

WHO AM I?

Director of Hospitality and Tourism School of Vila Real de Santo António (Turismo de Portugal, I.P.), Portugal. He is also a professor at the School of Management, Hospitality and Tourism at the University of Algarve! He holds a master's degree in Hotel Management and has the title of Specialist through public tests, in the areas in which he provides training in Polytechnic Education. In his professional career spanning more than 25 years, he has worked at prestigious hotel and catering establishments and was a technical coordinator at the Hotel and Tourism Schools of the Algarve. He is also treasurer of Eurhodip, the leading hospitality school association.

WHAT IS MY ROLE IN EURHODIP

Treasurer of Eurhodip, responsible for the accounting management namely, annual budget, costs & revenues. Manuel takes an active and transversal role with all the executive board, supporting its functions and activities.

ACHIEVEMENTS TO DATE

Manuel Serra's academic career has been in the field of hotel management (bachelor, master, and specialization) at University of Algarve. He is also certified by the École Hôtelière de Lausanne in Training and Qualification. Manuel has publications in several international journals and works closely with local communities, promoting sustainable development which has been growingly recognized as important in the scope of tourism and hospitality industry practices.

RESEARCH AND CONSULTANCY INTERESTS

His research focuses on F&B Management, Food & Wine Pairing and the Mediterranean Diet. He manages a project that aims to develop an innovative online platform for menu management and an application for mobile devices to pair food and wine (IT-AMGABAlgarve). He is also involved in a multidisciplinary team dedicated to the innovation of new products and services related to basic foods integrated in the Mediterranean Diet, as well as to the promotion of the main elements of this Common Heritage of Humanity, as the main value of the region's enogastronomic and cultural offer.