

# BIOSKETCH

## Prof. Sara Dolnicar

Sara Dolnicar is a Professor of Tourism at The University of Queensland; she holds degrees in Business Administration and Psychology.

Sara's primary research interest is the improvement of market segmentation methodology and of measures used in social science research. She applies her work primarily to tourism, but also social marketing challenges, such as environmental volunteering, foster care and public acceptance of recycled water.

Sara won more than a dozen awards including twice the most prestigious publication prize in tourism internationally: the Charles R. Goeldner Article of Excellence Award. In 2016 she received the Slovenian Ambassador of Science Award; the highest national prize the Republic of Slovenia awards to expatriate native Slovenian researchers in recognition of their global research excellence, the high impact of their work as well as their active engagement in international knowledge transfer.

