

## 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](http://www.uhu.es/uhutur)  
Research Web: [www.uhu.es/GEIDETUR](http://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.uhutur.com** Web responsible, an internet magazine dedicated to strategy and tourism. An innovative and pioneer web in the field of tourism of the Spanish universities.

**www.uhu.es/golfparalosnegocios** Web responsible, an internet magazine dedicated to strategy and golf like instrument for the business.

**www.uhu.es/gastronomiaparalosnegocios** Web responsible, an internet magazine dedicated to strategy and gastronomy like instrument for the business.