

**Patrick Legohérel** is Professor at the School of Hotel and Tourism Management (ESTHUA), University of Angers, France, where he teaches tourist behaviour, marketing strategy, pricing and revenue management in hospitality and tourism, international marketing. He has also been Visiting Professor in several universities (including: Hilton College, University of Houston (USA) and School of Hotel and Tourism, Hong Kong Polytechnic University (Hong Kong SAR).

His work has appeared in academic journals such as the European Journal of Marketing, Journal of Retailing and Consumer Services, Journal of Global Marketing, Tourism Management, International Journal of Contemporary Hospitality Management, Journal of Travel and Tourism Marketing, International Journal of Hospitality Management and Journal of Hospitality and Tourism Research. He also serves on the editorial boards of Journal of Travel and Tourism Marketing, Journal of Global Marketing, Journal of Vacation Marketing, Journal of Destination Marketing and Management, and Journal of China Tourism Research while he reviews regularly for other academic journals such as Tourism Management.

Patrick has also published three books in the area of tourism marketing, including Marketing du Tourisme (3<sup>rd</sup> ed. , Dunod, 2014) (co-authored with Isabelle Frochot), and Revenue Management for Hospitality and Tourism (GoodFellow Publisher, 2013) (co-authored with Alan Fyall).

Patrick's research interests lie in consumer behaviour – technology acceptance, senior, variety seeking, atmospherics, consumers' spending, price perception. He also has an expertise in Revenue Management, both in terms of research interest and publications, and managerial implications (Head of the Master program in Revenue Management of the University of Angers, member of the Revenue Management Club France, consultancy).