

DATES

Since 1998 - 2008	Florida International University School of Hospitality and Tourism Management Professor at Graduate and Undergraduate levels <ul style="list-style-type: none">• International Tourism• Sustainable Tourism• Tourism Marketing• Meeting Planning• Environmental Management Systems• Contemporary Issues in Tourism Development
2007	Teaching Award Florida International University
2005 -2006	International Tourism Consultant for: Governments International Organizations Non-profit Organizations (NGO's) Universities
Since 2002 - 2006	Florida International University Tourism Programs Director
2004 -2005	Florida International University Professor Graduate and Undergraduate levels Florida USA.
Since 2000 - 2008	Universidad San Martin de Porres Maestria de Turismo Profesora Lima Peru.
2001 - 2002	Saint Leo University – Florida USA Independent Consultant Program Review- Assessment of their Hospitality and Tourism Programs

2000- 2001	<p>Florida International University Hospitality and Tourism Programs Jamaica Program Professor: International Tourism</p>
1999- 2000	<p>Florida International University Hospitality and Tourism Programs Switzerland Professor: International tourism</p>
	<p>Florida International University Design and Formulation of the Master of Science in Tourism Studies and Bachelors of Science in Travel and Tourism Administration Both currently offered by FIU. School of Hospitality and Tourism Management.</p>
	<p>Swiss Contact (Swiss Government Development Agency) – ProTour. Plan for the development of small and medium size tourism enterprises Managua, Nicaragua.</p>
1998	<p>United Nations (UN), Autoridad Regional Interoceanica (ARI)- Panama. Developed a Marketing and Promotional Plan including the use of the Internet to promote investments for Playa Kobbe, Panama. Organization of American States (OAS), Corporacion Salvadorena de Turismo, San Salvador El Salvador. Director/ Professor International Program Tourism Marketing and Promotion for Tourism Officials, Hotel Managers, Travel Agents, Tour Operators, and Airline Sales Managers from various Central American Countries.</p>
1998	<p>Organization of American States (OAS), Instituto Panameno de Turismo (IPAT), Ciudad de Panama, Panama Technical Assistance to the IPAT training Hotel and Resort Managers on Hospitality and Tourism Marketing.</p>
1995-Present	<p>Universidad San Martin De Porres, Lima, Peru.</p>

Maestria en Marketing Turistico y Hotelero
Professor and Thesis Director.
Courses:
Tourism Promotion
Tourism Planning
Thesis Research

1997-1994
President, International Professional & Business Corp. Miami, Florida (International Tourism Consulting Corp) and PROMPERU (Peruvian Tourist Board).
Responsible for marketing and promotion of the Peruvian Tourist Product in the USA. Conducted Market Research and organize seminars, workshops for Tour Operators and Non Profit Organizations. Published a Special Interest Travel Manual on Peru for Tour Operators and Travel Agents and Tourism Directors of Non Profit Organizations such as universities, museums, botanical gardens and zoos.

1994-1991
Universidad de Las Palmas de Gran Canaria, Spain. Master Internacional de Turismo.
Academic Director: Responsible for the coordination of the Master's Program, Professor and Director of Dissertations (Thesis) and Research.

1991-1986
Director, in Paris for (FOPTUR) Peruvian Tourist Board for France, Belgium, and Switzerland. Supervisor of Spain and Great Britain offices.
Responsible for planning and executing annual tourism promotion activities, negotiations with tour operators, airlines, advertising campaigns, presentations workshops, seminars, trade shows, press, and fame-trips, and producing all kinds of publications: press releases, press kits, bulletins, and collateral. Organized different International exhibits such us: The Peruvian Gold Museum in France, Switzerland and Belgium.

1986-1985
Advisor for the Peruvian Tourism Board (FOPTUR), Lima, Peru.
Advised cabinet and sub-cabinet level staff and others in specific marketing and promotion strategies designed to improve the Peruvian Trade position in the international tourism marketplace.

1986-1985
Advisor for the Ministry of Tourism (MITINCI), Lima, Peru.
Advised the Tourism Vice-Ministry on different

- 1985-1984 topics related with the Policies and the development of the tourism activity nationwide. National Director of CENFOTUR (Centro National de Formation Turistica y Hostelera), Lima, Peru. Responsible for executing the country's National tourism training policy. Also conducted all tourism and hospitality program at all levels nationwide.
- 1984 Organization of American States (OAS), International. Consultant for the Department of Foreign Trade and Tourism, Washington D.C. Provided technical assistance on Tourism to different countries in Latin America such as Mexico, Costa Rica, Venezuela, Colombia, Bolivia, Ecuador and Peru.
- 1984-1982 Manager of the Peruvian Tourism Board (FOPTUR), Lima, Peru. In charge of Tourism promotion and marketing strategies for the development of the Peruvian tourism product. Responsible for eleven offices abroad, as well as others within the country. Responsible for planning, directing, executing, marketing plans and budgets on selected international and domestic markets.
- 1982-1980 Director of the Faculty of Tourism Administration, Universidad del Valle de Tamarack, Guadalajara, Jalisco, Mexico. Dean and Professor of Tourism Planning and Marketing courses.
- 1981-1978 Advisor to the Secretary of Tourism for The State of Jellico (SECTUR),Guadalajara, Jalisco, Mexico. Supervised different promotional programs, as well as the training of human resources for the tourism activity in the State of Jalisco.
- 1980-1977 Tourism Faculty of the Universidad de Guadalajara, Jalisco, Mexico. Professor and Senior Research Specialist.
- 1976 Organization of American States (OAS), Washington D.C., USA. Senior Specialist Assistant for the Department of Foreign Trade and Tourism.

Other International Consulting Experience:

International Organizations:

The European Union- (C.E.E), (LEADER

PROGRAM)

Directed the Development Plan for Rural Tourism for the Canary Islands, Spain.

Foreign Governments:

Spain, Mexico, Costa Rica, Venezuela, Colombia, Ecuador, Peru, Bolivia, El Salvador, Panama, Nicaragua, Ivory Coast, Senegal.

Consulting Topics:

Identify training needs for tourism activities.

Design plans for tourism development.

Develop tourism marketing plans and strategies.

Design plans for promotional tourism activities.

Design tourism plans for rural tourism development.

Classification of hotels.

Identify needs for vocational training in tourism and hospitality- related activities.

Design and execute marketing studies and plans for tourism products and destinations.

Develop baccalaureate and graduate Curricula for various tourism programs.

Publication of Manuals, Bulletins, Collateral material.

Develop Destination Management Techniques on the Internet.

Guest Lecturer at Universities:

Anahuac University –Cancun Mexico

George Washington University, Washington D.C. USA.

Virginia Community College, Virginia, USA.

Universidad de Nayarit, Nayarit, Mexico.

Universidad de Michoacan, Michoacan, Mexico.

Universidad San Martin de Porres, Lima, Peru.

Universidad Nacional del Cusco, Peru.

Universidad de Cordoba, Spain.

CAEM - Centro de Altos Estudios Militares, Lima Peru

IPAE - Instituto Peruano de Administracion de Empresas

Guest Speaker at various national and international conferences, seminars, and symposiums.

Major Professor:

Directed over 30 Thesis at the Master's Level at the University of Las Palmas de Gran Canaria (Canary Islands), Spain and over 20 at the University San Martin de Porres in Lima, Peru.

Other Positions Held:

- 1993-1991 Official Representative of the Master Internacional de Turismo de la Universidad de Las Palmas de Gran Canaria (Canary Islands), Spain, for conferences, seminars, and meetings.
- 1992-1991 Director of the first Tourism Course geared to train Tourist Guides and Recreation Specialists (one year program) for the Tourism Division the Cabildo de Lanzarote, (Canary Islands), Spain
- 1991-1998 Vice -President of ADONET (Association of Foreign National Tourist Offices in France). In charge of Press Relations and the production of press releases and monthly bulletins. (Re-elected for two terms) Paris, France.
- 1991-1988 World Tourism Organization (W.T.O.), Served as representative for the Peruvian Government in different negotiations. Madrid, Spain.
- 1982-1980 Secretary of the Council of The Asociacion Mexicana de Escuelas Superiores de Turismo (AMESTUR). Mexico.
- 1980-1978 Secretary of the Travel and Tourism Research Association (T.T.R.A). Mexican Chapter, Mexico.
- 1980-1978 World Tourism Organization (W.T.O.). Director of the First International Tourism Course in Guadalajara, Jalisco, Mexico.

Languages:

Spanish: Native language

English/French: Speak, read, and write fluently.