

RESEARCHER

Name	M ^a DE LOS ÁNGELES
Surname	OVIEDO GARCIA
Birth date	01/06/1970
Gender	Female
Nacionality	Spanish
Position	Associate professor – Full time – University of Seville
Department	Business Management and Marketing

DR. M.A. OVIEDO –GARCIA - CURRICULUM VITAE (TOURISM)

BOOKS

Castellanos-Verdugo, M. and Oviedo-García, M.A. (2011). Local tourism sector potentialities. Berlín,Germany: Editorial Académica Española (ISBN: 978-3-8473-5904-3).

Caro-Gonzalez, F.J.; Martín-Rojo, I.; Castellanos-Verdugo, M.; Gaspar-González, A.I. and Oviedo-García, M. A. (2008). Corporate social responsibility in yachting harbours and yacht clubs in Andalusia: diagnosis and improvement proposals for tourist innovation.Málaga (Spain), Consejería de Turismo y Comercio (ISBN: 978-84-691-7060-1)

JOURNAL ARTICLES

Trujillo-García, M.A. and Oviedo-García, M.A. (2012). Seville in the cinema.Film tourism identification and tourist's motivations.Estudios Turísticos, 190-191, 63-85.

Impact Factor IN-RECS: 0.049

IN-RECS:Economy Q3

Castellanos-Verdugo, M., Oviedo-García, M.A. and Martín-Ruiz, D. (2011). Tourist assessment ofarchaeological sites: the case of the archaeological complex of Italica (Seville, Spain). Visitor Studies, 14(1), 100-112.

Impact factor SCImago: 0.147

SCImago: Communication Q3; Education Q3; Museology Q2; Tourism, Leisure and Hospitality Management Q4

Martín-Ruiz, D., Castellanos-Verdugo, M. and Oviedo-García, M.A. (2010). A visitors' evaluation index for a visit to an archeological site.Tourism Management, 31(5), 502-509.

Impact factor ISI: 2.620

ISI: Environmental studies Q1; Hospitality, Leisure, Sport and Tourism Q1; Management Q1

Thomas, R. and Oviedo-García, M.A. (2009) (Guest editors).Special Issue: Innovations in Teaching and Researching Hospitality Management. International Journal of Contemporary Hospitality Management.

Impact factor ISI: 0.929

ISI:Hospitality, Leisure, Sport and Tourism Q2; Management Q3

Oviedo-García, M.A., Castellanos-Verdugo, M., Roldán-Salgueiro, J.L. and Veerapermal, N. (2009). The employee-customer relationship quality.antecedents and consequences in hotel industry. International Journal of Contemporary Hospitality Management, 21(3), 251-274.

Impact factor ISI: 0.929

ISI:Hospitality, Leisure, Sport and Tourism Q2; Management Q3

Oviedo-García, M.A., Castellanos-Verdugo, M. and Martín-Ruiz, D. (2007). Gaining residents' support for tourism and planning. *The International Journal of Tourism Research*, 10(2), 95-109.

Impact factor ISI: 0.816

ISI: Hospitality, Leisure, Sport and Tourism Q3

Casillas-Bueno, J.C., Moreno-Menéndez, A.M. and Oviedo-García, M.A. (1995). Alternative tourism as an integrate system: Andalusian case. *Estudios Turísticos*, 125, 53-74.

Impact Factor IN-RECS: 0.045

IN-RECS: Economy Q3

BOOK CHAPTERS

Castellanos-Verdugo, M., Caro-González, F.J. and Oviedo-García, M.A. (2010). An application of grounded theory to cultural tourism research: resident attitudes to tourism activity in Santiponce. In *Cultural Tourism Research Methods*, Richards, G. and Munsters, I. (Eds.), pp. 115-128. Cabi Publishing: Oxfordshire, United Kingdom. (ISBN: 978-1-84593-518-4).

Castellanos-Verdugo, M., Oviedo-García, M.A. and Veerapermal, N. (2006). Encouraging enhanced service quality management in accommodation smes: the case of Seville, Spain. *Tourism in the New Europe*, Thomas, R. and Augustyn, M. (Eds.), pp. 173-185. Elsevier Sci Ltd: Oxford, United Kingdom. (ISBN: 0-08-044706-6).

Oviedo-García, M.A., Castellanos-Verdugo, M. and Caro-González, F.J. (2008). Corporate social responsibility in tourist activity: yachting harbours in andalusia. In *Innovation, Entrepreneurialship, Knowledge and Enterprise in Competitiveness*, pp. 1-10. Oporto, Portugal: Faculty of Economics and Management, University of Porto (Portugal). (ISBN: 978-989-20-1009-0).

Castellanos-Verdugo, M., Oviedo-García, M.A. and Palacios-Florencio, B. (2009). Tourist destination and service quality. In *II Jornadas de Investigación en Turismo*, pp. 155-172. Sevilla: EDICION DIGITAL @3.

Oviedo-García, M.A. and Castellanos-Verdugo, M. (2008). Tourism marketing, heritage tourism. In *Investigaciones Turísticas. Una Perspectiva Multidisciplinar*, pp. 1-10. Sevilla: EDICIÓN DIGITAL @ TRES. (ISBN: 978-84-691-5030-6).

Oviedo-García, M.A., Castellanos-Verdugo, M. and Martín-Ruiz, D. (2007). Tourist Assessment of Archaeological Sites: The Case of Archaeological Complex of Itálica (Seville, Spain). In *9th International Conference on Arts and Cultural Management*, pp. 1-10. Valencia, Spain: Fundación Universidad-Empresa, Adeit. (ISBN: 978-84-96221-32-1).

Caro-González, F.J., Castellanos-Verdugo, M., Gaspar-González, A.I., Martín-Rojo, I. and Oviedo-García, M.A. (2007). Andalusian yachting harbours and yacht clubs and sustainability challenge: diagnosis and improvement proposal. In *Las Administraciones Públicas y Empresas*

Turísticas ante el Reto de la Sostenibilidad, pp. 1-4. Murcia, Spain: Aecit (Asociación Española de Expertos Científicos en Turismo).

Castellanos-Verdugo, M., Casillas-Bueno, J.C., Martín-Ruiz, D., Moreno-Menéndez, A.M. and Oviedo-García, M.A. (2004). Tourist development assessment and host community satisfaction. In *Desarrollo Rural y Turismo*, pp. 549-560. Osuna, Spain: Escuela Universitaria Francisco Maldonado de Osuna. (ISBN: 84-688-8824-9).

Castellanos-Verdugo, M., Oviedo-García, M.A. (2004). The family business in the tourist sector, link of the local development. In *New Trends for a New Europe: Research for Entrepreneurship*. Brno, Czech Republic: BUT-Faculty of Business and Management. (ISBN: 80-214-2753-1).

Oviedo-García, M.A., Moreno-Menéndez, A.M. (1998). Relationship between quantity and quality of the tourism: some implications. in business and economic development in central and eastern Europe. In *Implications for Economic Integration into Wider Europe*. Brno, Czech Republic: BUT-Faculty of Business and Management. (ISBN: 80-214-1202-X). With support of the European Comissions's Phare ACE Programme.

Oviedo-García, M.A., Casillas-Bueno, J.C., Moreno-Menéndez, A.M. (1997). Opportunities of diversified tourist offer in CEEC countries. In *Business and Economic Development in Central and Eastern Europe: Implications for Economic Integration into Wider Europe*. Brno, Czech Republic: BUT-Faculty of Business and Management. (ISBN: 80-85895-12-9). With support of the European Comissions's Phare ACE Programme.

CONFERENCES

Castellanos-Verdugo, M., Caro-González, F.J., Oviedo-García, M.A., Martín-Rojo, I; Gapar-González, A.I. (2007). Yachting harbours and yacht clubs in andalusia facing sustainability challenge: diagnosis and improvement proposals. XI Congreso de la Asociación de Expertos Científicos en Turismo (XI Conference of Scientific Expert on Tourism). Murcia, Spain.

Oviedo-García, M.A., Castellanos-Verdugo, M., Moreno-Menéndez, A.M. (2005). Dealing with paradox-historical tourism in a non-touristic city: the case of Santiponce vs. Italica (Spain). Academic Workshop between Spanish and Czech Researchers on Management: Sevilla, Spain.

I+D+I PROJECTS IN TOURISM

PROJECT: Corporate social responsibility in yachting harbours and yacht clubs in Andalusia: diagnosis and improvement proposals for tourist innovation (Code: 2006/283263).

Financial entity: Andalusia Regional Government

Role: Researcher

Period: From 29/03/2006 to 29/03/2007

Amount (Euros): 31,360

PROJECT: Potentialities analysis in local tourist sector: Santiponce case

Financial entity: None. Research was developed with zero-cost for University of Seville

Role: Researcher

Period: From 01/10/2004 to 31/03/2006

Amount (Euros): ---

AGREEMENTS AND CONTRACTS

Family businesses Catedra (Code: 0702/0339).

Main researcher: Casillas-Bueno, J.C.

Role: Researcher

Period: From 09/12/2009 to 08/12/2011.

Image and socioeconomic impact of sport events measurement (Code: SI-031/08)

Main researcher: Castellanos-Verdugo, M., Rosa-Díaz, I.M.

Role: Researcher

Period: From 03/03/2008 to 03/12/2008

Amount (Euros): 7,450

Return on Investment Measurement in Social Media (Code: PRJ201301754)

Main researcher: Oviedo-García, M.A., Castellanos-Verdugo, M.

Role: Main researcher

Period: From 11/01/2013 to 11/12/2013

Amount (Euros): 1,700

Organizational changes and innovation in social media (Code: PRJ201301755)

Main researcher: Moreno-Menéndez, A.M.

Role: Researcher

Period: From 18/01/2013 to 18/06/2013

Amount (Euros): 1,300

ADVISEMENT- MASTER'S DISSERTATION TUTOR

2012/2013: Extended weekends in Spain: general satisfaction of home tourists and souvenir shopping satisfaction. Student: Reyes Guizar, L.

2011/2012: Consumer loyalty in travel agencies. Student: Blasco-Mata, I.

2010/2011: Abroad promotion of Spain as a tourist destination. The Turespaña case. Student: Cañero-Morales, P.M.

2009/2010: Seville in the cinema. Induced film tourism: tourist motivations identification and analysis. Student: Trujillo-García, M.A.

2012/2013: Chair of Master's Thesis

2012/2013: Member of Ph. D. Committee

ADVISEMENT- Ph.D. TUTOR

Natural and cultural heritage in Dominican Republic and sustainable tourism. Santiago de los Caballeros residents' perception. Doctor of Philosophy: J.A. Acosta Guzmán. Advisors: M.A. Oviedo-García and M. Castellanos-Verdugo.

JOURNAL EDITOR

Abstract Translation Editor in Journal of Policy Research in Tourism, Leisure and Events since March 2009 (First issue).

JOURNAL REFEREE

Tourism Management (5 revisions)

Cornell Hospitality Quarterly (3 revisions)

Journal of Policy Research in Tourism, Leisure and Events (1 revision)

Enlightening Tourism: A Pathmaking Journal (1 revision).

PROFESSIONAL AWARDS

2010: Highly commended award for research article "The employee-customer relationship quality: Antecedents and consequences in the hotel industry".

Entity: Emerald LiteratiNetwork

2007: Dean award on the 15th anniversary of the establishment of the faculty of business and management BUT.

Entity: Faculty of Business and Management, Technical University Brno (Czech Republic).

RESEARCH METHODOLOGY IN PUBLISHED ARTICLES/BOOK CHAPTERS

METHODOLOGY	TECHNIQUE	MAIN CONSTRUCTS/ISSUES RESEARCHED	JOURNAL/BOOK
Quantitative	<i>Partial Least Squares (PLS)</i>	Relationship quality- antecedents and consequences	International Journal of Contemporary Hospitality Management, 21(3), 251-274 *
		Customer relationship management	In Tourism in the New Europe. Perspectives on SME Policies and Practices (Eds. Thomas, R. and Augustyn, M.). Chapter 13
	<i>Structural Equation Method (SEM)</i>	Support for tourism planning and support for tourism development	International Journal of Tourism Research, 10, 95-109
		Visitors' evaluation of an archeological site	Tourism Management, 31(5), 590-596
	<i>Exploratory Factor Analysis (AFE) and Analysis of Variance (ANOVA)</i>	Tourist resources evaluation	Visitor Studies, 14(1), 100-112
Qualitative	<i>Grounded Theory</i>	Cultural tourism	Cultural Tourism Research Methods (Eds. Richards, G. Munster, I.). Chapter 10

*2010 Highly Commended Award – Emerald Literati Network