

Curriculum vitæ

Miralbell Izard, Oriol

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Education and qualifications

Doctorate in Information and Knowledge Society, (CUM LAUDE WITH HONORS)

Universitat Oberta de Catalunya,

Barcelona, – Spain: 2007 - 2012 (defence: le 23 Novembre 2012)

Title of the Thesis: Online Social Networks and knowledge exchange. Analysis of the use and adoption by the members of the professional virtual communities of tourism

Directors: Dr. Francesc González and Dr. Jaume Guiaet

Committee: Dr. Esther Pérez Martell, Dr. José Luis Molina et Dr. Agusti Canals

Research domains: IS in Tourism, Knowledge Management, Social Networks in the Internet, Informal Learning

Master in Science in Information Resources Management, (Cumulative GPA – 3.704)

Syracuse University, NY. USA 1996-1998

Title of the Master Final Project: Competitive advantage of virtual organizations in tourism,

Director: Dr. Rolf Wigand

Degree in Tourism Management

ESADE – Universitat Ramon Llull,
Barcelona, - Spain 1995-1995

Title of the Final Project: Information Systems for Tourism destinations

Director: Dr. Josep-Francesc Valls

Bachelor in Anglo-German Philology,
Universitat de Barcelona, Barcelone, – Spain, 1983-1987

Research : Domains of interest

1. Management of tourist destinations. Development, management and development of resources and services of the destination. Tourism policies.

2. Management and planning of tourist events.

3. Information management in tourism organizations. Information systems for destinations. Knowledge management and competitiveness in tourism. Social networks and diffusion of knowledge

3. Sustainable tourism, ecotourism and responsible tourism.

4. E-learning in tourism. Transfer of knowledge, lifelong learning, e-learning at the university.

Publications and papers in conferences

Papers in scientific reviews

Authors: Francesc González Reverté; Oriol Miralbell Izard

Title: **The role of social and intangible factors in cultural event planning in Catalonia**

Review: International Journal of Event and Festival Management, (dans la presse)

Authors: Francesc González Reverté; Oriol Miralbell Izard

Title: **El diseño de una wiki sobre ecoturismo como herramienta para el aprendizaje universitario de turismo en entorno virtual**

Review: RED. Revista de Educación a Distancia, 5, Pàgines: 1-19, 2009

Authors: Francesc González Reverté; Oriol Miralbell Izard

Title: **Managing tourism festivals for tourism purposes in Catalonia (Spain)**

Review: Tourism review, 2009 4/64, P. 53-65

Author: Oriol Miralbell Izard

Title: **Visión estratégica de las organizaciones virtuales en el turismo. Aprovechamiento de las tecnologías de la comunicación y la información en la competitividad de las empresas turísticas.**

Review: Estudios Turísticos, 142, Pàgines: 73-84. (1999)

Authors: Josep Oriol Miralbell Izard; Fanny Porta ; Josep Francesc Valls

Title: **Anàlisis de los cambios de la conducta del consumidor**

Review: Estudios de Gestion Turistica, Pàgines: 27-33 (1996)

Books and chapters

Author: Oriol Miralbell Izard

Title: **Las TIC y la transferencia de conocimiento en el turismo**, in : Nuevos Horizontes en la Gestión del Turismo - Escola Universitaria de Turisme I Direcció Hotelera, 2013.

Ed. Dimitrios Buhalis & Roman Egger.

Authors: Oriol Miralbell (Ed.), Francesc González, Ramon Arcarons, Josep M. Pallàs, Josep capellà

Title: **Gestión pública del turismo**, Editorial UOC, 2009

Authors: Oriol Miralbell Izard; M^a Esther Pérez Martell; Marta Viu Roig

Title: **Spain.info: Towards Stakeholder Network**, in : eTourism Case Studies: Management and Marketing Issues in eTourism - Elsevier: Butterworth – Heinemann, 2008.

Ed. Dimitrios Buhalis & Roman Egger.

Author: Oriol Miralbell

Title: **Gestión de Oficinas de turismo**, Editorial UOC, 2007

Author: Oriol Miralbell

Títile: **Guía práctica para la gestión de las rutas del vino**, ACEVIN, 2000

Course books

Author: Oriol Miralbell Izard, Francesc Romagosa Casals

Title: **Destinos Turísticos**. 2013. UAB

Author: Oriol Miralbell Izard

Title: **Redes sociales y redes de conocimiento online**. 2010.

Editorial UOC

Authors: Oriol Miralbell Izard; Francesc González Reverté
Title: **Gestió Pública del Turisme**, 2006, Editorial UOC

Authors: Oriol Miralbell Izard; Esther Pérez Martell, Francisco Rubio;
Pau Morata Socías
Title: **Turisme i Tecnologies de la Informació**. 2005. Editorial UOC

Papers in conferences

Author: Oriol Miralbell Izard
Title: **Social Networking sites and Knowledge Exchange. The proposal of an Acceptance Model**
IADIS International Conference. Web based Communities and Social Media, Prague, Czech Republic
Year: 2013. Organiser. IADIS – **BEST PAPER OF THE CONFERENCE**

Authors: Oriol Miralbell Izard, Joan Miquel Gomis, Francesc González Reverté, Carlos Lamsfus
Title: **Estudio de las TIC y el Turismo en España. Análisis de las ponencias del congreso TURITEC entre 1999 y 2010**
Conference: III Congreso Turismo y Tecnologías de la Información y las Comunicaciones - TURITEC 2010. Malaga, Espagne
Year: 2010. Organiser: Universidad de Malaga

Author: Oriol Miralbell Izard
Title: **Las redes sociales online en el aprendizaje informal de los profesionales del turismo**
Conference: III Congreso Turismo y Tecnologías de la Información y las Comunicaciones - TURITEC 2010. Malaga, Espagne
Year: 2010. Organiser : Universidad de Malaga

Authors: Oriol Miralbell Izard
Title: **Destinos turísticos 2.0. Un nuevo paradigma de gestión y planificación**
Conference: Primer Congreso Iberoamericano de Turismo y Convenciones - Loja (EQUADOR),
Year: 2010. Organiser: Universidad Técnica Particular de Loja, Ecuador

Authors: Oriol Miralbell Izard

Title: **Virtual Communities of tourism professionals in the Internet: Analysis of the factors for knowledge generation**

Conference: PhD Workshop - ENTER 2010. Lugano (Suisse),
Year: 2010. Organiser: IFITT - International Federation of Information technologies in Tourism

Authors: Oriol Miralbell Izard; Francesc González Reverté

Title: **Cultural events as tourism supply in coastal catalan resorts**
Conference: Researching Coastal and resort Destination Management: Cultures and Histories of Tourism, Gerone, Catalogne – Espagne,
Year: 2009. Organiser: Leeds Metropolitan University et Universitat de Girona.

Authors: Francesc González Reverté; Marta Viu Roig; Joan Miquel Gomis López; Oriol Miralbell Izard

Title: **Un caso de practicum virtual en enseñanza universitaria en turismo. Diseño y adaptación al EEES**
Conference: TURITEC 2008 VII Congreso nacional de turismo y tecnologías de la información y las comunicaciones. Marbella, Málaga, Espagne,
Year: 2008. Organiser: Universidad de Málaga

Authors: Francesc González Reverté; Marta Viu Roig; Joan Miquel Gomis López; Oriol Miralbell Izard

Title: **Un caso de Practicum virtual en enseñanza universitaria en turismo. Diseño y adaptación al Espacio Europeo de Educación Superior**
Conference: TURITEC 2008, Marbella, Málaga, Espagne,
Year: 2008. Organiser: Universidad de MálagaSpain

Authors: Oriol Miralbell Izard; Francesc González Reverté

Title: **Cultural events and tourism development in Catalonia**
Conference: ATLAS 2008. Brighton (ROYAUME UNI),
Year: 2008. Organiser: ATLAS

Authors: Oriol Miralbell Izard; Sílvia Sivera Bello

Title: **New innovation networks in destinations 2.0**
Conference: XVII International Symposium on Tourism and Leisure, Barcelona, Spain, 2008. Organiser: ESADE.

Authorss: Oriol Miralbell Izard; Agustí Canals Parera

Title: **Tracing networks within local tourism clusters: their impact in innovation**
Conference: Network for Social Network Analysis Sunbelt XXVII. Corfu, Greece,
Year: 2007. Organiser: INSNA

Awards

- Best Pedagogical Innovation project – UOC, (June, 2008)
- PhD Thesis: CUM LAUDE – with Honors (November, 2012)
- Research fellowship – UOC (March, 2013)
- Best Paper at IADIS International Conference. Web based Communities and Social Media, Prague, Czech Republic. (July, 2013)

Research experience

Project: Doctoral Thesis: Online Social Networks and knowledge exchange. Analysis of the use and adoption by the members of the professional virtual communities of tourism Duration : 2007 - 2012
Directors: Dr. Francesc González and Dr. Jaume Guiaet

Project: Cultural Tourism Events as a product. Recommendations of policies for local authorities in the counties of Girona.
Financiación : Patronat de Turisme de la Costa Brava, Gerona, Spain
Duration: 01/06/2009 to 31/03/2010
Director: Dr. Francesc González Reverté

Expertise

Project: Tourism Strategic Plan for Catalonia - 2006 - 2010
Duration: novembre 2005 – march 2006
Client: Consorci de Promoció Turística de Catalunya
Director: Ángel Díaz

Member of the Supervisory Board of The National Innovation and Development Plan SISE of the Spanish Government
Section: Strategic action Tourism Technologies (2007 – 2008)

Member of the Organizing Committee of the Saló Internacional de Turisme de Catalunya SITC in Barcelona (1998 – 2000). Managing the events related to ITC and Tourism.

Member of the Scientific Committee of:

- TURITEC 1999, 2008, 2010 and 2012
- ENTER 2000
- IADIS 2013
- Revista AECIT 2013
- MOVE 2013

Others:

Member of the Experts Committee at: TURINTER (R+D project by the Spanish Government – 2000)

Member of the Users Group of the European Project: TIM – Tourism Information and Marketing (European Union)

Lecturing

Responsible of the courses :

At the **Universitat Oberta de Catalunya**, Barcelona, Spain at the Business and Economy Department,

- **Tourist Destinations** *Winter 2005 to present*
- **Tourism resources II** *Winter 2005 to Spring 2006*
- **Ecotourism**, *Winter 2007 to present*
- **Public tourism Management** *Spring 2006 to present*
- **Information and Communication Technologies and Tourism** *Spring 2011 to present*
- **Tourist services Management** *Spring 2011 to present*
- **Information Systems in the Enterprise** *Winter 2008 to present*
- **Business models on the Internet** *Winter 2012 to present*
- **Final project** (tutorship) Master in Business Management *Spring 2013*

At the **Universitat Autònoma de Barcelona**, Barcelona, Spain
Escola Universitària de Turisme i Direcció Hotelera

- **Managing the Tourist Board** *Winter 1999 to present*

Lecturing domain competencies

- Tourist destinations
- Public Tourism Management
- ICT and Tourism
- Ecotourism and Responsible Tourism

Pedagogical innovations

- Usage of wikis in Ecotourism e-learning curricula (UOC Award 2008 for pedagogical innovation (direction Dr. Francesc González Reverté)
- Use of mobile technologies and augmented reality for collaborative Learning in the course « Cultural and Natural Heritage » (Direction Dr. Francesc González Reverté.)

Professional experience in Tourism

Tourist Destinations:

- Chief of Tourist information Services at the General Direction for Tourism of the Autonomous Government of Catalonia (1989 – 2005)
Responsibilities:
 - Manager of the Catalan Network of Tourist Offices
 - Manager of the IT projects of the General Direction of Tourism
 - Manager of the Web Information Services of the General Direction for Tourism
- Staff in the Tourist Office at the Airport of Barcelona (1981 – 1989)
- Manager of the Official Stands of Catalonia in International Tourist Exhibitions (1984 – 1989) : ITB – Berlin (Germany), World Travel Market – Londres (UK), Vakantie – Utrecht (the Netherland), RDA – Cologne (Germany)

Tourist Information

Official Tour Guide of Catalonia (1978 – 1986)

Travel Agencies

Department of long trips (1977)
Receptive department (1978 – 1979)

Hotel and Camping

Hotel Mater Dei (Pozza di Fassa, Dolomites, Trento, Italy)

Reception (1978)
Camping (Las Dunas, Sant Pere pescador, Girona Spain and El Delfin
Verde, Platja de Pals, Girona Spain)
Reception (1973 – 1976)