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#### UDDANNELSER OG ANSÆTTELSER

Associate professor, SDU, September 2016 -  
Associate professor, Aalborg University, December 2010 – September,  
2016 Associate professor, SDU, June 2007- November 2010.  
Assistant professor, SDU, March 2004- May 2007.  
Ph.D.-student, SDU, February 2001 – February 2004.  
Lecturer, University of Southern Denmark (SDU), February 2000 – January 2001.  
MSc. In Business Administration, Aarhus School of Business, 1998.  
Ph.D.-degree from University of Southern Denmark, 2004.

#### UNDERVISNINGSERFARING OG -PORTEFØLJE

Aktivt involveret i studieledelse siden 2007 – primært på kandidatuddannelserne i Culture, Communication & Globalization (AAU) og i turisme (MA in Tourism, AAU, European Master in Tourism Management, SDU og MA in International Tourism and Leisure Management, SDU). P.t. studieleder for European Master in Tourism Management og MA in International Tourism and Leisure Management.

Derudover bl.a. ekstern censor samt ansvarlig for en række innovative undervisningstiltag (se listen over aktiviteter for uddybning).

Undervisning, vejledning og studieledelse for kandidatuddannelserne i Culture, Communication & Globalization (AAU) og i turisme (MA in Tourism, AAU, European Master in Tourism Management, SDU og MA International Tourism and Leisure Management, SDU).

Vejleder for 100-150 kandidatspecialer om alt fra branding, produktudvikling, innovation og marketing i traditionelle virksomheder til destinationsudvikling i hele verden. Dette omfatter intra-organisatoriske studier, inter-organisatoriske studier og studier på destinationsniveau. Derudover vejledning af specialer indenfor forbrugerstudier (af både mere traditionelle emner som fx plastikposer, "fake beauty", Trabi-lovers, tatoveringer, rebreather dykkere, blogging, lufthavne, amerikanske sitcoms, babyprodukter, BBQing, Tinder) og turiststudier (fx tweens, krigsturister, gay and lesbian turister, golf turister, motorcykelturister, expats, VFF, marijuana turisme).

Har undervist 50+ kurser på såvel bachelor som kandidatniveau indenfor videnskabsteori, metode, markedsanalyse, erhvervsøkonomi, innovation, produktudvikling, projektledelse, branding, marketing, strategisk kommunikation, organisationsteori samt en række turisme-specifikke emner. Har været fagansvarlig for størstedelen af disse kurser. Årets underviser 2013 for the humanistiske fakultet, Aalborg Universitet.

#### FORSKNINGSERFARING OG -PORTEFØLJE

Deltagelse i en lang række forskningsprojekter og forskningsaktiviteter (se liste over aktiviteter).

Primært kvalitativ forsker med omkring 1000 kvalitative interviews med forbrugere og turister samt repræsentanter for virksomheder og organisationer i bagagen.

Cirka 150 publikationer, heraf 50+ fagfællebedømte videnskabelige tidsskriftsartikler. Udvalgte publikationer:

"Do it Forever": Discursive representations of older adults and sexualities in vacation marketing. Blichfeldt, B. S. & Smed, K. M., (2018). *Journal of Vacation Marketing*.

Grand parenting by the pool. Mikkelsen, M. & Blichfeldt, B. S. (2018). *Young Consumers*. 19, 2, s. 127-140.

Sustainability in coastal tourism development. Andersen, I. M. V., Blichfeldt, B. S. & Liburd, J. J. (2018). *Current Issues in Tourism*. 21, 12, s. 1329-1336.

Using, spending, wasting and killing time in airports. Blichfeldt, B. S., Pumputis, A. & Ebba, K. (2017). *International Journal of Culture, Tourism and Hospitality Research*. 11, 3, s. 1-14.

'We have not seen the kids for hours': The case of family holidays and free-range children. Mikkelsen, M. & Blichfeldt, B. S., 5 aug. 2015, I : *Annals of Leisure Research*. 18, 2, s. 252-271.

"Do it to Denmark": A case study on viral processes in marketing messages. Blichfeldt, B. S. & Smed, K. M. (2015): *Journal of Vacation Marketing*. 21, 3, s. 289-301.

Intergenerational Relationships and Food Consumption: The Stories of Young Adults Leaving Home Gram, M., Hogg, M., Blichfeldt, B. S. & Maclaran, P. (2015). *Young Consumers*. 16, 1, s. 71-84.

When it Stops Being Food: The Edibility, Ideology, Procrastination, Objectification and Internalization of Household Food Waste. Blichfeldt, B. S., Mikkelsen, M. & Gram, M. (2015). *Food, Culture and Society*. 18, 1, s. 89-105.

Destination Leadership and the Issue of Power. Blichfeldt, B. S., Hird, J. & Kvistgaard, P. (2014). *Tourism Review*. 69, 1, s. 74-86.

Mussels, Tourism and Community Development: A Case Study of Place Branding Through Food Festivals in Rural North Jutland, Denmark. Blichfeldt, B. S. & Halkier, H. (2014). *European Planning Studies*. 22, 8, s. 1587-1603.

Tourism Methodologies - New Perspectives, Practices and Procedures. Meged, J. W., Blichfeldt, B. S., Hansen, L. A. & Hvass, K. A. (2014). Copenhagen: Copenhagen Business School Press.

When bad food happens to good intentions: Female students' food dilemmas Gram, M. & Blichfeldt, B. S. (2014) *Journal of Youth Studies*. 17, 8, s. 982-997.

'I am very straight in my gay life': Approaching an understanding of lesbian tourists' identity construction. Therkelsen, A., Blichfeldt, B. S., Chor, J. & Ballegaard, N. (2013). *Journal of Vacation Marketing*. 19, 4, s. 317-327.

Lost in transition? Student food consumption. Blichfeldt, B. S. & Gram, M. (2013). *Higher Education*. 65, 3, s. 277-289.

Vacability and Sociability as Touristic Attraction. Blichfeldt, B. S. & Mikkelsen, M., 2013, 1 : *Tourist Studies*. 13, 3, s. 235-250.

Zoos, Sanctuaries and Turfs: Enactments and Uses of Gay Spaces during the Holidays. Blichfeldt, B. S., Chor, J. & Milan, N. B. (2013). *International Journal of Tourism Research*. 15, 5, s. 473-483 13 s.

Disabled travel: not easy, but doable. Blichfeldt, B. S. & Nicolaisen, J. (2011). *Current Issues in Tourism*. 14, 1, s. 74-102.

One Clear Image? Challenging Simplicity in Place Branding Ren, C. & Blichfeldt, B. S., (2011). *Scandinavian Journal of Hospitality and Tourism*. 11, 4, s. 416-434.

Tweens on Holidays: In-Situ Decision-making from Children's Perspective. Blichfeldt, B. S., Pedersen, B. M., Johansen, A. & Hansen, L. (2011). *Scandinavian Journal of Hospitality and Tourism*. 11, 2, s. 135-149.

Project portfolio management - There's more to it than what management enacts. Blichfeldt, B. S. & Eskerod, P. (2008). *International Journal of Project Management*. 26, s. 357-365.

The Habit of Holidays. Blichfeldt, B. S. (2008). *Tourist Studies*. 7, 3, s. 249-269. On development of brand and line extensions. Blichfeldt, B. S. (2005). *Journal of Brand Management*. 12, 3, s. 177-190 .

Unmanageable place brands? Blichfeldt, B. S. (2005). *Place Branding and Public Diplomacy*. 1, 4, s. 388-401.