



Sonja Sibila Lebe is an associate professor at the University of Maribor, Faculty of Economics and Business, Slovenia. She is also acting as head of the expert committee at the Multidisciplinary research institute Maribor. Sonja Sibila is member of the board at the ATMC (the biannual Advances in Tourism Marketing Conference), and member of the EDEN jury (European Destination of Excellence Network) for Slovenia.

Her **professional backgrounds** include development of several national tourism strategies (environmentally friendly accommodations, cultural tourism, and gastronomy).

In **her professional work**, she is involved in searching for sustainable and socially responsible solutions for tourism development.

In **her research work**, she links systems thinking to provide value added in cultural tourism (including gastronomy), wellness, sustainable- and ecotourism development, especially in rural tourism destinations. This includes auditing of tourist accommodations for the EU ecolabel award.

She is an author and editorial board member of following publications: *Tourism Review* (first ever scientific journal of tourism, University of Sankt Gallen, Switzerland), *Anatolia* (University of Mugla, Turkey), *Naše gospodarstvo* (University of Maribor, Slovenia), *Acadmica turistica* (University of Primorska, Slovenia), and *Tourism and hospitality management* (University of Rijeka, Croatia). She acts as reviewer for several journals: *Tourism Management* (IF 5.921), *Annals of tourism research* (IF 5.169), *Current Issues in tourism* (IF 3.462), *Tourism Management Perspectives* (IF 1.779), as well as seven other journals. As reviewer, she also supports several conferences (ATMC, EMAC, ToSEE...)

More about Sonja Sibila Lebe: <http://www.epf.um.si/o-fakulteti/organiziranost/pedagoski-sodelavci/oseba/Staff/details/62/>