

Dr Cristina Maxim

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Personal Profile

I am a scholar in Tourism Management, with over ten years of teaching experience in various higher education institutions in the UK. I am also an Associate Editor for the International Journal of Tourism Cities, and I regularly review papers for other international academic journals.

My research portfolio includes research papers published in peer reviewed academic journals, focusing on sustainable tourism and challenges of tourism development in world cities; books and book chapters published with prestigious international organisations and publishers such as Routledge and UNWTO; and conference papers presented at recognised international events. My research interests include: destination management, sustainability, world tourism cities, and tourism planning and management.

Education

Jan 2010 - Jan 2014	Cities Institute, London Metropolitan University, UK PhD (VC Scholarship) <i>Research topic:</i> Sustainable Tourism Planning by Local Authorities – An Investigation of the London Boroughs <i>Supervisors:</i> Prof Graeme Evans, Middlesex University; Dr Jo Foord, Cities Institute <i>External examiner:</i> Prof Robert Maitland, Professor of City Tourism, University of Westminster
Feb 2011 - Sep 2013	London Metropolitan University, UK PGCert in Learning & Teaching in HE <i>Courses:</i> Learning & Teaching Practices; Managing the Assessment Process; Curriculum Evaluation & Development Project
Oct 2008 - Sep 2009	London Metropolitan University, UK MA in Public Administration <i>Main courses:</i> Comparative Public Policy; Policy & Strategy; Researching Public Services; Sustainable Communities
Apr 2008 - Oct 2008	National Institute of Administration, Romania <i>Professional Qualification:</i> Public Manager
Oct 1999 - Jul 2003	‘Stefan cel Mare’ University, Suceava, Romania BA in Economics Department of Tourism and Services <i>Main courses:</i> Tourism Economics; Management; Marketing; Accounting
Sep 1993 - Jun 1997	‘George Bacovia’ College, Bacau, Romania Baccalaureate <i>A-Level equivalent in:</i> Mathematics; Economics; Computing Literature

Membership of Professional Organisations

Fellow of the Higher Education Academy (FHEA) - since 2014
Fellow of the Tourism Society (FTS) - since 2015
Member of the Institute of Travel & Tourism (F Inst TT) - since 2017

External Engagements

2021 – present	Associate Editor, International Journal of Tourism Cities
2021 – present	Member of the Editorial Board for the <i>Annals of Tourism Research Empirical Insights</i>
2016 - present	Member of the Editorial Review Board for the <i>International Journal of Tourism Cities</i>
2016 - present	Reviewer for several international journals, including Journal of Destination Marketing and Management; Current Issues in Tourism; International Journal of Tourism Research; International Journal of Tourism Cities; Sustainability
Nov 2022	Guest lecture, Breda University of Applied Sciences, Netherlands; topic “Crisis Management - World tourism cities in crisis”

May 2022	Guest speaker at the 18th Economic International Conference, USV, Romania; topic "Trends and issues in world tourism cities"
2022	Member of the Scientific Committee for the <i>9th Biennial ITSA Conference</i> , Spain
2022, 2023	Member of the Scientific Committee for the <i>USV - International Economic Conferences</i> , Romania
2017 - 2019	Visiting scholar, "Stefan cel Mare" University, Suceava, Romania – deliver module on New Products for Cultural Tourism, for Masters students
Oct 2016	Guest lecture, Universitat Politecnica de Valencia, Spain; topic "Challenges in sustainable tourism implementation" (part of the Erasmus+ staff mobility programme)

Awards

Outstanding Reviewer in the 2021 and 2022 Emerald Literati Awards
Shortlisted for STAR Awards, UWL Lecturer of the year, 2021
Vice-Chancellor's Scholarship to conduct my PhD, 2010-2013

Research Papers and Scholarly Output

- Maxim, C., Morrison, A.M., Day, J. and Coca-Stefaniak, J.A. (Eds) (in press) *Handbook on Sustainable Urban Tourism*, Edward Elgar Publishing
- Maxim, C. (2023) *Urbanisation: Trends and issues in world tourism cities*, in A.M. Morrison & D. Buhalis (Eds), *Routledge Handbook of Trends and Issues in Global Tourism*, Routledge
- Sattarzadeh, N., Tsiami, A., Maxim, C. and Iordanova, E. (2023) Awareness and perceptions of ethnic restaurant managers towards authenticity and sensory strategies – A case study of Persian ethnic restaurants in London, *International Journal of Gastronomy and Food Science*, DOI: <https://doi.org/10.1016/j.ijgfs.2023.100679>
- Maxim, C. (2022) Book review: *Tourism in the city: towards an integrative agenda on urban tourism* by Nicola Bellini and Cecilia Pasquinelli (Eds), *International Journal of Tourism Cities*
- Maxim, C. and Morrison, A.M. (2022) Crisis in the city? A systematic literature review of crises and tourism cities, *Tourism Recreation Research*, DOI: <https://doi.org/10.1080/02508281.2022.2078063>
- Morrison, A.M. and Maxim, C. (2022) *World Tourism Cities: A systematic approach to urban tourism*, Routledge
- Maxim, C. (2022) *Urban Tourism Challenges*, in Buhalis, D., (Ed.), *Encyclopedia of Tourism Management and Marketing*. Edward Elgar Publishing.
- Maxim, C. & Chasovschi, C. (2021) Cultural landscape changes in the built environment at World Heritage Sites: Lessons from Bukovina, Romania, *Journal of Destination Marketing and Management*, Vol. 20, DOI: <https://doi.org/10.1016/j.jdmm.2021.100583>
- Maxim, C. (2021) Challenges of World Tourism Cities: London, Singapore and Dubai, in A.M. Morrison & J.A. Coca-Stefaniak (Eds.), *The Routledge Handbook of Tourism Cities* (pp. 19 – 30), Routledge, DOI: <https://doi.org/10.4324/9780429244605-1>
- Maxim, C. (2020) Book review: *Destination London: The Expansion of the Visitor Economy* by A. Smith, A. Graham (Eds.), *Tourism Management*, Vol. 77, DOI: <https://doi.org/10.1016/j.tourman.2019.103980>
- Maxim, C. & Chasovschi, C. (2019) Heritage Tourism and Authenticity: The Case of Voroneț, *Critical Tourism Studies Proceedings*, Vol. 2019, Article 34, ISSN: 978-0-9916871-2-1
- Maxim, C. (2019) Case Study 13: London, United Kingdom, in *UNWTO report 'Overtourism'? Understanding and Managing Urban Tourism Growth Beyond Perceptions*, Volume 2: Case Studies; DOI: <https://doi.org/10.18111/9789284420629.13>
- Maxim, C. (2019) Challenges Faced by World Tourism Cities – London's Perspective, *Current Issues in Tourism*, Vol. 22 (9), pp. 1006-1024; DOI: 10.1080/13683500.2017.1347609

- Maxim, C. & Chasovschi, C. (2017) The importance of cultural landscape for sustainable development of tourism in Bucovina, *Critical Tourism Studies Proceedings*, Vol. 2017, Article 58, ISSN: 978-0-9916871-2-1
- Maxim, C. (2016) Sustainable Tourism Implementation in Urban Areas: A Case Study of London, *Journal of Sustainable Tourism*, Vol. 24 (7), pp. 971-989; DOI: 10.1080/09669582.2015.1115511
- Maxim, C. (2015) Drivers of Success in Implementing Sustainable Tourism Policies in Urban Areas, *Tourism Planning and Development*, Vol. 12 (1), pp. 37-47; DOI: 10.1080/21568316.2014.960599; Special Issue: Sustainable Destination Development: Issues and Challenges
- Maxim, C. (2013) Sustainable tourism planning by local authorities: An investigation of the London Boroughs. *Ph.D.* London Metropolitan University

Conference Papers

- Maxim, C. (2023) *Sustainable tourism practices in city destinations*, "European Tourism Research in the Age of Sustainability and Technology" conference, Vienna, Austria
- Maxim, C. (2023) *Destination management organizations: current and future challenges*, Surrey 2023 Conference "Bringing Hospitality, Tourism, Transport and Events Back for Good", UK
- Maxim, C. (2022) *Sustainable City Destinations*, 9th Biennial ITSA conference, Spain (online)
- Maxim, C. (2022) *World tourism cities in crisis – insights from previous research and current debates*, IX Critical Tourism Studies Conference, Menorca, Spain
- Maxim, C. (2021) *Tourism cities and crises: Current debates and future research directions*, ATLAS, Urban Tourism Special Interest Group, Rotterdam, Netherlands (online)
- Maxim, C. & Chasovschi, C. (2020) *Challenges of Stakeholder Cooperation in World Heritage Sites*, 10th ICOT Conference, Greece (online)
- Maxim, C. & Chasovschi, C. (2019) *Heritage Tourism and Authenticity: The Case of Voroneţ*, VIII Critical Tourism Studies Conference, Ibiza, Spain
- Maxim, C. (2019) *Managing tourism in world cities – opportunities and challenges*, The 15th Economic International Conference: Vision and Foresight in Sustainable Economic Policies in the 21st Century, Suceava, Romania
- Maxim, C. & Chasovschi, C. (2017) *The importance of cultural landscape for sustainable development of tourism in Bucovina*, Critical Tourism Studies Conference, Mallorca, Spain
- Maxim, C. (2016) *Challenges faced by world tourism cities in the current economic climate*, International Tourism Studies Association (ITSA) Biennial Conference, London
- Maxim, C. (2015) *Tourism planning in large cities*, 5th ICOT Conference, Middlesex University, London
- Maxim, C. (2013) *Drivers of success in implementing sustainable tourism policies in urban areas*, International Conference: Sustainability Issues and Challenges in Tourism, Istanbul
- Maxim, C. (2012) *Sustainable tourism development in London*, International Conference on Tourism, Climate Change and Sustainability, Bournemouth, UK
- Maxim, C. (2012) *Planning for sustainable tourism development in urban areas*, International Conference on Tourism and Events, Belfast, UK
- Maxim, C. (2011) *A comparative analysis of the London boroughs planning policies towards tourism*, IV International Critical Tourism Studies Conference, Cardiff, UK
- Maxim, C. (2010) Sustainable tourism planning and management by local authorities, *LMBS 3rd Annual Research Conference*, London Metropolitan University, UK

Teaching Experience

Sep 2015 – present	Course Leader, MA International Tourism and Aviation Management Senior Lecturer in Tourism, University of West London, UK (2017 – present) Lecturer in Tourism, University of West London, UK (2015 – 2017)
Sep 2014 - Aug 2015	Part Time Lecturer, University of East London, UK
Feb 2013 - Aug 2014	Visiting Lecturer, Anglia Ruskin University, Cambridge, UK
Jan 2011 - Jul 2013	Associate Lecturer, London Metropolitan Business School, UK

Other Key Employment

Jul 2009 - Aug 2009	Research Intern, Westminster City Council, Extended Services, London, UK
Aug 2008 - Oct 2008	Research Intern, Brasov Local Council, Romania
Jun 2008 - Jul 2008	Research Intern, Ministry of Culture, Bucharest, Romania
Jun 2006 - Apr 2008	Project Manager, PARTENER Training, Bucharest, Romania
Nov 2005 - May 2006	Project Consultant, EUROCONS, Bucharest, Romania
Oct 2004 - Apr 2005	Project Assistant, RotaJovem Organization, Cascais, Portugal <i>(the European Voluntary Service, YOUTH Program – European Commission).</i>

Additional Skills

IT skills:	Proficient user of Microsoft Office (Word, Excel, PowerPoint); Microsoft Project
Languages:	English (fluent writing & speaking), Portuguese (beginner); Romanian (native speaker)