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MARGARIDA CUSTÓDIO SANTOS

Margarida Teixeira Custódio dos Santos has a PhD in Tourism, a masters in Management and Development in Tourism, a first degree in Marketing and a bachelor in Tourism Information. Currently Margarida Santos is the director of the bachelor program Tourism at the School of Management, Hospitality and Tourism – University of the Algarve. Margarida Santos is co-founder and co-editor of the journal *Tourism & Management Studies*.

From 1987 until 1995 she was the station manager in Faro for the German Airline LTU. From 1989 to 1999 she worked as a tour guide and airport assistant for the German Tour Operator TUI. Since 1999 she is a lecturer at the University of the Algarve in the Languages and Marketing Department, teaching Marketing as well as German for Tourism and Hospitality. Margarida Santos wrote several articles about destination image, collaborative strategies between tourism destinations and tour operators and destination competitiveness.
