

CURRICULUM VITAE

PHILIPP WASSLER

Philipp Wassler, PhD. holds a PhD in Tourism Management from The Hong Kong Polytechnic University, where he completed a dissertation on Hong Kong residents' relationship with destination marketing campaigns, including a four-month research attachment at Texas A&M University in the USA. He also earned a Master's degree in Tourism Management from Breda University of Applied Sciences in the Netherlands, focusing his dissertation on host-guest relations in an Italian holiday resort. His academic journey began with a Bachelor's degree in Languages and Cultures for Tourism Management from the University of Verona, Italy, where he specialized in English and German language and literature.

Currently, he serves as an Associate Professor at the University of Bergamo where he has been teaching in the business, language, and literature departments since 2021. Previously, he was an Assistant Professor at the same institution. Before that, he worked as a Senior Lecturer at Bournemouth University in the UK from 2017 to 2021, where he taught international undergraduate and postgraduate courses in tourism and hospitality management. From 2016 to 2017, he was an Assistant Professor at the University of Science & Technology in Macau, teaching tourism management and hospitality courses primarily to students from Macau and Mainland China. He also worked as a Postdoctoral Fellow at The Hong Kong Polytechnic University from 2015 to 2016, where he conducted research on the Hong Kong Tourist Satisfaction Index and supervised a research team responsible for data collection throughout various locations in Hong Kong. Earlier in his career, he was a Lecturer at Hue University in Vietnam from 2011 to 2012.

DEGREES

JUNE 2015

DOCTOR OF PHILOSOPHY (PHD), THE HONG KONG POLYTECHNIC UNIVERSITY

Graduated at the School of Hotel and Tourism Management with a dissertation on Hong Kong residents' relationship to their destination marketing campaign.

(4-month attachment at Texas A&M University, USA)

JANUARY 2011

MASTER, BREDA UNIVERSITY OF APPLIED SCIENCES, THE NETHERLANDS

Graduated in Tourism Management with a dissertation on host-guest relations in an Italian holiday resort.

MAY 2007

BACHELOR, UNIVERSITY OF VERONA, ITALY

Graduated in Languages and Cultures for Tourism Management with a specialization in English and German language and literature.

ACADEMIC EXPERIENCE

FULL TIME POSITIONS:

2024-NOW

ASSOCIATE PROFESSOR, UNIVERSITY OF BERGAMO, ITALY

Teaching in Business, language and literature departments

2021-2024

ASSISTANT PROFESSOR, UNIVERSITY OF BERGAMO, ITALY

Teaching in Business, language and literature departments

2017-2021

SENIOR LECTURER, UNIVERSITY OF BOURNEMOUTH, UK

Teaching in international undergraduate and postgraduate courses of tourism management and hospitality. Also, year tutor and academic advisor for the program of International Tourism and Hospitality Management and part of the committee for extra-academic offences.

2016-2017

ASSISTANT PROFESSOR, UNIVERSITY OF SCIENCE & TECHNOLOGY, MACAU

Teaching in undergraduate and postgraduate courses of tourism management and hospitality. Focus mainly on Macau and Mainland Chinese students.

2015-2016

POSTDOCTORAL FELLOW, THE HONG KONG POLYTECHNIC UNIVERSITY

Working on several government-funded research projects with focus on the Hong Kong Tourist Satisfaction Index. Supervision of a research team for data collection throughout various locations in Hong Kong.

2011-2012

LECTURER, HUE UNIVERSITY, VIETNAM

Teaching at the Faculty of Hospitality and Tourism. Handling class sizes of over 120 local students and organizing visits from overseas universities.

TEMPORARY POSITIONS:

2024

SESSIONAL PROFESSOR, KREMS UNIVERSITY OF APPLIED SCIENCES, UZBEKISTAN

Teaching a course for Krems University (Austria) in Tashkent, Uzbekistan.

2019

SESSIONAL PROFESSOR, OBSERVATORY ON TOURISM FOR ISLANDS ECONOMY (OTIE), MALTA

Teaching and structuring the coursework and exam for the OTIE Summer School on Event Management.

2017

SESSIONAL PROFESSOR, FREE UNIVERSITY OF BOLZANO-BOZEN, ITALY

Teaching and structuring the coursework and exam for the Master Course on Food and Beverage Management.