

Prof. Dr. Anna Klein

Prof. Dr. Anna Klein is tourism professor at IUBH International University of Applied Sciences in Munich and Vice President of the German Society of Tourism Research (DGT). Her focus of work is destination management, cultural tourism, international tourism and sustainable tourism. The subject of sustainability was also at the forefront of her prized PhD at the University of Hohenheim in Stuttgart. Within its scope she analyzed the travel preferences of LOHAS (Lifestyles of Health and Sustainability) and concentrated on the sustainability aspects of the accommodation.

Prof. Dr. Anna Klein has also a long practical experience in the field of tourism, that she obtained as a senior consultant at BTE in Berlin. She was there responsible for international projects, especially in Eastern and South-Eastern European Countries.

Contact data

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Event

[ITB Deep Dive Sessions 1](#)

Wednesday, March 4, 2020, 11.00 - 17.45

CityCube Berlin, Cube Club

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