



UNIVERSITY OF GOTHENBURG  
SCHOOL OF BUSINESS, ECONOMICS AND LAW

## Curriculum Vitae John Armbrecht

Department of Business Administration  
Marketing  
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### Academic degrees

2012 Ph.D., Business Administration, University of Gothenburg  
2009 Licentiate, Business Administration, University of Gothenburg  
2006 Master, Business Administration with specialization in Tourism and Hospitality Management, University of Gothenburg  
2003 Bachelor, Business Administration, Hotel and restaurant, Baden-Wuerttemberg Cooperative State University Ravensburg

### Positions within academia:

2016 - Head of centre, Centre for tourism, School of Business, Economics and Law  
2016 - Board member, Högskolan Dalarna - Centrum för besöksnäringens forskning - CeTLer  
2016 - Board member, Natural Sciences, SWEMARC at Gothenburg university  
2016 - 2016

### Main research fields:

Marketing, Cost-benefit analysis, Cultural economics, Tourism, Experiences, Event management

### Main teaching fields:

Marketing, Tourism, Event management, , Quantitative methods

## Academic experience

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### Research projects:

2016 - SWEMARC  
2008 - IKON –: Research on the value of cultural institutions in the Skagerack-Kattegatt region, financed by EU and INTERREG  
IKON –: Research on the value of cultural institutions in the Skagerack-Kattegatt region, financed by EU and INTERREG  
2014 - 2018 NomaCulture, Gothenburg University, financed by Mistra urban futures  
2016 - 2018 Enhancing the Attractiveness of Swedish Sport Events  
2014 - 2016 Hotels as innovative work places: the role of workforce diversity on innovations and company performance

## **Head of research project:**

### **International research projects:**

- 2016 - IKON, APEX/Aalborg Universitet Göteborgs Universitet, Handelshögskolan, Centrum för Turism Østfoldforskning AS  
Høgskolen i Oslo Handelshøyskolen BI Kristiansand
- 2016 - EVINN, Norges Idrettshøgskole Aarhus University
- 2014 - 2014 Cultural Value Project, John Armbrrecht, Researcher in Centre for Culture and Health, University of Gothenburg, Sweden Ian Baxter, Head of the Division of Tourism, Heritage, Events and Hospitality, School of Business, Leadership and Enterprise, University Campus Suffolk, UK John Carman Senior Lecturer in Heritage Valuation, University of Birmingham Malcolm Cooper, Independent Consultant, Scotland, UK Tim Darvill, Professor of Archaeology, Bournemouth University, UK Graham Fairclough, Head of Characterisation Team, English Heritage, UK Cornelius Holtorf, Professor of Archaeology, Linnaeus University, Sweden Siân Jones, Professor of Archaeology, University of Manchester, UK J. M. Maneiro Jurjo, Profesor de Teoría Económica, University of Madrid, Spain Randall Mason, Associate Professor of Historic Preservation, University of Pennsylvania, USA Ece Ozdemiroglu, Director, Eftec, London, UK Antony Pace, Superintendant, Heritage Malta

### **Supervision of PhD students:**

- 2017 - Ida Hedén, Gothenburg University (Co-supervisor)

### **Opponent and/or examiner of PhD and licentiate theses:**

- 2014 Foday Drammeh, Gothenburg University (Member of examining committee)

### **Reviewer assignments:**

Tourism Management, Scandinavian Journal of Hospitality and Tourism, Tourism Management, Scandinavian Journal of Hospitality and Tourism, Tourism Management, Leisure Studies, Sustainability, Applied Economics, Scandinavian Journal of Hospitality and Tourism, Tourism Management, Leisure Studies, Sustainability, Applied Economics, Tourism Management

### **Academic assignments:**

- (Editor)
- 2018 - Scandinavian Journal of Hospitality and Tourism (Member of editorial board)
- 2016 - Centre for Tourism Report Series (Editor)
- 2015 - 2015 Scandinavian Journal of Hospitality and Tourism (Editor)

**Arranging conference, symposium, seminar or workshop:**

Marc Gothenburg University: CFT symposium on Tourism and Inclusive Development, March 2016

marc Gothenburg University: CFT symposium on Estimating the Impacts of Tourism and Events - Future challenges of event impact assessment, march 2015

Marc Gothenburg University: CFT symposium on Impact of Events and Tourism, March 2014

Augu Gothenburg University: CFT symposium on Ethics and Travel, August 2013

Apri Gothenburg University: CFT symposium on Value of Culture, April 2012

**Awards, distinctions or commissions of trust:**

2014 Highly Commended Paper of 2014, Emerald Literati Group

**Pedagogical training:**

2014 HPE 201

2012 HPE 101

**Other experience**

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**Experience outside of academia within field:**

2016 - 2016

2016 - 2016

**Board member in corporation or public entity:**

2016 - Chairman, Valborg Sjögren AB

**Participation in media:**

2015 SVT Nyheter Gävleborg: Många läsare nöjda med cirkus-stoppet

2015 Sydsvenskan: Analys: Malmö följer trenden i Europa

2015 Helsingborgs Dagblad: Medieuppmärksamhet ger inte fler besökare

**Publications**

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### **Journal article (peer-reviewed)**

Wikhamn, Wajda, Armbrecht, John, Remneland Wikhamn, Björn (2018) Innovation in Swedish hotels. *International Journal of Contemporary Hospitality Management*, 30:6, p. 2481-2498.

Andersson, Tommy, Armbrecht, John, Lundberg, Erik (2016) Triple impact assessments of the 2013 European athletics indoor championship in Gothenburg. *Scandinavian Journal of Hospitality and Tourism*, 16:2.

Armbrecht, John, Andersson, Tommy (2016) Subjects and objects of event impact analysis. *Scandinavian Journal of Hospitality and Tourism*, 16:2, p. 111-114.

Andersson, Tommy, Armbrecht, John, Lundberg, Erik (2015) Linking event quality to economic impact: A study of quality, satisfaction, use value and expenditure at a music festival. *Journal of Vacation Marketing*,

Andersson, Tommy, Armbrecht, John (2014) Factors explaining the use-value of sport event experiences. *International Journal of Event and Festival Management*, 5:3.

Armbrecht, John (2014) Developing a Scale for Measuring the Perceived Value of Cultural Institutions. *Cultural Trends*, 23:4, p. 252-272.

Andersson, Tommy, Armbrecht, John (2014) Use-Value of Music Event Experiences: A "Triple Ex" Model Explaining Direct and Indirect Use-Value of Events. *Scandinavian Journal of Hospitality and Tourism*, 14:3, p. 255-274.

Armbrecht, John (2014) Use value of cultural experiences: A comparison of contingent valuation and travel cost. *Tourism Management*, 42, p. 141-148.

Andersson, Tommy, Armbrecht, John, Lundberg, Erik (2012) Estimating Use and Non-use Values of a Music Festival. *Scandinavian Journal of Hospitality and Tourism*, 12:3, p. 215-231.

Andersson, Tommy, Armbrecht, John, Lundberg, Erik (2008) Impact of mega events on the economy. *Asian Business & Management*, Vol 7:2, p. 163-179.

### **Book chapter**

Getz, Donald, Andersson, Tommy, Armbrecht, John, Lundberg, Erik (2017) A synthesis, summaries and some ontological propositions. In *The Value of Events*, Abingdon : Routledge.

Armbrecht, John, Andersson, Tommy (2017) Subjects and objects of event impact analysis. In *Event Impact*, Abingdon : Routledge.

Andersson, Tommy, Armbrecht, John, Lundberg, Erik (2017) Triple impact assessments of the 2013 European athletics Indoor Championship in Gothenburg. In *Event Impact*, Abingdon : Routledge.

Armbrecht, John, Andersson, Tommy (2016) Contingent valuation method, tourism. In *In J. Jafari & H. Xiao (Eds.), Encyclopedia of Tourism*, p. 1-2. Cham: Springer International Publishing..

Armbrecht, John (2014) Evenemang och Samhällsekonomiskt Värde. In *Från Bob Dylan till Way Out West*, RED Armbrecht, Lundberg & Mossberg, 111. Källered : BAS.

Armbrecht, John, Andersson, Tommy (2013) Culture and value creation : an economic analysis of Vara Concert Hall and the Nordic Watercolour Museum. In *The Value of Arts and Culture for Regional Development: A Scandinavian Perspective / edited by Lisbeth Lindeberg and Lars Lindkvist*, p. 213-231. London : Rontledge.

Andersson, Tommy, Armbrecht, John (2010) Värdet av kulturinstitutioner: en diskussion om två olika metoder att värdera Norsiska Akvarellmuseet. In *Kulturpolitiken under lupp: Forskare om kultur och kulturpolitik i Västra Götaland*, Göteborg : VGR.

Armbrecht, John, Andersson, Tommy (2010) Kultur och värdeskapande. In *Kulturens kraft för regional utveckling*, Stockholm : SNS.

Armbrecht, John (2009) Kulturinstitutioners dolda värden. In *Kultur och samhällsnytta: Hur kan vi mäta värdet av kultur och vill vi göra det?; red Inga-Lill Söderberg*, 105. SparbanksAkademins skriftserie.

### **Doctoral thesis**

Armbrecht, John (2012) *The Value of Cultural Institutions-Measurement and Description*. Doct. thesis, Göteborg: University of Gothenburg.

### **Licentiate thesis**

Armbrecht, John (2009) *Att värdera det ovärderliga*. Lic. thesis, Göteborg: University of Gothenburg.

### **Conference paper**

Almered Olsson, Gunilla, Burman, Anders, Dymitrow, Mirek, Armbrecht, John, Rinaldi, Chiara, Nilsson, Anders, Ohlén, Björn, Ingelhart, Karin, Fermkog, Kristina (2018) City-Region Food Systems: Scenarios to re-establish urban-rural links through sustainable food provisioning. *Tomorrow's Food Travel (TFT) conference, Centre for Tourism – University of Gothenburg, 8–10 October 2018, Gothenburg, Sweden*.

Armbrecht, John, Lundberg, Erik, Andersson, Tommy (2017) Experience quality, satisfaction, perceived value behavioral intentions in an event context. *Session Proceedings. 26th Nordic Symposium of Tourism and Hospitality Research, October 4-6 2017, Falun, Sweden*.

Wikhamn, Wajda, Remneland Wikhamn, Björn, Armbrecht, John (2016) Hotel innovations and non-financial performance - The role of sustainable HRM. *30th Australian and New*

*Zealand Academy of Management. Brisbane, 6-9 December.*

Wikhamn, Wajda, Armbrecht, John, Remneland Wikhamn, Björn (2016) Innovations in the Swedish hotel industry. *The 25th Nordic Symposium on Tourism and Hospitality Research, Finland. 27-30 September.*

Andersson, Tommy, Armbrecht, John, Lundberg, Erik, Dwyer, Larry (2014) The use and non-use values of events: a conceptual framework for event evaluation. *The 23rd Nordic Symposium On Tourism And Hospitality Research. THE VALUES OF TOURISM 2-4 October 2014. Köpenhamn, Danmark.*

Armbrecht, John, Andersson, Tommy (2014) The value of experiences at a music event. *The 23rd Nordic Symposium On Tourism And Hospitality Research THE VALUES OF TOURISM 2-4 October 2014. Köpenhamn, Danmark.*

Armbrecht, John, Andersson, Tommy, Lundberg, Erik (2014) Impact Analysis of Sustainable Sports Events: Triple Impact Assessments of the 2013 EAIC. *Estimating the Impacts of Tourism and Events A research symposium in Gothenburg, Sweden in March 20-21, 2014.*

Andersson, Tommy, Armbrecht, John (2013) Use-Value of an event experience. *Innovation and value creation in experience-based tourism, The 22nd Nordic Symposium in Tourism and Hospitality Research, Bodö & Lofoten Islands, Sept. 24-27, 2013 / editor: Frank Lindberg.*

Armbrecht, John, Lundberg, Erik (2013) Web surveys and respondent recruitment - how to reduce survey errors. *Innovation and value creation in experience-based tourism, The 22nd Nordic Symposium in Tourism and Hospitality Research, Bodö & Lofoten Islands, Sept. 24-27, 2013 / editor: Frank Lindberg.*

Armbrecht, John, Andersson, Tommy (2012) Culture tourism and value creation: An economic analysis of Vara Concert hall and the Nordic Watercolour Museum. *Developing Tourism - Sustaining Regions, 7-10 november 2012, Umeå.*

Armbrecht, John, Carlbäck, Mats (2012) The Shadow Economy – Its Effects on the Competition in the Swedish Restaurant Industry. *ICOT 2012.*

Andersson, Tommy, Armbrecht, John, Lundberg, Erik (2011) Use and non-use values of a music event. *Well-being in Tourism and Recreation.*

Armbrecht, John, Carlbäck, Mats (2011) The Swedish Tax System: Effects on Competition and Compliance in the National Restaurant Industry. *Well-being in Tourism and Recreation*

Armbrecht, John (2010) The Value of Cultural Institutions: A Review and Conceptual Development of Value Categories. *Heritage 2010 – 2nd International Conference on Heritage and Sustainable Development. 22-26 June, 2010. Évora, Portugal.*

Armbrecht, John (2010) Assessing the Welfare contribution of two Cultural Institutions using CVM and TCM. *The 16th International Conference on Cultural Economics. June 9-12, 2010. Copenhagen, Denmark.*

Armbrecht, John (2010) The value of cultural institutions: A review and conceptual development of value categories. *HERITAGE 2010.*

## **Report**

Strand, Helena, Armbrecht, John, Sundell, Kristina, Mossberg, Lena (2018) *Etablera och utveckla vattenbruk i Sverige: Vattenbruksentreprenörers syn på utmaningar och lösningar*.

Brunklaus, Birgit, Hermansson, Frida, Armbrecht, John, Lundberg, Erik (2015) *Turistens klimatpåverkan – modell och beräkning för Västsverige*. Chalmers University of Technology.

Lundberg, Erik, Andersson, Tommy, Armbrecht, John (2014) *Att undersöka hållbarheten av idrottsevenemang - slutrapport för projektet EVINN*. Göteborg: University of Gothenburg.

Andersson, Tommy, Armbrecht, John, Lundberg, Erik (2007) *Tillväxt genom turistnäringen - Rapport om svensk och internationell forskning avseende evenemangsturism m.m. SOU 2007:32*. Stockholm: Edita Sverige AB.

Armbrecht, John, Andersson, Tommy (2007) *LÄNSPROGRAMMET FÖR NATUR- OCH KULTURTURISM*.

## **Editorial collection**

Armbrecht, John, Andersson, Tommy (ed.) (2017) *Event Impact*. New York: Routledge.

Lundberg, Erik, Armbrecht, John, Andersson, Tommy, Getz, Donald (ed.) (2017) *The Value of Events*. Abingdon: Routledge.

Armbrecht, John, Lundberg, Erik, Mossberg, Lena (ed.) (2014) *Från Bob Dylan till Way Out West*. Kålleröd: BAS.

## **Other publication**

Armbrecht, John, Andersson, Tommy (ed.) (2016) *Event Impact*. *Scandinavian Journal of Hospitality and Tourism*, 16:2.

Brunklaus, Birgit, Hermansson, Frida, Armbrecht, John, Lundberg, Erik (2015) *Turistens klimatpåverkan – modell och beräkning för Västsverige [Elektronisk resurs]*.