

# Sara Marefatnia

Sara.3415@gmail.com

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PhD candidate in Tourism Specialty in Management, university of Algarve, Portugal, 2015-2016

- Project of PhD thesis “Designing and Measuring Hotel Brand Experiences; Pousadas do Algarve” approved by scientific committee in Faro, 18th of October, 2016.
- DBA in Tourism, Bahar Private Higher Education Business school, Tehran, Iran, 2014,2015
- POST MBA in Tourism, Bahar Private Higher Education Business school, Tehran, Iran, 2013,2014
- Science and Research Branch, Azad University, Tehran (Hamedan), Iran, Master in Tourism planning and Geography,2010-2012
- Hakim Naser Khosro university, Saveh, Iran, Bachelor in Tourism Management ,2008-2010
- Azad University (Tehran Sama) Tehran, IRAN, Associate degree in Governmental Management, 2005-2008

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## AWARDS

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Acceptance in the entrance examination of high school among 1500 candidates

Acceptance in the examination of university BSc degree among 60000 candidates

Top student of MSc grade in Geography and Tourism Planning among 200 persons in 2011

Second rank student in poetry group at elementary school

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## WORK AND RESEARCH EXPERINCE

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- As a paper reviewer of International journal of HOSPITALITY AND TOURISM INSIGHTS at present
- As a membership of scientific committee in IEREK conference and INTERNATIONAL RESEARCH&KNOWLEDGE&ENRICHMENT INSTITUTION in Greece from 2017 till present.

- As a Consultant in Tourism affair in Ganjnameh Tourism, Sport Complex, from 2010 till present, Iran
- As Social Media Marketing Manager in Cafel Holding, Isfahan, Iran
- As a researcher in project of Standard Qualities Compliance with Tourism Facilities Services, at Karad Co. Iran ,2015
- As an Evaluator in hotel for room status with grade A (in Qualities Compliance with Tourism Facilities Services in Iran)
- As a researcher for providing Iranian Water Diplomacy books and Defective Culture at AmirKabir research center, Mashhad, Iran, from 2010 to 2014
- As a lecturer at Karad University of Applied Science and Technology, Karad co. from 2013 (2years), Tehran, Iran.
- As a Membership of Scientific Committee in conference” Service Quality in Hospitality and Tourism “, Isfahan, Iran,16-17 July 2016
- Teaching tour planning (Itinerary) at university of Karad
- Teaching leisure at university of Karad
- Teaching E- tourism and E Marketing in Tourism at university of Karad
- Teaching Iran Studies in tourism at university of Karad
- Attending to Tourism Leaders Master Class on (e-Marketing and Social Media for Tourism and Hospitality in UIB University), supplemented with a special visit to The World Tourism Organization (UNWTO) Headquarters in Madrid at University of the Balearic Islands Hotel School (EHIB)
- Attending to seminar (Measuring Economic Impacts of Tourism: Input-output models, Social Accounting Matrices, and General Equilibrium Models) at Algarve University, on the 11-13 of May,2016.
- Attending to seminar (Mendeley, reference and PDF manager) at Algarve University
- Attending to the seminar “Negotiating the Deal” presented by Dr. Kerry Johnson (International Business Psychologist),2019
- Attending to seminar (Rapid Miner) for data analytics at university of Algarve
- Membership of (IPBA) International place Branding Association
- Membership of Iranian society of ICOMOS
- Membership of Iranian society of geography in Tehran /Iran

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## SEMINARS AND PUBLICATIONS

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- Article of “Conceptualizing Hotel Brand Experience in Hospitality Industry (in Tourism Intelligence Forum conference, March,2018)
- Article “Online Persian Heritage Experience Emphasize on Google Map” (Experience Persian Heritage in Qanat), Isfahan Tourism conference (July /2016)
- Article of “Qeshm and its perspective in future”, (Qeshm Tourism conference, Qeshm, 2011)
- Article “Development of durable Geotourism by offering a modern viewpoint for utility of ecotourism attract” (Qeshm Tourism conference,2011)
- Article of “Analyzing environmental potentialities of ecotourism development in Ganjnameh of Hamedan” (Hamedan Tourism conference, 2011)

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## LANGUAGE SKILL

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English skill in speaking, writing, listening and reading: VERY GOOD

GRE score: 285 FROM 340

Spanish: GOOD

Portuguese: GOOD

Mother language: Persian

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## TECHNICAL SKILLS

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Professional in ENVI

Professional in GIS

Professional in web design

NVIVO plus 12 (qualitative Analysis)

MENDELEY (reference and PDF manager)

OPERA PMS (version 5,5,017)

Data Analytics

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## RESEARCH INTEREST

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- Extremely interested to research about marine tourism, virtual tourism, QANAT, Ecotourism, Geotourism and geopolitics
- Virtual place branding (online brands, Online Brand Experience(OBE))(2016).
- Virtual Tourism Destination Image (2016).
- Price Image Consequences (2016).
- Using Visual Methods in Tourism Research (2016).
- Designing and Measuring Hotel Brand Experiences
- Social Media Marketing Manager
- Food Tourism
- Cultural Tourism (Nowruz in Iran)