

Curriculum vitae with track record (for researchers)

Role in the project Project manager Project participant

Personal information

First name, Surname:	Veronica Blumenthal		
Date of birth:	06.10.88	Sex:	F
Nationality:	Norwegian		
Researcher unique identifier(s) (ORCID, ResearcherID, etc.):	https://orcid.org/0000-0002-4439-9776		
URL for personal website:	https://www.researchgate.net/profile/Veronica-Blumenthal		

Education

Year	Faculty/department - University/institution - Country
2021 (dissertation defended)	Ph.D. in Tourism The Norwegian School of Hotel Management, Faculty of Social Sciences, University of Stavanger, Norway
2014	Master in Nature-Based Tourism Faculty of Environmental Sciences and Natural Resource Management, Norwegian University of Life Sciences (NMBU), Norway

Positions - current and previous

(Academic sector/research institutes/industrial sector/public sector/other)

Year	Job title – Employer - Country
2022-	Senior researcher, Institute of Transport Economics, Norway
2022-	Senior Researcher, part-time Eastern Norway Research Institute, Inland Norway University of Applied Sciences, Norway
2020-2022	Senior Researcher, Eastern Norway Research Institute, Inland Norway University of Applied Sciences, Norway
2016-2020	Doctoral Research Fellowship, The Norwegian School of Hotel Management, Faculty of Social Sciences, University of Stavanger, Norway
2014-2016	Online Marketing Specialist, KILROY International AS, Denmark

2011-2012	Marketing Trainee, Eventyrgaarden Huso AS, Norway
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Project management experience

(Academic sector/research institutes/industrial sector/public sector/other. Please list the most relevant.)

Year	Project owner - Project - Role - Funder
2022-ongoing	Eastern Norway Research Institute - Social sustainability as an innovation driver: How can second home owners become a resource in local place- and business development (pre-project) – Project manager – RFF Innlandet
2021-2022	Stiftelsen Lillehammer museum – Digitalization, insight and attraction development Project manager experience development and research - Innovation Norway
2021	Ministry of Local Government and Regional Development –Social sustainability and second home owners as a resource in the local community Project manager - Ministry of Local Government and Regional Development

Other relevant professional experiences

(E.g. institutional responsibilities, organisation of scientific meetings, membership in academic societies, review boards, advisory boards, committees, major research or innovation collaborations, other commissions of trust in public or private sector)

Year	Description - Role
2018 -	Reviewer for Tourism Management Perspectives and Scandinavian Journal of Hospitality and Tourism
2022	Jury member, HSMAI Awards – An annual industry award for the Norwegian tourism, hospitality, and event industry (including a sustainability initiative award) organized by Hospitality Sales & Marketing Association International
2019-2020	President of the University of Stavanger Doctoral Community (UiSDC) – An interest organization for PhD candidates and post-docs at the University of Stavanger
2018-2020	PhD representative in the University of Stavanger Research Committee
2017-2019	Board member and head of communication, UiSDC

Track record

- Total *number* of peer-reviewed publications published: 4

Peer-reviewed publications

- Blumenthal, V., & Djupegot, I.L. (In progress). The effect of social interactions and employees on immersion: A field experiment from the museum context.
- Blumenthal, V., Lerfald, M. & Sagheim, K.B. (In review). 'Hotels are much easier': Motivation for non-participation in travel related sharing economy exchanges.
- Blumenthal, V., & Gjerald, O. (2022). 'You just get sucked into it': extending the immersion process model to virtual gameplay experiences in managed visitor attractions. *Leisure Studies*, 1-20.
- Blumenthal, V. (2021). "You just get sucked into it": *The Immersion Process in Managed Visitor Attractions* (Pub. No. 572) [PhD Thesis, University of Stavanger]. Stavanger: Norway. <https://hdl.handle.net/11250/2725789>
- Blumenthal, V. (2020) Consumer immersion in managed visitor attractions: The role of individual responses and antecedent factors, *Scandinavian Journal of Hospitality and Tourism* 20 (1), 4-27.
- Blumenthal, V., & Jensen, Ø. (2019). Consumer immersion in the experiencescape of managed visitor attractions: The nature of the immersion process and the role of involvement. *Tourism Management Perspectives* 30, 159-170.

Non-peer-reviewed publications (selection)

- Blumenthal, V., Farstad, E., Haukeland, J.V., Hem, L., Iversen, N., Lerfald, M., Moe, W.K., & Sagheim, K.B. (2022). *CreaTur: The Sharing Economy in Innlandet County [Delingsøkonomi i Innlandet]*. Eastern Norway Research Institute, Lillehammer.
- Røhnebæk, M. T., Blumenthal, V., Akin, D., Samuelsen, N.W., Dahl, S-L. & Hansen, Ø.L. (2022). Norway: Innlandet County. I MATILDE. (Red.), *13 Action-Research Reports. Deliverable 5.3* (s. 204-260). <https://doi.org/10.5281/zenodo.6372113>
- Arnesen, T., Blumenthal, V., Bråttå, H.A., Ellingsen, W., Ericsson, B., Kvamme, S., Lerfald, M. & Moe, W., (2021). Second homes and the local community in Innlandet [*Fritidsboligen og innlandssamfunnet: en kunnskapsstatus*]. Høgskolen i Innlandet, Lillehammer.
- Blumenthal, V. & Lund, P., (2021). Country report Norway. I M. L. Caputo, M. Bianchi, A. Membretti & S. Baglioni (Red.), *10 country reports on economic impact: MATILDE Deliverable 4.3* (p. 202-227). <https://zenodo.org/record/5017813#.YbXWJr3MJPY>
- Blumenthal, V. (2021). Second home owners and the local community: Can second home owners become a resource in local development? [*Fritidsboligbefolkningen og lokalsamfunnet: Kan fritidsboligeierne bli en ressurs for lokal utvikling?*] Skriftserien 2021 (22). Eastern Norway Research Institute, Lillehammer.

International conference presentations

(Peer reviewed)

Blumenthal, V. (2022a). *CREATUR: The sharing economy and its potential for the tourism industry in rural mountainous areas*. XII European Mountain Convention. Camigliatello Silano, Italy: October 2022.

Blumenthal, V. (2022b). Social sustainability as a driver for innovation: How can second home owners become a resource in local place and business development? *30th Nordic Symposium on Tourism and Hospitality Research*. Porvoo, Finland: September 2022.

Blumenthal, V. (2021). Co-creating platform driven tourism: Optimizing the nexus between public sector, industry and the knowledge sector. *29th Nordic Symposium on Tourism and Hospitality Research*. Online event: September 2021.

Blumenthal, V. (2019). Consumer immersion in managed visitor attractions: The role of antecedents and individual responses. *28th Nordic Symposium on Tourism and Hospitality Research*. Roskilde, DK: October 2019.

Invited presentations in public conferences (selection)

Blumenthal, V. (2022a). *The relationship between second home owners and the local community: Socially sustainable? [Forholdet mellom fastboende og fritidsinnbyggere: Sosialt bærekraftig?]* Bylivkonferansen 2022. Beitostølen: October 2022.

Blumenthal, V. (2022b). *How to develop sustainable business models in a new insect industry? [Hvordan utvikle bærekraftige forretningsmodeller for en ny insektsindustri?]* Framtidens bransj – insekter som mat och foder. Börlange, Sweden: August 2022.

Blumenthal, V. (2021a). *Post-Covid: How do we travel after a pandemic? [Post-Corona: Hvordan reiser vi etter en pandemi?]* Forskningsdagene: Forskertoget gjennom Gudbrandsdalen. Otta: September 2021.

Blumenthal, V. (2021b). *From passive visitors to engaged ambassadors [Fra passive besøkende til begeistrede ambassadører]*. Snowballkonferansen 2021. Lillehammer: April 2021.

Blumenthal, V. (2020). *Research dissemination through podcast: Hekta på reise [Formidling gjennom podkast: Hekta på reise]*. Fagdag ved Det samfunnsvitenskapelige fakultet: Formidling. Stavanger: February 2020.

Blumenthal, V. (2019). *Immersion in managed visitor attractions: Phases and involvement levels in the immersion process [Immersjon i styrte besøksattraksjoner: Faser og involveringsnivåer i Immersjonsprosessen]*. TekLab: Subjektivitet og fortelling i immersive medier. Stavanger: March 2019.

Blumenthal, V. (2018). *Immersed aboard a Viking ship – Immersion in Vikingskibsmuseet [Opslugt om bord på et vikingeskib – Immersion på Vikingskibsmuseet]*. Opplevelsens arkitektur: INVIOs attraksjonskonferanse på Vikingskibsmuseet 2018. Roskilde, Danmark: November 2018.