

**Name: Gila Oren**  
**College of Management**

**Date: Nov 2022**

## **CURRICULUM VITAE**

### **1. Personal Details**

Home Address: Soutin 26 Tel Aviv.

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Electronic Address: [gilaoren@colman.ac.il](mailto:gilaoren@colman.ac.il)

Gender: Female

Marital Status: Married + 3 Children

Place of birth: Jerusalem, Israel

### **2. Higher Education**

<b>Period of study</b>	<b>Name of institution, department, and host</b>	<b>Degree</b>	<b>Year of completion</b>
1986 -1989	Hebrew University, Departments of Business Administration and Sociology	BA	1989
1990 -1994	Hebrew University, Department of Business Administration, majored in Marketing	MA	1994
2010-2014	The Ben-Gurion University of the Negev, Guilford Glazer Faculty of Business and Management. Advisor: Prof. Yaniv Poria	PhD	2014

#### **Other Education**

<b>Period of study</b>	<b>Name of institution</b>	<b>Diploma</b>
2007	Yad-Vashem, The International School for Holocaust Studies	Holocaust educator. A guiding authorization
2007	The Department of Justice	Mediation Certification
2014	Tavistock Institute, Poland	Victims and perpetrators
2016	Tavistock Institute, Leicester, U.K.	The art of the Role of Tavistock
2018	Tavistock, The Netherlands	Europe in a globalized world
2019	Tavistock Institute, Larnaca, Cyprus	Looking back, moving forward
2019-2020	The Open University of Israel	Certified Group Mediator

### **3. Academic Ranks and Tenure in Institutes of Higher Education**

<b>Date</b>	<b>Institution and Department</b>	<b>Rank/Position</b>
2000-2018	The College of Management Academic Studies	Adjunct Teaching Lecturer
2002-2005	Ono Academic College, School of Business Management	Adjunct Teaching Lecturer
2005-Today	Ben-Gurion University, Guilford Glazer Faculty of Business and Management	Adjunct Teaching Lecturer
2018-Today	The College of Management Academic Studies	Senior Teaching Lecturer

### **4. Offices in Academic Administration**

<b>Date</b>	<b>Institution</b>	<b>Position</b>
May 2005	The College of Management Academic Studies	Initiation and academic management- Innovation and Creativity Conference
May 2009	The College of Management Academic Studies	Initiation and academic management– Digital Marketing Conference
Nov 2011	Ben-Gurion University	Branding image committee
2018-2020	The College of Management Academic Studies	Board Member; Academic staff representative
2013-Today	The College of Management Academic Studies	Head of Marketing studies
2020	Yad Mordechai Museum	Board of Directors
2022	The College of Management Academic Studies	Research Authority, Ethics committee

### **6. Participation in Scholarly Conferences**

#### **a. Active Participation**

<b>Date</b>	<b>Name of Conference</b>	<b>Place</b>	<b>Subject of Lecture/Discussion</b>	<b>Role</b>
2008	Research and project day, The College of Management Academic Studies	Rishon LeZion, Israel	Segmentation of visitors as a basis for the management of heritage sites	Presenter

2008	Tourism in The New Eastern Europe: Global Challenges – Regional Answers	Warsaw, Poland,	Personalizing and Customizing All-inclusive Heritage	Presenter
2009	Tourists Experiences: Meanings, Motivations, and Behaviours	The University of Central Lancashire, United Kingdom	Sought experience at (dark) heritage sites	Co-author of Presentor
2009	ATLAS annual conference, Experiencing Difference: Changing Tourism and Tourists' Experiences	University of Aalborg, Aalborg, Denmark	Developing tourist experiences at dark heritage sites	Co-author of Presentor
2009	The 7 <sup>th</sup> Annual Meeting of the Academic Forum of Tourism Researchers in Israel	Haifa University, Israel	Interpretation at heritage sites: A Zionist perspective to global heritage.	Presenter
2009	Consumer Behaviour in Tourism Symposium	Free University of Bozen, Brunico, Italy	Dark heritage sites ≠ Dark tourism: Tourists' perception vs. site classification as a practice for understanding tourism subgroups	Co-author of Presentor
2010	CIT 2010- International Congress on Tourism: Heritage and Innovation-ISCET	Porto, Portugal	The role of interpretation as determines of willingness to pay for preservation- The case of Auschwitz- Birkenau	Co-author of Presentor
2011	Research and Projects Day, The College of Management Academic Studies	Rishon LeZion, Israel	The Interpretation at Auschwitz Concentration Camp and its impact on the willingness to pay for its preservation	Presenter
2011	The 9 <sup>th</sup> Annual Meeting of the Academic Forum of Tourism Researchers in Israel	Ono Academic College, Israel	Designed Memory and its Marketing - A base for segmenting visitors to Holocaust sites	Presenter
2011	Advancing the social science of tourism	University of Surrey Guildford, United Kingdom	Switch on the lights- Is dark tourism really dark? Sought experiences at (dark) heritage sites	Co-author of Presentor
2011	Special Interest Tourism and Destination Management	Kathmandu, Nepal	The meanings of heritage and the willingness to pay for the preservation of dissonant heritage- The case of Auschwitz- Birkenau	Co-author of Presentor

2013	The Annual Conference of the Israeli Tourism Researches Forum	Kinneret College, Israel	The emotional experience during a visit to a heritage site. A case study of Auschwitz-Birkenau	Presenter
2014	The Annual Conference of the Israeli Tourism Researches Forum	Kinneret College, Israel	Did we come to enjoy ourselves? The emotional experience during a visit to a heritage site. A case study of Auschwitz-Birkenau	Presenter
2016	The Annual Conference of the Israeli Tourism Researches Forum	Ashkelon College, Israel	To visit or not to visit? Typology of museums based on the consumer decisions making process	Presenter
2016	Research and Projects Day. College of Management Academic Studies	Rishon LeZion, Israel	Typology of museums based on non-visitors	Presenter
2017	The Annual Conference of the EuroMed Academy of Business	Rome, Italy	The Visitor Emotional Experience at a Heritage site: A case study - The Auschwitz Birkenau Death Camp	Presenter
2017	The Annual Conference of the Israeli Tourism Researches Forum	Israel	The role of hospitality in the context of religious the case of "Chabad's House"	Presenter
2018	Future of Religious Heritage	Paris, France	PSOH The Key For Engagement	Presenter
2018	Urban Jewish Heritage: Presence and Absence	Krakow, Poland	An Exploratory Study of Tourists, On-site Emotional Experience in Auschwitz	Presenter
2019	Birmingham Midlands Institute	The University of Birmingham, United Kingdom	"Mortality Salience Shedding Light on the Dark Experience" The Thrill of the Dark: Heritages of Fear, Fascination and Fantasy	Presenter
2021	The 5th International Conference On History and Culture	Ankara, Turkey	"History faces on Facebook"	Presenter
2021	Online International Conference	Esther and Sidney Rabb Center for Holocaust and Revival Studies, Ben Gurion University of the Negev, Israel	"Offspring faces on Facebook" Digital Holocaust memory from the margins: Practices, Places, and Narratives	Presenter

2022	Research and Projects Day. College of Management Academic Studies	Rishon LeZion, Israel	Imagined communities on social networks as a tool for change	Presenter
2022	International Association for Research in Economic Psychology (IAREP)	The School of Business and Law, University of Agder Kristiansand, Norway	Digital: Subjective Holocaust Influence Level and Holocaust survivors' offspring financial thinking and attitude	Presenter
2022	Faces of Postmemory	Jagiellonian University in Krakow , University of Warsaw	Subjective Holocaust influence level of HSO . offering a new measurement	Presenter
2022	Holocaust Studies International eConference	Global Center for Religious Research (GCRR), Ackerman Center for Holocaust Studies	Memory Faces on Facebook	Presenter

**b. Organization of Conferences or Sessions**

<b>Date</b>	<b>Name of Conference</b>	<b>Place</b>	<b>Subject/Role of Conference, Comments</b>	<b>Role</b>
May 2009	Branding on multi-platforms	Rishon LeZion, Israel	Collaboration with Israeli TV	Organizer

**7. Research Grants**

**a. Grants Awarded**

<b>Role in Research</b>	<b>Co-Researchers</b>	<b>Topic</b>	<b>Funded by/Amount</b>	<b>Year</b>
Research Design. Collecting, creating, processing, and analyzing data	Biran, A., & Poria, Y.	Sought experience – Auschwitz concentration camp	The College of Management Academic Studies/20,000 Nis	2008
Research Design. Collecting, creating, processing, and analyzing data	Biran, A., & Poria, Y.	Willingness to pay for the preservation of Auschwitz concentration camp	The College of Management Academic Studies/20,000 Nis	2010

Research Design.  
Collecting,  
creating,  
processing, and  
analyzing data

The second generation in  
online network space

The College of Management  
Academic Studies 2021

## **8. Scholarships, Awards and Prizes**

Outstanding lecturer (2014, 2020)  
Seeds of innovation / online course  
Outstanding researcher (2022)

College of Management Academic Studies  
College of Management Academic Studies  
College of Management Academic Studies

## **9. Teaching**

### **a. Courses Taught in Recent Years**

<b>Year</b>	<b>Course Name</b>	<b>Type: Lecture/Seminar/Workshop/ High Learn Course/Introduction</b>	<b>Degree</b>	<b>No. of Students</b>
2007-Present	Advertising and creativity	Lecture	BA	60+
2010-2021	New media- BGU	Lecture	BA	60+
2010-2021	Advertising and creativity- BGU	Lecture	BA	60+
2014-Present	Marketing fundamentals	Lecture	BA	100+
2016-2018	Consumer behavior	Lecture	BA	60+
2016-2018	Marketing research	Lecture	BA	60+
2018-2020	Business strategy	Lecture	MBA	30+
2020-Present	Marketing and strategy	Lecture	MBA	30+

### **b. Supervision of Graduate Students**

<b>Name of Student</b>	<b>Title of Thesis</b>	<b>Degree</b>	<b>Completion Date / in Progress</b>	<b>Students' Achievements</b>
Shira Barzel	You'll never walk alone: Israeli basketball fans' motivation and team identification	MA	2018	Currently a PhD student

## **10. Miscellaneous**

### **Date Academic Entrepreneurship**

2016 Initiating and establishing a non-academic curriculum that trains students with digital skills relevant to the marketing working industry

2017 Initiating and managing thematic courses that combine several bodies of knowledge into one academic course. The initiative makes it possible to grasp the complexity and dynamism that characterizes today's market.

2019 Updating the marketing curriculum for the Israeli Ministry of Education

**Date Heritage Bequeathing Involvement**

2007 A certified guide at Yad Vashem Memorial in Jerusalem, Israel

2008 A guide for the New York delegation for the March of the Living in Poland

2008 Auschwitz seminar, Auschwitz State Museum, Poland

2019 Auschwitz in the collective memory and abroad. Seminar, Poland

2019 Friends of Yad Vashem delegation- Vienna

2019 Guiding IDF and Israel Ministry of the Defence groups to Holocaust sites in Poland

2020 Auschwitz seminar, Yad Vashem Delegation, Poland

**11. Professional Experience**

<b>Date</b>	<b>Organization</b>	<b>Position</b>
1989-1992	Jerusalem Post Newspaper	Advertising and Project Coordinator
1992-2002	Borosh Advertising Agency	Director of Planning and Research Department. Marketing, planning, and tactical consultation for the agency client
2000-2004	Gitam BBDO - Planning and Research Department	Director of research and planning for leading clients
2002-2005	Bolton Advertising- Strategic and media planning	Director of research and planning
2007-2009	"Nana10" Internet leading news portal	Research manager. Responsibilities include all daily traffic, data measurement, and analysis. Implementation of new traffic technologies; segments and panel basis work; launching new portal and developing models which combine marketing methods with technical data.
2004-2006	Israeli Television, Channel Two, "Keshet" Broadcasting	Research and Strategy Department. Responsible for Keshet's research projects' including daily rating data quantitative and qualitative analysis of broadcasted contents. Also, examining consumer behavior and the world's trends

## **PUBLICATIONS**

### **A. Ph.D. Dissertation**

*The emotional experience during a visit to a heritage site: A case study of Auschwitz-Birkenau.* The Ben-Gurion University of the Negev. Guilford Glazer Faculty of Business and Management.

Advisor: Prof. Yaniv Poria.

### **B. Articles in Refereed Journals**

#### **Published**

Oren, G., Biran, A., & Poria, Y. (2010). "Dark Tourism" – The case of Auschwitz Concentration. *Horizons in Geography*, 75, 105-123.

Biran, A., Y. Poria, Y., & Oren, G. (2011). Sought experiences at (dark) heritage sites. *Annals of Tourism Research*, 38(3), 820–841.

SJR: Q1 in Tourism, Lesuire and Hospitality Management; SJR 2020 2.16.

Oren, G., & Shani, A. (2012). The Yad Vashem Holocaust Museum: Educational dark tourism in a futuristic form. *Journal of Heritage Tourism*, 7(3), 255-270.

SJR: Q2 in Tourism, Lesuire and Hospitality Management; SJR 2020 0.64.

Oren, G., & Meidan, A. (2017). Self-evaluation of higher education colleges: The case of Israel. *Journal of Modern Education Review*, 7(1), 37-43.

Milman, A., & Oren, G. (2018). In praise of hospitality: The role extended by religious hosts as drivers of satisfaction and loyalty. *International Journal of Culture, Tourism and Hospitality Research*, 12(3), 348-365.

SJR: Q2 in Tourism, Lesuire and Hospitality Management; SJR 2020 0.57.

Oren, G., Shani, A., & Poria, Y. (2019). Mortality salience-shedding light on the dark experience. *Journal of Heritage Tourism*, 14, 5-6, 574-578.

SJR: Q2 in Tourism, Lesuire and Hospitality Management; SJR 2020 0.64.

Oren, G., Shani, A., & Poria, Y. (2020). Dialectical emotions in a dark heritage site: A study at the Auschwitz Death Camp. *Tourism Management*, 82, 104194.

SJR: Q1 in Tourism, Lesuire and Hospitality Management; SJR 2020 3.33.

Oren, G., & Shavit, T. (2020). The effect of the subjective Holocaust influence level on Holocaust survivors' offspring. *Journal of Loss and Trauma*. DOI: 10.1080/15325024.2020.1847921

SJR: Q2 in Social Sciences; SJR 2020 0.44.

Oren, G., Poria, Y., & Reichel, A. (2021). The positive role of negative emotions in heritage-site visits: The case of Auschwitz Death Camp. *Journal of Heritage Tourism*, 1-16.

SJR: Q2 in Tourism, Lesuire and Hospitality Management; SJR 2020 0.64.

Oren, G., & Shavit, T. (2022). Subjective Holocaust Influence Level and Holocaust Survivors' Offspring Financial Thinking and Attitude. *Journal of Loss and Trauma*, 1-13



## **Research Pipeline**

Oren, G. Holocaust faces on facebook

Oren, G.; Manos, R. Career and work life among students and graduates

Oren, G.; Shavit, T. Happiness and daily life among the third generation

Oren, G.; Poria, Y. Virtual Tourism. VR tour of Auschwitz Birkenau

Oren, G.; Shani, A. Emotional labor among dark site workers, the case of Auschwitz Birkenau

## **Theses student**

<b>Thesis subject</b>		<b>Student name</b>
Medical resilience	Together with Dr. G. Kashi	Tami Gurman
Happiness and sport among Israeli Arabs		Ahmad Hossam Zoabi
Entrepreneurship and holocaust memory	Together with Dr. B. Cohen (Western Galilee Academic College)	Amit Rosi
Online shopping	Together with Prof. R. Manos	Lior Schorr
Post Covid Sport Race - Perception and Satisfaction	Together with Prof. R. Manos	Beeri Shitrit

## **C. Articles in Conference Proceedings**

### **Published**

Oren, G., Biran, A., & Poria, Y. (2008). *Personalizing and customizing all-inclusive heritage*. Tourism in the New Eastern Europe: Global challenges –Regional answers. Warsaw, Poland. (pp. 93-95 in Abstract book).

Biran, A., Oren, G., & Poria, Y. (2009). Developing tourist experiences at dark heritage sites. In *ATLAS annual conference, Experiencing Difference: Changing Tourism and Tourists' Experiences, Book of Abstracts*. University of Aalborg, Aalborg, Denmark.

Biran, A., Oren, G., & Poria Y. (2009). *Sought experience at (dark) heritage sites. Tourists' experiences: Meanings, motivations, and behaviors*. University of Central Lancashire, Preston, United Kingdom (book of abstracts).

Biran, A., Poria Y., & Oren, G. (2009). Dark heritage sites ≠ Dark tourism: Tourists. Perception vs. site classification as a practice for understanding tourism subgroups. In *Consumer Behaviour in Tourism Symposium, Book of Abstracts*. Free University of Bozen, Bruneck/ Brunico, South Tyrol, Italy.

Oren, G., Biran, A., & Poria, Y. (2009). *Interpretation at heritage sites: A Zionist perspective to global heritage*. The Annual Meeting of the 7<sup>th</sup> Academic Forum of Tourism Researchers in Israel. Haifa (Abstract).

Biran, A., Poria Y., & Oren, G. (2010). The role of interpretation as determines of willingness to pay for preservation- The Case of Auschwitz- Birkenau. In *CIT 2010- International Congress on Tourism: Heritage and Innovation, Book of Abstracts*. ISCET, Porto, Portugal.

Biran, A., Poria Y., & Oren, G. (2011). *Preferences towards the interpretation in educational dark (heritage) tourism - The Auschwitz- Birkenau Museum*. Educational Travel - Expanding Horizons. Tallinn University, Tallinn, Estonia (5 pages - abstract).

Biran, A., Poria Y., & Oren, G. (2011). *Switch on the lights- Is dark tourism really dark? Sought experiences at (dark) heritage sites*. Advancing the social science of tourism. Surrey, United Kingdom, University of Surrey, Guildford (15 pages paper).

Biran, A., Poria Y. & Oren, G. (2011). *The meanings of heritage and the willingness to pay for the preservation of dissonant heritage- The case of Auschwitz-Birkenau*. Special Interest Tourism and Destination Management. Kathmandu, Nepal (12 pages paper).

Oren, G., Poria, Y., & Biran, A. (2011). *Designed memory and its marketing - A base for segmenting visitors to Holocaust Site*. Research and Projects Day. The College of Management Academic, Rishon LeZion, Israel (Abstract, pp. 11-12).

Biran, A., Oren, G., & Poria Y. (2012). *Interpretation as determines of willingness to pay for preservation of dissonant heritage: The case of Auschwitz- Birkenau*. The future of the past: Heritage and cultural in the 21st century. Tiberius, Israel (10 pages - abstract).

## **D. Other Publications**

Oren, G. Meta-Theming: A Tool for Heritage Site Management. Opinion pieces about holocaust memory and consumer behavior for the press and media (YNET, Globes, and others). <https://www.frh-europe.org/meta-theming-a-tool-for-heritage-site-management>.

Oren, G. (2021). Memory as a brand. Our voice. The Organization of Bergen-Belsen Survivors, Vol 20, p 13. <https://bergenbelsen.org/wp-content/uploads/2022/01/%D7%92%D7%9C%D7%99%D7%95%D7%9F-20>

To Be published: A contribution to the *Encyclopedia of Tourism*:

Oren, G. (2022). Getto Tourism. *Encyclopedia of Tourism*. Jafari, J., Baretje, R., Buhalis, D., Cohen, E., Dann, G. M., Collison, F., ... & Fletcher, J. (Eds.). Taylor & Francis.

## **E. Summary of My Research Activities and Future Plans**

My main area of interest and research is the Holocaust memory and its ripples that shape our identity as individuals and as a society. As time passes and we move away from the significant historical events, the weight of the ripples that shape heritage and memory intensifies. The expression of memory in heritage sites produces a complex and fascinating visiting experience related to the physical space and, at the same time, to the space of the visitor's identity and self-definition. Accordingly, one of the main themes in my work is the experience of heritage sites visitation and the effectiveness of the visit in terms of identity, formation, and memory. Nowadays I am also exploring the evolution of virtual tourism and the experience it brings.

My research fields have evolved and changed over the years, integrating various bodies of knowledge that mirror my professional areas of interest and practice. My relatively late entrance into the academic world allowed me to become acquainted with many areas such as advertising, consumer behavior communication, and Holocaust and memory education.

All these are a source of inspiration for my areas of research.

My research deals with consumer behavior in the field of tourism and heritage. In addition, it focuses on the visitor's experience in heritage sites, including the emotional experience that visitors undergo. I also study the world of Heritage Marketing and its evolving nature in an increasingly competitive environment.

The research on heritage inheritance addresses the complexity that technology poses to heritage sites in general and dark sites in particular. My work also emphasizes the challenges that future generations of Holocaust survivors will face.

In addition, as Head of the Marketing Department in the Faculty of Business and due to my involvement in building practical curricula focusing on future students' employment, I engage in research amongst our students and graduates regarding their objectives, interests, and ongoing career development.

Students' interests and the intention to offer the students an in-depth research experience expose me to additional areas such as e-commerce, sports, health resilience and more.

My research papers on the experience of visiting Auschwitz have been published in leading journals (listed below), were presented at several conferences, and have also become a vital lecture in guidance and education for guides leading groups to Poland. These studies revealed the importance of the visitor's perception of the displayed heritage and the emotional duality that characterizes the visitation experience.

Oren, G., Poria, Y., & Reichel, A. (2021). The positive role of negative emotions in heritage-site visits: The case of Auschwitz Death Camp. *Journal of Heritage Tourism*, 1-16.

Oren, G., Shani, A., & Poria, Y. (2020). Dialectical emotions in a dark heritage site: A study at the Auschwitz Death Camp. *Tourism Management*, 82, 104194.

Oren, G., Shani, A., & Poria, Y. (2019). Mortality salience-shedding light on the dark experience. *Journal of Heritage Tourism*, 14, 5-6, 574-578.

It should be noted that findings regarding the tourist-visitor experience at heritage sites are of great importance and highly contribute to understanding consumer behavior (in this case, tourists) when exposed to difficult experiences. The questions arise about how much satisfaction can be inferred from an experience at "dark" heritage sites and how negative emotions can evolve into a positive memory.

In the context of the visitor site experience, it is noteworthy that tourism has experienced advanced technology in recent years, and concepts such as virtual tourism are frequently used as site promoters. The COVID 19 Pandemic naturally diverted virtual tourism from being a site promotion tool to

sometimes substitute for the site visit itself. For example, a virtual reality film of a visit to the Auschwitz-Birkenau extermination camp was recently launched, presenting raw material for further research. Thus, the virtual visiting experience and its impact on historical issues like heritage and identity will be at the heart of a study that will take place soon in collaboration with "The Spirit Won" and Prof. Yaniv Poria of Ben-Gurion University.

Another central area of my research is the impact of the historical burden on the second generation of Holocaust survivors and the changes that have taken place in the second generation's perceptions of themselves over time. Two of my recently published articles (in collaboration with Shavit) indicate a subjective perception of the second generations and offer grounds for further research.

Oren, G., & Shavit, T. (2022). Subjective Holocaust Influence Level and Holocaust Survivors' Offspring Financial Thinking and Attitude. *Journal of Loss and Trauma*, 1-13

Oren, G., & Shavit, T. (2020). The effect of the subjective Holocaust influence level on Holocaust survivors' offspring. *Journal of Loss and Trauma*. DOI: 10.1080/15325024.2020.1847921

My involvement in the second generation issue led me to examine the second generation Facebook groups through Anderson's point of view as imaginary communities. Anderson's approach, which generates in political science, is relevant for exploring community spaces. Following Facebook groups and second-generation organizations is interesting and important, certainly as the second generation now moves to the memory forefront. Facebook group research is qualitative and involves participant observation. The research findings have already been presented at a conference, and the paper is in the writing stages.

"History faces on Facebook" The 5th International Conference On History and Culture (Ankara, 2021).

"Offspring faces on Facebook" Digital Holocaust memory from the margins: Practices, Places, and Narratives. (Ben Gurion University, 2021).

In collaboration with Dr. Boaz Cohen from the Western Galilee Academic College, and together with a research student under my guidance, we have been exploring a groundbreaking course for two semesters that combines entrepreneurship studies, project-based teaching, and Holocaust memory. Various students worldwide attend this international course of the Western Galilee Academic College. The course and its research provide a unique and interesting opportunity to explore memory in a multidisciplinary representation. The idea of combining entrepreneurship with memory is innovative and exciting. Dr. Cohen and myself supervise the students and are confident that this project will soon produce an excellent research paper.

In addition, I am researching the career development patterns of students. Proximity to students allows me to study the development of their careers, what is essential to young people and what motivates them. In collaboration with the Career Development Offices and Prof. Roni Manos from the Faculty of Business Administration, we are working on developing ongoing research among the students and graduates that employ the services offered by the Career Development Offices on campus. The study will seek to refine the service and content provided by the Career Development Offices and likewise deepen and explore the areas of motivation, gender, and career in the disrupted employment arena experienced by young graduates.

To conclude, most of my research has dealt with the experience of visiting heritage sites, emphasizing Holocaust sites. Soon, I plan to expand my research and explore virtual space as a tourism platform. I plan to continue and examine the ripples of the Holocaust impact on the second generation. I will study the self-perception of the second generations, the dynamism and changes that take place in these self-

definitions, and the online tools that enable the formation of an imaginary community that seeks leadership and self-definition.

The students will continue to be a source of interest and academic curiosity for me, whether in deepening the research in the field of their careers or in the bodies of knowledge in which they will find interest and hence draw us into them.