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Dr. Jens Kristian Steen Jacobsen is Professor of Tourism at the Norwegian School of Hotel Management, University of Stavanger, Norway. His experience in tourist behaviour and tourism marketing research spans more than 20 years, and his merits comprise research projects with complex cross-cultural and multi-lingual data acquisition and several partners. He has published a large number of academic and applied tourism studies in journals, books and reports. Dr. Steen Jacobsen is currently Vice-President I of the Research Committee on International Tourism (RC 50) of the International Sociological Association (ISA).