



TEAM

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Estela Marine-Roig is a full professor and promoter and coordinator of Social Media Marketing (MSc) at the University of Lleida (UdL), Catalonia; an Assistant Professor of Sustainable Tourism and ICT (MSc) at the Open University of Catalonia (UOC); and a post-doctoral researcher in the Research Group (UdL) on Tourism and Social Knowledge Economy (TURESCO). On December 2013, she defended her doctoral thesis in Tourism and Leisure at the Rovira i Virgili University (URV). An international examining committee gave her the mention of "Doctor Europeus" and granted the thesis a grade of "Summa cum laude". The URV Governing Board awarded her the 2013/2014

extraordinary prize of Doctorate in Social and Juridical Sciences. The international federation IFITT awarded her the 2015 Thesis Excellence Award for a Doctoral Thesis. The Catalan Government awarded her the 2018 Medal of Tourism to the best knowledge and research project. She also holds an MSc in Tourism Management and Planning, a BA in Humanities, and a BA in Tourism. Her research interests include the analysis of tourist destination images through online sources, especially traveller-generated content.

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She holds a PhD in Business Administration; master's degree in information and knowledge society; degree in business administration; Graduate in Research and Market Techniques; and a diploma in tourism. She is currently Director of the Department of Economics and Business at the University of Lleida. Collaborating Professor in Tourism Business Management at the Universitat Oberta de Catalunya. Her research focuses on



Tourism and New Technologies, Gastronomy, Web Analysis, Cooperatives. She has published several articles in prestigious journals and presented at national and international research conferences on the contribution and impact of new technologies and social networks in Tourism and Social Economy.



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He holds a PhD in Economics and a degree in business administration. He is a lecturer and he is currently the Dean of the Faculty of Law, Economics and Tourism at the University of Lleida. His research focuses on e-Commerce, Social Economy and Marketing Management, mainly in tourism, quality and services companies. His work has been presented at national and international research conferences, and has been published in several prestigious journals.

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She is Associate Professor (Serra Hunter Fellow) at the Department of Economics and Business at the University of Lleida. She is currently the academic coordinator of the Joint Degree in Business Administration and Tourism, and of International Mobility Programs at the Faculty of Law, Economics and Tourism. She is council member of the CoDA-Association and of Asociación Española de Expertos Científicos en Turismo (AECIT). She is co-editor in chief of Journal of Tourism Analysis – Revista de Análisis Turístico and serves on the Editorial Boards of JITT and CBTH. She holds an International PhD in Tourism from University of Girona (Extraordinary Doctoral Thesis Award, 2014); a MSc in Tourism Planning and Management; and a BA in Tourism. She is post-doctoral researcher in the Research Group on Tourism and social Knowledge Economy of University of Lleida. Her research interests focus on the application of compositional data analysis (CoDA) to e-marketing and e-tourism.



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She holds an international PhD in Engineering and Information Technologies with the qualification of Excellent Cum Laude; a MSc in Tourism Planning and Management; a BA in Advertising and Public Relations; and a BA in Tourism. She is associate professor for the Department of Economy and Business at the University of Lleida (Spain) where she has been recently recognised with the Teaching Excellence Award twice for the areas of tourism management and marketing. She is post-doctoral researcher in the Research Group on Tourism and Social Knowledge Economy (TURESCO 2017SGR49) of the UdL and she has been Visiting Academic for the University of South Australia and for the Escola Superior de Hotelaria



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She is a senior lecturer in Communication Studies at the Rovira i Virgili University (Tarragona, Spain) and is member of the research group Asterisc at the same university. She teaches in the Degree in Communication and in the Master's Degree in Strategic Communication (URV). Her lines of research focus on the communication and branding of territories and tourist destinations. She has participated in several research projects and has been the principal investigator of the project 'Influence of Communication 2.0 in tourism decision making and destination brand image. Useful applications for Spanish tourist destinations'. She is author of international articles and books.



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He holds a PhD in Business Administration which was awarded the Extraordinary Prize for Doctoral Thesis in Economics by the University of Lleida. Currently he is lecturer (Serra Húnter Fellow) in the Department of Economics and Business at the University of Lleida (Spain). His research focuses on the analysis of banking efficiency, family firms and economic sustainability of service companies. He has published in several national and international journals.



Juan Pedro Mellinas Cánovas

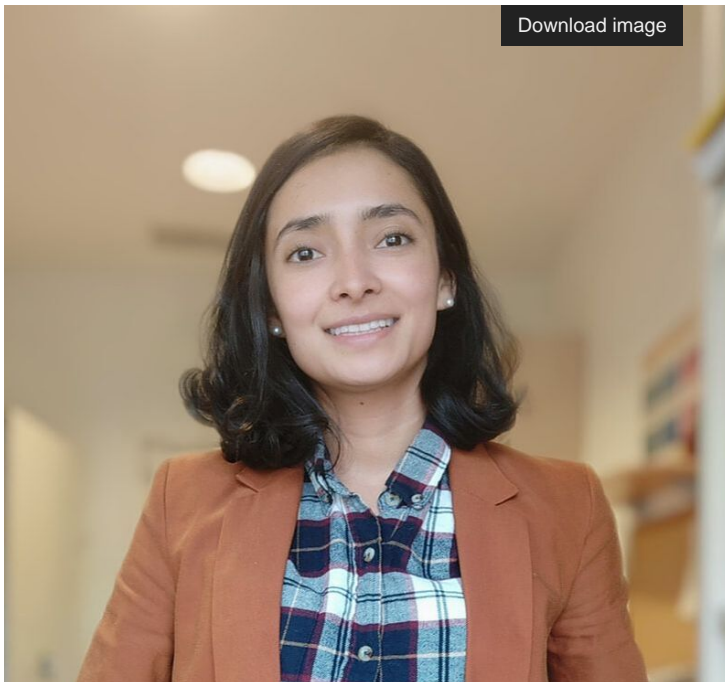
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He holds a PhD in Business Administration, a MSc Tourism Planning and Management and a BA in Business Administration. Currently he is lecturer for the Department of Marketing and Market Research at the Universidad de Murcia. He has experience working in international corporations and as entrepreneur for 15 years. His research focuses on online reviews in websites like Booking and TripAdvisor among others. He has published in Tourism Management, Annals of Tourism research and Tourism Review, among other journals.



Vivian Medina Hernandez

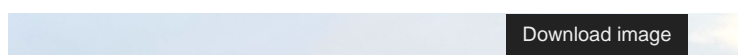


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She is a PhD fellow at the University of Lleida in Spain. She is currently working on her PhD thesis on New technologies in Tourism under the PhD program in Law and business administration. She holds a Master Degree in Social Media Marketing.

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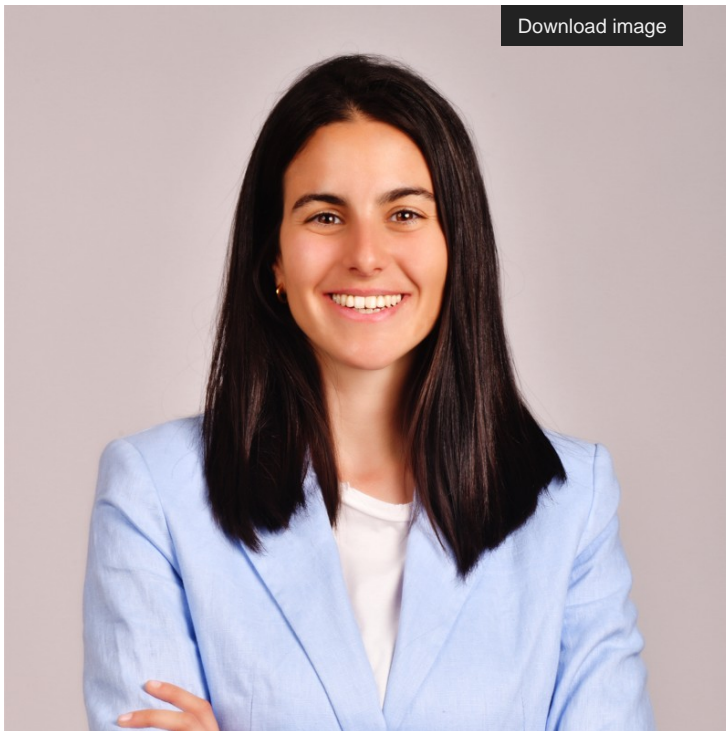
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She is a PhD candidate currently working on her PhD thesis on gastronomic tourism under the doctoral programme in Social Science Education at University of Lleida. She holds a Bachelor of Arts in Spanish, Wenzao Ursuline University of Languages, Kaohsiung, Taiwan; and a Master in Tourism Management of Culinary and Gastronomic Heritage, CETT – University of Barcelona (UB).



Julia Martí Ochoa



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She is doing a PhD thesis about sharing economy accommodation in Spanish destinations, under the PhD program in Law and business administration. She holds a master's degree in social media marketing and master's degree in education. She has graduated in Business science and management in Universitat Pompeu Fabra and, she did the exchange in Shanghai University of Finance and Economics. She is an associate professor at Higher Polytechnic School in Universitat de Lleida.

