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Zélia Breda holds a PhD in Tourism, a MA in Chinese Studies (Business and International Relations) and a BSc in Tourism Management and Planning from the University of Aveiro, where she is Assistant Professor, at the Department of Economics, Management and Industrial Engineering, holding the positions of Director of the Master in Tourism Management and Planning and Coordinator of international mobility (Erasmus Program) for tourism studies. She is a member of the Research Unit 'Governance, Competitiveness and Public Policies' and of the Center for Asian Studies of the University of Aveiro; and a founding member of the Observatory of China and the Portuguese Institute of Sinology. She is also member of the editorial, scientific and review boards of a few academic national and international journals, as well member of the organizing and scientific committees of international tourism conferences. She has authored and co-authored several national and international papers and communications on tourism development, networks, tourism in China and Goa (India), gender and tourism, and internationalization of the tourism economy. She has also been taking part of several research projects in the tourism field, both as member of the team and as consultant.
