



ZAIDA RODRIGO



Zaida se gradu  en Gesti n Empresarial del Turismo por la Universidad de Birmingham en 1998 tras haberse diplomado en Turismo en Espa a. Realiz  estudios de posgrado en Marketing y Educaci n antes de doctorarse por la Universidad Metropolitana de Cardiff en *Destination Branding and Stakeholder Management in Post-Mature Destinations*. Antes de incorporarse a la docencia, Zaida trabaj  para el operador tur stico de lujo Abercrombie and Kent. En 2003 comenz  a impartir clase en la Universidad College Birmingham en m dulos relacionados con el turismo y el marketing a nivel de licenciatura y postgrado en el Reino Unido, Mauricio y Macau. En 2009 se incorpor  a TSI- Turismo Sant Ignasi donde es coordinadora del postgrado Educaci n e Investigaci n.

Zaida es va graduar en Gesti n Empresarial del Turisme per la Universitat de Birmingham al 1998 despr s d'haver-se diplomat en Turisme a Espanya. Va realitzar estudis de postgrau en M rqueting i Educaci  abans de doctorar-se per la Universitat Metropolitana de Cardiff en *Destination Branding and Stakeholder Management in Post-Mature Destinations*. Abans d'incorporar-se a la doc ncia, Zaida treballar per a l'operador tur stic de luxe Abercrombie and Kent. En 2003 va comen ar a fer classe a la Universitat College Birmingham en m duls relacionats amb el turisme i el m rqueting a nivell de llicenciatura i postgrau al Regne Unit, Maurici i Macau. Al 2009 es va incorporar a TSI-Turisme Sant Ignasi on  s coordinadora del postgrau Educaci  i Investigaci .

Zaida graduated in Tourism Business Management from the University of Birmingham in 1998 after graduating in Tourism Studies in Spain. She gained postgraduate qualifications in Marketing and Education before being awarded a PhD, by Cardiff Metropolitan University, for her work on destination branding and stakeholder management in post-mature destinations. Prior to engaging in lecturing, Zaida worked for the Luxury tour operator Abercrombie and Kent. In 2003 she started lecturing at the University College Birmingham teaching in tourism and marketing related modules at both undergraduate and postgraduate level in the United Kingdom, Mauritius and Macau. In 2009 she joined Spain's TSI- Turismo Sant Ignasi where she is the coordinator for the postgraduate education and research.