

1. Personal data

Full Name

Helena Maria de Albuquerque e Castro Amaro dos Santos Reis de Figueiredo

Name under which you publish

Helena Reis

Birth date – 15 -10 - 1955

National of Portugal

Gender F

Work address

Universidade do Algarve - Escola Superior de Gestão, Hotelaria e Turismo
Campus da Penha, Estrada da Penha
8005-139 FARO
Portugal

Work Phone: + 351 289 800 136

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2. Academic degrees

Year: 2013

Degree: PhD in Tourism

Final grade: Muito Bom

Degree granting institution University of Algarve

School/College/Campus Faculty of Economics

Thesis title Gender asymmetries in golf participation: tradition or discrimination?

Supervisor: Antónia de Jesus Henriques Correia

Scientific area Social Sciences

Program title PhD Program in Tourism

Year: 2001

Degree: Master

Final grade: MUITO BOM POR UNANIMIDADE

Degree granting institution Aberta University

Thesis title EMPREENDEDOR NO FEMININO - Estratégias e percursos de mulheres em Agências de Viagens no Algarve

Supervisor: Professor Maria das Dores Guerreiro - ISCTE

Scientific area Social Sciences – Women's Studies

Number of curricular years 1

Program title Women's Studies

3. Previous activity and current status

Period	Position	Activity	Institution
2018/ 2103	Teacher of English for Specific Purposes	Teaching	University of Algarve
2018/1992	Teacher of English for Specific Purposes	Teaching	
2007/2002	Coordinator	1st,2nd,3rd,4th & 5th Post-Graduation on Golf Course Management	School of Management, Hospitality and Tourism
2006/2005	Director	Secretarial Studies Course	
2003/2001	Director	Language Department	
2002/2001	Director	III e IV Golf Course Management courses	

4. Area of scientific activity

Social Sciences; Tourism; Gender Issues.

5. Present research interest

Professor at the School of Management, Hospitality and Tourism of the University of Algarve. With a Masters in Women's Studies, her main research interests are the gender participations in tourism activities. Her current research interests relate to Consumer Behaviour, Gender and Tourism.

6. Domain of specialization

For 17 years (1995-1978) Helena worked in tourism in the Algarve having performed several jobs in this sector: she was the first female Public Relations of the Casinos in Portugal, then she became a Representative for Horizon Midlands (T.O.), Assistant Sales Manager for Abreu Agency and occupied different managerial positions in three timeshare marketing companies.

The research area focuses on tourism and gender issues. In the area of teaching, she teaches the curricular units of English in the degrees of Tourism, Management, Hotel Management and Management Advising, in the E.S.G.H.T., of the University of Algarve.

In the Master in Management of Golf Courses, from UAlg, teaches the course unit Tourism and Golf. Previous studies have focused on gender issues in different contexts, as well as golf from its various angles, themes that have fuelled guidelines for undergraduate theses, articles in national journals, chapters of books and communications at national and international conferences.

7. Participation in R&D projects

Member of the working group of a research project between the Universities of Algarve (ESGHT) and of Cordoba with the objective of carrying out the study "Analysis of job satisfaction as an index of quality of service: empirical application in the Algarve and Andalusia hotel sectors", under the direction of Professor Margarida Jesus.

8. Prizes and awards received

Year	Name of the prize or award	Promoting entity
2011	Best Paper Award	School of Tourism Development, Majeo University, at 7th Biennial Symposium of Consumer Psychology of Tourism, Hospitality, and Leisure of the International Academy of Culture, Tourism, and Hospitality - Chiang Mai, Thailand.

9. Published works

Thesis

REIS, H. (2013) "GENDER ASYMMETRIES IN GOLF PARTICIPATION: TRADITION OR DISCRIMINATION?". PhD Thesis in Tourism, Faculty of Economics, University of Algarve, Faro. Thesis structured in scientific articles, published in journals of international circulation with scientific arbitration.

REIS, H. (2000) "EMPREENDEDOR NO FEMININO - ESTRATÉGIAS E PERCURSOS DE MULHERES EM AGÊNCIAS DE VIAGENS NO ALGARVE" . Master's thesis in Women's Studies, Aberta University, Lisboa. Not published.

Books (author)

Reis, H. (2007) "Não sou o Único", Editorial Presença, Julho, pp. 233, Lisboa. ISBN 978-972-23-3792-2.

Reis, H. & Sobrinhos (2017) "Alguém em Nós", Chiado Editora, Setembro, pp. 78, Lisboa. ISBN 978-989-52-0930-9.

Book Chapters

Correia, A., Kozak, M. & Reis H. (2014), *Luxury Tourists: Celebrities' Perspectives*, in Arch G. Woodside, Metin Kozak (ed.) *Tourists' Perceptions and Assessments (Advances in Culture, Tourism and Hospitality Research, Volume 8)*, Emerald Group Publishing Limited, pp.43-51, DOI: 10.1108/S1871-31732014000008011 (Permanent URL).

Reis, H. & Correia, A. (2014). *Facilitators and Constraints in the Participation of Women in Golf: Portugal*, in Woodside, A. e Kozak, M. (Eds.). *Tourists' Perceptions and Assessments (Advances in Culture, Tourism and Hospitality Research, Volume 8)*, Emerald Group Publishing Limited, pp.137-146, DOI: 10.1108/S1871-31732014000008011 (Permanent URL).

Reis, H., Correia, A. (2013). *GENDER IN GOLF: Heterogeneity in Women's Participation*, in Kozak, M. (Ed.) *Aspects of Tourist Behavior*, Cambridge Scholars Publishing

Reis H., Sánchez Cañizares, S. López-Guzmán, T. (2011), "The education of the human capital as a source of competitiveness in tourist destinations" – published in the Book "Tourism Economics", Chapter 2, pp.11-30, Alvaro Matias, Peter Nijkamp, Manuela Sarmento (Eds.), Springer Heidelberg Dordrecht London New York.

ISBN 978-3-7908-2724-8; e-ISBN 978-3-7908-2725-5; DOI 10.1007/978-3-7908-2725-5.

Reis H. (2008) "Wake Up!" pp. 357-359, in Silva, R.P. "Contigo Torno-me Real", Edições Afrontamento, Porto.

Reis, H. (2000) *Virgínia Woolf e a Construção da Privacidade* pp. 32-40, in: A.A.V.V., "Terrenos Vagos", Coleção de Estudos de Comunicação, Cultura e Tecnologia, Edições Universitárias Lusófonas, Lisboa;

Articles in journals of international circulation with scientific arbitration

Correia, A., M. Kozak, Reis, H. (2016), "Conspicuous consumption of the elite: Social and self-congruity in tourism choices", *Journal of Travel Research*, 55(6), 738-750.

Reis, H. and Correia, A. (2016), *Revisiting Life Stories of Famous Women Golfers*, *Journal of Hospitality and Tourism*, 14 (1), 27-40.

Reis H., Correia, A. & Kozak, M. (2014), *Conspicuous consumption of the elite: Social and self-congruity in tourism choices*, *Journal of Travel Research*, published online, December 18, ISI-web of knowledge 1.884, Scopus (SJR -SCImago Journal Rank indicator 1.96) dx.doi:10.1177/0047287514563337.

Reis, H. and Correia, A. (2013). *Gender Asymmetries in Golf Participation*, *Journal of Hospitality Marketing & Management*, 22 (1), 67-91.

Reis, H. and Correia, A. (2013c). *Gender Inequalities in Golf: A Consented Exclusion?*, *International Journal of Culture, Tourism, and Hospitality Research*, 7 (4), 324-329.

Reis, H., Correia, A. (2011). *Are Women Walking the Fairway?*, *Turismo e Gestão, Inovação e Empreendedorismo no Contexto da Economia Empresarial, Fundação para o Desenvolvimento, Universidade do Algarve*.

Águas, P.; Veiga, C.; Reis, H. (2010) *Competitive Destination Analysis in Southern European Countries* – published in *Worldwide Hospitality and Tourism Themes, (WHATT) Vol. 2 Iss: 4, pp.364 – 375*.

Silva, O.; Reis, H.; Correia, A. (2010), *The moderator effect of risk on travel decision-making*, – published in the *International Journal of Tourism Policy*, Vol.3, Nº 4, pp.332-347.

Reis, H.; Correia, A. (2009), The potential of a new market segment in golf – women, in *Turismo e Gestão, Inovação e Empreendedorismo no Contexto da Economia Empresarial, Fundação para o Desenvolvimento, Universidade do Algarve* pp. 66-73.

Publications in proceedings of scientific meetings

Reis, H., Correia, A. & McGinnis, L. (2013) "Women's Strategies in Golf: Portuguese Golf Professionals", 5th Conference of Advances in Tourism Marketing, Algarve, Portugal.

Reis, H. and Correia, A. (2013). Facilitators and Constraints in the Participation of Women in Golf: Portugal, 8th CPTHL Symposium Consumer Psychology of Tourism, Hospitality and Leisure Research, Istanbul, Turkey.

Correia, A., Kozak M. and Reis, H. (2013). How do Celebrities Perceive Tourism Luxuries? - The Case of Portugal, 8th CPTHL Symposium Consumer Psychology of Tourism, Hospitality and Leisure Research, Istanbul, Turkey.

Reis, H. and Correia, A. (2012). Gender in Golf: Heterogeneity in Women's Participation, 2nd Interdisciplinary Tourism Research Conference, Fethiye, Turkey.

Reis, H. and Correia, A. (2012). Women's Strategies in a Men's World: Female Golf Professionals in Portugal, International Conference Gender Issues: Implications for Leisure and Tourism , University of Aveiro, Portugal.

Reis, H.; Correia, A. (2011), "Are women walking the Fairway?" , in «Turismo e Gestão, Inovação e Empreendedorismo no Contexto da Economia Empresarial, Fundação para o Desenvolvimento, Universidade do Algarve», pp. 72.

Reis, H.; Correia, A. (2011), «Gendered strategies towards a Ladies-champions' market in golf» Advances in Hospitality and Tourism Marketing and Management; Bogazici University, Istanbul, Turkey, pp. 578-583;

Reis, H.; Correia, A. (2011), "Famous women golfers across the centuries" 7th Biennial Symposium of Consumer Psychology of Tourism, Hospitality, and Leisure of the International Academy of Culture, Tourism, and Hospitality, pp. 1.

Reis, H.; Correia, A. (2010), "Can women be considered a new market segment in golf?" 5th World Conference for Graduate Research in Tourism, Hospitality and Leisure, Turkey, pp. 794-799.

Reis, H.; Correia, A. (2009), "Storytelling about famous women in golf" Consumer Behavior in Tourism Symposium, Brunico, Itália

Reis H., Sánchez Cañizares, S. López-Guzmán, T. (2009), The education of the human capital as a source of competitiveness in tourist destinations Conference Advances in Tourism Economics, 2009, pp. 43.

Reis, H.; Correia, A. (2009), The potential of a new market segment in golf – women, XI Seminario Hispano-Luso De Economía Empresarial, Turismo e Gestão, Inovação e Empreendedorismo no Contexto da Economia Empresarial, Fundação para o Desenvolvimento, Universidade do Algarve pp. 66-73.

Other Publications

Reis H. (2006/2007) Licenciatura em Assessoria de Administração, adequada ao Processo de Bolonha, pp. 22, Revista de Divulgação da E.S.G.H.T., n.º 1, University of Algarve.

Reis H. (2006) Visita pelo Algarve – Entre as Histórias e as Lendas, pp. 3-6, Revista Dos Algarves, edição n.º 15, E.S.G.H.T., University of Algarve.

Reis H. (2003) Mentores, Tutores e Redes Masculinas Dominantes nas Organizações, pp. 11-25, Revista Caleidoscópio Nº 3, dedicada ao tema Organizações: comunicação, representações e comportamento, Edições Universitárias Lusófonas, Lisboa.

Reis H. (2002) As faces veladas da discriminação, pp. 12-15, Literatura e Vida, nº 19, Singularidades, Modos de Ser-Associação Livre, Editorial Minerva.

Mendonça, M.; Correia, A.P.; Pereira, F.; Reis H. (2001) A Contabilidade e o Ensino do Inglês, na Revista da Câmara dos Técnicos Oficiais de Contas – TOC, edição n.º 18.

Reis, H. (2001) Desigualdades Comparativas, pp. 10-14, Revista Dos Algarves, edição n.º 9, E.S.G.H.T., University of Algarve.

Reis H. (2000) Jogos de Poder - estratégias de angariadores e vendedores de Timeshare, pp. 4-10, Revista Dos Algarves, edição n.º 6, E.S.G.H.T., University of Algarve.

10. Communications in scientific meetings

Communications by invitation

2013, November - Associação dos Profissionais de Secretariado de Portugal (ASP) no XXXIII Encontro Nacional- 10º Congresso Internacional -8/10 novembro – Vilamoura, no âmbito: Uma nova era para o Secretariado – o poder do valor profissional”.

2010, September - “Gentour – das Agências de Viagens aos Campos de Golfe”, Seminar “As questões do género no sector do turismo”, Dia Mundial do Turismo.

2007, October – TOCS (Técnicos Oficiais de Contas) Conference “A Mulher na Profissão”, Painel “A INTERVENÇÃO DA MULHER NO FUTURO”, Moderator: Maria José Morgado, “Empreender no feminino”, Porto;

2007, September – Colóquio “O impacto do golfe na indústria turística nacional” – 1ª EXPO GOLFE, Portugal – “Golfe e a actividade turística” – Cidadela de Cascais;

2007, May – EGWA Open Media Conference 2007 organized by the European Golf Writers Association, “Golf and Education” – Hotel Alvor Praia, Portimão;

2006, November – XXVI Encontro Nacional – 4º International Congress of the Associação das Secretárias de Portugal (ASP): “A Assessoria de Administração e a adequação ao Processo de Bolonha” –Tivoli MarinaHotel, Vilamoura;

2006, June – 1º Fórum Nacional de Secretariado e Assessoria: “A Assessoria de Administração adequada a Bolonha – da Formação ao Mercado Empregador”, Hotel Açores, Lisboa;

2006, July – Participation in the program of broadcasting of the formatted courses to Bologna of the Secretarial Studies Course of E.S.G.H.T., Rádio Universidade do Algarve – Faro;

2006, March – “Do Sonho aos Xutos & Pontapés”, with Zé Pedro – Semana Aberta – E.S.G.H.T. – Faro;

2005, September – Scientific Conferences Ordem dos Farmacêuticos,: “Visita pelo Algarve – entre as histórias e as lendas” –Tivoli Marinahotel, Vilamoura;

2005, May –4ªs feiras Científicas da E.S.G.H.T., com a comunicação intitulada: “Lideranças de topo nas Agências de Viagens algarvias”, ESGHT – Faro;

2004, May – Secretarial Studies Seminar: “As Assimetrias do Género no Mercado de Trabalho dos Licenciados” – ESGHT – Faro;

2004, January – Workshops Cycle no âmbito da área científica de Línguas,: - Pós-graduações na ESGHT – Faro;

2002, November –Jornada “O Dia do Golfe” promovida pela Escola de Hotelaria e Turismo do Algarve e AlgarveGolfes no painel “O Golfe no Algarve: Situação actual e Perspectivas”, EHTA, Faro;

2002, January – Conferência de Sociologia das Relações entre Família e Vida Profissional, com a comunicação intitulada: “Culturas Empresariais – Mulheres Empreendedoras e Vidas Familiares”, I.S.C.T.E., Lisboa;

2001, March – “Comunicação e Género: as Ciências da Comunicação e os Estudos sobre as Mulheres” Conference - Departamento de Ciências da Comunicação e da Informação: “As relações de mentoring e apadrinhamento de carreiras profissionais de mulheres nas organizações”, Universidade Lusófona de Humanidades e Tecnologias, Lisboa;

1999, January – Ciclo de conferências realizado pelo Curso de Ciências de Comunicação e da Cultura: “Erosões da Imagem – o caso do Timeshare no sector do Turismo”, Universidade Lusófona de Humanidades e Tecnologias, Lisboa;

1998, January –Final Seminar f the Licenciatura do Curso de Ciências de Comunicação e da Cultura, da Área de Especialização de Comunicação Organizacional: “O caso do Timeshare no Turismo algarvio”, Universidade Lusófona de Humanidades e Tecnologias, Lisboa;

Other Oral communications

2016, Reis, H., Correia, A. & Pereira, R., (2016), Tourists Risk Perception Impact on Satisfaction and Loyalty - TMS – Tourism & Management Studies International Conference, Algarve.

2016, Viegas, C. & Reis, H., (2016) História do turismo - Uma procura Holística - II Conferência Internacional de Turismo & História
O papel do turismo na valorização histórico-cultural do espaço Ibero-Americano – ESGHT, FARO.

2013, Reis, H., Correia, A. & McGinnis, L. “Women's Strategies in Golf: Portuguese Golf Professionals”, 5th Conference of Advances in Tourism Marketing, Algarve, Portugal, in October 2013. The paper has been selected for a Special Issue in Tourism Management Perspectives, Elsevier Editor.

2013, Reis, H. and Correia, A. (2013). Facilitators and Constraints in the Participation of Women in Golf: Portugal, 8th CPTHL Symposium Consumer Psychology of Tourism, Hospitality and Leisure Research, June, Istanbul, Turkey.

2012, Reis, H. and Correia, A. (2012). Gender in Golf: Heterogeneity in Women’s Participation, 2nd Interdisciplinary Tourism Research Conference, April, Fethiye - Turkey.

2012, March - Reis, H. and Correia, A. (2012). Women’s Strategies in a Men’s World: Female Golf Professionals in Portugal, International Conference Gender Issues: Implications for Leisure and Tourism, University of Aveiro, Portugal.

2011, October - Reis, H. and Correia, A. “Are women walking the Fairway?” na Conferência International Conference on Tourism and Management Studies, ESGHT, Algarve, Portugal.

2011, July - Reis, H. and Correia, A. “Is golf women-friendly?” no Second Postgraduate Conference ESGHT2011, Escola Superior de Gestão, Hotelaria e Turismo, Universidade do Algarve, Portugal.

2011, June - Reis, H. and Correia, A. “Gendered strategies towards a Ladies-champions’ market in golf” - na conferência Advances in Hospitality and Tourism Marketing and Management - Istanbul, Turkey.

2011, May - Reis, H. and Correia, A. “Famous women golfers across the centuries” no Symposium 7th Biennial Symposium of Consumer Psychology of Tourism, Hospitality, and Leisure of the International Academy of Culture, Tourism, and Hospitality, Chiang Mai, Tailândia.

2010, May - Reis, H. and Correia, A. “Can women be considered a new market segment in golf?” –

na The 5th World Conference for Graduate Research in Tourism, Hospitality and Leisure, Cappadocia, Turkey.

2009, November - Reis, H. and Correia, A. "The potential of a new market segment in golf – women" - XI Seminario Hispano-Luso De Economía Empresarial, E.S.G.H.T. University of Algarve.

2009, September - Reis, H. and Correia, A. "The moderator effect of risk on women's travel decision-making", - International Conference of Tourism Development and Management, September 2009, Greece, Kos Island.

2009, April, "The education of the human capital as a source of competitiveness in tourist destinations" -International Conference Advances in Tourism Economics, Lisboa.

Communication is Panel ("poster")

2009, Dec - "Storytelling about famous women in golf" - Poster presentation at Consumer Behavior in Tourism Symposium, Brunico, Italy, published in 2010.

11. Languages

Language	Reading	Writing	Conversation
English	Very good	Very good	Very good
Portuguese	Very good	Very good	Very good
French	Basic	Basic	Basic
Spanish (Castellano)	Basic	n/a	n/a