

Date of the CVA	07/03/2025
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Part A. PERSONAL DATA

Name and surname	Gema Perez Tapia		
DNI/NIE/passport	44581131-R	Nationality	Spanish
No. identification of the researcher			
	Orcid Code	0000-0003-3841-5001	

A.1. Current professional situation

Organism	University of Malaga		
Dept./Center	Department of Economics and Business Administration		
Address	Avda. Cervantes 2 (29071) Málaga		
Telephone	0034 636520809	email	gema.perez@uma.es
Professional category	Associate Professor	Start date	10/17/2013
Spec. code. UNESCO	530802/ 531290		
Keywords	International trade/ International Marketing/ Tourism, Image of the Tourist Destination, Film Tourism/ Corporate image/ Culturally distant countries/		

A.2. Academic background

<u>Bachelor/Doctorate/Master's Degree</u>	<u>University</u>	<u>Year</u>
PhD in Economics and Business Administration	University of Malaga	2016
Bachelor's Degree in Business Administration and Management	University of Malaga	2000
Masters in Marketing Management and Commercial Management	School Superior of Commercial Management and Marketing (ESIC)	2001
Specialization Program in International Trade	Confederation of Entrepreneurs of Andalusia	2001

Part B. FREE SUMMARY OF THE CURRICULUM

Associate Professor of the Department of Economics and Business Administration (Area of Marketing and Market Research) since October 2013, attached to the Faculty of Commerce and Management of the University of Malaga. Specialist in International Marketing and Tourism, tourism consumer behavior in East Asian countries, Trade, and International Relations with East Asia.

It stands out for her commitment and interest in the countries of East Asia, its culture, traditions, way of doing business, diplomacy, behavior as consumers... After the defense of her doctoral thesis entitled: "Analysis of the factors that determine the image of Spain as a tourist destination in the distant countries culturally: the moderating effect of the corporate image", her commitment to Asian countries has been reflected in her research's, publications, and contacts. Professor Gema Pérez-Tapia demonstrates strong commitment, communications skills and in-depth knowledge of Economics, Marketing, Tourism and East Asian cultures.

Member of the research group "Tourism and Territory" (SEJ-402), funded by the Junta de Andalucía, and the Spanish Center for Korean Research (CEIC).

Her research work focuses on the area of Tourism, Film tourism, tourism consumer behavior, tourism motivations and their satisfaction. In addition, he has developed his research in culturally distant countries such as South Korea. She has published numerous articles and book chapters, some of them high impact (JCR and Scopus).

There are also numerous her studies related to teaching innovation and new methodologies. She has attended numerous Congresses, most of them international, in countries such as Vietnam, China, South Korea and Poland.

She has carried out several research or teaching stays in South Korea (National University of Incheon) and in Poland (University of Wroclaw)

Reviewer of journals such as Tourism Management Perspectives (JCR Q1), Anatolia (Scopus).

Part C. MOST RELEVANT MERITS

C.1. Publications in Scientific Journals

Title: Cultural context or generational cohort: which influences tourist behaviour more?

Journal: Frontiers in Psychology, section Cultural Psychology

Year: 2022

Volume: 13

Authors: Gema Pérez-Tapia, Pere Mercadé-Melé, Hwang Yeong-Hyeon, Fernando Almeida-García

Quality indications: indexada en JCR-SCI de la WOS, en la categoría de Multidisciplinariedad, con un factor de impacto (Journal Impact Factor) de 3.8 el año de su publicación, situada en el primer cuartil (Q1, posición en el área 34/147)

Title: New perspective of film tourism: a comparative study (2014-2020)

Journal: Journal of Tourism Analysis

Year: 2021

Volume: 28

Number: 2

Home page: 93

Final page: 120

Authors: Janire Domínguez Azcue, Gema Pérez-Tapia, Fernando Almeida-García and Pere Mercadé-Melé

Quality indications: SJR Scopus: 0,33 (SJR Q3)

Title: The "Four Core Elements" as a Measuring Instrument: From Simplicity to Complexity in Tourist Destination

Journal: Economies

Year: 2021

Volume: 9

Number: 2

Home page: 53

Final page:

Authors: Gema Pérez-Tapia, Fernando Almeida-García and Pere Mercadé-Melé

Quality indications: indexada en JCR-SCI de la WOS, en la categoría de Economics, situada en el segundo cuartil (Q2, posición en el área 185/586). El Journal Citation Indicator (JCI) es de 0.69.

Title: Films and destinations – Towards a Film Destination: A review.

Journal: Information

Year: 2021

Volume: 12

Number: 1

Authors: Domínguez-Azcue, Janire; Almeida-García, Fernando; Pérez-Tapia, Gema; Cestino González, Estefanía.

Quality indications: indexada en JCR-SCI de la WOS, en la categoría de COMPUTER SCIENCE, INFORMATION SYSTEMS, con un JCI (Journal Citation Indicator) de 0.62 el año de su publicación, situada en el tercer cuartil (Q3, posición en el área 128/246).

Title: Analysis of the image of Spain as a tourist destination from social networks. The case of South Korea

Journal: (IROCamm) International Review of Communication and Marketing.Mix

Year: 2020

Volume: 2

Number: 3

Home page: 82

Final page: 95

Authors: Cestino-González Estefanía; Pérez-Tapia Gema; Yousung Jang

Quality indications: Indexed in Latindex.

Title: Can a destination really change its image? The roles of information sources, motivations and visits.

Journal: Tourism Management Perspectives.

Year: 2020

Volume: 34

Home page: 1

Final page: 16

Authors: Almeida-García, Fernando, Domínguez-Azcue Janire, Mercadé-Melé, Pere, Pérez-Tapia, Gema

Quality indications: indexada en JCR-SCI de la WOS, en la categoría de HOSPITALITY, LEISURE, SPORT & TOURISM, con un factor de impacto (Journal Impact Factor) de 6,5 el año de su publicación, situada en el primer cuartil (Q1, posición en el área 14/58)

Title: Corporate image and destination image: the moderating effect of the motivations on the destination image of Spain in South Korea

Journal: Asia Pacific Journal of Tourism Research

Year: 2019

Volume: 29

Number: 1

Home page: 70

Final page: 82

Authors: Pérez-Tapia, Gema; Mercadé-Melé, Pere; Almeida-Garcia, Fernando

Quality indications: indexada en JCR-SCI de la WOS, en la categoría de HOSPITALITY, LEISURE, SPORT & TOURISM, con un Journal Citation Indicator (JCI) de 0,82 el año de su publicación, situada en el segundo cuartil (Q2, posición en el área 44/129).

Title: The role of Familiarity in the Destination Image. A case study of South Korea

Journal: European Journal of East Asian Studies

Year: 2017

Volume: 16

Number: 2

Home page: 296

Final page: 316

Authors: Pérez, Gema

Quality indications: SJR Scopus 0.177 (SJR Q2)

Title: Factors Influencing Destination Image in Distant Culture Countries: The Role of Corporate Image

Journal: Journal of Tourism and Hospitality Management

Year: 2017

Volume: 5

Number: 5

Home page: 95

End page: 105

Authors: Pérez, Gema; Alcázar-Martínez, Benjamín Del; González-Robles, Eva María

Quality ratings: indexed in CrossRef, CrossCheck, Cabell's, Ulrich's, Griffith Research Online, Google Scholar, Education.edu, Informatics, Universe Digital Library, Standard Periodical Directory, Gale, Open J-Gate, EBSCO, Journal Seek, DRJI, ProQuest, BASE, InfoBase Index, OCLC, IBSS, Academic Journal Databases, Scientific Index.

C.2. In books and book chapters

Title: “Emprendimiento, empresa y mujeres en Corea del Sur”

Author of the chapter: Gema Pérez Tapia

Book Title: Estudios sobre mujeres de Asia Oriental: China, Corea, Japón y Mongolia.

Publisher: Dykinson

Title: "Analysis of the social networks of the ten best university professors in Spain."

Authors of the chapter: Estefanía Cestino González, Gema Pérez Tapia y Alexis Lavanant Jurado

Book title: "Active methodologies with ICT in twenty-first century education"

Publisher: Dykinson

ISBN: 978-84-1377-592-0

Year: 2021

Title: "University professional guidance in the business creation project"

Authors of the chapter: Salvador Doblas Arrebola, Gema Pérez Tapia y Estefanía Cestino González

Book title: "Innovative experiences and development of teaching skills in education before the horizon 2030"

Publisher: Dykinson

ISBN: 978-84-1377-648-4

Year: 2021

Title: "Social and Consumer Trends in South Korea: Influence on the Marketing-Mix."

Authors of the chapter: Gema Pérez Tapia, Salvador Doblas Arrebola, Estefanía Cestino González y María Listán Bernal

Book title: "Research and transfer of social sciences in the face of a world in crisis"

Publisher: Dykinson

ISBN: 978-84-1377-924-9

Year: 2021

Title: "Amazon Prime and Facebook. Approach to the analysis of your communication strategy"

Authors of the chapter: Estefanía Cestino González, Salvador Doblas Arrebola y Gema Pérez Tapia

Book title: "Communication and plurality in a divergent context"

Publisher: Dykinson

ISBN: 978-84-1377-923-2

Title: Development of entrepreneurial competence in a bimodal environment

Authors of the chapter: Gema Pérez Tapia

Book title: "Teaching Innovation and Research in Social, Economic and Legal Sciences. New approaches in teaching methodology"

Pages: 307-317

Publisher: Dykinson

ISBN: 978-84-1122-005-7

Year: 2021

Title: Language tourism as a catalyst after covid-19. The case of Malaga.

Authors of the chapter: Gema Pérez-Tapia, Juan Antonio Ternero Ivars and Estefanía Cestino González

Book title: Proceedings in Smart Innovation, Systems and Technologies

Pages: 179-190

Publisher: Springer

ISBN: 978-981-19-1040-1

Year: 2021

Title: Looking to the east: oriental music therapy (OMMT) as a methodological tool to improve the mood of students after the pandemic.

Authors: Gema Pérez Tapia; Estefanía Cestino González and Alexis Lavanant Jurado

Book title: "Oportunidades y retos para la enseñanza de las artes, la educación mediática y la ética en la era postdigital

Publisher: Dykinson S.L. (Indexed in SPI Expanded)

ISBN: 978-84-1377-594-4

Year: 2021

Title: Corporate Social Responsibility in the Airline Sector

Authors: Gema Pérez Tapia and Raquel Díaz García

Book title: Knowledge based Sustainable Development. ERAZ 2020 Book of Abstracts

Pages: 38 and 39

Publisher: Association of Economists and Managers of the Balkans

ISBN 978-86-80194-35-6

Title: Is Spain a Suitable Destination for South Korean Tourists? Travel Motivations and Destination Image

Authors of the chapter: Pérez, Gema

Book title: North Korea and South Korea

Pages: 121-145

Publisher: Nova Science Publishers Inc. (Indexed in SPI Expanded)

ISBN: 978-1-53616-580-7

Year: 2019.

Title: Teaching innovation in the teaching of Trade and International Relations in the Degree of East Asia

Authors of the chapter: Pérez-Tapia, Gema; Cestino-González, Estefanía

Book title: Research, Teaching Innovation and ICT. New educational horizons

Pages: 702- 715

Publisher: Dykinson S.L. (Indexed in SPI Expanded)

ISBN: 978-84-1324-492-1

Year: 2019

C.3. Projects.

Educational Innovation Projects

Educational Innovation Project: A Practical Approach to Teaching: Connecting the Teaching-Learning Process with the Real World

Funding Program: University of Malaga

Funding entity: University of Malaga

Responsible: Carmina Jambrino

Participants: Gema Pérez Tapia et al.

Start date: 10/01/2018

Educational innovation project: Promotion of entrepreneurship as a transversal competence for employability and the creation of companies for university students and generation of spaces for good international practices for the design of entrepreneurship education programs

Code: PIE17-088

Funding Program: University of Malaga

Funding entity: University of Malaga

Responsible: Carmina Jambrino

Participants: Gema Pérez Tapia et al.

Start date: 10/06/2017

Educational innovation project: Evaluation of stimuli of entrepreneurial acquisition as a transversal competence for the creation of companies

Code: PIE15-85

Funding Program: University of Malaga

Funding entity: University of Malaga

Participants: Gema Pérez Tapia et al.

Start date: 12/16/2015

End date: 09/30/2017

Research Projects

¿Residentes frente a turistas en los centros históricos andaluces? Conflictos, estrategias y nuevos escenarios post-Covid (PY20_01198) Agencia Andaluza del Conocimiento, Proyectos de I+D+i destinados a universidades (PAIDI 2020).

Duración: 23/06/2020 - 31/12/2022.

Cuantía de la subvención: 40.568,06 €.

Responsable: Fernando Almeida García.

Nuevas estrategias para nuevos conflictos turísticos en centros históricos andaluces (UMA20-FEDERJA-005), financiado en el Marco del Programa Operativo FEDER Andalucía 2014-2020 (Fase II).

Duración: 29.10.2021 - 30.06.2023.

Cuantía de la subvención: 29.900,00 €.

Responsable: Fernando Almeida García.

C.4. Contracts, technological or transfer merits

Participation as a researcher in 5 research contracts of special relevance with different institutions of the Public Administration.

C.5. Congresses and Conferences

Title of the contribution: Travelling alone or in company? Solo Travel as a growing trend: a bibliometric review

Name of the Congress: XXXV Congreso Internacional de Marketing (AEMARK)

Type of event: Communication at congress

Scope: International

Year: 2024

Place: Cuenca (Spain)

Authors: Gema Pérez-Tapia and Javier Pérez Aranda

Title of the contribution: A bibliometric review of Pop Culture Tourism

Name of the Congress: International Society of Travel and Tourism Educators The 42nd

ISTTE Annual Conference

Type of event: Communication at congress

Scope: International

Year: 2023

Place: Toronto (Canadá)

Authors: SoJung Lee, Gema Pérez-Tapia and Nuri Choi

Title of the contribution: Tourism as a driver of Soft Power: the case of South Korea

Name of the Congress: The 4th International Conference on Cultural Sustainable Tourism (CTS)

Type of event: Communication at congress

Scope: International

Year: 2022

Place: Online

Authors: Gema Pérez-Tapia and Jessica Quijano Herrera

Title of the contribution: The use of the Social Networking Sites as a communication strategy for Costa del Sol as a tourist destination

Name of the Congress: 4th International Conference on Tourism Technology & Systems (ICOTT's)

Type of event: Communication at congress

Scope: International

Year: 2022

Place: Online

Authors: Gema Pérez- Tapia, Estefanía Cestino González, Pere Mercadé-Melé y Fernando Almeida García

Title of the contribution: University professional guidance in the business creation project

Name of the Congress: "II International Congress Nodes of Knowledge. University, innovation and research, human rescue and knowledge transfer: challenges for the university in the face of the 2030 horizon»

Type of event: Communication at congress

Scope: International

Year: 2021

Place: Online

Authors: Salvador Doblas Arrebola, Estefanía Cestino González y Gema Pérez-Tapia

Title of the contribution: Social and consumer trends in South Korea: influence on the Marketing-Mix

Name of the Congress: "II International Congress Nodes of Knowledge. University, innovation and research, human rescue and knowledge transfer: challenges for the university in the face of the 2030 horizon»

Type of event: Communication at congress

Scope: International

Year: 2021

Place: Online

Authors: Gema Pérez-Tapia; Estefanía Cestino González, Salvador Doblas Arrebola y María Listán Bernal

Title of the contribution: Development of entrepreneurial competence in a bimodal environment

Name of the Congress: III International Congress of Teaching Innovation and Research in Higher Education

Type of event: Communication at congress

Scope: International

Year: 2021

Place: Online

Authors: Gema Pérez-Tapia

Title of the contribution: Analysis of the RRSS of the ten best teachers in Spain

Name of the congress: International Congress of Innovation and Educational Trends

Type of event: Presentation

Scope: International

Year: 2021

Place: Online

Authors: Estefanía Cestino González, Gema Pérez Tapia y Alexis Lavanant Jurado

Title of the contribution: New technologies at the service of the recovery of tourism after the pandemic: reflections

Name of the congress: International Congress of Teaching Innovation and Research in Higher Education.

Type of event: Communication at congress

Scope: International

Year: 2021

Place: Online

Authors: Gema Pérez Tapia, Estefanía Cestino González, Susana de las Nieves Stoner, Salvador Doblas Arrebola, Marina González Jerez y Alexis Lavanant Jurado

Title of the contribution: Corporate social responsibility in the airline sector

Name of the congress: 6th international scientific conference knowledge based sustainable development

Type of event: Communication at congress

Scope: International

Year: 2020

Place: Online

Authors: Pérez-Tapia, Gema

Title of the contribution: Teaching innovation in the teaching of Trade and International Relations in the East Asian Degree.

Name of the congress: XIII International Congress of Education and Innovation

Type of event: Communication at congress

Scope: International

Year: 12/18/2019 - 12/20/2019

Place: Granada

Authors: Pérez-Tapia, Gema; Cestino-González, Estefanía

Title of the contribution: Analysis of the image of Spain as a tourist destination from social networks: the case of South Korea

Name of the congress: II International Congress of Communication and Philosophy: a necessary convergence

Type of event: Presentation at Congress

Scope: International

Year: 11/22/2019 - 11/23/2019

Place: Priego de Córdoba, Córdoba (Spain)

Authors: Pérez, Gema; Cestino-González, Estefanía and Jang, Yousun

Contribution title: Is Spain an alternative destination for South Korean tourists?

Name of the congress: Asia Pacific Tourism Association 2019

Type of event: Communication at congress

Scope: International

Year: 07/01/2019 - 07/04/2019

Place: Danang (Vietnam)

Authors: Pérez, Gema; Mercadé, Pere; Almeida-Garcia, Fernando

Title of the contribution: Analysis of the factors that determine the image of Spain as a tourist destination in culturally distant countries

Name of the congress: XXIX International Marketing Congress AEMARK 2017

Type of event: Communication at congress

Scope: International

Year: 09/06/2017 - 09/08/2017

Place: Seville, Spain

Authors: Pérez, Gema; González-Robles, Eva Maria; Alcazar-Martinez, Benjamin Del

Contribution title: Factors influencing destination image formation in distant culture countries: the moderating role of familiarity, corporate image and travel motivations

Name of the congress: The 7th. International Conference on Tourism and Hospitality between China-Spain

Type of event: Presentation at Congress

Scope: International

Year: 07/12/2017 - 07/14/2017

Place: Chendu - Sichuan. (China)

Authors: Pérez, Gema

Contribution title: The Image of Spain as a tourist destination in distant culture countries: the moderating effect of Corporate Image

Name of the congress: The 6th. International Conference on Tourism and Hospitality between China-Spain

Type of event: Presentation at Congress

Scope: International

Year: 09/27/2016 - 09/30/2016

Place: Madrid

Authors: Pérez, Gema

Contribution title: The image of Spain in South Korea

Name of the congress: What is happening in East Asia? New opportunities for the Spanish and Malaga tourism sector

Type of event: Seminar Paper

Scope: National

Year: 10/20/2015 - 10/22/2015

Place: Malaga

Authors: Pérez, Gema

Contribution title: Analysis of the factors that determine the image of Spain as a tourist destination in distant culture countries: the moderating effect of corporate image

Name of the congress: 2015 Spring Conference (Korean Academy of Commodity Science and Technology

Type of event: Presentation at Congress

Scope: International

Year: 06/05/2015 - 06/05/2015

Place: Seoul (South Korea)

Authors: Pérez, Gema

C.6. Research Stays .

University: Incheon National University. (South Korea)

Date: from 03/06/2024 to 07/06/2024

Objectives of the stay: Teaching in degree and Master

Nature of the stay: Postdoctoral

Iowa State University (USA)

Date from: 01/01/2023 to 30/06/2023

Objectives of the stay: Teaching and Research

Nature of the Stay: Visiting Professor

University: Incheon National University. (South Korea)

Date: from 04/15/2019 to 04/19/2019

Objectives of the stay: Teaching in degree and Master

Nature of the stay: Postdoctoral

University: Incheon National University. (South Korea)

Date: from 04/15/2019 to 04/19/2019

Objectives of the stay: Teaching in degree and Master

Nature of the stay: Postdoctoral

University: Incheon National University. (South Korea)

Date: from 03/26/2018 to 03/30/2018

Objectives of the stay: Teaching in degree and Master

Nature of the stay: Postdoctoral

**University: Wroclaw University of Technology. Engine Center. University of Business
Wroclaw Poland**

Date: from 05/11/2016 to 05/13/2016

Objectives of the stay: Stay for the dissemination of my advances in research.

Nature of the stay: Postdoctoral

University: Incheon National University. (South Korea)

Date: From 05/15/15 to 07/16/15

Objectives of the stay: Development my PhD.

Nature of the stay: Predoctoral

University: Incheon National University. (South Korea)

Date: From 10/14/14 to 11/15/14

Objectives of the stay: Development my PhD.

Nature of the stay: Predoctoral

Other

- English level: C1 British Council
- Accreditation as a Contracted Professor Doctor by the Andalusian Agency of Knowledge (07/16/2020)
- Member of the research group of the University of Malaga "Tourism and territory" SEJ402

- Participation in "I Ibero-American Meeting of Korean Studies". Organized by the University of Malaga within the framework of the Campus of International Excellence Andalucía TECH. Dates: From 02/04/15 to 02/06/15.
- Teaching at the "I University Expert in Intercultural Management and Socioeconomic Development in the Spanish- Korean field". Date: 05/16/2017.