

## Ulrich Gunter – Biography and Statement



### Biography

Ulrich Gunter is an Associate Professor (tenured) at the School of Tourism and Service Management of Modul University Vienna and Dean of the Graduate Degree Programs, thereby being responsible for the university's MBA and MSc programs. He holds a PhD in Economics from the University of Vienna (2010) as well as an MA in Latin American Studies from the University of Vienna (2015). Following a habilitation process, Ulrich obtained his Venia Docendi (university teaching credential) from Modul University Vienna in 2017.

Ulrich is Chair of the Tourism and Hospitality Section (THS) of the International Institute of

Forecasters (IIF) and Member of the Executive Council of the International Association for Tourism Economics (IATE). His research interests are in applied econometrics (time-series analysis, forecasting, panel-data analysis), tourism economics, as well as sustainability in tourism and beyond. His research has been published in leading international scholarly journals (e.g., *Annals of Tourism Research*, *Journal of Hospitality and Tourism Research*, *Journal of Travel Research*, *International Journal of Forecasting*, *Technological Forecasting and Social Change*, *Tourism Economics*, or *Tourism Management*) and has received external funding from various national and international bodies.

### Statement

My relationship with the IIF started already 14 years ago. In fact, the ISF in San Diego in 2010 was the first international conference I attended, being still a PhD student. While progressing my academic career, I have always kept forecasting at the core of my research. I have also kept a close relationship with the IIF, not only by being an IIF member and a regular ISF attendee, but also by becoming Vice Chair in 2021 – and Chair in 2023 – of the newly founded THS community of the IIF.

If elected to the Board of Directors of the IIF, I would bring my expertise in tourism forecasting to the table, as well as my experience in serving in a governing body of an international scientific organization (IATE). One of my key goals would be to create a stronger collaboration between forecasters with different academic backgrounds. Another key goal would be to integrate the insights of forecasting practitioners even better into the academic discourse and vice versa. As a member of the Board of Directors of the IIF, I would seize this great opportunity to create more low-threshold events such as regular and free webinars in order to disseminate the latest forecasting knowledge to the public and to make both the IIF and the ISF – being the most eminent international scientific organization and conference in forecasting, respectively – even more popular.