

CURRICULUM VITAE

Name : Iuliia B. Zabaldina

Address: 13-13, Olzhycha Olega street, Kiev, Ukraine

+ 38 044 440 86 79

+ 38 044 430 86 40

+ 38 050 816 72 92

zabaldina13@gmail.com

Date of birth: 31 August 1971
Place of birth: Boryspil, Ukraine
Marital status: Single, have a daughter
Citizenship: Ukraine

Current Positions: Associate Professor of Tourism and Creative Industries Management Department (Faculty of Technology and Business, State University of Trade and Economics)

EDUCATION

2006 Ph.D., Economy (Location of Productive Forces and Regional Economy), The Scientific-Research Economic Institute of Ministry of Economics of Ukraine, Kyiv, Ukraine. Thesis Title: Economical diagnostic and forecasting of tourism regional market developing.

1988-1993 MA, Geography, Kyiv National Taras Shevchenko University, Ukraine. Thesis title: Inbound tourist's flows in Ukraine.

1978-1988 School 8, Boryspil, Ukraine

THE SCIENTIFIC INTERESTS:

tourism marketing, management of regional tourism development, urban tourism, tourism planning

HONORS, FELLOWSHIPS, AND GRANTS:

2016 Grant, Association of Local Democracy Agencies ALDA
2015 Grant, City Council of Chuguiv (Kharkivska oblast)
2009 Award, Ministry of Culture and Tourism, Ukraine
2008 Award, State Tourism and Resort Administration of Ukraine
2007 Research Grants commissioned by Research Center for Tourism Development, Kiev, Ukraine , "Development of marketing strategy for promoting national tourism

- product to target tourist markets” and “ Forecast modeling of inbound and domestic tourist flows in Kyiv”, Principal Investigator
- 2006** Research Grant commissioned by Research Center for Tourism Development, Kiev, Ukraine , “Creating a model of strategic planning and governance development of tourism and resorts”; Principal Investigator
- 2005** Award, Department of Hotels, Resorts and Tourism, Kyiv city administration
- 2005** Research Grant commissioned by Department of Hotels, Resorts and Tourism, Kyiv city administration , “City Plan of Tourism Development in Kyiv”, Principal Investigator
- 2002** Grant commissioned by The Faculty of Tourism and Hotel and Egyptian Fund for Technical Cooperation with Commonwealth States European Islamic Countries And Newly Independent States, “Tourism Planning and Development”
- 2001** Award, Association of Ukrainian Private Educational Institutions

PROFESSIONAL EXPERIENCE:

- 2015 to present** Executive Secretary of Tourism Association of Ukraine, Project ‘Town: Development through Tourism” initiator and leader
- 2013 to present** Associate Professor of Tourism and Recreation Department (Faculty of Restaurant, Hotel and Tourism Management, Kyiv National University of Trade and Economics)
- 2012 -2013** Advisor on public principles of State Agency for Tourism and Resorts
- 2011** Permanent coach, Professional Development Center “Hospitality Art”, Kiev, Ukraine
- 2012-2013** Vice Rector, Institute of Tourism FPU, Kiev, Ukraine
- 2010 - 2012** Cofounder and permanent coach of training and consulting center “TCE” (www.tourconsult.com.ua), Kiev, Ukraine
- 2009 to present** Dean of Tourism Management Faculty, Institute of Tourism FPU, Kiev, Ukraine
- 2006 to present** Full Professor, Department of Economy and Management, Institute of Tourism FPU
- 2006-2009** Associate researcher, Research Center for Tourism Development, Kiev, Ukraine
- 2005-2009** Permanent coach, Touroperator TEZ tour, Kiev, Ukraine

	Permanent coach, Training company “NEXT STEP & partners”, Kiev, Ukraine
1994-2006	Associate Professor, Department of Economy and Management Institute of Tourism FPU;
1993-1994	Expert of Tourism and Marketing Department of State Committee of Ukraine of Tourism, Kiev, Ukraine (was attended to develop of “Instruction on the conditions and rules of doing business related to the tourist services, and monitoring their compliance” and “Instruction on the procedure for the issuing of the special permits (licenses) for activities related to the provision of travel services”, was a member of the organizing committee of the first International Ukraine’1994 Travel Market.

PROFESSIONAL EXPERIENCE (PARTICIPATION IN THE POLICY DOCUMENTS DEVELOPMENT):

2016	Strategy and Program of Tourism Development in the Chuguev (Kharkiv region) in 2022;
2012	Plan for tourist-excursion routes in Lviv region for the finals of the European Football Championship Euro-2012 "(head of research);
2011	Marketing strategy of promotion the national tourist product to target tourist markets (project manager);
2009	Strategy for Sustainable Development of Tourism and Resorts in Ukraine;
2008	Concept of the State program of Tourism and Resorts development of (head of research);

PUBLICATIONS (JOURNAL ARTICLES AND BOOK CHAPTERS):

1. Modern approaches to measure the competitiveness of Tourist Destinations// The formation of market relations in Ukraine, 2011. - № 10 . - P. 105-125
2. Using Leung model for fuzzy forecasting tourist demand/ Economics. Finance. Right. - 2009. - 1. - P. 17-19
3. Using predictive neyromodel for the study of tourist flows/ Strategy for Ukraine (economics, sociology, law). - 2009. - 10. - P. 412 - 419.
4. Information support diagnosis of the regional market / Collection of scientific articles of Berdyansk University. – 2008. – P.56-68
5. Regularities of formation and development of regional tourism markets / Tourist local history study: Collection of scientific articles. - 7. - K., 2007. - P.390-397
6. Two adaptive models of short-term forecasting of tourism flows / Strategy for Ukraine (economics, sociology, law). - 2006. - 1. - P. 404 - 410.

7. Regional tourism market of tourist services developing in Ukraine // The formation of market relations in Ukraine, 2005. - № 4 (47). - P. 125-130.
8. Prices differentiation as an indicator of the tourist market regionalization of Ukraine // Scientific Gazette Chernivtsi Trade Economics Institute. - Vol. III: Economic Science. - Chernivtsi, 2005. - P. 247-251.
9. Economical diagnosis of regional tourism market //Tourism, local history study: Collection of scientific articles. - Issue 6. - K., 2005. - P.52-60
10. Analysis of regionalization processes of the Ukrainian tourist market/ Economics: Problems of theory and practice: Collected works. - Issue 197: The 5 tons - Volume III. - Dnepropetrovsk: DNU, 2004. - P. 705-711.
11. Marketing of the tourism company. – Kiev, 2002. – 206 p.

AUTHOR OF TRAINING PROGRAMS:

Management of Tourism Destinations

Marketing

Strategic Management

Innovation Management

Marketing Planning for Tourism

Personal Selling in Tourism

LANGUAGES:

English –upper intermediate

Russian – fluent

Ukrainian – as native

HOBBIES AND INTERESTS

traveling and reading classic and modern literature