

Overview

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 Maria Manuela Martins Guerreiro
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Overview

1. Personal data

Full Name

Name under which you publish

Fiscal ID number
 ID document

Birth date

National of
 Gender

Work address

Residential Address

Work Phone
 Residential Phone

Email
 Fax

Cell phone

URL

2. Academic degrees

Year: 2012

Degree: DOUTORAMENTO

Final grade: Very Good with Distinction

Degree granting institution Universidade do Algarve

School/ College/ Campus Faculdade de Economia

Thesis title A contribution to the study of the image of cities as tourist destinations. The case of the European Capitals of Culture in 2010

Supervisor: Carlos Fortuna

Co-supervisor: Júlio Mendes

Scientific area Gestão

Program title n/a**Year:** 1996**Degree:** Diploma of Advanced Studies in Marketing**Final grade:** 14**Degree granting institution** Universidade do Algarve**School/College/Campus** Other**Thesis title** The Advertiser and Advertising**Supervisor:****Co-supervisor:****Scientific area** Gestão / Marketing**Number of curricular years** 2**Program title** Diploma of Advanced Studies in Marketing**Year:** 2003**Degree:** MESTRADO**Final grade:** Very good**Degree granting institution** Universidade do Algarve**School/College/Campus** Faculdade de Ciências Humanas e Sociais**Thesis title** City, Heritage and Marketing. The strategic management of the image of the city of Silves**Supervisor:** Prof Doutor Carlos Fortuna**Co-supervisor:****Scientific area** Gestão Cultural**Number of curricular years** 2**Program title** Master in Heritage Management**Year:** 1994**Degree:** LICENCIATURA**Final grade:** 13**Degree granting institution** Universidade Técnica de Lisboa**School/College/Campus** Other**Thesis title** n/a**Supervisor:****Co-supervisor:****Scientific area** Ciências Sociais**Number of curricular years** 4**Program title** Social Communication**3. Previous activity and current status**

Período	Cargo, categoria ou actividade	Instituição
27-7-2012 a	Auxiliary Professor	Faculdade de Economia da Universidade do Algarve
21-10-2009 a 25-11-2011	City Councilor for Culture, Tourism, Sports and Education	Câmara Municipal de Silves
01-11-1996 a 26-7-2012	Assistant Professor	Universidade do Algarve

4. Area of scientific activity

Research developed in the areas of Management and Tourism, especially in the fields of Marketing, Cities, Image and Brand of places (cities and tourist destinations) Cultural Events and Tourist Experience.

5. Present research interest

Domain of specialization

Marketing Management and Tourism.

Current research interests

Marketing and Tourism, with a greater focus on the issues of Image and of Place Branding (Cities and Tourist Destinations), Cultural Events, Arts and Cultural Marketing, Tourism Experience.

Other professional interests/activities

Consulting in Cultural Marketing, Events Marketing and Tourism Marketing.

6. Experience as scientific adviser

PhD. Thesis (working in progress):

1. Golestaneh, Homayoun (...) Human-centered place branding: an integrated approach to place branding. PhD in Economic and Management Sciences. Economics Faculty of University of Algarve.
2. Serajzahedi, Armita (...) Toward Appropriate Higher Education Branding: To Educate, Train and Satisfy Creative Thinkers. PhD in Economic and Management Sciences. Economics Faculty of University of Algarve.
3. Hadian, Houman (...). Fan engagement in social media: A comparison between Iranians and Portuguese in Instagram. PhD in Economic and Management Sciences. Economics Faculty of University of Algarve. Co-Scientific Adviser: Professor Nelson Matos.
4. Novik, Veranika (...). Conceptualizing and measuring immersive brand experience. PhD in Economic and Management Sciences. Economics Faculty of University of Algarve. Co-Scientific Adviser: Professor Patrícia Pinto.
5. Marefatnia, Sara (...). Designing and Measuring Hotel Brand Experiences. PhD in Tourism. Economics Faculty of University of Algarve. Co-Scientific Adviser: Professor Eugénia Ferreira.
6. Alpourianzadeh, Rahil (...) The effects of customer equity and emotion on tourists' satisfaction and loyalty. PhD in Tourism. Economics Faculty of University of Algarve. Co-Scientific Adviser: Professor Patrícia Pinto.
7. Tasso de Saxe-Coburgo e Bragança, José (...) Exploring Perceived Brand Globalness vs. Perceived Brand Localness. A case in the Algarve. PhD in Economic and Management Sciences. Economics Faculty of University of Algarve. Co-Scientific Adviser: Professor Patrícia Pinto.
8. Esteves, Filipa (...) O Valor da Marca: Da perspectiva do Marketing às perspetivas Financeira e Contabilística (Brand Equity: From Marketing Perspective to Financial and Accounting Perspectives). PhD in Economic and Management Sciences. Economics Faculty of University of Algarve. Co-Scientific Adviser: Professor Lúcia Rodrigues, Universidade do Minho.
9. 2013 Mota, Miriam (...) Perceções dos Residentes em Cidades Património Mundial da UNESCO: uma abordagem ao centro histórico de São Luís, Brasil (Residents' perceptions at UNESCO World Heritage cities: an approach to the historical center of São Luís, Brazil). PhD in Tourism. Economics Faculty of University of Algarve. Co-Scientific Adviser: Professor Patrícia Pinto.

Master dissertations (completed):

1. Van Dijk, Denise (...) Marketing-as-Practice: Business Analysis. Dissertação. Master in Marketing. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Carlos Cândido.
2. Wikesjö, Magda Maria Vieira Fernandes (...) Medindo a experiência em eventos culturais: o caso 365 Algarve. Master in Marketing Management. Economics Faculty of University of Algarve. Co-Scientific Adviser: Dr.ª Dália Paulo.
3. Istrate, Manuela (...) Customer Satisfaction in Hostel Accommodation: A case Study on Gold Coast Hotel, Lagos. Master in Tourism Organizations Management. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Luís Pereira.
4. Nunes, Carolina Costa (2017) As relações attachment-aversion no caso de marcas de distribuidor. Uma perspetiva de estudantes universitários (The attachment-aversion relationships in the case of private labels. The university students perspective). Master in Marketing. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Patrícia Pinto (mark: 19).
5. Pais, Roberto Miguel Piteira (2017) O papel da informação na gestão da ansiedade, satisfação e fidelização. O caso de uma clínica de imagiologia (The role of information in the management of anxiety, satisfaction and loyalty. The case of an imaging clinic). Master in Management of Healthcare Organizations. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Dora Agapito (mark: 17).
6. Abderrahman AIT BAKRIM (2016) The effects of eWOM on Hotels' Management - A research study carried in Spain, Portugal and Morocco. Supervisors: Hicham ATTOUCH, Maria Manuela Martins Guerreiro and Javier Ramon Perez-Aranda. Erasmus + Master degree in Hospitality Management. Faculty of Law, Economics and Social sciences-souissi, Université Mohammed V de Rabat.
7. Camarinha, Nídia Alexandra machado (2016) A avaliação da experiência turística: o caso dos cruzeiristas no porto de Portimão (The evaluation of the tourist experience: the case of the cruise tourists at the port of Portimão). Master in Marketing. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Júlio Mendes (mark: 16).
8. Brás, Nídia Isabel (2016) Festival Islâmico De Mértola: as de Experiências de uns e de Outros. Uma Perspetiva de Marketing de Eventos (Islamic Festival Of Mértola: An Event Marketing Perspective). Master in Marketing. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Júlio Mendes (mark: 17).
9. Bernardo de Jesus, Ana Beatriz (2016) Estórias para um Turismo Slow. Contributos para o Marketing na Serra Algarvia (Stories for Slow Tourism. Contributions to Marketing the inland of Algarve). Master in Marketing. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Júlio Mendes (mark: 19).
10. Novik, Veranika (2016) The impact of gender differences on consumer-brand relationships. Master in Marketing. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Patrícia Pinto (mark: 19). Best Dissertation Award – FEUAlg.
11. Ferreira, Marlino Guilherme Borges (2016) Traços salientes da personalidade da marca de Cabo Verde enquanto destino turístico. A Perspetiva de Agentes de Viagens e Operadores Turísticos (Outstanding features of Cape Verde's brand personality as a tourism destination. The Perspective of Travel Agents and Tour Operators). Master in Management. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Bernardete Sequeira (mark: 15).
12. Teresa, Joana (2015) Experiência gastronómica e lealdade ao destino turístico: uma relação possível? (Gastronomic experience and loyalty to the tourist destination: is there a relationship?). Master in Marketing. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Patrícia Pinto (mark: 19).
13. Leandro, Ana Luísa Cabrita Andrade (2015) O envolvimento do consumidor no âmbito do crowdfunding: uma abordagem exploratória. (Consumer involvement in crowdfunding: an exploratory approach). Master in Marketing. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Júlio Mendes (mark: 17).
14. Cruz, Inês Gonçalves de Matos (2016) Reflexões em Torno de um Estágio no Serviço das Publicações da União Europeia (Reflections on an Internship with the Publications Office of the European Union). Internship Report. Master in Management. Economics Faculty of University of Algarve. Internship supervisor: Els Breedstraet – European Commission (mark: 16).
15. Carina Isabel da Cruz Brazão (2016) Estratégias de conteúdo digital - O caso de um estágio na Nata Design. (Digital content strategies - The case of an internship at Nata Design). Internship Report. Master in Marketing. Economics Faculty of University of Algarve. Internship supervisor: Dr.ª Cláudia Fonseca - NataDesign (mark: 17)

16. Pacheco, José Manuel de Brito (2015) Social Media Marketing. Reflexões em torno de um estágio na Ogilvy & Mather (Reflections around na internship at Ogilvy & Mather). Internship Report. Master in Marketing. Economics Faculty of University of Algarve. Internship Scientific Dr. Nelson Pimenta, Ogilvy. (mark: 18).
17. Gonçalves, Joana Sofia Dias (2015) A personalidade da marca de eventos. O caso dos festivais de música em Portugal. (Brand personality of events. The case of music festivals in Portugal). Master in Marketing. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Júlio Mendes (mark: 19).
18. Bexiga, Nuno (2015) Crescimento da atividade turística em Faro através de experiências criativas. (Growing tourism activity in Faro through creative experiences) Master in Marketing. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Júlio Mendes (mark: 19).
19. Cardoso, Colete Aguiar Louro (2015) A visão de alunos e colaboradores sobre a Universidade do Algarve (The perspectives of students and employees about the University of Algarve). Internship Report. Master in Marketing. Economics Faculty of University of Algarve. Internship supervisor: Dr. André Botelho. (mark: 16).
20. Bento, Sandrine (2014) O papel da gestão de marcas para as PMEs. (The role of brand management for SMEs). Professional Activity Report. Master in Marketing. Economics Faculty of University of Algarve (mark: 15).
21. Chaykina, Taisiya (2013) Brand personality of Portugal for the russian-speaking market. Master in Marketing. Economics Faculty of University of Algarve. Co-Scientific adviser: Júlio Mendes (mark: 17).
22. Carapinha, Ana (2013) Festival de Folclore do Algarve – Folkfaro (Folklore festival of Algarve – Folkfaro). Project Report. Master in Marketing. Economics Faculty of University of Algarve (mark: 18).
23. Guerreiro, Abílio (2013) O impacto da variável comunicação na entrevista médica. (The impact of the communication in the medical interview). Professional Activity Report. Master in Marketing. Economics Faculty of University of Algarve (mark: 16).
24. Neto, Cristina (2013) Um Cartão Turístico para Faro. (A tourist card for Faro). Professional Activity Report. Master in Tourism Organizations Management. Economics Faculty of University of Algarve (mark: 16).
25. Alves, Lílina Isabel Petreques (2012) Monchique: identidade e marca. (Monchique: identity and brand). Master in Management of Tourism Organizations. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Júlio Mendes (mark: 17).
26. Martins, Cristina Bezerra Cavalcanti (2010) Um estudo sobre as motivações e a satisfação dos clientes com os "Safaris". (A study of customer motivation and satisfaction with "Safaris"). Master in Marketing. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Júlio Mendes.
27. Vale, Sandra (2010) Identificação dos factores de atractividade de Almancil, uma perspectiva de marketing. (The attractiveness of Almancil: a marketing perspective). Master in Management of Tourism Organizations. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor João Albino Silva.

Master dissertations (working on progress):

1. Makarova, Anna (...) How events can influence in the customer experience at The Blue Hostel?: an internship storytelling. Internship Report. Master in Tourism Organizations Management. Economics Faculty of University of Algarve. Internship supervisor: Rita Ferreira.
2. Ponceano, Inês (...) Um estudo sobre a atitude dos consumidores face à compra online – O caso do Hipermercado Jumbo. (A study on the attitude of consumers towards online shopping - The case of the Jumbo Supermarket) Internship Report. Master in Marketing Management. Economics Faculty of University of Algarve. Internship supervisor: Dr. Eduardo Alves.
3. Paulo, Leonardo (...) New Museum Experiences: does Augmented Reality impacts visitors' journey?. Master in Marketing Management. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Patrícia Pinto.
4. Costa, Lídia (...) 365 Algarve: Everyday Counts. An internship Storytelling. Master in Marketing Management. Economics Faculty of University of Algarve. Internship supervisor: Eng. João Fernandes.
5. Martins, Sílvio (...) Das perceções à experiência do evento: a perspetiva dos residentes em relação à Feira Medieval de Silves. (From perceptions to event experiences: the residents' perspective regarding the Silves Medieval Fair). Master in Marketing Management. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Patrícia Pinto.
6. Vlad, (...) A marketing and design project for the "International Conference on Marketing and Design: Intersections and Challenges". Project Report. Master in Marketing Management. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor António Lacerda.
7. Schaefer, Sarah (...) Sagres, um destino atrativo? Visões de residentes e visitantes. (Sagres, is it an attractive destination? Perspectives of residents and visitors). Master in Marketing Management. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Júlio Mendes.
8. Lopes, Catarina Félix (...) O consumo de experiências e o hedonismo. Os eventos como palcos de diversão, emoção e memória. (The consumption of experiences and hedonism. Events as stages of fun, emotion and memory). Master in Marketing Management. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Nelson Matos.
9. Marcos, André (...) A criação de valor no context do marketing business to business. (The added value in the context of marketing business to business). Master in Management. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Júlio Mendes.
10. Lima, Ricardo (...) A satisfação de clientes no setor da manutenção: uma perspetiva B2B. (Customer Satisfaction in the Maintenance Industry: A B2B Perspective) Master in Marketing. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Luís Pereira.
11. Ponte, Francisco (...) Uma análise da relação entre a gestão de plataformas de social media e o eWOM. Uma perspetiva de gestores hoteleiros em Portugal. (An analysis of the relationship between managing social media platforms and eWOM. A perspective of hotel managers in Portugal). Master in Marketing. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Júlio Mendes.
12. Santos, Joana Inácio (...) Brand Emotions in Luxury Brands - "Case Study BMW". Dissertação. Master in Marketing. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Nelson Matos.
13. Rodrigues, Rute (...) Implicações da gestão de plataformas de social media na valorização do eWOM. O caso TripAdvisor em Portugal. (Implications of the management of social media platforms in the valuation of eWOM. The Case TripAdvisor in Portugal). Master in Marketing. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Javier Ramon Perez Aranda (University of Malaga).
14. Rodrigues, Acácio (...) Contributo dos relacionamentos para a fidelização nos serviços de saúde: Um estudo de caso. (Contribution of the relationships for the loyalty in the Healthcare services: A case study). Master in Management of Healthcare Organizations. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Bernardete Sequeira.
15. Valente, Ricardo (...) Uma Avaliação da Qualidade dos Serviços de Saúde: perspetivas de utentes e de profissionais. (An Evaluation of the Quality of Healthcare Services: perspectives of users and professionals). Master in Management of Healthcare Organizations. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Júlio Mendes.
16. Melo dos Santos, Carina Sofia do Carmo (...) Marketing Cultural num Concerto Clássico: uma escala de experiência de eventos. (Cultural Marketing in a Classical Concert: an event experience scale). Master in Management. Economics Faculty of University of Algarve. Co-Scientific adviser: Dora Agapito.
17. Viana, Maria (...) Estudo da identidade visual das marcas das Capitais Europeias da Cultura. (Study of the visual identity of the European Capitals of Culture brands). Master in Marketing. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor António Lacerda.
18. Lourenço, E. C () Consumer behavior regarding the purchase of distribution branded food products.). Master in Marketing. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Júlio Mendes.
19. Viegas, Sofia () Tourism Experiences in Nature. The case of Via Algarviana. Master in Marketing. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Júlio Mendes.
20. Leal, Sandra Lami () Internal Marketing.). Master in Marketing. Economics Faculty of University of Algarve. Co-Scientific adviser: Professor Júlio Mendes.

7. Participation in R&D projects

Participação em projectos de investigação (coordenador/membro de equipas)

Membro das equipas de investigação nos seguintes projectos:

Título: "Turismo Cultural no Algarve". Entidade proponente: Região de Turismo do Algarve. Data: Dezembro de 2013 a Março de 2014.

Título: "Públicos da Feira Medieval de Castro Marim". Entidade proponente: Câmara Municipal de Castro Marim. Data: 2009.

Título: "Estudo de Caracterização do Ecoturismo no Algarve". Entidade proponente: CCDR Algarve. Data: 2008.

Título: "Estudos dos hábitos e práticas culturais dos algarvios". Entidade proponente: Delegação Regional da Cultura do Algarve. Data: 2007.

Título: "Consumos Culturais dos Turistas". Entidade proponente: Delegação Regional da Cultura do Algarve. Data: 2007.

Título: "Plano Estratégico para o Teatro das Figuras". Entidade proponente: Teatro Municipal de Faro. Data: 2005.

Título: "Avaliação Integrada da Faro 2005 - Capital Nacional da Cultura". Entidade proponente: Estrutura de Missão de Faro Capital Nacional da Cultura 2005. Data: Março de 2005 a Maio de 2006.

Título: "Destino Turístico Arade - Uma estratégia de Intervenção. Avaliação da Qualidade no Destino Turístico Arade". Entidade proponente: Agência do Arade. Data: Abril de 2004 a Março 2005.

Título: "Construção de Indicadores da Qualidade no Turismo". Entidade proponente: Secretaria de Estado do Turismo. Data: Janeiro de 2000 a Julho de 2001.

8. Prizes and awards received

Year	Name of the prize or award	Promoting entity
2016	Best Paper Award	Udayana University and Université Paris I, Panthéon Sorbonne
2016	Best Paper Award	CIEO Research Center
2017	Best Paper Award	CIEO Research Center
2009	Prémio Ceratónia em Economia e Gestão	Caixa Geral de Depósitos e Universidade do Algarve

9. Published works**Teses**

Guerreiro, M. M. (2012) Contributo para o Estudo da Imagem das Cidades enquanto Destinos Turísticos. O Caso das Capitais Europeias da Cultura em 2010". Tese de Doutoramento. Faculdade de Economia da Universidade do Algarve. Orientação Científica do Prof. Doutor Carlos Fortuna (Faculdade de Economia da Universidade de Coimbra) e prof. Doutor Júlio da Costa Mendes (Faculdade de Economia da Universidade do Algarve).

Guerreiro, M. M. (2003) "Cidade, Património e Marketing - Gestão Estratégica da Imagem da Cidade de Silves", Dissertação de Mestrado, Faculdade de Ciências Humanas e Sociais, Universidade do Algarve e Universidade de Paris VIII. Orientação Científica do Prof. Doutor Carlos Fortuna (Faculdade de Economia da Universidade de Coimbra)

Capítulos de livros

Brás, N., Mendes, J., Guerreiro, M. and Sequeira, B. (2018) How do residents experience their own festivals? A qualitative approach on meanings and experiences. In Mair, J. (Ed.) Routledge Handbook of Festivals. 2nd edition. Routledge (forthcoming).

Henriques, C., Guerreiro, M., Mendes, J. and Ramos, C. (2018) Fado as a popular cultural expression in the context of a tourist city. In Lundberg, C. and Ziakas, V. (Ed.) Handbook on Popular Culture and Tourism. Routledge (forthcoming).

Mendes, J., Paulo, D., Guerreiro, M., Marques, J. F. and Henriques, C. () A Cultura na Região do Algarve (1986-20120). In Guerreiro, J., Silva, J. A., Covas, A. and Rebelo, E. L. (Eds.), Economia e a Sociedade da Região do Algarve - passado, presente e futuro (1986-2013 e 2014-2020) (forthcoming)

Mendes, J. and Guerreiro, M. (2017) Conceptualizing the Cruise Ship Tourist Experience. In Dowling, R. and Weden, C. (Eds.). Cruise Ship Tourism. 2nd Edition, CABI, UK. USA: 205-219.

Guerreiro, M. and Mendes, J. (2017) Gestão da Marca e da Imagem. In Ferreira, P. and Agapito, D. (Eds.). Manual de Gestão de Marketing - da teoria à prática. Sílabas e Desafios. Faro: 171-186.

Sequeira, B. D., Lourenço, P. M., Guerreiro, M. and Mendes, J. (2016) Cante Alentejano and Tourism in Alentejo. In Henriques, C., Moreira, M. C., César, P. A. B. (Eds.), Tourism and History World Heritage - Case Studies of Ibero-American Space. Interdisciplinary Centre of Social Sciences - University of Minho (CICS.NOVA.UMinho): 426-453.

Mota, M., Guerreiro, M. and Pinto, P. (2016) The World Heritage Brand and Tourism: An Approach to the Historic Centre of São Luís, Brazil - Heritage Tourism Marketing. In Henriques, C., Moreira, M. C., César, P. A. B. (Eds.), Tourism and History World Heritage - Case Studies of Ibero-American Space. Interdisciplinary Centre of Social Sciences - University of Minho (CICS.NOVA.UMinho): 287-312.

Guerreiro, M. and Mendes, J. (2015) Tourism and Marketing: new challenges to make places more attractive. In Io, M. and Konstantinou, K. (Eds.) Marketing and Governing Innovative Industrial Areas Integrated Guidelines - A Handbook. MerProject - projeto cofinanciado pela European Regional Development Fund. European Union. wiki e-book Available at http://www.merproject.eu/mediawiki/index.php/Main_Page, accessed in 13 of July

Guerreiro, M. (2015). Creative tourism. In J. Jafari & H. Xiao (eds.), Encyclopedia of Tourism. Springer, DOI 10.1007/978-3-319-01669-6_1-1.

Guerreiro, M., Brás, M. and Mendes, J. (2015) Imagem e Segurança nos destinos turísticos. In Amorin, E., Soares, C. & Tarlow, P. (Eds.), Segurança: um desafio para os setores de lazer, viagens e turismo. Instituto Politécnico de Leiria: 149-173 (e-Book).

Guerreiro, M., Mendes, J. and Henriques, C. (2014) Turismo Cultural em Análise. Contributos Metodológicos para a inventariação de Recursos Turísticos de Base Cultural (Cap. IV – Produtos). In Santos, M., Águas, P., Serra, F., Santos, J. A. (2014), TMS Conference Series – Perspetivas Contemporâneas em Turismo. UALG/ESGHT, pp. 427-442.

Mendes, J, P. Valle and M. Guerreiro (2010) Destination image and events: a structural model for Algarve” In Tourism Development and Management, Edited by Silva, J. A, Jafar Jafari and Noel Scott, Universidade do Algarve, Faro, 95-116

Mendes J. e M. Guerreiro (2010) “Reconstruir a experiência turística com base nas memórias perdidas”, In Turismo de Experiência, Edited by A. P. Netto e C. Gaeta, Editora Senac, São Paulo, Brasil, 315-335.

Mendes, J., M. Guerreiro and P. Valle (2009) “Sustainable Planning for Community Venues”. In Event Management and Sustainability, Edited by R. Raj, Leeds Metropolitan University, UK; J. Musgrave Leeds Metropolitan University, UK , Cabi, 150-159.

Cabaço, S., M. Guerreiro and J. Mendes (2008) “Cultural Products, Territory and Attenders: Case study of the International Music Festival of Algarve”, Selling or Telling? Paradoxes in Tourism, Culture and Heritage, Atlas Reflections, edited by Melanie Smith and Leontine Onderwater, The Netherlands, 41-53

Veiga, C., M. M. Guerreiro (2000). “Vilamoura Case Study”, BAHAIRE, Tim; BAUER, Michel; BERGSMAN, Jan; GANTER, Dieter (ed.), in Learning Materials for Tourism Management in Europe, Vol. 1.

Guerreiro, M. M., J. Mendes, (2000). “Gerir a Comunicação e a Imagem de um Hospital Público – o Caso do Hospital Distrital de Faro”, 2º Encontro INA.

Artigos em revistas de circulação internacional com arbitragem científica

Perez-Aranda, J., Guerreiro, M. M.; Mendes, J. da C. (2018) Predictors of positive reviews on hotels. Hoteliers` perception. Online Information Review, (forthcoming) – Scopus Q1).

Novik, V., Pinto, P. and Guerreiro, M. (2017) Attachment-Aversion Model of Consumer-Brand Relationships in a Different Cultural Background. Journal of Spatial and Organizational Dynamics. IV (3): 278-295 Best Paper Award (Latindex).

Guerreiro, M., Mendes, J. and Valle, P. (2016) Nature-based tourism in the Algarve: A fact or a Myth?, I Journal of Spatial and Organizational Dynamic. IV (3): 265-277 (Best Paper Award) (Latindex).

Teresa, J., Pinto, P. and Guerreiro, M. (2016) O contributo da experiência gastronómica para o enriquecimento da experiência turística. Perspetivas de um estudo no Algarve, Portugal. Revista Turismo, Visão e Ação. Univali. 18 (3): 498-527 (Latindex).

Mendes, J. & Guerreiro, M. (2015) Segmentação de destinos turísticos: dos processos às estruturas. Revista Iberoamericana de Turismo. Vol. IV (2): 85-98 (Latindex).

Mendes, J., Henriques, C. and Guerreiro, M. (2015) Resources to cultural issues in the management of cultural tourism in the Algarve. International Journal of Scientific Management and Tourism. 4: 32-48.

Pérez-Aranda, J., Guerreiro, M. and Mendes, J. (2015) Are myths and legends used in tourism Communication as a resource? The case of Algarve online brochures. Enlightening Tourism. A Pathmaking Journal. 5 (1): 65-99 (Latindex).

Guerreiro, M, Agapito, A. and Pech, M. (2015) Exploring the personality traits of Portugal as a tourist destination: perspective of the Czech Market. Journal of Spatial and Organizational Dynamic, vol. III (2): 114-124 (Latindex).

Guerreiro, M. and Mendes, J. (2014) Experiencing the Tourist City. The European Capital of Culture in Re-Designing City Routes. Journal of Spatial and Organizational Dynamics. 2 (4): 288-306 (ISSN: 2183-1912) (Latindex).

Barbeitos, I. M., Valle, P., Guerreiro, M. and Mendes, J. (2014) Visitors’ Motivations, Satisfaction and Loyalty Towards Castro Marim Medieval Fair, Journal of Spatial and Organizational Dynamics. 2 (1): 89-100 (ISSN: 2183-1912) (Latindex).

Chaykina, T., Guerreiro, M. and Mendes, J. (2014) Destination brand personality of Portugal for the russian-speaking market. Journal of Spatial and Organizational Dynamics. 2 (1): 23-36 (ISSN: 2183-1912 (Latindex).

Valle, P., J. Mendes and M. Guerreiro, J. Mendes (2012) Residents’ Participation in Events, Events Image and Destination Image: A Correspondence Analysis. Journal of Travel and Tourism Marketing, 29, 647-664 (ISSN: 1540-7306; ISI Thompson).

Valle, P., Guerreiro, M., Mendes, J. and J. Silva (2011) “The Cultural Offer as a Tourist Product in Coastal Destinations: The Case of the Algarve, Portugal”, Tourism and Hospitality Research, 11 (4): 233-247.

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11. Languages

Language	Reading	Writing	Conversation
English	Very good	Good	Very good
French	Very good	Good	Good