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Sonja Sibila Lebe graduated as PhD at the University of Maribor, Faculty of Economics and Business where she is employed since 2000. She is author or co-author of several scientific and professional articles and books; she is active as reviewers in several scientific journals and conferences and as editor or co-editor of different national and international publications in the field of tourism (e.g. editor of the first ever Tourism Lexikon in Slovene language). She has experience in international projects in tourism and in consulting tourism enterprises and destinations.