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**Dr. Mads Bødker**

Dr. Mads Bødker is Associate Professor at Copenhagen Business School. With a background in media studies and Human Computer Interaction, his current research lies at the intersection of IT design ethnographies and critical tourism research. His research has included a focus on “experiential” tourism, asking the question how digital and social mobile technologies may enrich and extend experiences and stakeholders in tourism. Taking place in a multidisciplinary field, his research spans interaction design, human geography, and ethnographic field studies of tourist as they go about “making place”. In addition, he has been co-developer of field-study smartphone apps to support the mobilizing of research practices and data collection in tourism and a range of other domains.

