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Alta Scuola

ARCES



## Prof. Dott. Niki Christian Nutsch

Niki Christian Nutsch is a multi-lingual Entrepreneur, Researcher, and Lecturer, specialised in the Hospitality, Tourism and Leisure Real Estate industries; Born into a family of Austrian hoteliers, Niki has a great passion for teaching about hospitality marketing and tourism management. Niki has more than ten years of international Marketing, Sales and Business Development experience in the hospitality and tourism industry; having worked for leading organisations, such as Marriott International and in various European countries, such as Germany, Spain, Italy and the UK. He studied Business Administration in Munich (Germany) and holds an MBA from the University of Liverpool (UK). Niki is a visiting professor at universities and business schools throughout Europe, educating both undergraduate and graduate students. He is also frequently invited to deliver keynote speeches, presentations, and seminars at industry conferences.

As a Doctoral Researcher (University of Derby Buxton, Oxford School of Hospitality Management), Niki has been researching consumer behaviour in tourism and success factors of vacation rentals. His research interests lie in the areas of Hospitality Marketing and Consumer Behaviour in Travel and Tourism, particularly in Hospitality Marketing, Hospitality Management, the Vacation Rental Industry, the Vacation Ownership and Resort Industry, Tourist Buying Behaviour, and Consumer-Centric Marketing and Sales Processes.

In addition, Niki is the Managing Director of Booking Staff (London), Europe's leading online marketing and booking service for vacation rentals, helping homeowners and property managers generate more bookings and increase their rental income.

Niki is a member of the Travel and Tourism Research Association (ttra), the International Federation for Information Technologies in Travel and Tourism (IFITT), the American Resort Development Organization (ARDA), the Association for Tourism and Leisure Education (ATLAS), the Hospitality Sales and Marketing Association International (hsmi), and the Vacation Rental Managers Association (VRMA).

[www.nutsch.co.uk](http://www.nutsch.co.uk)