leisure, sport & tourism)}
2. Oren, G., Shani, A., and Poria, Y. (2019). Mortality salience-shedding light on the dark experience. *Journal of Heritage Tourism*, 14:5-6, 574-578 {citations: 5}
3. Milman, A., and Oren, G. (2018). In praise of hospitality: the role extended by religious hosts as drivers of satisfaction and loyalty. *International Journal of Culture, Tourism and Hospitality Research*, 12(3), 348-365..
4. Oren, G. and Meidan, A., 2017, "Self-evaluation of Higher Education Colleges, The Case of Israel". *Journal of Modern Education Review*, Volume 7(1), pp.37-43.
5. 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. {citations: 20}
6. 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 {citations: 436 / JCR(5 years); 8.120 (3/150 Q1 Sociology)}
7. Oren, G., A. Biran., and Y. Poria, 2010, ""Dark Tourism" – The Case of Auschwitz Concentration". *Horizons in Geography*, Volume 75, pp. 105-123.

### **b) Under review**

Oren, G and Shavit, T. 2020. The effect of the Subjective Holocaust Influence Level on Holocaust survivors' offspring

### **c) Conference proceedings and collective volumes**

1. **Oren, G., Shani, A; Poria, Y, 2019. “*Mortality Salience Shedding light on the dark experience*”** The Thrill of the Dark: Heritages of Fear, Fascination and Fantasy. Birmingham Midlands Institute. University of Birmingham.
2. **Oren, G, 2018. “*PSOH The Key For Engagement*”**. Future of Religious Heritage. France, Paris.
3. **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.
4. **Oren, G., Poria, Y. and 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.
5. **Oren, G.** and 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.
  6. **Oren, G.** and 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.
  7. **Oren, G.** and Y. Poria, 2016, "*Typology of museums based on non-visitors*". Research and Projects Day. College of Management Academic, Rishon LeZion, Israel, January
  8. **Oren, G.** and 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.
  9. **Oren, G.**, Y. Poria. and 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.
  10. Biran, A., **Oren, G.** and 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. 10 page - abstract).
  11. Biran, A., Poria Y. and **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 ( 5 page - abstract).
  12. 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. 15page paper).
  13. **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. ( Abstract, pp. 11-12).
  14. **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.
  15. 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 and Destination Management. Kathmandu, Nepal, April, (12 page paper).
- 16 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 and Innovation. ISCET, Porto, Portugal, 21-23 June.
- 17 **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. (- Abstract).
- 18 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.
- 19 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. (Abstract).
- 20 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)
- 21 **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 in Absreact book).

### **PRESENTATIONS AT CONFERENCES /MEETINGS**

1. Oren, G., Shani, A; Poria, Y, 2019. "*Mortality Saliience Shedding light on the dark experience*" The Thrill of the Dark: Heritages of Fear, Fascination and Fantasy. Birmingham Midlands Institute. University of Birmingham.
2. Oren, G, 2018. "PSOH The Key For Engagement". Future of Religious Heritage. France, Paris
3. 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.
4. **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.

5. Oren, G. and 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.
6. Oren, G. and 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.
7. Oren, G. and Y. Poria, 2016, "Typology of museums based on non-visitors"". Research and Projects Day. College of Management Academic, Rishon LeZion, Israel, January
8. Oren, G. and 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
9. Oren, G., Y. Poria. and 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.
- 10 Oren, G., Y. Poria. and A. Biran, 2011, "The Interpretation at Auschwitz Concentration Camp and its impacts on the illingness to pPy towards its preservation". Research and Projects Day, The College of Management Academic, Rishon LeZion, Israel, April.
- 11 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.
- 12 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
- 13 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 and Destination Management*. Kathmandu, Nepal, April (available on CD- abstract).
- 14
- 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", CIT 2010- International Congress on Tourism: Heritage and 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 7<sup>th</sup> Annual Meeting of the Academic Forum of Tourism Researchers in Israel, Haifa University, Israel, February.
- 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", Consumer Behaviour in Tourism Symposium. Free University of Bozen, Bruneck/ Brunico, South Tyrol, Italy, 15-19 December.
- 18 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.
- 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.
- 20 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.
- 21 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 PUBLICATIONS**

Oren, G. "*Meta-Theming: A Tool for Heritage Site Management*"

<https://www.frh-europe.org/meta-theming-a-tool-for-heritage-site-management/>

Opinion pieces for the press and media (YNET, Globes and others). Opinion pieces about holocaust memory and consumer behaviour

### **Academic and Professional Activities**

2020	Board of Directors Yad Mordechai museum
2019-2020	Board Member at the Collage of Management Board of Directors. Academic staff appointment
Oct 2017-	Chair of the Marketing and Strategy Department. School of Business Administration. The College of Management Academic Studies

- 2013-2017 Chair of the Marketing and Advertising Department. School of Business Administration. The College of Management Academic Studies
- Nov 2011 Branding image committee, Ben - Gurion university
- May 2009 Chair of the academic committee - Marketing Conference, The College of Management Academic Studies, Rishon Lezion.
- May 2005 Chair of the 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. Research grants (20,000 Nis) The College of Management Academic Studies, Rishon Lezion.
- 2008 Sought experience – Auschwitz concentration camp. Research grant. (20,000 Nis) The College of Management Academic Studies, Rishon Lezion

### **Heritage Bequeathing Involvement**

- 2019 Auschwitz in the collective memory and abroad. Seminar, Poland
- 2019 Friends of Yad Vashem delegation - Viena
- 2019 Guiding IDF and Israel Ministry of the Defence groups to Haulocost sites in Poland
- 2008 A guide for the New York delegation for the March of the Living in Poland.
- 2008 Auschwitz seminar Poland
- 2007 A certified guide at Yad vaShenm Memorial in Jerusalem, Israel.