

Overview

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Wednesday, 21-03-2018 :: 10:00

Nelson Manuel da Silva de Matos
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Overview

1. Personal data

Full Name

Nelson Manuel da Silva de Matos

Name under which you publish

Nelson Manuel da Silva de Matos

Fiscal ID number

ID document

Birth date

02-09-1977

National of

Portugal

Gender

M

Work address

Universidade do Algarve, Escola Superior de Gestão, Hotelaria e Turismo
Campus da Penha
8005-139 Faro
Portugal

Residential Address

Work Phone

Residential Phone

Email	Fax
nelsonmatos@gmail.com	
Cell phone	
URL	

2. Academic degrees

Year: 2002

Degree: LICENCIATURA

Final grade: Sufficient

Degree granting institution Universidade do Algarve

School/College/Campus Other

Thesis title Final Project - The tourism in the rural areas of the Sotavento in Algarve.

Supervisor: Maria da Fé Brás

Co-supervisor:

Scientific area Turismo, Ramo de Marketing

Number of curricular years 4

Program title Tourism, marketing branch

Year: 2013

Degree: DOUTORAMENTO

Final grade: Very good, with distinction and honors

Degree granting institution Universidade do Algarve

School/College/Campus Faculdade de Economia

Thesis title The impacts of tourism Experiences in the destination image. A marketing perspective.

Supervisor: Julio Mendes

Co-supervisor: Patricia Valle

Scientific area Turismo, Marketing

Program title PhD in Tourism

3. Previous activity and current status

Período	Cargo, categoria ou actividade	Instituição
01-1-2008 a	Marketing consultant	Work for several Regional Organizations in the tourism, hospitality and Services (e.g. Inpokulis- Lda, Marreiros-Lda, Gyrad, Lda, Act4Ht, Ida,...)
01-1-2015 a 30-6- 2017	Marketing director	Wow Sun Travel, Lda
01-4-2014 a 31-12- 2014	Regional Marketing Director, Tourism and Hospitality.	Parcialgest, Lda.
20-9-2015 a	Invited Adjunct Professor	School of Management, Hospitality and Tourism, University of Algarve
01-5-1999 a 31-12- 2010	Director, Vice-director of marketing and sales, sales manager, Sales Executive	Work for several regional organizations in the tourism, hospitality and real estate (e.g. Riosor, SA, DCG, SA, GoldenResorts, Sa).
19-9-2010 a 19-9- 2015	Invited Assistant - Lecturer	School of Management, Hospitality and Tourism

4. Area of scientific activity

Tourism, Marketing and Management.

5. Present research interest

Domain of specialization

The tourism activity and its management in a marketing perspective. Regarding the tourism destination, tourism products and services.

Current research interests

The destination image, tourism and marketing experience, authenticity and consumer behavior in general.

Other professional interests/activities

Marketing consultant for SME in the region.

6. Experience as scientific adviser

PhD students

Undergoing since 2016 and 2017

Student: Rui Pedro

Title: Senses, Memories in Tourism

PhD program in tourism, Faculty of Economics, University of the Algarve.

Student: Houman Hadian

Title: Fan engagement in social media: A comparison between Iranians and Portuguese in Instagram

PhD in Economics and Management Sciences, speciality in Management, Faculty of Economics, University of the Algarve.

Master Students

Completed

February, 25th of 2016 – student Bruna Fernandes

Title: "Assessment of the experiential dimensions. The case study of Grande Hotel".

Master of Hospitality Management, School of Management, Hospitality and Tourism, University of Algarve.

Co-supervisor with Francisco Serra, PhD – final classification 17 values (Very good).

Awaiting final jury - Public session

Student: Anna Biesnarck

Title: "Erasmus students' holistic learning experiences. The case of high education institutions at the Iberian Peninsula"

Master of Tourism Organizations Management, Faculty of Economics, University of Algarve.

Co-supervisor: Julio Mendes, PhD.

Undergoing since 2016 and 2017:

Student: Melissa Gonçalves

Title: "The disintermediation of the tourism industry. The perspective of the demand"

Master in Marketing Management, Faculty of Economics, University of Algarve.

Co-supervisor: Patricia Pinto.

Student: Elsa Cortez

Title: Brand Experience to predict consumer behavior. A road towards loyalty.

Master in Marketing Management, Faculty of Economics, University of Algarve.

Co-supervisor: Julio Mendes, PhD.

Student: Sara Machado

Title: The Importance of Marketing to Events - The case of Festival F.

Master in Marketing Management, Faculty of Economics, University of Algarve.

Student: Catarina Lopes

Title: The consumption of Experiences and Hedonism. The events as stages of fun, entertainment and memory.

Master in Marketing Management, Faculty of Economics, University of Algarve.

Co-supervisor: Manuela Guerreiro, PhD.

7. Participation in R&D projects

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

Marketing research study about the Service Quality of EMARP (february to july, 2017). Hiring Entity: EMARP. Coordination of the University of Algarve - Célia Veiga; Research Team: António Raiado, Carla Machado, Lurdes Sousa, Margarida Santos and Nelson Matos.

Application to the Sistema de Incentivos à Investigação e Desenvolvimento Tecnológico (SI I&D), Aviso 33/SI/2015, in regard to the project - MarkTops - in co-promotion with Dengun, Lda. - team member of the University of the Algarve: Carlos Sousa, Célia Ramos, Marisol Correia, Nelson Matos and Pedro Cascada. Approved in 23rd of August, 2016. Cancelled by the co-promoted in January 2017.

Marketing research about the traditional retailing of Loulé (September 2014 to January 2015). hiring entity: Municipality of Loulé, Algarve. Coordination: University of Algarve – Francisco Serra & António Machado. Team: António Raiado, Nelson Matos, Eduardo Serra, Cristina Simão.

8. Prizes and awards received

Year	Name of the prize or award	Promoting entity
2018	School Merit	University of Minho, PhD Program in Marketing and Strategy

9. Published works

Teses

The impact of tourism experience in the destination image. A marketing perspective.

Capítulos de livros

Renda, A. & Matos, N. (2017). Marketing Turístico. In P. Ferreira & D. Agapito (Eds). Manual de Gestão de Marketing – Da teoria à Ação (pp.226-251). Faro: Silabas & desafios.

Mendes, J., Guerreiro, M. & Matos, N. (2016). Monitoring the Quality of Tourism Experience. In A. M. Morrison, S. Leo & A. G. Abdullah (Eds). Asia Tourism Forum 2016 (ATF-16) : The 12th Biennial Conference of Hospitality and Tourism Industry in Asia. A New Approach to Wonderful Tourism (Sustainable, Responsible & Quality Tourism) (pp. 326-336). Amsterdam: Atlantis Press.

Matos, N., Correia, M.B. & Ribeiro, L. (2016). Social Responsibility in a Hotel Chain - A partnership "Made in Portugal". In C. J. Maldonado, P. P. I. Sánchez and C. H. Pedrosa (Eds), Comunicación en Mercados Internacionales (pp. 230-232). Madrid: Pearson.

Artigos em revistas de circulação internacional com arbitragem científica

Matos, N., Mendes, J., e Pinto, P. (2015). The Role of Imagery and Experiences in the Construction of a Tourism Destination Image. Journal Of Spatial And Organizational Dynamics, 3(2), 135-154.

Matos, N., Mendes, J., and Valle, P. (2013). Tourists' Experiences Spatio-temporal effects on the destination image. A theoretical Model. Spatial And Organizational Dynamics Discussion Papers, 13, 64-70.

Matos, N., Mendes, J., e Valle, P. (2012). Revisiting the Destination Image Construct Through a Conceptual Model. Dos Algarves. A multidisciplinary e-journal, 21, 101-117.

Publicações em actas de encontros científicos

Jiménez, M. A., Correia, M. & Matos, N. (2017, July 7). Adaptación de las páginas web de los hoteles en los dispositivos móviles. VIII Postgraduate Conference ESGHT, University of Algarve, Faro

Jiménez, M. A., Correia, M. & Matos, N. (2017, July 7). Análisis de las redes sociales como instrumento de

comunicação em los destinos turísticos del Algarve. VIII Postgraduate Conference ESGHT, University of Algarve, Faro.

Bagheri, M., Pereira, J. & Matos, N., (2017, May 11). Attitudes towards consumption and the search for well-being. A literature review. 2nd International Congress On Interdisciplinarity In Social And Human Sciences, University of Algarve, Faro.

Matos, N., Correia, M. B., Ramos, C. Q., Sousa, C. & Cascada, P. (2016, November 18). Marketing Intelligence - A Conceptual Model For The Development Of A Marketing Intelligence Platform For Tourism Organizations, TMS Algarve 2016, Real Marina Hotel & SPA, Olhão, Portugal.

Matos, N., Mendes, J., & Guerreiro, M. (2016, October 11). Experience Marketing A Holistic Perspective. The Development Of An Operational Scale, International Forum on Management - Global industries: The role of hospitality and tourism, Escola Superior de Hotelaria e Turismo do Estoril, Portugal.

Matos, N., Serra, F., Fernandes, B. (2016, October 11). Experience Marketing – An Exploratory Empirical Study In The Hospitality Sector., International Forum on Management - Global industries: The role of hospitality and tourism, Escola Superior de Hotelaria e Turismo do Estoril, Portugal.

Matos, N., Mendes, J. e Pinto, P. (2016, May 5). The construction of a global destination image by a tri-dimensional approach. 1st International Congress On Interdisciplinarity In Social And Human Sciences, University of Algarve, Faro.

Raimundo, D., Matos, N., e Schütz, R. (2016, March 11). Alte – A arte de contar e promover histórias de aldeia, II Conferência Internacional de Turismo & História. Escola Superior de Gestão, Hotelaria e Turismo. University of Algarve, Faro.

Matos, N., Mendes, J. e Valle, P. (2015, July 10). The experiences role in the destination image. VI Postgraduate Conference ESGHT. University of Algarve, Faro.

Matos, N., Mendes, J. e Valle, P. (2013, July 12). Tourism experiences as an alternative marketing approach to reduce economic constraints. The case of the Algarve. IV Postgraduate Conference ESGHT 2013, University of Algarve, Faro.

Matos, N., Mendes, J. e Valle, P. (2013, November 14). Sol, Praia, Comida E Hospitalidade – A Imagem Do Destino Algarve. Um Estudo Exploratório. International Conference on Tourism & Management Studies. Real Marina Hotel & SPA, Olhão, Portugal.

Matos, N., Mendes, J. e Valle, P. (2012, November 8). Tourists' Experiences Effects In Algarve's Destination Image - A Three Step Conceptual Model. XIV Seminario Luso-Español De Economía Empresarial. Universidad Salamanca, Spain.

Matos, N., Mendes, J. e Valle, P. (2011, October 26). The Impacts of Tourism Experiences in the Destination Image. The Case of the Algarve. International Conference on Tourism and Management Studies. University of Algarve, Faro.

Matos, N., Mendes, J. e Valle, P. (2012, June 2). A Model Development of Relationships Between Tourism Experiences and Destination Image. Proceedings of the 2nd Advances in Hospitality and Tourism Marketing & Management Conference. Corfu, Greece.

10. Communications in scientific meetings

Comunicações orais por convite

Matos, N., Mendes, J., e Pinto, P. (2015, November 5). The Role of Imagery and Experiences in the Construction of a Tourism Destination Image, CIEO Seminars. Universidade do Algarve, Faro.

Matos, N. (2014, March, 28). The structuring of a tourism product around the medronho - clues for its development. Municipality of Monchique and APAGARBE. Monchique. Portugal.

Outras comunicações orais

Matos, N., Pereira, J., Bagheri, M., & Baptista, N. (2017, November 9). Anti-consumption and consumerism. The development of an operational scale. XIX Seminário Luso-Espanhol (SLE) de Economia Empresarial, University of Algarve, Portugal.

Matos, N., Correia, M. B., Ramos, C. Q., Sousa, C. & Cascada, P. (2016, November 18). Marketing Intelligence - A Conceptual Model For The Development Of A Marketing Intelligence Platform For Tourism Organizations, TMS Algarve 2016, Real Marina Hotel & SPA, Olhão, Portugal.

Matos, N., Mendes, J., & Guerreiro, M. (2016, October 11). Experience Marketing A Holistic Perspective. The Development Of An Operational Scale, International Forum on Management - Global industries: The role of hospitality and tourism, Escola Superior de Hotelaria e Turismo do Estoril, Portugal.

Matos, N., Serra, F., Fernandes, B. (2016, October 11). Experience Marketing – An Exploratory Empirical Study In The Hospitality Sector., International Forum on Management - Global industries: The role of hospitality and tourism, Escola Superior de Hotelaria e Turismo do Estoril, Portugal.

Matos, N., Mendes, J. e Pinto, P. (2016, May 5). The construction of a global destination image by a tri-dimensional approach. 1st International Congress On Interdisciplinarity In Social And Human Sciences, Universidade do Algarve, Faro.

Matos, N., Mendes, J. e Valle, P. (2015, July 10). The experiences role in the destination image. VI Postgraduate Conference ESGHT. University of Algarve, Faro.

Matos, N., Mendes, J. e Valle, P. (2013, July 12). Tourism experiences as an alternative marketing approach to reduce economic constraints. The case of the Algarve. IV Postgraduate Conference ESGHT 2013, University of Algarve, Faro.

Matos, N., Mendes, J. e Valle, P. (2013, November 14). Sol, Praia, Comida E Hospitalidade – A Imagem Do Destino Algarve. Um Estudo Exploratório. International Conference on Tourism & Management Studies. Real Marina Hotel & SPA, Olhão, Portugal.

Matos, N., Mendes, J. e Valle, P. (2012, November 8). Tourists' Experiences Effects In Algarve's Destination Image - A Three Step Conceptual Model. XIV Seminario Luso-Español De Economía Empresarial. Universidad Salamanca, Spain.

Matos, N., Mendes, J. e Valle, P. (2012, July 13). An Assessment of Algarve's Destination Image Using Tourism Experiences. III Postgraduate Conference ESGHT. University of Algarve, Faro.

Matos, N., Mendes, J. e Valle, P. (2012, June 2). A Model Development of Relationships Between Tourism Experiences and Destination Image. Proceedings of the 2nd Advances in Hospitality and Tourism Marketing & Management Conference. Corfu, Greece.

Matos, N., Mendes, J. e Valle, P. (2011, October 26). The Impacts of Tourism Experiences in the Destination Image. The Case of the Algarve. International Conference on Tourism and Management Studies. University of Algarve, Faro.

11. Languages

Language	Reading	Writing	Conversation
English	Very good	Good	Very good

French	Good	Good	Good
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