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Logi Karlsson is a postdoctoral researcher at The University of Queensland (UQ) Business School. He holds a PhD degree in marketing and a Master degree in business administration from University of Wollongong, and a Bachelor's degree in psychology from University of Iceland. Previously he worked as a marketing manager for Arctic Adventures, the largest adventure tour operator in Iceland.

Sara Dolnicar

Sara Dolnicar is a research professor of tourism at The University of Queensland. She holds degrees in business administration and psychology. Sara's research interests are the improvement of market segmentation methodology and 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 is an ARC Queen Elizabeth Fellow and an elected fellow of the International Academy for the Study of Tourism and the International Association of Scientific Experts in Tourism (AIEST).



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