

Dr. Dirk Glaesser
Chief of Publications
World Tourism Organization

Dr. Dirk Glaesser is Chief of Publications at the World Tourism Organization. He is responsible for the overall publishing programme of the organization. Some 100 new publications every year stand for an enormous information and knowledge output and make WTO one of the biggest publishers in tourism. He is also responsible for the development of the WTOelibrary, WTO's members platform and the virtual library for academic institutions.

Dr. Glaesser was born in 1967, in Frankfurt (Germany). After studying Business Administration in Saarbrücken (Germany) and Cambridge (UK), he received his PhD from the University Lüneburg with magna cum laude. The topic of his thesis was "Crisis Management in the Tourism Industry". In 2000, he was awarded the ITB Scientific Prize for his work on Crisis Management.

Dr. Glaesser is a lecturer on Crisis Management and International Tourism at several universities. He published 5 publications among them "Crisis Management in the Tourism Industry" (Butterworth-Heinemann), which had been translated into several languages.