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CV
Ms. Natalia Tur

Natalia Tur is Ph.D. candidate at the University of the Balearic Islands (Ibiza, Balearic Islands, Spain. Email nturmari@gmail.com). Her main research interests include destination competitiveness, tourist experiences, and experiential marketing and management. Her dissertation analyzes the effects of experiential design in the competitiveness of the Balearic Islands. She has also worked for the hotel chain Palladium Hotel Group in the *Xperience Project*, studying whether experience staging can be applied to enhance differentiation and the competitive position of private businesses in the accommodation sector. She has also developed new measurement tools to assess the role of the key components of experience staging, such as sensorial and emotional aspects inherent to tourism products. Ms. Tur has also presented her work in several international academic conferences. The paper 'The Tourist Experience: a Redefinition Through the Eyes of Economists' (Tur, Rey-Maqueira, Ramos and Gartner, 2013) received the Best Paper Award at the Consumer Behavior in Tourism Symposium 2013, Brunico (Italy). Her research has also received other recognitions, such as the Santander-UIB Awards to the best PhD students of the University of the Balearic Islands 2013, The Tribute to Jafar Jafari Conference Participation Awards 2013, or the Cátedra Meliá Scholarship for PhD students 2011.

