

## **Short Biography**

Name: J•lio da Costa Mendes

Qualifications: Degree in Business; Master in Business, Phd in Management –  
Strategy and Organizational Behaviour

Position: Assistant Professor in the Faculty of Economics, University of Algarve,  
Portugal

Coordination responsibilities at the Faculty:

- PhD programme in Tourism
- Masters in Management; Marketing and Management of Tourism Organisations
- Post-graduation degrees in Management of Health Service and Management and Leadership for Pharmaceuticals.

General research interests:

- Tourism: destination's quality, competitiveness and marketing
- Marketing: strategic planning, brand management, communication and image
- Culture: evaluation of events, strategic management of places and cultural activities.

Other activities:

- Supervision of some academic research studies
- Presentation of several communications at conferences, both in Portugal and abroad
- Professional experience in public and private companies.