

PERSONAL INFORMATION    Rahil    Alipourianzadeh



✉ [Rahil\\_alipourianzadeh@yahoo.com](mailto:Rahil_alipourianzadeh@yahoo.com)

Female | Date of birth 27/08/1982

## EDUCATION AND TRAINING

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- 2015- Present      University Do Algarve, Faro, Portugal  
PHD student Tourism Management  
Title of thesis:  
    The effects of Customer Equity and Emotions on tourists' Satisfaction and Loyalty
- 2009 - 2011      Allameh Tabataba'i University, Tehran, Iran  
MA Marketing Tourism Management
- 2002 - 2005      Azad University; Tehran North Branch, Iran  
BA Business Management

### Academic Profession

2012- 2014    Teaching "Tourism Industry" course, Allame Tabatabaei University (Pardis)    Tehran, Iran.

### Professional experiences

2011 – present      Incoming Tours Guide (assistant)

### Marketing Manager

2015 - present      Welcoming Team (Faro Airport) - Tui Portugal Travel Agency  
2012 - present      Marketing Internal Tours and Hotels- Orient Star Tour Operator.  
2011 - present      Marketing Travel Insurances – Hafez Insurance Company.  
2010 - 2011      Marketing International Tours - Ghoghnoos Tour and Travel Agency.

### Language proficiency

- Persian: Native
- English: Fluent
- Arabic: Basic
- Portuguese: Basic

## PERSONAL SKILLS

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- Etiquette principles
- Hotel reservation system GTA
- Ticket reservation system
- Customer relationship management
- Hotel interior decoration
- Hotel table decoration
- Cooking degree 2

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## PUBLICATIONS

### Papers:

- Pourfaraj, A., Tajzadehnamin, A. & **Alipourianzadeh, R.** (2013). Assessing the link between aspects of customer special value with satisfaction from domestic tourists' viewpoint in 5-star hotels of Tehran. *Journal of Tourism Management Studies*, pp. 86–106 (in Persian).
- **Aliporyanzade, R.** (2012). The effect of customer equity on satisfaction of domestic tourists in Tehran Five-star hotels. *4th Asia-Euro Conference in Tourism, Hospitality & Gastronomy*. Kuala Lumpur, pp. 20–35.

### Book:

- Hamzezadeh, J., Jahedi, H., & **Aliporyanzade, R.** (2013). Accommodation and tourism. In Pourfaraj, A. (Ed.) *Institutions and relevant organizations to tourism: A focus on concepts*. Tehran: Avaye Zohour Publication.

### Certificates:

- ISO 9001:2008, Resalat Insurance and Bank, Tehran, Iran, 10-15<sup>th</sup> March, 2013.
- Measuring economic impacts of tourism, Faculty of Economics, University of Algarve, Faro, Portugal, 11-13<sup>th</sup>, May, 2016.
- E-word of mouth, Faculty of Economics, University of Algarve, Faro, Portugal, 30<sup>th</sup> June, 2016.

### Researches:

- Brand of cities; New York, London, Budapest and Tehran, seminar in marketing during master degree in Allame Tabatabaei University
- Coastal tourism during master degree in tourism industry course
- Expert Systems in tourism industry for practical course of Management Information Systems
- Moral principles in tourism for a research in marketing course
- Customer equity for preparing dissertation proposal and preliminary studies
- Fast evaluation in tourism plans of case studies in Iran and China for course of Evaluation of Tourism Development Plans
- Methodology and application of intelligence systems of investigation in decade 1995 to 2004 for a research in Management Information Systems course
- Planning and developing a fuzzy intelligence system for choosing a hotel in course of Information Systems in tourism industry
- Tourism in Iran before and after revolution of 1978 in Tourism Policy course
- What is BSC? A research in course of general quality management in tourism industry