

Curriculum Vitae of Prof. Manu Martínez

Prof. PhD. Antonio Manuel Martínez López

Professor of Business Administration with specialisation in
Tourism Management
Management and Marketing Department
University of Huelva (Spain)



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Teaching Web: www.uhu.es/uhutur

Research Web: www.uhu.es/GEIDETUR

Teaching Responsibilities

Strategic Management
International Strategic Management in Tourist Firms
Organization and Business Administration in Tourist Firms
Total Quality and Human Resources
MB Tourism Management
MB Golf Management
MB SPA Management

Memberships

Belongs to the Research Group named "Innovation and Development Strategies in Tourist Firms" (GEIDETUR)
Consultant-member at the "Promotion and Development of New Technologies Institute"

Expertise and Research Interests

Research interests include the general area of Strategy Innovation Management in Tourism Firms.

In this field I carried out my doctoral thesis named "Innovation in the Spanish Tourism Sector. Determining Factors of the Level of Innovation in Spanish Hotel Sector under the Approach of Strategic Management Process".

Innovation and tourism is the field where I have developed several of my congress papers, books chapters, innovation projects and publications.

Other Expertise

International Tourism Management
New Tourist Products
Entrepreneurship and Local Development

Languages

English: functional; portuguese: basic; german: basic

Education and Professional Qualifications

Degree in Business Management
Postgraduate in the Doctorate Program “Management and Economy in Firms”
Doctor (PhD) in Management from the University of Huelva (Spain)

Professional Career

3 years as head manager for the consultancy firm INFODE (Promotion and Development of New Technologies Institute)
4 years as head manager for the telematic and computer services firm ISERTTEC (Telematic and Technologic Services Institute)

Guest Lecturer

Guest Lecturer at the International University of Andalusia; Escola Superior Gestao, Hoteleria e Turismo at the University of Algarve, Portugal, College of Economics and Behavioral Sciences at the University of Freiburg, Alemania, and the Catholic University of Beiras, Portugal.

Other Responsibilities

Member of the Tourism Degree Quality Committee at the Business Administration Faculty from Huelva.

Erasmus Academic Coordinator for bilateral agreement with the Dublin Institute of Technology (DIT), Ireland.

Other Activities

www.uhu.es/uhutur Web responsible, an internet magazine dedicated to strategy and tourism. An innovative and pioneer web in the field of tourism of the Spanish universities.

<http://www.uhu.es/escultur/> Web responsible, an internet magazine dedicated to strategy, culture and tourism. An innovative and pioneer web in the field of cultural management of the Spanish universities.

www.youtube.com/user/uhutur Channel youtube dedicated to strategy and tourism.