

## GERMÁN ORTEGA PALOMO

PhD "cum laude" by the Faculty of Economics and Business Sciences of the University of Malaga with the thesis "The contribution of tourism marketing and management to the sustainability of the material historical heritage: the case of cultural assets in Andalusia".

Since 2008 he has been a Professor of Applied Economics at the Faculty of Economics and Business Sciences of the University of Malaga, participating in various research projects and making publications on tourism and cultural management. He has coordinated the Master in Cultural Tourism Management and Local Development at the University of Malaga.

He has been Cabinet Advisor to the Minister of Tourism and Trade of the Regional Government of Andalucía (2012-2015), coordinator of the Tourism Sustainability Laboratory of the Monumental Ensemble of the Alhambra and Generalife and a consultant for the Andalusian Institute of Historical Heritage and for the UNESCO World Heritage Centre.

### Publications List:

#### PAPERS

**"Commercialization of heritage: Analysis of the first 100 years in the market of the Monumental Ensemble of the Alhambra and Generalife (1909 - 2008)".** Journal of Regional Studies. 2023 (in press) (<http://www.revistaestudiosregionales.com/articulosPendientes/ver/id/205>)

**"The sustainable tourist uses of supply markets. Identifying keys through the analysis of the perception of the merchants of the Malaga markets".** Revista Investigaciones Turísticas, nº 25 (2022), pp 121-147 ISSN: 2174-5609  
DOI: <https://doi.org/10.14198/INTURI2022.25.6>

**"Stakeholders' perception of the impacts and recovery strategies to apply in the face of a severe tourism crisis: The case of COVID-19 in Spain".** Cuadernos de Turismo, nº 50, (2022); pp. 203-228. Universidad de Murcia eISSN: 1989-4635. DOI: <https://doi.org/10.6018/turismo.541921>

**"The use of devices for interpreting cultural assets in Andalusia".** International Journal of Scientific Management and Tourism. ISSN-e 2386-8570, ISSN 2444-0299, Vol. 4, Nº. 1, 2018, págs. 589-630.

**"The gentrification process at Lavapies neighbourhood".** Journal of Tourism and Heritage Research 1(3), 41-70. 2018. eISSN: 2659-3580.

#### BOOKS

As coordinator and editor of the publication (together with: Gallego, I; Ruiz, E and Moniche, A.) **"System of indicators of sustainable tourism development of Andalusia".** Ministry of Tourism and Commerce. Andalusian Board

As coordinator and editor (together with Torres Bernier, E. & Chamorro Martínez, V.) "**Strategy for the sustainable commercial management of Alhambra and Generalife Ensemble**". Board of the Alhambra and Generalife. Ministry of Culture. Government of Andalusian

As a member of the editorial team: **Guide to the historical urban landscape of Seville**. Ed. Ministry of Culture. Government of Andalusian.

## **BOOKS CHAPTERS**

Chapter "**Corporate Social Responsibility in times of pandemic, a comparative study: Puerto Vallarta (México) and Costa del Sol – Málaga (Spain)**", inside the book "Ethical and Responsible Tourism 2<sup>nd</sup> Edition". Ed. Routledge - Taylor and Francis Group. 2023 (in press)

Chapter "**Evolution and development of urban strategic planning models in Spain. Towards a New Urban Agenda**"; inside the book "New urban policies in Ibero-America. institutional frameworks, local practices and design quality". Ed. Tirant lo Blanch. 2022

Chapter "**Tourist Use of Heritage: Reflections from the Contemporaneity**" in the book "School of tourism thought –Torres Bernier. Ed. Fundación Unicaja. 2020

Chapter "**The management of the urban historical landscape in World Heritage Cities. Methodology of analysis, monitoring and evaluation**"; Inside the book: "The urban historical landscape in the World Heritage cities. Indicators for conservation and management II. Criteria, methodology and applied studies". Ed. Board of Andalusia. Ministry of Culture Seville 2011. ISBN 978-84-9959-042-4.

Chapter "**The Sustainability Laboratory of the Board of Alhambra and the Generalife**", within the book "Conservation and cultural management in monuments, landscapes and world heritage sites. challenges of the xxi century. la Alhambra: case study"; Ed. Euroárabe Institute of Education and Training Foundation. Grenada 2012. Legal deposit GR-1362/2012