

## FABIO CARBONE

### Main current positions:

Lecturer in International Tourism Management  
 Director of the International Tourism Management Top-Up, BA (Hons)  
 Faculty of Business and Law - School of Marketing and Management  
 Coventry University, UK

Integrated Member of the Research Unit "Governance, Competitiveness and Public Policies (GOVCOPP), University of Aveiro, Portugal

Ambassador-at-Large of the International Institute for Peace through Tourism (IIPT) & Representative and IIPT's Special Envoy for Iran



## SHORT BIOGRAPHY

Lecturer in International Tourism Management at the Coventry University (UK), researcher and recently appointed Ambassador-at-Large of the International Institute for Peace through Tourism (IIPT) for his commitment in the field of cultural heritage tourism and intercultural dialogue.

His professional career is first and foremost based on a strong humanistic background. Fabio Carbone started as an archaeologist. Later, his interest in Cultural Heritage Management drove him to the area of Heritage Tourism. In the latter area he has successfully completed a Master in Management and Tourism Development (University of Aveiro, 2006) and later - with distinction - a European PhD (University of Aveiro, 2005). His doctoral research focused on **Cultural Heritage Quality Management & Tourism**, obtained the honorific mention of *Doctor Europaeus* with distinction. At the same time, he obtained a diploma in "**International Relations and Cultural Diplomacy**" by the ICD – Institute for Cultural Diplomacy, in Berlin.

His main research interest is to explore the relations between **Cultural Heritage Management, Tourism and Intercultural Dialogue**, and he has inaugurated – within the broader topic of Tourism & Peace - the research line in "International Tourism & Cultural Diplomacy", thus becoming world pioneer in this subject and positioning his research within the Peace Studies.

Among his professional affiliations, the **GOVCOPP - Research Unit in Governance, Competitiveness and Public Policies**, DEGEI, University of Aveiro (Portugal); **Geosciences Centre**, University of Coimbra (Portugal); **Italian Group of Geoarchaeology**. He belongs to the scientific commission of the **JEAN MONNET Department of European Studies (Locarno, Switzerland)**, and he is member of the **Forum UNESCO - University & Heritage (University of Valencia, Spain)**, as well as observer member of the Portuguese Steering Committee for **HERITY - World Organisation for the Certification of Quality Management of Cultural Heritage**.

He has an extensive experience both as a practitioner and as academic in the field of cultural heritage and tourism. He was project manager and consultant for public and private bodies, and he was founder and leader of a non-profit organization, **HERA** ([www.heraonline.org](http://www.heraonline.org)), promoting cultural projects co-financed by the European Commission. In Portugal, he was an invited member of the direction board of Dante Alighieri Society, Italian institution promoting activities of cultural diplomacy worldwide. He has already sat on many scientific board worldwide for the organisation of events such as the International Conference GEOGRAPHIES FOR PEACE (Bolivia), INVTUR2017 (Portugal) among others. He is an awarded reviewer for the international journal "**Tourism Management**" with the **Outstanding Reviewer Status** (2015), as well as for the **Journal of "International Relations, Peace Studies, and Development"**, and the "**International Journal of Tourism Cities**".

He has a special dedication to volunteering, both at local and international level. In 2003, he was European Volunteer, within the **European Volunteer Service**, and since that time he has collaborated in many voluntary humanitarian projects in countries like Serbia and with *pro bono* consulting for non-profit organizations in Bangladesh. He is also supporter of the **UN Refugees Agency**, and he belongs to the international **UN Volunteers** database, to serve in UN missions of Humanitarian Assistance and UN peacekeeping operation.

## EDUCATION

### European PhD in Tourism\* 2011 – 2015

Department of Economics, Management and Industrial Engineering, University of Aveiro, Portugal (Supervisors: Luiz Oosterbeek, Carlos Costa, Ana Maria Ferreira)

- Dissertation: Quality Management Applied to Archaeological Heritage. Analysis of Managers' Perception and Social Impacts for Tourism and Local Communities

\*Approved with Honorary Distinction Award

### Certified Diploma in International Relations & Cultural Diplomacy 2015

Institute for Cultural Diplomacy of Berlin.

- Certificate Program\* which addresses contemporary international issues, specializing in the fields of International Relations, Human Rights, Culture, Peace Building, Multilateral Diplomacy, Conflict Resolution, Development, and Economics.

\* Completed courses: The History and Theory of Cultural Diplomacy; Cultural Diplomacy in a Multipolar World; Applied Cultural Diplomacy; Cultural Diplomacy & Nation Branding; Future Trends in International Economics and Cultural Diplomacy; Cultural Diplomacy and Global Governance Institutions; Cultural Diplomacy and Conflict Zones (including Sustainable Development Factor and Economic Bridges as a Tool for Peace-building, Sustainable Development, and Stability)

### MSc in Management and Heritage Tourism Development 2004 – 2006

Department of Economics, Management and Industrial Engineering, University of Aveiro, Portugal

- Dissertation: Archaeology, Tourism and Sustainable Development, A New Model for Archaeological Heritage Management

### BSc in Archaeology (Humanities and Philosophy) 1998 – 2003

Department of Archaeology and History, University of Calabria, Cosenza, Italy

- Dissertation: Contribution to the Enhancement of Archaeological Heritage in the *Marchesato Crotonese*: Christian Sanctuaries

### Other Credentials

Internship at the central office of **HERITY – International Non-Governmental Organisation for Quality Management of Cultural Heritage**, Rome (Italy, 2013-2014)

Erasmus Intensive Programme in “**Global Quality Heritage Management**” (2013)

- Diploma conferred by the Instituto Politécnico de Tomar and Museum of Prehistoric Art of Mação, Portugal

Erasmus Intensive Programme in “**Integrated Landscape Management for Sustainable Development**” (2009)

<ul style="list-style-type: none"> <li>• Diploma conferred by the Instituto Politécnico de Tomar at Museum of Prehistoric Art of Mação, Portugal</li> </ul>
<p><b>“Strategy for Social Inclusion of the Youth in Action Programme” (2009)</b></p> <ul style="list-style-type: none"> <li>• “Regional Forum of the National Strategy for Social Inclusion of the Youth in Action Programme”, course offered by the National Agency for the Management of the Youth in Action Programme in partnership with the Portuguese Youth Institute and the Regional Offices of the youth in Azores and Madeira</li> </ul>
<p><b>“Leadership, Motivation And Effective Management Of Human Resources”;</b> <b>“Management And Conflicts Resolution” (2006)</b></p> <ul style="list-style-type: none"> <li>• Diplomas conferred by the Vocational Training Centre of Aveiro, Portugal</li> </ul>
<p><b>Specific credentials within UK higher education</b></p>
<ul style="list-style-type: none"> <li>• Postgraduate Certificate in Advanced Academic Practice in Higher Education (PGCAPHE, Coventry University,UK)</li> </ul>

<p><b>AREAS OF INTEREST &amp; EXPERTISE</b></p>
<ul style="list-style-type: none"> <li>• Cultural Heritage Quality Management</li> </ul>
<ul style="list-style-type: none"> <li>• Tourism</li> </ul>
<ul style="list-style-type: none"> <li>• Cultural Diplomacy</li> </ul>
<ul style="list-style-type: none"> <li>• International Tourism &amp; Cultural Diplomacy</li> </ul>
<ul style="list-style-type: none"> <li>• Intercultural Dialogue (International Tourism as vehicle of global understanding)</li> </ul>
<ul style="list-style-type: none"> <li>• Tourism, Local Communities and Sustainable Development</li> </ul>
<ul style="list-style-type: none"> <li>• Tourism &amp; Poverty Reduction</li> </ul>
<ul style="list-style-type: none"> <li>• Tourism as an agent for global understanding</li> </ul>

<b>PROFESSIONAL AFFILIATIONS</b>
<b>Scientific Research Group Affiliations</b>
<b><i>GOVCOPP - Research Unit in Governance, Competitiveness and Public Policies, DEGEI, University of Aveiro, Portugal</i></b> (Integrated member)
<b><i>CGEO - Research Unit "Geosciences Center" - Group on Quaternary and Prehistory of Geoscience Centre (CIARTE) - University of Coimbra, Portugal</i></b> (Scientific Collaborator since 2010)
<b><i>Department of European Studies "Jean Monnet", Technical &amp; Scientific Committee - Tourism and Economy Commission</i></b>
<b><i>"Italian Group of Geoarchaeology" (GIG) of SIGEA - Italian Society of Environmental Geology</i></b> (Member and Scientific Collaborator since 2014) – Present
<b>Professional Working Group Affiliations</b>
<b><i>Portuguese Steering Committee for HERITY - World Organisation for the Certification of Quality Management of Cultural Heritage</i></b> (Observer member since 2015)
<b><i>Dante Alighieri Society - Portuguese Chapter</i></b> (Member and counsellor of the direction board since 2013)
<b><i>Forum UNESCO - University and Heritage</i></b> (Member since 2013)
<b><i>HERA - Non-profit Organisation for cultural heritage Management</i></b> (Founder and Director since 2004)

<b>ACADEMIC PRACTICE</b>
Professional work which directly contributes to the generation and dissemination of knowledge
<b>RESEARCH</b>
<b>Articles in International Scientific Journals</b>
<b>Carbone, F. (2018) Post-multicultural challenges for cultural heritage managers and museums in the Age of Migrations</b> , International Journal of Museum management and Curatorship (to be published in 2018)
<b>Carbone, F. (2017) International Tourism and Cultural Diplomacy: a new conceptual approach towards global mutual understanding and peace through tourism</b> , in Tourism: An International Interdisciplinary Journal, volume 65, issue 1: 61-74.
<b>Carbone F. (2016) An insight into cultural heritage management of tourism destinations</b> . European Journal of Tourism Research 14: 75-91
Carbone F. (2016) Cultural Heritage Quality Management: Analysis of archaeological heritage managers' perception. Doctoral Dissertation Summary. European Journal of Tourism Research 14: 114-118
<b>Carbone, F.; Corinto, G.; Malek, A. (2016) New trends of pilgrimage. Religion tourism, authenticity and innovation, development and intercultural dialogue: notes from the diary of a pilgrim of Santiago</b> , AIMS Geosciences, 2 (2): 152-165.
Carbone, F. (2015). Valorizzazione turistica e fruizione del patrimonio archeologico e geoarcheologico: sviluppo, competitività del territorio e dimensioni della qualità, in Geologia dell'Ambiente - Italian Magazine of Environmental Geology, XXIII, 3/2015.
Lena, G.; Carbone, F. (2015). Geoarcheologia, turismo e sviluppo sostenibile, Geologia dell'Ambiente - Italian Magazine of Environmental Geology (Special Issue on Geology and Tourism) XXIV, 1/2016: 17-23.
Carbone, F.; Oosterbeek, L.; Costa, C.; Ferreira, A. M. (2014). Authenticity and innovation: A new path of tourism development towards sustainability, RT&D - Journal of Tourism and Development, 3, 21/22: 81-82.
<b>Carbone, F.; Oosterbeek, L., Costa, C. (2013). Paideia Approach for heritage management, The tourist enhancement of archaeological heritage on behalf of local communities, PASOS - Journal of Tourism and Cultural Heritage, II (2): 285-295.</b>

**Carbone, F.; Oosterbeek, L, Costa, C. (2012). The educational and awareness purposes of the Paideia approach for heritage management, *Natural Hazards Earth Syst. Sci.*, 12: 1983–1986.**

Carbone, F. (2011). Paideia approach: Bridging tourism and community development on the basis of heritage enhancement, *RT&D - Journal of Tourism and Development*, 17/18: 165-166.

Carbone, F. (2011). Turismo, Arqueologia e desenvolvimento. Gestão de áreas arqueológicas com fins turísticos. O Caso de Conimbriga, *RT&D - Journal of Tourism and Development*, 15, 103-115.

### **Book Chapters (peer reviewed)**

Carbone, F.; Malek, A. & Lohrasbi, A. (2018) **Cultural heritage management and heritage tourism development in Iran. Opportunities and challenges for the future**, in S. Seyfi & C. M. Hall (Eds) *Tourism in Iran: Challenges, Development and Issues*, UK: Routledge (To be published in 2018)

Carbone, F. & Rahimi, R. (2018). **Authenticity and innovation. The future of tourism in Iran**, in A. Correia, M. Kozak and A. I. Rodrigues (Eds), *Experiencing Persian Heritage, perspectives and challenges*, Emerald (To be published in 2018)

Carbone, F. (2017) **Archaeology and Sustainability: Model of operationalization of Complexity**, in Oosterbeek, L., Werlen, B. Caron, L. (Eds) *Sustainability and Sociocultural Matrices*, Vol. 1, 103-119

Malek, A.; Carbone, F.; Alder, A. (2016) **Community Engagement, Rural Institutions and Rural Tourism Business in Developing Countries**, in Ade Oriade and Peter Robinson (Eds), *Rural tourism and enterprise: Management, marketing and sustainability*, CABI: UK

### **Conference Proceedings**

Carbone, F. (2016). "Tourism and Cultural Diplomacy: a new alliance for intercultural dialogue and peace through tourism", proceedings of the TOURISM 2016 – International Conference on Global Tourism and Sustainability, Lagos (Portugal), 12-14.10.2016

Carbone, F (2016) Tourism and history: the future of the past to intercultural dialogue and sustainable development, *Revista dos Anais do Congresso Internacional Turismo & Historia*, proceedings of the II International Conference "Tourism & History" (University of Algarve, Portugal - Caxias do Sul, Brazil. 11th of March, 2016): 122

<p>Malek, A. Carbone, F. (2015) Bridging Cultural Heritage Management and Tourism Development Towards Gender Equality. "INTERNATIONAL FORUM GENTOUR'15 - Re-engineering the tourism labour market through gender-aware research: Interdisciplinary approaches and future trends", University of Aveiro (Portugal), 1-2 July 2015.</p>
<p>Freitas, I; Salvado, J.;; Carbone, F. (2014). Stakeholders' analysis for services improvement: the case of Oporto's Religious heritage and tourism ecosystems, 5th International HERITY Conference - Services for Culture: a visit of quality, Florence, Basilica di Santa Croce, Sala del Cenacolo. 4- 6 December 2014.</p>
<p>Carbone, F. (2011). A new approach to heritage management for tourism: the PAIDEIA approach, in Proceedings of 1st International Conference on Tourism and Management Studies – Algarve 2011 (I): 455-463.</p>
<p>Carbone, F., (2006). Arqueologia, Turismo e Desenvolvimento Sustentável. O papel das ONGs no novo modelo de gestão estratégica do património, in Proceedings of IV Congreso de Arqueologia en Colômbia, Pereira, Risaralda, Colômbia. 5-7 Dezembro.</p>
<p>Carbone, F., Costa, C M M, (2006). Archaeology, Tourism and Sustainable Development, in Proceedings of 2nd International Conference on Archaeological Tourism, Department d' Economia Política, Universitat de Barcelona, May 25-27.</p>
<p>Carbone, F., Costa, C. M. M., (2006). Tourism, Archaeology and Sustainable Development. A Model for Archaeological Areas Management, in Proceedings of XV UISPP Congress – International Union for Prehistoric and Protohistoric Sciences, Universidade de Lisboa, September 4th to 9th.</p>
<p><b>Other Publications</b></p>
<p>Carbone, F (2016). Emanciparsi da Pitagora, puntare al mondo, in Il Crotonese (newspaper), 16.01.2016: 10.</p>
<p>Carbone, F. (2010). Tourist Enhancement of the Archaeological Heritage for Society: The Paideia Approach (Valorização Turística do Património Arqueológico em Prol da Sociedade: o Paideia Approach), in Boletim ICOM Portugal, Série II, nº11 (Dez10-Fev11), 2-10.</p>
<p>Carbone, F. (2005). Rede de Percursos Pedestres ENTRE A RIA E O MAR, em Pessoas e Lugares, in Jornal de Animação da Rede Portuguesa LEADER+, II Série, 32, Setembro 2005, p. 13.</p>



Carbone, F. (2005). Middle Ages Portuguese: When the Celts invaded Portugal (Medioevo portoghese: quando i Celti invasero il Portogallo), Italian Digital Magazine of Medieval History "MEDIOEVO.COM".

Carbone, F. (2005). Medioevo portoghese: valori e virtù che diedero vita al Portogallo, Italian Digital Magazine of Medieval History "MEDIOEVO.COM".

Carbone, F. (2005). Il tragico amore portoghese, Italian Digital Magazine of Medieval History "MEDIOEVO.COM".

## Conferences Speeches

### ***"Migrations and Post-multicultural society. The future role of the museum"***

Speaker @ "10<sup>th</sup> International Conference on The Inclusive Museum 2017 - Special Focus: Diaspora, Integration and Museums" (Manchester Museum, Manchester, UK, 15<sup>th</sup>-17<sup>th</sup> September 2017)

### **Migration, Cultural Heritage Management and Integration. "How to Dismantle an Atomic Bomb"**

Invited speaker @ International Conference "Cultural heritage in migration" (Sofia, Bulgaria, June 15th-16th 2017)

### ***"The role of cultural heritage quality management for the promotion of intercultural dialogue and peace through tourism"***

Speaker @ "INVTUR 2017 International conference - Co-creating the future of tourism" (University of Aveiro, Portugal, May 17<sup>th</sup> - 19<sup>th</sup> 2017)

### ***"Tourism and Cultural Diplomacy: a new alliance for intercultural dialogue and peace through tourism"***

Speaker @ "TOURISM 2016 - International Conference on Global Tourism and Sustainability", Special Chapter "Tourism in Areas of post disaster and post conflict scenarios" (Portugal, September 2016).

### ***"Human capital and challenges of globalization: teaching to build bridges between global thinking and local action"***

Invited speaker @ "XI Management Week - Strategic course of action: start-up & start over" (Polytechnic Institute of Tomar, Portugal, April 19<sup>th</sup>-21<sup>st</sup> 2016)

### ***"Archaeology and Sustainability: model of operationalization of Complexity"***

Invited speaker @ "APHELEIA 2016 Intensive Programme" (within the context of the *International Year of Global Understanding*)



<p><b><i>“The role of tourism in the historical-cultural enhancement of Ibero-America space”.</i></b>  Speaker @ “II International Conference on Tourism and History” (University of Algarve, Portugal, 10<sup>th</sup> of March 2016)</p>
<p>Invited Speaker at the International symposium "SALE NOSTRUM", organised by the Institute of Historical Studies of Cosenza (Italy), "Palazzo Sersale", Italy 21.11.2015.</p>
<p><b><i>“Bridging Cultural Heritage Management and Tourism Development Towards Gender Equality”</i></b>  Invited speaker @ “GENTOUR 2015 International Forum - Re-engineering the tourism labour MARKET through research gender-aware" (University of Aveiro, Portugal, 1<sup>st</sup> -2<sup>nd</sup> July 2015)</p>
<p><b><i>“The role of cultural heritage in the redefinition of social paradigms: management, communities and tourism within the 'Paideia Approach”</i></b>  (Keynote Speaker) @ “1<sup>st</sup> Seminário Templario - Culture, History and Tourism, (Tomar, Portugal, 29<sup>th</sup> May 2015)</p>
<p><b><i>“Il tango brasiliano. Dalla “musica negra” a “Le boeuf sur le toit” e alla bossa nova”</i></b>  @ “Italian Geographic Society Workshop on Music and Territory (Rome, 28<sup>th</sup> May 2015)</p>
<p><b><i>“Valorizzazione turistica e fruizione del patrimonio archeologico e geoarcheologico: sviluppo, competitività del territorio e dimensioni della qualità”</i></b>  (Invited Speaker) @ “I CONVEGNO REGIONALE DI GEOARCHEOLOGIA”, (Cerisano, Italy, 2014)</p>
<p><b><i>“Quality Heritage Management”</i></b>  (Keynote Speaker) @ “1<sup>st</sup> International Symposium on Cultural Heritage and Territorial Development” (Universidade Portucalense, Oporto, Portugal, 5<sup>th</sup> and 6<sup>th</sup> November 2014)</p>
<p><b><i>“Heritage Management, Tourism and Sustainable Development: New Trends and the operationalization of Complexity”</i></b>  and  <b><i>“The Implementation of The Paideia Approach to the Heritage Management within Tourism Planning and Development: Added Value for Destinations”</i></b>  (Keynote Speaker) @ “4<sup>th</sup> International Congress on Tourism and Hospitality” (University of Amazonia, Ecuador, July 2013)</p>
<p><b><i>“Enhancement of Heritage Tourism and Community Development: the Paideia Approach and the HERA Case”</i></b></p>

(Invited Speaker) @ "2 <sup>nd</sup> Re-Event International Tourism Conference" (Polytechnic Institute of Coimbra, Portugal, December 2012)
<b>"The Role of the Volunteer Tourism in Sustainable Development"</b> (Keynote Speaker) @ "International Seminar on Tourism in the African Continent" (Univesidade Lusofona do Porto, Porto, Portugal, April 2011)
<b>"Tourism, Archaeology and Sustainability. The Concept of Paideia Approach in the Management and Promotion of Heritage Tourism for Society"</b> (Keynote Speaker) @ "1 <sup>st</sup> International Symposium on Archaeology, Integration, Knowledge and International Technology" (Federal University of Sergipe, Brazil, October 2010)
Invited Speaker @ "European Erasmus Intensive Programme on Global Quality Management Heritage" (Polytechnic Institute of Tomar and Museum of Maçao, Portugal, 2010)
<b>"The Teaching of Undergraduate Archaeology in Northeast Brazil and Panorama in Portugal"</b> and <b>"The Role of Associations in the Field of Tourism Promotion of Heritage for Society: the Case of HERA"</b> (Keynote Speaker) @ "6 <sup>th</sup> International Archaeological Workshop of the Archaeological Museum of Xingó" (Federal University of Sergipe, Brazil, October 2010)
<b>"Culture, Tourism and Sustainable Development. Integrated Valuation of Cultural Heritage in the Local Development Framework"</b> (Keynote Speaker) @ "International Conference on Tourism, Culture and Gastronomy" (University of Algarve - School of Management, Hospitality and Tourism, Portugal, May 2009)
<b>"Tourism and Culture. Structuring and Consumption of the Tourism Product from the Perspective of Paideia"</b> (Invited Speaker) @ "Workshop on Cross Cultural Values and Lifestyles" (Portuguese Institute of Administration and Marketing, IPAM, Aveiro, Portugal, May 2008)
<b>"Archaeology and Tourism: A New Vision for the Future"</b> (Invited Speaker) @ "International Seminar Archaeology and Tourism - Opportunity or Threat?" (Barcelos, Portugal, May 2007)
<b>"Youth Program – Instrument to Make Ideas a Reality"</b> (Invited Speaker) @ "8 <sup>th</sup> National Meeting of Youth Associations" (Portuguese National Agency for the European Youth Program, Cascais, Portugal, March 2006)
<b>"Youth program and European Volunteering in Portugal"</b>

(Invited Speaker) @ “National Meeting of Youth Volunteering” (Ecos Urbanos Association, S. João da Madeira, Portugal, December 2005)

## SCIENTIFIC ACTIVITIES and KNOWLEDGE EXCHANGE

### Scientific boards

Conference Chair for the session **Tourism and Peace** at the INVTUR 2017 International Conference, University of Aveiro, Portugal (May 17<sup>th</sup> - 19<sup>th</sup>, 2017)

Conference Chair for the session **International Tourism and Cultural Diplomacy** at the Geography and Peace International Conference, La Paz, Bolivia (April, 2017)

Member of the Advisory Board of the **International Marine Tourism & Marine Industry Conference**, Turkey (May, 2016, Turkey)

Member of the Scientific Advisory Board for the **International Congress on Tourism**, *Universidad Mayor de San Simón y Originando Nuevas Ideas* Bolivia, Bolivia, 2014

Member of the scientific committee of the **1<sup>st</sup> International Congress of Professionals in Tourism**, Ecuador, 2014

Member of the scientific committee of the **1<sup>st</sup> National Congress of Memory and Ethnicity**, Federal University of Santa Maria, Brazil, 2010

### Reviewer

**Journal of International Relations, Peace Studies, and Development**

**International Journal of Tourism Cities**

**Journal of Research in Hospitality, Tourism and Culture** (Since 2016)

**Tourism Management Journal** (Since 2014, awarded as outstanding reviewer)

## TEACHING

**Member of the *British Higher Education Academy***

**Invited Adjunct Professor and coordinator of the Course of Tourism Management at the School of Management, Polytechnic Institute of Castelo Branco (Portugal) (2015-2016)**

- Delivering lectures, seminars and tutorials related to following courses: Product Development, Tourism and Events and Tourism Planning;
- Carrying out administrative tasks related to the department, such as student admissions, induction programmes and involvement in committees and boards.

**Invited Professor at University of Macerata (Italy) at the International Master in “International Tourism and Destination Development” (2016). Courses lectured:**

- International Tourism & Cultural Diplomacy. Considerations about global understanding through tourism.
- The fundamental role of public relations in tourism today. Cross cultural communication and quality.

**Erasmus Teaching mobility, Department of Humanities, Univeristá della Calabria, Italy (2015)**

- Lectured in the course of Cultural Heritage Management.

**Assistant Professor, Department of Tourism, Heritage and Culture, Universidade Portucalense, Porto, Portugal (2013 – 2015)**

- Lecturing tourism related classes in the area of territorial planning, heritage and tourism; Project management and organisation; Leadership and motivation;
- Coordinating and developing the international master degree in cultural heritage and territorial development;
- Creating an effective internationalisation strategy for the department.

**Assistant Professor, Faculty of Economics and Management, Universidade Lusófona do Porto, Portugal (2009 – 2014)**

- Lectured tourism related classes in the area of heritage, tourism and sustainability;
- Developed teaching materials, evaluated and graded examinations and assignments and also supervised students at both undergraduate and graduate levels;
- Organized various conferences, workshops, seminars and meetings for the university.

**ERASMUS Teaching Mobility, Faculty of Economics, Department of Tourism, Univeristá della Calabria, Italy (2013)**

**Invited Professor, Department of History and Archaeology, Universidade Nova, Lisbon, Portugal (2009 – 2010)**

- Coordinated and lectured the course methods and techniques of tourism enhancement of the archaeological heritage.

**Invited Professor, Department of Language, Communication and the Arts, University of Algarve, Portugal (2008 – 2009)**

- Taught intermediate and advanced level Italian language and culture to students at all levels;
- Prepared teaching materials, evaluated and graded examinations and assignments;
- Supervised bachelor students' final degree dissertation in the field of Archaeology.

<b>List of Courses Taught</b>
<ul style="list-style-type: none"> <li>• Coastal Tourism;</li> <li>• Heritage Tourism;</li> <li>• International Relations and Tourism;</li> <li>• Introduction to Tourism;</li> <li>• Leisure and Tourism;</li> <li>• Management of Heritage and Cultural Resources for Tourism (Master Course)</li> <li>• Management of Natural Resources for Tourism;</li> <li>• Methods and Techniques of Archaeological Heritage Tourism Enhancement;</li> <li>• Methods of Cultural Heritage Management;</li> <li>• Project Development in Tourism;</li> <li>• Public Relations and Branding in Hotel Industry and Tourism</li> <li>• Strategy and leadership;</li> <li>• Tourism and Events;</li> <li>• Tourism and Sustainability;</li> <li>• Tourism Companies Management;</li> <li>• Tourism Geography;</li> <li>• Tourism Planning;</li> <li>• Urban and Rural Tourism</li> </ul>

<b>ACADEMIC MANAGEMENT</b>
<b>Coordination Experience</b>
<b>Director of the International Tourism Management Top-Up, BA (Hons)</b> , School of Marketing and Management, Coventry University, UK
<b>Coordinator of the Undergraduate Course in Tourism Management</b> , School of Management, Polytechnic Institute of Castelo Branco (Portugal).
<b>Coordinator of the Master Course “Cultural Heritage and Regional Development”</b> , Department of Tourism, Heritage and Culture, University Portucalense, Oporto (Portugal).
<b>Departmental ERASMUS+ Coordinator</b> , Department of Tourism, Heritage and Culture, University Portucalense, Oporto (Portugal).
<b>Organisation Of Events</b>
Member of the organisation board of the <b>“III Fair of Employment and Entrepreneurship”</b> , promoted by the Municipal Centre of development of Idanha a Nova (Portugal) and the <i>Europe Direct</i> Office of Beria Interior Region, developed by the School of Management of the Polytechnic Institute of Castelo Branco (Portugal), may 23-24, 2016. (Responsible for the activities integrated in the hotel industry and tourism area)
Main organiser of the Seminar <b>DESTINATIONS FOR ALL - The chain of accessibility in tourism for monuments and cultural heritage</b> ", at School of

Management of the Polytechnic Institute of Castelo Branco (Portugal), April 18, 2016.
Main organiser of the <b>International Staff Week</b> (as departmental responsible for International relations and ERASMUS+ Coordinator) within the ERASMUS+ programme, at University Portucalense, Oporto (Portugal). April 27-30, 2015
Main organiser of the <b>Project AVGVSTO</b> (main responsible and organiser) cycle of events (seminars, study visits, expositions), for the commemoration of the 2000th anniversary of the death of the Emperor Augustus. Promoted by the Italian Association Sociocultural Portugal Dante Alighieri, 2015~
Main organiser of the <b>1<sup>st</sup> International Symposium on CULTURAL HERITAGE AND TERRITORIAL DEVELOPMENT</b> , promoted by University Portucalense, Oporto (Portugal), November 5-6, 2014.
<ul style="list-style-type: none"> <li>• Main organiser of the <b>Paideia cycle conference on Arts and Multiculturalism</b>, promoted by HERA and Archaeological Museum of Faro, 2012.</li> </ul>
<ul style="list-style-type: none"> <li>• Main organiser of the <b>International Seminar on Tourism in the African Continent</b>, promoted by Lusófona University of Oporto (Portugal), 2011.</li> </ul>
<ul style="list-style-type: none"> <li>• Main organiser of the <b>International Symposium on Tourism, Culture and Networking</b>, promoted by Lusófona University of Oporto (Portugal), 2010.</li> </ul>
<ul style="list-style-type: none"> <li>• Main organiser of the symposium <b>Archeo - Heritage &amp; Society</b>, promoted by HERA and Portuguese Institute of Youth, 2005.</li> </ul>

## ACADEMIC HONOURS AND AWARDS

<ul style="list-style-type: none"> <li>• 2017: Ambassador At Large of the International institute for Peace through Tourism</li> </ul>
<ul style="list-style-type: none"> <li>• 2015: Honoric mention of <i>DOCTOR EUROPAEUS</i> in Tourism</li> </ul>
<ul style="list-style-type: none"> <li>• 2015: PhD approved with Honorary Distinction Award</li> </ul>
<ul style="list-style-type: none"> <li>• 2015: <i>Awarded with the Outstanding Reviewer Status by ELSEVIER.</i></li> </ul>
<ul style="list-style-type: none"> <li>• 2014: Award for the Best Professor of the <i>Portucalense</i> University, Porto (Portugal) 2014</li> </ul>
<ul style="list-style-type: none"> <li>• 2010: Doctoral Fellowship, Portuguese Foundation of Science and Technology, Portugal</li> </ul>
<ul style="list-style-type: none"> <li>• 2006: Award for the Development of Youth European Projects, National Federation of Youth Association FNAG, Portugal 2006</li> </ul>

<b>INDUSTRY ENGAGEMENT</b> Project Management and Consultancy
<b>European Project (Developer and Manager since 2004)</b>
<p>EuRoute project</p> <ul style="list-style-type: none"> <li>• Creation of a European Community of Practices on religious tourism and management of religious routes.</li> </ul>
<p>TUTTA UN'ALTRA STORIA.</p> <ul style="list-style-type: none"> <li>• Methodological innovation in the teaching of history for youth.</li> </ul>
<p>A GRANDE BELEZA. Individualidade e compreensão global</p> <ul style="list-style-type: none"> <li>• Project proposed to Erasmus+ Strategic Partnerships for youth – Portugal.</li> </ul>
<p>OLHARES Project</p> <ul style="list-style-type: none"> <li>• Developed the project concepts and proposal of OLHARES - a photographic exhibition for creation of a thematic route about multicultural communities that was funded by the European Commission and developed in collaboration with University of Algarve and also promoted by HERA – non-profit Organization for the enhancement of cultural heritage;</li> <li>• Took leadership in program planning, development, reporting and management of the project.</li> </ul>
<p>PAIDEIA Project</p> <ul style="list-style-type: none"> <li>• Developed the project concepts and proposal of PAIDEIA - an urban cultural route in the urban centre of Tavira in order to promote and disseminate technical and scientific knowledge relating to the archaeological heritage. The project was co-funded by the European Commission, Promoted by the HERA association in collaboration with the University of Algarve and Algarve Regional Tourism Board.</li> </ul>
<p>LIVE IT HEALTHY - LIVE IT SUSTAINABLE Project</p> <ul style="list-style-type: none"> <li>• Coordinator and responsible for HERA participation in European exchange project Live It Healthy - Live It Sustainable, that was sponsored by EDEN CENTER - Environmental Centre for Development, Education and Networking, Berat (Albania), in October 2009.</li> </ul>
<p>NÃO SÓ SAL Project</p> <ul style="list-style-type: none"> <li>• Developed the project concept and proposal of NÃO SÓ SAL (not just salt) – a eco-tourism project focusing on the salt mine and plan of the city of Aveiro in order to promote and enhance the traditional economy and environment with collaboration between HERA, M. Secondary School Sacramento and Aveiro City Council;</li> <li>• Provided technical input, backstopping towards the design, management, and monitoring of the project.</li> </ul>
<p>ARTENOVA Project</p> <ul style="list-style-type: none"> <li>• Developed the project concepts and proposal of ARTENOVA (New Art) - a study of the architectural heritage of Aveiro and creating an urban cultural tourist route for the city. The project was funded by the European Commission and was promoted by HERA;</li> <li>•</li> <li>• Responsible for the program planning, development, reporting and management of the project.</li> </ul>
<p>ARKEO - HERITAGE AND DEVELOPMENT Project</p> <ul style="list-style-type: none"> <li>• Developed the project concept and proposal of ARKEO-HERITAGE AND DEVELOPMENT - an archaeological study of tourist potential in the archaeological park of Conimbriga and assessing the quality of tourist destination management as well as level of involvement of</li> </ul>



<p>local community and the socio-economic development of the area. The project was co-financed by the European Commission and promoted by HERA</p>
<p>CONHECER PARA PROTEGER Project (2005-2007)</p> <ul style="list-style-type: none"> <li>• Co-wrote and organized the Project CONHECER PARA PROTEGER (Know to Protect) - an awareness raising project for the integrated management of natural and cultural dynamics linked to the Ria de Aveiro. The project was co-financed by the European Commission and promoted by HERA;</li> <li>• Supervised and advised the development of monographs and tourist guides.</li> </ul>
<h2>Technical Consultancy</h2>
<p>Expert/consultant for COST Association - Intergovernmental framework for European Cooperation in Science and Technology (since 2015)</p> <ul style="list-style-type: none"> <li>• COST (<a href="http://www.cost.eu">www.cost.eu</a>) is an intergovernmental framework for European Cooperation in Science and Technology, allowing the coordination of nationally-funded research on a European level.</li> </ul>
<p>RETE INTERMUNICIPAL DE PERCURSOS PEDESTRES Project (2005-2008)</p> <ul style="list-style-type: none"> <li>• <i>Coordinated the technical team for the Pedestrian System Project</i> that aimed to create a <i>pedestrian pathway network</i> in the municipality of Ilhavo (Portugal) in partnership with National Association Of Camping, National Association of Pedestrianism and HERA;</li> <li>• Performed archaeological field surveys of natural and cultural resources;</li> <li>• Developed scientific drafts and photos for the pedestrian pathways;</li> <li>• Designed and developed interpretation tools for the tourist pathways;</li> <li>• Responsible for the mapping and classification of natural and cultural resources, flora and fauna and species in the area.</li> </ul>
<p>Blue Flag Campaign Project (2005-2007)</p> <ul style="list-style-type: none"> <li>• Advised the municipality of Aveiro and Ilhavo (Portugal) in preparation of the sustainable development plan to receive the blue flag award for Costa Nova and Barra beaches through HERA association for the realization of cultural enhancement activities;</li> <li>• Draft the whole proposal, created the technical team and defined the agenda and related environmental education activities.</li> </ul>
<p>SORRIA Project (2007)</p> <ul style="list-style-type: none"> <li>• Project Consultant and organizer of SORRIA - a thematic map and marine route for tourism development of the Ria de Aveiro in the Municipality of Aveiro in partnership with HERA.</li> </ul>
<p>HERICHILD (2006)</p> <ul style="list-style-type: none"> <li>• Educational and awareness-raising activities carried out in the pediatric department of the Civil Hospital of Aveiro.</li> </ul>
<p>JARDINS COM VIDA Project (2006)</p> <ul style="list-style-type: none"> <li>• Coordinator and edited the activity plan of the project JARDINS COM VIDA (Garden with Life) – an awareness raising project for the encouragement and promotion of urban green spaces. The project was sponsored by the city of Aveiro and implemented by HERA.</li> </ul>
<p>EXPOAMBIENTE – SEMANA DO AMBIENTE Project (2005)</p> <ul style="list-style-type: none"> <li>• Responsible and coordinator of the project EXPOAMBIENTE (Exposition- week of the environment) in collaboration with Carrefour shopping centre.</li> </ul>
<h2>Archaeological Works</h2>
<ul style="list-style-type: none"> <li>• Monitored and supervised building reconstructions in the historical centre of Vouzela, Portugal;</li> <li>• Checked the planning application and identified significant archaeological impact;</li> </ul>

<ul style="list-style-type: none"> <li>• Provided advice on the recording of discovered archaeological remains.</li> </ul>
<ul style="list-style-type: none"> <li>• Main promoter and responsible for the project of preservation and requalification of the archaeological area of Eixo (Roman Period), Aveiro (2004-2008)</li> </ul>
<ul style="list-style-type: none"> <li>• Trial excavations and evaluations in development led archaeology in the cities of Lisbon (2005), Santarem (2006), Leiria (2007), Portugal.</li> </ul>
<ul style="list-style-type: none"> <li>• Archaeological field survey, in collaboration with University of Calabria (2002-2003).</li> </ul>

## OTHER RELEVANT INFORMATION

### Language Proficiency

1. **Italian:** Native Language
2. **English:** Highly Proficient in Spoken and Written (B2)
3. **Portuguese:** Near native / Fluent (C2)
4. **Spanish:** Highly Proficient in Spoken and Written (C1)
5. **Persian (Farsi):** Spoken only, basic level (A1)

### Social Responsibility & Volunteerism

Constant commitment in volunteer activities at international and national/local level.

At local level:

- Volunteer at the **Coventry Refugee and Migrant Centre**, Coventry Council (UK), 2017
- Volunteer for the **APT's Homeless & Poor Families Outreach Project** (night provision of meals and first aid), Oporto, Portugal, 2015.
- Main responsible of the **VIRTUS PROJECT**, voluntary activities for young university students on behalf of socio-economically disadvantaged communities of the city of Porto, Portugal, 2014
- Volunteer for the **Aveiro City Council's Homeless & Poor Families Outreach Project** "Ceias com Calor" (night provision of meals and first aid), Aveiro, Portugal, 2011-2014

At international level, to highlight:

- **DAKA PROJECT, Bangladesh** (Humanitarian Project on behalf of children and youth of Daka, Bangladesh, 2009)
- **S.A.L.T.O. Youth European Project, Serbia** (2007)
- **European Volunteer Service** (Portugal, 2004), and the collaboration in many voluntary humanitarian projects in countries like

He is also supporter of the **UN Refugees Agency** (since 2013), and he is listed in the international **UN Volunteers database**, to serve in UN missions of Humanitarian Assistance and UN peacekeeping operations.

