

Claustro del Grado en Gestión Turística y del Ocio.

Albert Budica

Carmen Pascual

Clara Gómez

Daniel Delmás

Hyeon Jin Lee

Ibrahim Casanova

Isabel Torres

Ivana Rihova

Jeanne Dell'Olivo

Jose Arnau

Lynn Summerfield

María Sánchez de Mora

Maria Jesús Gadea

Mariano Hervás

Date of the CVA	02/10/2023
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PERSONAL DETAILS

First name and surname	CORNELIU ALBERTO BUDICA		
Researcher ID number: 0002514	Researcher ID	RD 995733	
	ORDIC code	OMEC 3824/3.05.2006	

Current professional status

Organisation	Universidad Europea Valencia		
Dept./Centre	Tourism and Business		
E-mail (institutional)	corneliualberto.budica@universidadeuropea.es		
Professional category	Profesor III	Start date	12/09/2023

A.2. Educational background

Degree/Doctorate	University/Institution	Year
Agricultural marketing / Agronomy	USAMV Bucharest, Romania	01/06/2007

FREE SUMMARY OF THE CURRICULUM VITAE

LANGUAGES AND COMPUTER SKILLS

Languages: *Romanian and English*

Computer Skills: Microsoft & Office, Adobe, and a great understanding of Social Media platforms.

Courses: *PMI, Google, Facebook etc.*

With over 20 years of marketing expertise, including successful digital agency entrepreneurship and multinational project management, they have pioneered award-winning campaigns for major global brands like Disney. Highly skilled in digital marketing, PR, and media relations, this individual holds a Ph.D. and excels in Excel, has completed accredited PMI courses, and holds various digital certifications.

PERSONAL DETAILS

First name and surname	Carmen Pascual Bajo
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Current professional status

Organisation	Universidad Europea de Valencia		
Dept./Centre	Departamento de Comunicación		
E-mail (institutional)	carmen.pascual@universidadeuropea.es		
Professional category	Level IV a)	Start date	08/2018
UNESCO spec. code			

A.2. Educational background (degree, institution, date)

Degree/Doctorate	University/Institution	Year
Filología Inglesa	Universidad de Valencia	2010
Master en Profesor de Secundaria	Universidad de Valencia	2011
Doctorado en Lenguas, literaturas, culturas y sus aplicaciones	Universidad de Valencia	2018

FREE SUMMARY OF THE CURRICULUM VITAE

Carmen Pascual obtained the Extraordinary Prize in English Philology and has a Master's Degree in Secondary School Teaching (specializing in English), both from the University of Valencia. She also completed a Postgraduate Diploma in Modern Language Teaching (PGCE) at the University of St Mark & St John in the United Kingdom.

In the UK she also worked as a teacher of Spanish and French at secondary and International Baccalaureate levels in various grammar schools in the counties of Devon, Cornwall and Buckinghamshire.

Since 2018 she holds a PhD (with European Mention) in Languages, Literatures, Cultures and their Applications, with a cum laude doctoral thesis entitled 'The impact of Content and Language Integrated Learning (CLIL) on the acquisition of English and the academic performance of Valencian secondary school students'.

She also has several language certificates such as the CPE (Certificate of Proficiency in English) from Cambridge, the C2 certificate of Valencian from the Junta Qualificadora and has recently obtained the certificate of Capacitació per a l'Ensenyament en Valencià.

Her area of specialization is English for specific purposes and she has taught a wide variety of technical English subjects at the University of Valencia, specifically in the degrees of Tourism, Physiotherapy, Nursing, Podiatry, Criminology and Philosophy, as well as English Language subjects at all levels in the Faculty of Philology, Translation and Communication.

She has also collaborated with the VIU (International University of Valencia) and with the University of Jaén as director of Master's thesis and with the Language Center of the UV as a teacher in training courses for teaching staff, researchers and administrators. In her five years at the European University of Valencia, she has been in charge of teaching subjects in the Degrees of Translation and Intercultural Communication, International Relations, Tourism, Global and courses of English for specific purposes in Health.

Date of the CVA	15/12/2022
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PERSONAL DETAILS

First name and surname	Clara Gómez Cortell		
Researcher ID number	Researcher ID		
	ORDIC code	0000-0003-4357-8120	

Current professional status

Organisation	Universidad Europea de Valencia		
Dept./Centre	Facultad de Ciencias Sociales		
E-mail (institutional)			
Professional category	Profesor nivel IV	Start date	28/01/2019
UNESCO spec. code			

A.2. Educational background (degree, institution, date)

Degree/Doctorate	University/Institution	Year
Degree in Modern Languages and Literatures	Universitat de València	2011-15
Master's Degree in Linguistic and Literary Research	Universitat de València	2015-2016
Master's Degree in Gender Studies	Universitat Jaume I	2016-2017
PhD Program in Languages, Literatures and Cultures	Universitat de València	2017-2022

FREE SUMMARY OF THE CURRICULUM VITAE

Teaching at the European University of Valencia since 2019. Experience in teaching French Language, English Language for specific purposes (health, law), Francophone Cultural Studies (Socio-cultural Perspectives in Language C) and French-Spanish Translation. PhD Cum Laude in Literature and Cultural Studies since 2022 and researcher with more than 7 years of experience. Research areas: cultural studies, French/Francophone studies, gender studies, textual archaeology, history of medicine.

MOST RELEVANT MERITS (sorted by typology)

C.1. Publications

- “La teatralización de la histeria en el espectáculo clínico decimonónico: Jean-Martin Charcot y la Salpêtrière (1870-1893). Tesis Doctoral. Valencia, Universitat de València. Calificación: Sobresaliente mención Cum Laude.
- “Las histéricas de la Salpêtrière: feminidad, trastorno y espectáculo”, *Investigació i Gènere a la Universitat Jaume I*, 2020, pp 209-2018, Castellón, UNE, ISBN: 978-84-18432-39-2

- “La histerización de la mujer intelectual decimonónica”, *Mujeres dentro y fuera de la academia*, 2018, pp 339-351, Salamanca, Ediciones Universidad de Salamanca, ISBN: 978-84-9012-970-8
- “De Esquilo a Jean-Pierre Giraudoux, de la deshumanización a la humanización de Clitemnestra”, *Le Rane. Collana de Studi e Testi no 65*, 2017, Monográfico Clitemnestra o la desgracia de ser mujer en un mundo de hombres, Bari, Levante Editores, pp. 35-88, ISSN 1723-4891.
- “Mecanismos iterativos en los coros dramáticos”, *Le Rane. Collana de Studi e Testi no 64*, 2017, Monográfico El coro dramático, un personaje singular, Bari, Levante Editores, pp.165-182, ISSN 1723-4891
- “Antecedentes corales del «giro corporal» y de la «reteatralización» de la escena moderna”, *Tycho 5*, 2017, pp. 47-66. ISSN 2340-6682.
- “Entre la realidad y la ficción, la razón y la locura: el drama coral como terapia individual y social”, *Nova Tellvs 35/2*, Julio-Diciembre de 2017, pp. 1-38. ISSN 0185-3058
- “Motivos del Más allá griego en Jean-Pierre Giraudoux”, *Anuario de Estudios Filológicos 40*, 2017, pp. 47-62. ISSN 0210-8178.

Participation in National and International Conferences:

- *La mujer histérica: relatos médicos y literarios de la locura*. Centro Cultural La Nau de la Universitat de València (Narrativas). 2022. España.
- *La histerización de la mujer intelectual decimonónica*. Congreso Internacional AUDEM, Universidad de Salamanca. 2018. España.
- *Mme. Zapolska et le théâtre : de l'obstacle de sa diction à la création littéraire*. Pour l'amour de la francophonie. Universitat de València. 2018. España.
- *Los asilos de locos: un teatro del mundo*. IV Foro Internacional GRATUV de Jóvenes investigadores. Facultat de Filologia, Traducció i Comunicació. 2017. España.
- *La eclosión de representaciones dramáticas en la Francia de los siglos XVIII y XIX. La tragedia griega: reflejo de la condición humana*. Colegio de Morelos. 2017. México.
- *El coro en las (re)presentaciones de Charcot*. V Congreso Internacional de Estudios Clásicos en México. UNAM. 2017. México.
- *Literatura, medicina y espectáculo: la histeria como modelo de intersección*. Intersecciones: Relaciones entre artes y literatura desde una perspectiva filológica. Universidad de Sevilla. 2016. España.
- *Médicos lectores de la locura shakesperiana: análisis clínicos de la histeria de Lady Macbeth*. Congreso Internacional Lull-Cervantes- Shakespeare: Imágenes literarias de la locura. Facultat de Filologia, Traducció i Comunicació. 2016. España.
- *Étudier, travailler et penser en français*. Promouvoir et diffuser le Français aujourd'hui en Espagne: Enjeux et perspectives de la coopération et de l'action linguistique, culturelle, éducative et universitaire. Facultat de Filologia, Traducció i Comunicació. 2013. España.

C.2. Projects

Member of Grup de Recerca i Acció Teatral de la Universitat de València UV-INV_GIUV-540561
Proyecto de Investigación FFI2015-63836-P de la Dirección General de Investigación Científica y
Técnica del Ministerio de Economía y Competitividad del Gobierno de España

Date of the CVA	Oct 2023
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PERSONAL DETAILS

First name and surname	Daniel Delmás Martín		
Researcher ID number	Researcher ID		
	ORDIC code	https://orcid.org/0000-0002-3529-3793	

Current professional status

Organisation	European Hematology Association		
Dept./Centre	Education		
E-mail (institutional)	Daniel.delmas@universidadeuropea.es		
Professional category	Professor III	Start date	Feb. 2023

A.2. Educational background

Degree/Doctorate	University/Institution	Year
Ph.D. Communication Sciences	Universitat Jaume I	2019-2022
M. Ed. Educational Technologies: e-Learning and Knowledge Management	Universitat Rovira I Virgili	2018-2019
MA Event organization, protocol and corporate communications, Granada's Business School of Protocol	Universidad de Granada and Escuela de Protocolo de Granada	2010-2011
Bachelor's degree: advertising and public relations	Universitat Jaume I	2004-2009
Photography technician level III	Escuela de Artes y Oficios de Valencia	2001-2003

FREE SUMMARY OF THE CURRICULUM VITAE

Awards:

- Recognized with two awards at the national (2019) and international (2021) levels.

Research Highlights:

- Published several works, both as the sole author and in collaboration with others, including:
 - "Origin of the protocol: human cooperation."
 - "Funeral protocol and ceremonial in Spain during the first half of the 20th century according to Federico García Lorca."
 - "Experience in content analysis of protocol definitions proposed by industry professionals."
 - "Protocol: dissemination of their knowledge in other fields."

Publications:

- Authored the videoblog "Spoilers de Protocolo" on Vimeo and YouTube, using TV series to explain protocol concepts. The platform now comprises 25 videos with over 6,000 views, along with a substantial following on social media.
- The success of "Spoilers de Protocolo" led to the publication of a book titled "Spoilers de Protocolo: A protocol manual for TV show enthusiasts to interpret series with insights into protocol, non-verbal communication, and symbolism."

Professional Experience:

- Commenced professional career in 2012 as a freelance event organizer, handling congresses, seminars, and various events for both public and private organizations.
- Later, worked with the Instituto Cervantes in Madrid, managing events and protocol for public and private entities.
- Subsequently returned to freelancing, organizing events such as the Apple iWatch launch event in Spain, as well as events for SEAT and Audi.
- Relocated to the Netherlands in 2018, working as an event manager for the NH chain at four of its hotels.
- Currently serving as a Project Manager for educational initiatives at the European Hematology Association (The Hague), responsible for event organization.

Languages

- Spanish - Bilingual
- Valencian - Bilingual
- English - Bilingual

Courses:

- Design Learning Experiences – Eduflow 2023
- Community Creation and Management – No Course 2023

Scientific Papers:

- 2023
– IROCAMM-International Review Of Communication And Marketing Mix (e-ISSN: 2605-0447)
"Origin of the protocol: human cooperation"
- 2022 – Ph.D. publication:
 - "Epistemological analysis of the protocol concept: a study of its professional and theoretical implementation, and the role of ICT in higher education in Spain."
- 2021 - "La comunicación a la vanguardia. Tendencias, métodos y perspectivas" (book chapter - ISBN 978-84-7074-899-8)

- Papers:

- "An experience in content analysis of protocol definitions proposed by professionals in the field."
- "Protocol: the dispersion of its knowledge into other domains."
- "Online events and COVID-19: trends and opportunities in a new era."
- 2021 – Revista Comunicación y Métodos Revisión bibliográfica.
 - Paper: "Seeking a new pedagogical narrative for teaching protocol."

- 2019 – Revista de Estudios Institucionales (ISSN: 2386-8694)
 - Papers:
 - "Protocol and ICT: Twitter as an educational tool."
 - "Protocol and ICT: TV series as an educational tool."
- 2019 – Actas del III Simposio Internacional sobre gestión de la comunicación (ISBN: 978-84-09-00789-9)
 - "TV series and Twitter in the protocol subject."
- 2017 - III Congreso Internacional de protocolo contemporáneo (CIEPC)
 - "Protocol and ceremonial: a perspective through video games."
- 2016 - IV Congreso Internacional de Universitario de Protocolo, UNED.
 - Papers:
 - "Protocol and ceremonial: a perspective from TV fiction."
 - "Protocol and funeral ceremonial: an exploration of Islamic, Jewish, and Buddhist practices."
- 2014 – I Congreso Internacional el Protocolo Contemporáneo de Madrid.
 - Papers:
 - "Protocol and Funeral Ceremonial in Spain during the first half of the 20th century according to Federico García Lorca."
 - "Protocol and Social Media: the microblogging era as a communication tool."

Date of the CVA	26/09/2022
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PERSONAL DETAILS

First name and surname	Hyeon Jin Lee		
Researcher ID number	Researcher ID		
	ORDIC code		

Current professional status

Organisation	Universidad Europea de Valencia		
Dept./Centre	Facultad de Ciencias Sociales / Área de Gestión del Turismo y el Ocio		
E-mail (institutional)	lee.hyeon@universidadeuropea.es		
Professional category	Professor	Start date	Sept. 2019
UNESCO spec. code			

A.2. Educational background (degree, institution, date)

Degree/Doctorate	University/Institution	Year
Master in Tourism Management and Planning	University of Valencia (Spain)	2020-2022
Master in Management of Tourism Organizations and Enterprises	Polytechnic University of Valencia (Spain)	2006-2008
Bachelor in Tourism Management	Mokpo National University (Rep. of Korea)	1995-1999

FREE SUMMARY OF THE CURRICULUM VITAE

Having diversified experience in the tourism field in both the public and private sector, Ms. Hyeon-Jin Lee brings valuable expertise on tourism management.

Based on her academic knowledge in tourism, she started to develop a wide range of her career, particularly working in an international setting including UN Agency in Europe and Asia like United Nations World Tourism Organization (UNWTO) in Madrid and United Nations Economic and Social Commission for Asia and The Pacific (UNESCAP) in Bangkok.

MOST RELEVANT MERITS (sorted by typology)

C.1. Publications involved in as an editorial team and managed to:

- World Tourism Organization (2019), *Guidelines for Success in the Chinese Outbound Tourism Market*, Madrid: UNWTO
- World Tourism Organization (2018), *UNWTO/GTERC Asia Tourism Trends 2018 Edition*, Focus on 'China and Europe in focus and New Growth Area of Asia: Development of the Greater Bay Area', Madrid: UNWTO
- World Tourism Organization (2017), *Penetrating the Chinese Outbound Tourism Market: Successful Practices and Solutions*, Madrid: UNWTO

- World Tourism Organization (2017), *Managing Growth and Sustainable Tourism Governance in Asia and the Pacific*, Madrid: UNWTO
- World Tourism Organization (2017), *International Rural Tourism Development: An Asia Pacific Perspective*, Madrid: UNWTO
- World Tourism Organization (2017), *Overview of the Meetings Industry in Asia*, Madrid: UNWTO
- World Tourism Organization (2017), *UNWTO Asia Pacific Newsletter (2015-2017)*, Madrid: UNWTO
- World Tourism Organization (2017), *UNWTO/GTERC Asia Tourism Trends 2017 Edition*, Focus on 'Impact of Technology in Tourism and Regional Collaboration', Madrid: UNWTO
- World Tourism Organization (2017), *Benchmarking Methodology for the Development of Sustainable Cruise Tourism in South-East Asia*, Madrid: UNWTO
- World Tourism Organization (2017), *Contribution of Islamic Culture and its Impact on the Asian Tourism Market*, Madrid: UNWTO
- World Tourism Organization (2016), *UNWTO/GTERC Asia Tourism Trends 2016 Edition*, Focus on 'Embracing Consumer Class and the Era of the Millennial, and Investment trends', Madrid: UNWTO
- World Tourism Organization (2016), *Mekong River-based Tourism Product Development*, Madrid: UNWTO
- World Tourism Organization (2016), *Sustainable Cruise Tourism Development Strategies Tackling the Challenges in Itinerary Design in South-East Asia*, Madrid: UNWTO
- World Tourism Organization (2016), *UNWTO/PATA Tourism Updates (2015-2016)*, Madrid: UNWTO
- World Tourism Organization (2015), *Philippines Tourism Success Stories*, Madrid: UNWTO
- World Tourism Organization (2015), *UNWTO/GTERC Asia Tourism Trends 2015 Edition*, Focus on 'City Tourism', Madrid: UNWTO
- World Tourism Organization (2014), *Air Connectivity and its Impact on Tourism in Asia and the Pacific*, Madrid: UNWTO
- World Tourism Organization (2013), *Domestic Tourism in Asia and the Pacific*, Madrid: UNWTO

C.2. Projects

Date of the CVA	17/11/2022
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PERSONAL DETAILS

First name and surname	Ibrahim Casanova Gómez		
Researcher ID number	Researcher ID		
	ORDIC code		

Current professional status

Organisation	Universidad Europea de Valencia		
Dept./Centre	Facultad de Ciencias Sociales / Área de Comunicación		
E-mail (institutional)	ibrahim.casanova@universidadeuropea.es		
Professional category	Profesor nivel V	Start date	13/10/2017
UNESCO spec. code	570112		

A.2. Educational background (degree, institution, date)

Degree/Doctorate	University/Institution	Year
Translation and interpreting	Universitat Jaume I	2014
Masters Degree Conference Interpreting	Universidad Europea Valencia	2015

FREE SUMMARY OF THE CURRICULUM VITAE

Teaching: Specialized in Spanish to English translation and videogame translation, I also teach medical, legal and business English.

Research: I don't do research academically, but I do keep up on good practices for online teaching, materials and resources improvement for a better learning experience, reverse translation techniques and AI applied to translation and languages.

Relevant working experience: I am the Spanish official translator for Formula1 and I translate all the audiovisual productions made in every Gran Prix. I have interpreted for important institutions such as La Caixa and in international events as ComicCon. I also teach English for free on Twitch.

MOST RELEVANT MERITS (sorted by typology)

Date of the CVA	11/09/2024
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PERSONAL DETAILS

First name and surname	Isabel Maria Torres Martínez		
Researcher ID number	Researcher ID		
	ORDIC code		

Current professional status

Organisation	Universidad Europea de Valencia		
Dept./Centre	Facultad de Ciencias Sociales / Área de Gestión del Turismo y el Ocio		
E-mail (institutional)	Isabelmaria.torres@universidadeuropea.es		
Professional category	Professor	Start date	Sept. 2019
UNESCO spec. code			

A.2. Educational background (degree, institution, date)

Degree/Doctorate	University/Institution	Year
PhD programme	Polytechnic University of Valencia	2023-currently
Master Cultural Tourism	Leeds Metropolitan University	2009
Master Project Management	University for International Cooperation	2009
Master Coastal Zone Management	Polytechnic University of Catalonia	2006
Diploma Tourism in Rural and Natural Areas	Polytechnic University of Valencia	2006
Bachelor in Tourism	Polytechnic University of Valencia	2006

FREE SUMMARY OF THE CURRICULUM VITAE

Issa Torres is a sustainable tourism expert, with more than 15 years of experience in the public, private and academic sector, having worked in consultancy, research, project management, training and capacity building, in the field of sustainable tourism, hospitality skills development, cultural heritage and ecotourism. She has participated in international projects in more than 20 countries funded by multiple organisations, including Inter-American Development Bank (IDB), World Bank, UNDP, UNESCO, European Travel Commission (ETC) and UNWTO, amongst others. She has conducted Training Needs Assessments; curriculum development and review, train-the-trainer sessions and community-based tourism capacity building.

Previously, she has held the positions of Sustainable Tourism Development Expert at the Swiss Foundation for Technical Cooperation, Swisscontact; Director of Global Programmes for Sustainable Travel International; Ecotourism Specialist within the IDB project 'Biodiversity Conservation through Low-Impact Ecotourism in Protected Areas' in Panama; and Project Manager with People 1st.

Since 2019 she is a lecturer in the Bachelor Degree in Tourism and Leisure Management at the Universidad Europea de València and prior to that she worked as a lecturer at the Universitat Oberta de Catalunya and as research assistant at the Institute for Tourism Research, University of Bedfordshire in the UK.

Issa is a Member of IUCN WCPA Tourism and Protected Areas Specialist Group, an Associate Member of ICOMOS International Cultural Tourism Committee, and Tourism Expert of the European Commission. She has contributed to publications for UNWTO, the World Bank, academic journals and books and presented at numerous conferences.

MOST RELEVANT MERITS (sorted by typology)

C.1. Publications

Torres Martínez, I.M., Piera Escrivà, E. (2023) 'Experiential tourism for community development: the case of South Rupununi, Guyana'. In: Lapiedra Alcamí, R. and Rodríguez Artola, R.M. (eds.) *La experiencia turística como clave de éxito*, Tirant lo blanch, València.

Contribution to: ICOMOS International Cultural Tourism Committee; Organization of World Heritage Cities (2023) *Cultural Tourism & Visitor Management Framework*. Organization of World Heritage Cities, Québec, Canada.

Contribution to: Jarolimkova, L. et al. (2023). *Guidelines interpretation of European Nature Heritage in Tourism*. Prague University of Economics and Business, Oeconomica Publishing House – Prague 2023. ISBN 978-80-245-2494-8

Contribution to: CABI Tourism Cases, in association with TEAM Tourism Consulting

Contribution to: Ward-Perkins, D.; Beckmann, C.; Ellis, J. (2019) *Tourism Routes and Trails: Theory and Practice*, CABI.

Contribution to: World Tourism Organization (2018), *Tourism for Development – Volume II: Success Stories*, UNWTO, Madrid.

Contribution to: World Tourism Organization and Organization of American States (2018) *Tourism and the Sustainable Development Goals – Good Practices in the Americas*, UNWTO, Madrid.

Contribution to: International Finance Corporation (2017) *Twenty Reasons Sustainable Tourism Counts for Development*. *Tourism for Development knowledge series*; World Bank, Washington, DC.

Contribution to: World Tourism Organization and European Travel Commission (2017) *ETC-UNWTO Handbook on Marketing Transnational Tourism Themes and Routes*, UNWTO, Madrid; as an Associate of TEAM Tourism Consulting.

(2017) 'Territorial cohesion through cultural tourism: the case of the Umayyad Route'. *Methados, Revista de Ciencias Sociales. Monográfico sobre Turismo Cultural, Vol. 5, No. 1*.

(2015) 'Cultural Routes as World Heritage Sites: Challenges of the Nomination of the Ancient Silk Roads'. In: Bourdeau, L., Gravari-Barbas, M. and Robinson, M. (eds.) *World Heritage, Tourism and Identity*, Ashgate Publishing.

(2012) 'Silk Road Tourism Potential: a Tour-Operators' Perspective'. Conference Proceedings: *Tourism and Sustainable Development at World Heritage Sites: Contexts, Experiences and Frameworks of Assessment*, Gabon, June 1-8 2012.

(2011) 'Community Involvement for Sustainable Tourism: Case-study of Ilha dos Marinheiros, Rio Grande, Brazil'. Conference Proceedings of *International Tourism Sustainability Conference 2011; Embracing Social and Environmental Change: The Influence and Role of Tourism*, Mauritius: 21-24 September 2011.

(2010) 'The Ancient Silk Roads: Tourism Potential and World Heritage Nomination'. Conference Proceedings: *World Heritage and Tourism: Managing for the Global and the Local*, Quebec, Canada, June 2-4, 2010.

C.2. Projects

Consultancy projects in sustainable tourism development, destination planning and management, ecotourism, cultural heritage and skills development in more than 20 countries in America, Africa, Europe and Asia.

Academic research projects:

- Research member of: "Methodology of Interpretation of European Nature Heritage in Tourism (2020-1-CZ01-KA203-078407), OTRI 2020/15.

Date of the CVA	17/07/2024
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PERSONAL DETAILS

First name and surname	IVANA RIHOVA		
Researcher ID number	Researcher ID	G-9078-2017	
	ORCID code	0000-0001-8566-732X	

Current professional status

Organisation	Universidad Europea de Valencia		
Dept./Centre	Facultad de Ciencias Sociales / Área de Gestión del Turismo y el Ocio, Área de Empresa		
E-mail (institutional)	ivana.rihova@universidadeuropea.es		
Professional category	Professor (Doctor) Level IV	Start date	Sept. 2023

A.2. Educational background

Degree/Doctorate	University/Institution	Year
PhD	Bournemouth University, UK	2013
MSc in International Tourism Management	Edinburgh Napier University, UK	2008
Degree in Tourism Management	Univerzita Hradec Kralove, Czech Republic	2005

SUMMARY OF THE CURRICULUM VITAE

Prior to my engagement at the Universidad Europea, I spent nearly 13 years working as lecturer and researcher in the United Kingdom, where I also gained my Doctorate in 2013. I taught various courses on undergraduate and postgraduate tourism and event management programmes at Bournemouth University, Anglia Ruskin University in Cambridge, and Edinburgh Napier University in Scotland, as well as delivering commercial courses in Asia (Hong Kong, Singapore). I acted as External Examiner contributing to the quality of curriculum design and management at a number of UK institutions, and actively participated in event management education development as an Executive Committee member of the Association for Events Management Education.

Past professional roles in the tourism, events and hospitality sectors helped me develop a range of practical skills, as well as knowledge of destination marketing, and marketing and management of events. More recently I have been focusing on developing my pedagogical capabilities, having gained Postgraduate Certificates in Blended and Online Education, as well as in Teaching and Learning for Higher Education.

I have been an active researcher and have published in a number of prestigious journals, as well as writing book chapters and presenting at UK-based and international academic conferences. My research interests are in value and experience co-creation within customer-dominant logic; transformative experiences; social practice theory; and, innovative service research and marketing approaches and methodologies within tourism, hospitality and events. I have previously supervised PhD theses in the UK, and I regularly serve on conference scientific committees and review articles in a number of high-quality academic journals. I am currently involved in a number of research projects and publications with collaborators based in the UK, Spain, Austria, Poland, and India.

MERITS

General quality indicators of scientific production

h-index of 9 in Google Scholar, with 970 citations over the past 5 years.

Publications

Journal Articles:

Neuhofer, B., Celuch, K. and Rihova, I. (2024), "The future of transformative events: an event leaders' perspective", *International Journal of Contemporary Hospitality Management*, <https://doi.org/10.1108/IJCHM-07-2023-1027>

Rihova, I. and Alexander, M. (2024). How do tour guides cope with knowledgeable tourists? Conceptualising knowledge/information asymmetry in tour-guiding contexts, *Tourism Review*, <https://doi.org/10.1108/TR-07-2023-0515>

Tjandra, N., Rihova, I., Snell, S., den Hertog, C., & Theodoraki, E. (2020). Mega-events brand meaning co-creation: the Olympic case, *Journal of Product and Brand Management*, 30(1), 58-73. <https://doi.org/10.1108/JPBM-08-2019-2539>

Rihova, I., D., Moital, M., Buhalis, D., Gouthro (2019). Practice-based segmentation: taxonomy of C2C co-creation practice segments. *International Journal of Contemporary Hospitality Management*, 31(9), 3799-3818. <https://doi.org/10.1108/IJCHM-01-2018-0096>

Rihova, I., Buhalis, D., Gouthro, M-B., Moital, M. (2018). Customer-to-customer co-creation practices in tourism: lessons from Customer-Dominant logic, *Tourism Management*, 67, pp.362-375. <https://doi.org/10.1016/j.tourman.2018.02.010>

Rihova, I., Buhalis, D., Moital, M., Gouthro, M-B. (2014). Conceptualising customer-to-customer co-creation in tourism. *International Journal of Tourism Research*, 17(4), pp. 356-363. <https://doi.org/10.1002/jtr.1993>

Rihova, I., Buhalis, D., Moital, M., Gouthro, M-B. (2013). Social layers of customer-to-customer value co-creation. *Journal of Service Management*, 24(5), pp. 553 – 566. <https://doi.org/10.1108/JOSM-04-2013-0092>

Barron, P. and Rihova, I., (2011). Motivation to volunteer: a case study of the Edinburgh International Magic Festival. *International Journal of Event and Festival Management*, 2(3), pp. 202-217. <https://doi.org/10.1108/17582951111170281>

Leask, A. and Rihova, I. (2010). The role of heritage tourism in the Shetland Islands. *International Journal of Culture, Tourism and Hospitality Research*, 4(2), pp. 118-129. <https://doi.org/10.1108/17506181011045190>

Book Chapters:

Rihova, I. (2021). C2C Co-creation. In: Buhalis, D., (Ed.), *Encyclopaedia of Tourism Management and Marketing*, Edward Elgar Publishing, Cheltenham. ISBN: 978 1 80037 747 9

Rihova, I., Buhalis, D., Moital, M., Gouthro, M-B. (2016). Social constructions of value: marketing considerations for the context of events and festival visitation. In: O. Moufakkir and T. Pernecky (eds.) *Ideological, Social and Cultural Aspects of Events*, pp. 74-85. DOI: 10.1079/9781780643526.0074

Conference Presentations and Proceedings:

Rihova, I. and Snell, S. (2023). Music for all at the Dunard Centre: Problematizing new arts and cultural venues as drivers of social sustainability in festival cities of the future. Presented at the *Festival Sustainability Symposium*, 29th June 2023, Edinburgh Napier University, Edinburgh, UK.

Rihova, I. and Alexander, M. (2016). Resource asymmetry in service encounters: coping strategies and outcomes for front-line employees. Presented at *AMA SERVSIG 2016 Conference: The future of services in the heart of Europe*, 17th – 19th June, Maastricht, Netherlands.

Rihova, I., Ali-Knight, J. and Lamb, D. (2016). Exploring issues related to the use of experiential learning in event management curricula (Facilitated conference session). *Association of Events Management Educators Forum*, 13th – 15th July 2016, University of Derby, Buxton, UK.

Rihova, I., Ali-Knight, J., Lamb, D. and Lei, C. (2015). Events education and work-based learning: facilitating experiential learning through student-run events (Facilitated conference workshop). *'Making Waves in Macao': 3rd International Conference on Events*, 7th – 9th September 2015, Macao.

Rihova, I., Buhalis, D., Moital, M. and Gouthro, M.-B. (2015). Customer-to-customer value co-creation practices as a basis for segmenting festival and event audiences. In *Proceedings of 'Making Waves in Macao': 3rd International Conference on Events*, 7th – 9th September 2015, Macao

Rihova, I., Buhalis, D., Moital, M. and Gouthro, M.-B. (2014). Customer-to-customer value co-creation practices as a basis for segmentation. In *Proceedings of AMA SERVSIG 2014 Conference: Services Marketing in the New Economic and Social Landscape*, 13th - 15th June 2014, Thessaloniki, Greece.

Rihova, I., Buhalis, D., Moital, M. and Gouthro, M.-B., (2012). Social constructions of value: considerations for the context of festival participation. In: R. J. Mykletun, ed. *Proceedings of the Global Events Congress V: Advances in Event Management Research & Practice.*, 13th - 15th June 2012, Stavanger, Norway: University of Stavanger, 107-118.

Projects

"Travel habits and European identity of students" (2023-2024). Project in collaboration with the Edinburgh Napier University Tourism Research Centre (Anastasiadou, C., Pilcher, N., Gutu, M. and Rihova, I.). The project examines how holiday and travel habits influence European students' sense of identity and is targeted at European undergraduate and postgraduate students at Edinburgh Napier University Business School and the European University of Valencia.

"Music for all: Problematizing new arts and cultural venues as drivers of social sustainability in festival cities of the future" (2023-2024). Rihova, I. and Snell, S. (Edinburgh Napier University, UK). The project focusses on social sustainability and participative community planning themes, exploring the views of local community stakeholders on large performing arts venues planning and development.

"Role conflict in co-created service encounters: new perspectives on old problems" (2015-2017). Project in collaboration with Alexander, M. (Strathclyde University, UK). Awarded £6500 to investigate role conflict in tour guiding.

Date of the CVA	15/12/2022
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PERSONAL DETAILS

First name and surname	Jeanne Dell'Olivo		
Researcher ID number	Researcher ID		
	ORDIC code		

Current professional status

Organisation	Universidad Europea de Valencia		
Dept./Centre	Departamento de Comunicación		
E-mail (institutional)	jeanne.delloivo@universidadeuropea.es		
Professional category	Profesor nivel V	Start date	Septembre 2021
UNESCO spec. code			

A.2. Educational background (degree, institution, date)

Degree/Doctorate	University/Institution	Year
Master's Degree in Teacher Training	Universidad de Valencia	2020-2021
Master's Degree in French and Romance Languages and Literatures	Université de Liège (Belgium)	2012-2014
Bachelor's Degree in French and Romance Languages and Literatures	Université de Liège (Belgium)	2009-2011

FREE SUMMARY OF THE CURRICULUM VITAE

Currently, I am a lecturer in Translation and Languages at the European University of Valencia and a collaborating teacher at the Centre d'Idiomes Moderns (CIM) of the Universitat Oberta de Catalunya.

I have been a French teacher since 2014 and worked in several institutions: universities (University of Barcelona, ESIC), companies (Norauto, Training Express Group) and high schools (IES Henri Matisse - Paterna / IES Les Alfàbegues - Bétera / IES Banús - Cerdanyola del Vallès).

MOST RELEVANT MERITS (sorted by typology)

C.1. Publications

C.2. Projects

Date of the CVA	12/09/2024
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PERSONAL DETAILS

First name and surname	Jose Tomás Arnau Dominguez		
Researcher ID number	Researcher ID		
	ORDIC code	0000-0002-6588-3209	

Current professional status

Organisation	Universidad Europea de Valencia		
Dept./Centre	Faculty of Social Sciences		
E-mail (institutional)	Josetomas.arnau@universidadeuropea.es		
Professional category	Profesor nivel....IV A	Start date	17/10/2021
UNESCO spec. code			

A.2. Educational background (degree, institution, date)

Degree/Doctorate	University/Institution	Year
PhD in International Economics	University of Valencia	2024
Master in Territorial Management and Planification	University of Valencia	2015
Degree in Tourism Management	University of Valencia	2011

FREE SUMMARY OF THE CURRICULUM VITAE

PhD in International Economics with extensive professional experience in asset management and the air transport sector. Currently serving as the International Mobility Coordinator at the European University of Valencia. Since 2021, teaching the following courses in the Law, Tourism and Leisure Management, Global Business Degree, and International Relations Degree programs.

MOST RELEVANT MERITS (sorted by typology)

C.1. Publications

Arnau Domínguez, J. T., Simó-Tomás, P. "Defining and classifying music cities: Bridging the gap in music tourism". XXXI AEDEM International Conference. Istanbul (Turkey) 01/09/2024 - 03/09/2024.

Arnau Domínguez, J. T., Sánchez de Mora Vidal, M., & Pérez Rodríguez, V. (August 15, 2024). 'Trabacaciones': A dream or a nightmare for the digital nomad worker? The Conversation. [Link](#)

Arnau Domínguez, J. T., Sánchez de Mora Vidal, M., & Pérez Rodríguez, V. (August 5, 2024). Against mass tourism, what if we stayed home? *The Conversation*. ISSN 2201-5639 [Link](#)

Arnau Domínguez, J., Sánchez de Mora Vidal, M., & Piera Escriba, E. Post-pandemic hangover and tourism explosion in the Valencian Community. *Qual Quant* (2024). [DOI](#)

Editorial Committee. (2023). V International Conference on Tourism dynamics and trends: Abstract Book. European University of the Canary Islands. La Orotava, Santa Cruz de Tenerife, Spain.

Arnau Domínguez, J. T., Sánchez de Mora, M., & Pallares, M. (2023). Gender and social biases in AI-generated images: Impact on the representation of experiential tourism professionals. In XXVI International Congress on Tourism University-Business: Tourist experience as a key to success, Jaume I University Foundation-Business, Jaume I University, Castellón, Spain, October 25-26, 2023.

Arnau, J. T. (2016). Attendance at the XIX International Congress on University and Business Tourism: "Sustainability in current tourism management models". In Proceedings of the XIX International Congress on University and Business Tourism, Jaume I University and Jaume I University Foundation - Business, Castellón, Spain, April 20-21, 2016.

Montoya Tramoyeres, M. and Arnau Domínguez, J.T. (2016). Accessible tourism: The experience of tourists with disabilities in air transportation. In *Tourism and Customer Experience: IX Research Days in Tourism*, Vol. I, pp. 317-336. Seville: Faculty of Tourism and Finance.

Educational Innovation Part of the INJURSOC research group on Gamification and Socio-Educational Innovation in Legal and Social Sciences. Doctoral School and Research, European University of Madrid. Issued on June 6, 2024.

Dissemination Berenguer Contrí, G. (2023). Dr. José Tomás Arnau Domínguez presented the paper "Designing an indicator system to determine the operational viability of a route from an origin airport: Application to the case of Valencia" at the Seminar: Progress in the 2023_2024 Doctoral Thesis Project. In Proceedings of the Seminar: Progress in the 2023_2024 Doctoral Thesis Project, Valencia, Spain, November 8, 2023.

Participation in the II ODS Symposium (2024): Development of chatbots for the tourism industry in the classroom: Integration of technology, innovation, and intercultural communication.

Date of the CVA	2/12/2022
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PERSONAL DETAILS

First name and surname	Lynn Summerfield		
Researcher ID number	Researcher ID		
	ORDIC code		

Current professional status

Organisation	Universidad Europea de Valencia		
Dept./Centre	Faculty of Social Sciences / Department of Communication		
E-mail (institutional)	lynn.summerfield@universidadeuropea.es		
Professional category	Manager Academic Department Nivel IV a)	Start date	13/09/2009
UNESCO spec. code	580000		

A.2. Educational background (degree, institution, date)

PhD in Education Programme	Universidad Europea de Madrid	2017
Master's Degree in Multidisciplinary Conference Interpreting	Universidad Europea de Valencia	2019
Master's Degree in Higher Education	Universidad Europea de Madrid	2014
Bachelor's Degree of Arts in Communication Studies	Coventry Polytechnic (UK) Officially recognised in Spain: 18/05/2011	1991

FREE SUMMARY OF THE CURRICULUM VITAE

I would like to highlight among the most relevant merits of my CV:

- My extensive academic training developed at postgraduate/doctoral level in Spain. (in my non-native language): Master's Degree in Higher Education, Master's Degree in Multidisciplinary Conference Interpreting and PhD in Higher Education. Multidisciplinary Conference Interpreting and PhD in Higher Education.
 - PhD in Social Sciences - European University of Valencia. 2009
- I have professional experience in several companies in the Valencian Community:
 - English teacher for Companies - Language School, La Florida Universitaria, Catarroja. -2000-2009
 - English Teacher - Oxford School, C/Bachiller, Valencia - 2000-2002
 - Study Coordinator/English Teacher/Interpreter in companies - Centro Internacional de Idiomas, Valencia.
 - Administrative assistant/royalty manager - Play by Play Toys and Novelties Europa S.A. Valencia - 1999
 - Head of English Studies - Oxford Centre, Valencia. - 1998-1999
 - Teacher of Public Relations and Advertising. - Oxford Centre, Valencia - 1991-1998

- Bilingual translator/interpreter/secretary, Jaime I Awards - Fundación de Estudios (Advanced Studies Foundation), Valencia – 1997

3. I have more than 25 years of teaching experience in the field of Higher Education. Higher Education. I have taught mainly in the area of languages, translation and communication at different universities, La Florida Universitaria (Valencia) and the European University of Valencia.

4. Teaching/management experience (Universidad Europea de Valencia):

a) Teaching Coordinator of the subject Modern Language (Degree in Dentistry):

Participation and coordination of quality documentation for the accreditation of the degree.

Holding teaching coordination meetings, agreeing on common content/assessment.

b) International Mobility Manager: since 2013, management of documentation/management of incoming and outgoing Erasmus students for the Degree in Translation and Intercultural Communication.

c) Currently Director of the Online Programmes Department of the Universidad Europea de Valencia. (sept. 2022 -)

MOST RELEVANT MERITS (sorted by typology)

C.1. Publications

1 Lynn Summerfield; Vicente Prado Gascó; Maria del Carmen Giménez Espert; Patricia Mesa Gresa. The Multicultural Personality Questionnaire (SF-40): Adaptation and Validation of the Spanish Version. International Journal of Environmental Research and Public Health. 18 - 5, MDPI, 02/03/2021. Tipo de producción: Artículo científico Tipo de soporte: Revista Autor de correspondencia: No

2 Virginia Romero Reignier; Carmen Gimenez-Espert; Lynn Summerfield. Debatir en el aula y su impacto en la autoestima de los participantes. Calidad de Vida & Salud. 8 - 1, pp. 58 - 69. Universidad de Flores, 2015. Tipo de producción: Artículo científico Tipo de soporte: Revista

3 Lynn Summerfield; E. M. G. Larza; J.E. De la Rubia Orti. Product Placement in the Pharmaceutical Industry: The Case of Sinemet in ER. Product Placement in the Pharmaceutical Industry: The Case of Sinemet in ER. IGI Global, 2015. Tipo de producción: Capítulo de libro Tipo de soporte: Libro

C.2. Congresses

1. Título del trabajo: A literature review of the use of gamification in accounting education Nombre del congreso: ICER2019 Ciudad de celebración: Sevilla, Andalucía, España Fecha de celebración: 11/11/2019 Fecha de finalización: 13/11/2019 C.M Queiro_Ameijeiras; José Martí Parreño; E Seguí-Más; Lynn Summerfield.

2 Título del trabajo: Using gamification in accounting classes: students' perception of entertaining and attitude Nombre del congreso: ICER2019 Ciudad de celebración: Sevilla, Andalucía, España Fecha de celebración: 11/11/2019 Fecha de finalización: 13/11/2019 C.M Queiro-Ameijeiras; José Martí Parreño; Lynn Summerfield

3 Título del trabajo: Key factors influencing attitude towards multicultural team working Nombre del congreso: 7th International Conference on Education and New Learning Technologies (EDULEARN) Ciudad de celebración: Barcelona, Cataluña, España Fecha de celebración:

06/07/2015 Fecha de finalización: 08/07/2015 Entidad organizadora: EDULEARN Tipo de entidad: Asociaciones y Agrupaciones Eisa Giménez Fita; José Martí Parreño; Charles C Chen; Lynn Summerfield; Ernesto Méndez Ibañez.

4 Título del trabajo: The use of gamification in foreign language teaching: A case of study. Nombre del congreso: 7th International Conference on Education and New Learning Technologies (EDULEARN), Ciudad de celebración: Barcelona, Cataluña, España Fecha de celebración: 06/07/2015 Fecha de finalización: 08/07/2015 Entidad organizadora: EDULEARN Tipo de entidad: Asociaciones y Agrupaciones José Martí Parreño; Ernesto Méndez Ibañez; Lynn Summerfield; Stan McDaniel.

5 Título del trabajo: La importancia de la autoestima y las emociones en el bienestar de los estudiantes de Educación Secundaria. Nombre del congreso: 2º Congreso Internacional de Inteligencia Emocional y Bienestar (CIIE), Asociación Aragonesa de Psicopedagogía Ciudad de celebración: Zaragoza, Aragón, España Fecha de celebración: 21/05/2015 Fecha de finalización: 24/05/2015 Entidad organizadora: Asociación Aragonesa de Psicopedagogía Tipo de entidad: Asociaciones y Agrupaciones Virginia Romero Reignier; Ernesto Méndez Ibañez; Carmen Giménez Espert; Ruth Leon Pinilla; Lynn Summerfield.

6 Título del trabajo: Refugiados y bienestar en España Nombre del congreso: 2º Congreso Internacional de Inteligencia Emocional y Bienestar (CIIE), Asociación Aragonesa de Psicopedagogía Ciudad de celebración: Zaragoza, Aragón, España Fecha de celebración: 21/05/2015 Fecha de finalización: 24/05/2015 Entidad organizadora: Asociación Aragonesa de Psicopedagogía Tipo de entidad: Asociaciones y Agrupaciones 1; Ruth Leon Pinilla; Virginia Romero Reignier; Ernesto Méndez Ibañez; Carmen Giménez Espert; Lynn Summerfield.

7 Título del trabajo: Students' attitudes, satisfaction and loyalty towards a collaborative Learning activity on International marketing Nombre del congreso: 9th Annual International Technology, Education and Development Conference (INTED), Ciudad de celebración: Madrid, Comunidad de Madrid, España Fecha de celebración: 02/03/2015 Fecha de finalización: 04/03/2015 Entidad organizadora: INTED

8 Título del trabajo: Main Determinants of Teachers' Intention to Use Flipped Classrooms: The Role of Attitude, Perceived Usefulness, and Utilitarian Value Nombre del congreso: 9th Annual International Technology, Education and Development Conference (INTED), Ciudad de celebración: Madrid, Comunidad de Madrid, España Fecha de celebración: 07/07/2014 Fecha de finalización: 09/07/2014 Entidad organizadora: INTED José Martí Parreño; Lynn Summerfield; Vicente Javier Prado Gascó; Carmen Queiro-Ameijeiras; Virginia Romero Reignier; Elisa Giménez Fita.

9 Título del trabajo: Principales Barreras y Facilitadores del Uso de las Flipped Classrooms en el Aula: Una Aproximación Cualitativa. Nombre del congreso: XI Jornadas Internacionales de Innovación Universitaria Ciudad de celebración: Madrid, Comunidad de Madrid, España Fecha de celebración: 07/07/2014 Fecha de finalización: 08/07/2014 José Martí Parreño; Vicente Javier Prado Gascó; Carmen Queiro-Ameijeiras; Lynn Summerfield; Ludivine Conseil.

10 Título del trabajo: The University-Company Relationship Through their affiliated centres, Nombre del congreso: 7th International Technology, Education and Development Conference (INTED), Ciudad de celebración: Valencia, Comunidad Valenciana, España Fecha de celebración: 04/03/2013 Fecha de finalización: 06/03/2013 Entidad organizadora: INTED Armando Dominguis; Virginia Romero Reignier; Lynn Summerfield.

C.3. Projects

1 Nombre del proyecto: Efecto de la práctica de la Actividad Física sobre el Bienestar y el Rendimiento Académico en Estudiantes Universitarios Grado de contribución: Investigador/a Nombres investigadores principales (IP, Co-IP,...): Lorena González García Nº de investigadores/as: 9 Fecha de inicio: 2016 Duración: 1 año Cuantía total: 4.260 €

2 Nombre del proyecto: Gamification and education innovation: the role of emotions and technology in higher education learning programs. Grado de contribución: Investigador/a Nombres investigadores principales (IP, Co-IP,...): José Martí Parreño; Vicente Prado Gascó Nº de investigadores/as: 12 Entidad/es participante/s: Universidad Europea de Valencia Fecha de inicio: 2015 Duración: 2 años Cuantía total: 46.000 €

3 Nombre del proyecto: Comunicación e interculturalidad: implicaciones para el bienestar de los refugiados Grado de contribución: Investigador/a Nombres investigadores principales (IP, Co-IP,...): Vicente Javier Prado Gascó Nº de investigadores/as: 7 Fecha de inicio: 2014 Duración: 1 año Cuantía total: 2.000 €

4 Nombre del proyecto: Gamificación y emociones en el ámbito universitario: aplicaciones en las estrategias de marketing y en la innovación educativa Grado de contribución: Investigador/a Nombres investigadores principales (IP, Co-IP,...): José Martí Parreño; Vicente Javier Prado Gascó Nº de investigadores/as: 12 Entidad/es participante/s: Universidad Europea de Valencia Fecha de inicio: 2014 Duración: 1 año Cuantía total: 3.600 €

Date of the CVA	September 2024
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PERSONAL DETAILS

First name and surname	María Sánchez de Mora Vidal		
Researcher ID number	Researcher ID		
	ORCID code	0000-0002-0035-5800	

Current professional status

Organisation	Universidad Europea de Valencia		
Dept./Centre	Facultad de Ciencias Sociales / Área de gestión turística y del ocio		
E-mail (institutional)	Maria.sanchezdemora@universidadeuropea.es		
Professional category	Profesor nivel III (doctor)	Start date	Sept 2021
UNESCO spec. code	5312.90 Economía Sectorial: Turismo		

A.2. Educational background (degree, institution, date)

Degree/Doctorate	University/Institution	Year
PhD in Economics and Business	Universitat Jaume I	2024
Degree in advertisement and public relations	Universitat Jaume I	2009
Post graduate studies in Tourism management	Universitat Jaume I	2004
Degree in tourism	Universitat Jaume I	2003

FREE SUMMARY OF THE CURRICULUM VITAE

At the academic level, María holds a Diploma in Tourism, a degree in Advertising and Public Relations, and a postgraduate degree in Tourism Business Management from the Universitat Jaume I in Castellón. Inspired by the pandemic, she focused her doctoral thesis on studying the impact of COVID-19 on the incentive travel sector. She successfully defended her thesis, titled "Incidence and Impact of COVID-19 on the Professional Incentive Travel Sector," in March 2024 at the Universitat Jaume I, receiving a Cum Laude distinction.

Since November 2023, María has served as the Director of the Master's Program in Hotel Management and Direction at the European University of Valencia. Additionally, she is a member of both the scientific committee and the organizing committee for the ATLAS Congress on Business Tourism, which will be held in Valencia in November 2024.

In her professional career, María has extensive experience as a Senior Project Manager and Head of the Liberty International DMC office in Valencia. With more than 15 years of experience in managing various types of MICE (Meetings, Incentives, Conferences, and Exhibitions) events in Spain, the UK, Greece, and the Dominican Republic, she has a well-established reputation in the industry.

María also holds the position of Director of Education at the MPI Iberian Chapter. This chapter unites event professionals from Spain and Portugal, aiming to unify, train, and strengthen the sector.

In addition to her managerial roles, María is actively involved in academia. She works as:

- An online teacher in the Master's Program in Event Management at Ostelea.
- A temporary professor at the Mediterranean Institute of Protocol Studies.
- A lecturer at the European University of Valencia.

MOST RELEVANT MERITS (sorted by typology)

Academic publications

Arnau Domínguez, J. T., Sánchez de Mora Vidal, M., & Pérez Rodríguez, V. (August 15, 2024). 'Trabacaciones': A dream or a nightmare for the digital nomad worker? *The Conversation**

Arnau Domínguez, J. T., Sánchez de Mora Vidal, M., & Pérez Rodríguez, V. (August 5, 2024). Against mass tourism, what if we stayed home? *The Conversation**. ISSN 2201-5639

Domínguez, J., Sánchez De Mora Vidal, M., & Escriva, E. (2024). Post-pandemic hangover and tourism explosion in the Valencian Community. *Quality & Quantity**, 1-16. <https://doi.org/10.1007/s11135-024-01833-w>

Renau, M. P., Sánchez De Mora Vidal, M., & Constanzo, P. C. (2024). Analysis of the Spanish language in advertising from the Dominican perspective. Experience of faculty exchange in the advertising writing course. In *Studies on and from the Border** (pp. 145-161). Dykinson.

Sánchez de Mora, M., Arnau, J., & Constanzo, P. (2023). Fallera for a Day: Case Study in an Experiential and Genealogical Tourism Proposal. Paper presented at the XXVI Congress of University-Enterprise Tourism, and later published in *Tourist Experience as a Key to Success. XXVI National Congress of University-Enterprise Tourism** (ISBN 9788411975865). Tirant lo Blanch.

Sánchez de Mora, M., Tomas, A., & Pallares, M. (2023). Gender and Social Biases in AI-Generated Images: Impact on the Representation of Experiential Tourism Professionals. Paper presented at the XXVI Congress of University-Enterprise Tourism, and later published in *Tourist Experience as a Key to Success. XXVI National Congress of University-Enterprise Tourism** (ISBN 9788411975865). Tirant lo Blanch.

Sánchez De Mora Vidal, M. (2022). New Ideas for Teaching Corporate Communication and Brand Management in the Applied Field of Public Relations for University Students. From Theory to Practice Implementing New Technologies*. In *Proceedings Book of the CUICID 2022 Congress** (ISBN 978-84-09-43242-4).

Sánchez De Mora Vidal, M. (2022). Case Study. Using New Technologies to Teach Corporate Communication and Brand Management in the Applied Field of Public Relations for University Students. From Theory to Practice. In *Learning to Teach and Research in Communication: The*

Challenge of Innovating in Audiovisual Communication, Journalism, and Advertising and Public Relations* (pp. 259-278). Fragua.

Sánchez De Mora Vidal, M. (2022). New Ideas for Teaching Corporate Communication and Brand Management in the Applied Field of Public Relations for University Students. From Theory to Practice Implementing New Technologies. In CUICIID 2022: International Congress on Communication, Innovation, Research, and Teaching. Proceedings Book* (p. 742). Fórum Internacional de Comunicación y Relaciones Públicas (Fórum XXI).

Sánchez De Mora Vidal, M. (2021). Current Scientific Conceptualization of the Business Event: Incidence and Impact of Covid-19 on the Incentive Travel Organizing Sector. *Fòrum de Recerca**, 26, 56-56. ISSN-e 1139-5486. (Issue dedicated to: XXVI Jornades de Foment de la Investigació en Ciències Humanes i Socials).

Sánchez De Mora Vidal, M., & Bernad Monferrer, E. (2021, June 30 - July 2). Impact of COVID-19 on the Incentive Travel Industry: Analysis of the IRF 2021 Study on Proposed Alternatives to Corporate Events*. Paper presented at the XV International Congress on Public Relations Research: Communicating in the Economy and in the Trust Society, Ons, Galicia, Spain. AIRP (Association of Public Relations Researchers) and University of Vigo.

Doctoral Thesis.

Sánchez De Mora Vidal, M. (2024). Impact and Implications of COVID-19 on the Professional Event Planning Sector: A Specific Case of Incentive Travel* [Doctoral thesis, Universitat Jaume I]. <http://hdl.handle.net/10803/690509>

Books

Sánchez De Mora Vidal, M. (n.d.). *Diary of a Young Creative*. ISBN 84-8021-499-6.

Date of the CVA	13/10/2023
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PERSONAL DETAILS

First name and surname	María Jesús Gadea Moya		
Researcher ID number	Researcher ID		
	ORDIC code		

Current professional status

Organisation	Universidad Europea de Valencia		
Dept./Centre	Facultad de Ciencias Sociales / Área de gestión turística y del ocio		
E-mail (institutional)	mariajesus.gadea@universidadeuropea.es		
Professional category	Profesor II Nivel V	Start date	Sept 2023

Organisation	Financial consultant (freelance)		
Dept./Centre	-		
E-mail (institutional)	mariajesusgadea@gmail.com		
Professional category	Freelance	Start date	Oct 2023

A.2. Educational background

Degree/Doctorate	University/Institution	Year
PhD candidate	Universitat Politècnica de València (UPV) - Spain	-
Master in Financial and Tax Management	Universitat Politècnica de València (UPV) - Spain	2014
Bachelor of Business Administration and Management (<i>licenciatura</i>)	Universidad de Valencia (UV) – Spain Hogeschool Inholland Diemen - Amsterdam	2012
Diploma in Business Administration and Management (<i>diplomatura</i>)	Universidad de Valencia (UV) - Spain	2010

FREE SUMMARY OF THE CURRICULUM VITAE

Maria Jesus Gadea has a degree in Business Administration and Management, and a postgraduate degree in financial and tax management. Her doctoral thesis is specialized in scalable business models, specifically in the determination of explanatory variables and their application in valuation models for startups.

She started as an assistant professor at the Faculty of Economics at the Polytechnical University of Valencia (2019-2021) where she was the financial manager of Casfid Group, a technological group of companies dedicated to events (2018-2023). Today she works at the European University of Valencia, and also at Edem as a professor of economics and finance. Maria Jesus Gadea is a financial consultant and she also conforms the governing board of the College of Economists of Valencia, representing the commission of young economists.

Languages:

- **English**
(2017) First Certificate by the University of Cambridge (Grade C ; Council of Europe Level B2)
(2011-2012) Erasmus Program in Amsterdam (10 months)
- **Valenciano**
(2006) *Grau Elemental de Valencià per l'Escola Qualificadora de Coneixements*

Computer Skills:

- Microsoft Office (specially Excel, advanced level)
- Power BI
- Accounting programs (Contaplus; SAGE; Ahora ERP)
- Organization programs (Trello, Jira, Hobart, Highrise)
- Design programs (Adobe Photoshop)

Courses:

- (2020) Executive Program for Controllers and Financial Directors (156 teaching hours)
College of Economists of Valencia (COEV)
- (2018) Seminar: Valuation of SMEs by updating cash flows
College of Economists of Valencia (COEV)
- (2018) How to design the business model
College of Economists of Valencia (COEV)
- (2017) Performance of the economist as an expert in the field of Industrial Property. Modalities of protection and calculation of compensation
College of Economists of Valencia (COEV)
- (2017) Startups: I. Rules and regulations. Economic analysis of startups. II. Successful startup projects
College of Economists of Valencia (COEV)
- (2016) Crowdfunding or collective financing. A new way of financing for SMEs
- (2015) Decision making with Microsoft Business Intelligence tools
College of Economists of Valencia (COEV)

Date of the CVA	Sept 2024
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PERSONAL DETAILS

First name and surname	Mariano A. Hervás Zuriaga
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Current professional status

Organisation	Universidad Europea de Valencia		
Dept./Centre	Communication and Tourism department		
E-mail (institutional)	mariano.hervas@universidadeuropea.es		
Professional category		Start date	04/09/2023

Professional background

Company	Position	Role	Year
Advoost	Director	Director of the Levante Office (Valencia, Murcia, Balearic Islands) of the Consulting Firm Advoost. Advoost provides management consulting services	2023-now
Independent Advisor / Board Member		Advisor of C-suite execs of leading companies and governments across a broad range of strategic and operational topics	2021-now
Grandvalira - SAETDE	CFO & Corporate Services Director	Grandvalira is the largest ski resort in the Pyrenees and one of the largest in Europe. As CFO & Corporate Services Director of SAETDE Group, I lead all Corporate Services which include Finance, Accounting & Controlling; Human Resources, and IT Member of the Board of Directors of SAETDE Group	2020-2021
	Director of PGI – Pas Grau International	Managing the international investments of Pas Grau International (PGI). Being responsible for all aspects required to ensure their financial performance and market growth Leading Consulting projects mainly related with Tourism Development Master Plans & Tourism Strategy advisory	2016-2020
THR – Tourism Industry Advisors	Senior Manager	THR is one of the most prestigious Strategy Consulting firms in the tourism market. As Senior Manager, I was responsible of THR's Private Sector division. International Experience: Mexico, Croatia, Kazakhstan, Peru, Venezuela, Sultanate of Oman, Bulgaria and Sudan	2010-2016
Deloitte	Strategy & Operations Consultant	Division: Strategy and Operations (S&O) Consulting for the private sector. Barcelona office	2005-2010

Educational background

Degree/Doctorate	University/Institution	Year
Bachelor in Business Administration	University of Valencia (Florida Universitaria Faculty)	1999-2004
Diploma of Higher Education (DhE) in International Business and Languages (IBL)	Heriot-Watt University – Edinburgh	2003-2004
Master in Telecommunications, Internet & Audiovisual Business (MNDTIA)	IEB – Madrid	2004-2005
Master in Business Administration (MBA)	ESADE Business School - Barcelona	2008-2010

Publications

Main author of the Business Case: "From Theme Park to Resort: Customer Information Management at Port Aventura" (2010) - ESADE Business School.

Included in the Harvard Business Publishing Database

FREE SUMMARY OF THE CURRICULUM VITAE**LANGUAGES AND COMPUTER SKILLS****Languages:**

Spanish (Mother Tongue), Catalan / Valencian Language (Mother Tongue), English (Professional working proficiency)

Computer Skills:

Advanced user of office packages (Word, Excel, Powerpoint) and Windows operating systems. Advanced user of management programs (SAP, Microsoft Ax, Navision) and Business Intelligence Tools (Power BI, Tableau, Qlikview)