

CURRICULUM
LOLA HERRERO, 2024

Name/First name: **Lola Herrero Amo**

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Email: **lherrero@escp.eu**

Date of Birth / City – Country **30/01/1969, Madrid, Spain**

Nationality **Spanish**

EDUCATION / ACADEMIC QUALIFICATION

Degree: **PhD in Business Management**

University **Universidad Rey Juan Carlos, Madrid**

Academic level: **Cum Laude**

Year: **2014**

Degree: **Master in Quality Management**

School: **Official Tourism School, Madrid**

Academic level: **N/A**

Year: **1993-1994**

Degree: **Postgraduate Diploma European Tourism Management**

University: **Bournemouth University UK**

Academic level: **N/A**

Year: **1992-1993**

Degree: **Degree in European Tourist Management (D.E.S.S)**

University: **Université de Savoie. Chambéry (France).**

Academic level: **N/A**

Year: **1992-1993**

Degree: **Bachelor**

School: **Official Tourism School Madrid**

Academic level: **N/A**

Year **1988-1991**

TEACHING EXPERIENCE

University: **ESCP Europe**

Associate Professor

Postgraduate

Years **2013- today**

University: **UNIVERSIDAD CARLOS III DE MADRID**

Affiliated Lecturer. Undergraduated. Postgraduate.

Years: **2002-2014**

University: UNIVERSIDAD DE VALLADOLID
Affiliated Lecturer. Undergraduated.
Years: 2003-2005

University: UNIVERSIDAD ANTONIO DE NEBRIJA
Affiliated Lecturer. Undergraduated. Postgraduate.
Years: 1999-2002

University: UNIVERSIDAD ALFONSO X EL SABIO
Affiliated Lecturer. Undergraduated. Postgraduate.
Years: 1998-2000

University: ESCUELA DE TURISMO DE BALEARES
Affiliated Lecturer. Undergraduated. Postgraduate.
Years: 1996-1998

PROFESSIONAL EXPERIENCE

Present employment

From: September 2013 to: currently
Company: *ESCP Europe, Madrid campus, Spain*
Positions held: Scientific Advisor MSc in Hospitality & Tourism Management. Scientific Director "Option E" MIM Program. Executive director cooperation for development Projects. ESCP Europe (Madrid Campus). Associated professor in charge of "RIU Hotels & Resorts Corporate Social Responsibility" Professorship.

From: October 2002 to: 2016
Company: *UNIVERSIDAD CARLOS III DE MADRID*
Positions held: Affiliated Lecturer. Business Administration Department

Previous employments

From: November 2006 to: March 2014
Company: *UNIVERSIDAD CARLOS III DE MADRID*
Positions held: Co-director of development cooperation projects. Coordinator of the coach team and grant holders "Cooperation project space".

From: December 2004 to: January 2010
Company: *ANECA (Agencia Nacional de Evaluación de la Calidad y Acreditación).*
Positions held: external assessor in quality boards. Higher Education Institutions

From : June 2004 to: January 2007
Company: *KOAN CONSULTING, SL. Tourism consultancy*
Positions held: senior consultant

From: 1998 to: 2003

Company: *Prunus, Iniciativas Rurales SL, management company in charge of "El Parador de La Puebla"*

Positions held: Manager and administrator

From March 2001 to: March 2003

Company: *ANTAR, SL tourism consultancy and planning*

Positions held: founding member. Project Manager. Quality management director.

From: July 1996 to: Sept. 1998

Company: *ESCUELA SUPERIOR DE TURISMO DE BALEARES (ESTB)*

Positions held: permanent teacher of marketing and service quality. Director of the market research department. Tutor and Course Manager "HND Leisure and Tourism Management", ESTB - Oxford Brookes University UK.

From: June 1994 to: July 1996

Company: *BARCELÓ VIAJES* Palma de Mallorca

Positions held: Director of Quality- Customer service department

MOST RELEVANT PROJECTS DEVELOPED

(As Director, Executive Director, co-director, researcher, teacher)

Name of the project: ***ERASMUS +: INICIA "ESPECIALIZACIÓN EN GESTION DE INICIATIVAS ECONOMICAS COLABORATIVAS Y ECONOMÍA SOCIAL EN CENTROAMÉRICA"*** Project design & formulation Project Executive Director (**Project approved** by EU commission: August 18).

Years: 2018-2020

Place: Guatemala, Panamá, Costa Rica, Honduras, Nicaragua, El Salvador, Argentina

Contracting institution: **Project co-funded by EU (ERASMUS + Program)**

Name of the project: ***RIU Hotels Project (ESCP Europe as Academic Partner)*** Project director: design, development, deliverables. Project: "METODOLOGÍA DE DIAGNÓSTICO Y DISEÑO DE INICIATIVAS DE DESARROLLO DESDE LAS REALIDADES DE DESTINO. (Proyecto piloto en Guanacaste, Costa Rica)

Years: May-Dec 2018

Place: Costa Rica

Contracting institution: **Project funded by RIU Hoteles**

Name of the project: ***“Integración Regional, Universidad y Desarrollo Sostenible en Centroamérica (IRUDESCA)” Regional Integration, University and Sustainable Development in Central America***

Call for proposals: ERASMUS PLUS + 2016 “CAPACITY BUILDING IN THE FIELD OF HIGHER EDUCATION”. European Commission - DG Education - Centralized action

Places (and partner institutions) Instituto Politecnico Viana do Castelo IPVC (Portugal) (Project Leader)

Partners-Europe: ESCP Europe Business School (France), Universidad Camilo Jose Cela (Spain)

Partners-Central America (Universities): Universidad Nacional Autónoma de Nicaragua (UNAN-Managua, Nicaragua), Universidad Americana de Nicaragua, Universidad Tecnológica de Honduras (UNITEC-Honduras), Universidad Nacional Autónoma (Honduras), Universidad EARTH (EARTH-Costa Rica), Instituto Tecnológico de Costa Rica, Universidad Rafael Landívar (Guatemala), Universidad del Valle de Guatemala, Universidad de Panamá (UP-Panamá), Universidad Católica Santa María La Antigua (Panamá), Universidad Centroamericana de El Salvador, Universidad de El Salvador.

Years: 2017-19

Name of the project: ***Two pre-identification missions in the field (Isla de Sal and Isla de Boa Vista) for the formulation of the APPD project with the hotel chain Riu Hoteles and OTC-AECID***

Place: Cape Vert

Year: 2016-17

Activities carried out: Diagnosis report of Cape Vert (Boa Vista, Sal) situation of responsible tourism. Pre-identification of nearby communities of the hotel needs/current situation. Design of a methodology of positive impact of Riu Hotels, in nearby communities.

Name of the project: ***Proyecto “Red Eureka: “Red Euro-Centroamericana para la mejora de la sostenibilidad y calidad de las MIPYMES” Euro-central-american network for the improvement and sustainability and quality of SMEE.***

Year: 2011-2014

Place: Guatemala, Panamá, Costa Rica, Honduras, Nicaragua y El Salvador

Contracting institution: **Project co-funded by UE (ALFA III Program)**

Main characteristics of the project: inter university cooperation project, made up by a network of six Central American and three European universities.

Activities carried out: Diagnosis report of Central American SMEE. Design of a regional (Central American) graduated program in “Sustainability and Quality Management of micro, small and medium enterprises MSME”, with the Central American academic credits system defined by CSUCA.

Name of the project: ***“Vocational Training and Sustainable Tourism” (VTST)***

Year: 2010-2012

Place: Gambia, Senegal, Marocco, Bolivia and Nicaragua.

Contracting institution: **Europaïd** (European Comission), together with the following members: Fundación Cultural Banesto, FIIAPP, Organización de Estados Iberoamericanos (OEI).

Main characteristics of the project: supporting the teaching systems of vocational training (especially public ones) in the training of people giving priority to women’s access, related to sustainable tourism professional activities.

Activities carried out: Diagnosis of training needs in the field. Design and assessment of an adapted training program. Elaboration of teaching materials for the students and teaching guide for instructors. Two pilot courses were taught for the implementation of the training program.

Name of the project: ***“Study of good practice of sustainable tourism ventures in Namibia”***

Year: July-September 2011

Place: Namibia

Contracting institution: **UC3M** (University internal cooperation projects).

Main characteristics of the project: Identification of good practice in successful ventures related with sustainable tourism. Minute taking by means of the identification of good practice through which methodologies can be taken out as well as successful processes and tools related with sustainable tourism development, which can be replicated and transferred to other projects.

Activities carried out: Collecting data by means of interviews. Elaboration of studies of good practices in sustainable tourism ventures.

Name of the project: ***Technical assistance: “Training of actors of the Mostar tourism field”.***

Year: June-July 2010

Place: Mostar (Bosnia- Herzegovina).

Contracting institution: technical office for cooperation in Balkans. **AECID**

Main characteristics of the project: technical assistance and training sessions for coaches and tourism planners both in the private and public areas.

Activities carried out Design of training session’s needs that were identified previously. Development of the training sessions and work plan adapted to specific needs.

Name of the project: ***Technical Assistance: “Forum of Rural tourism in Central-America”***

Year: January – March 2010

Place: Guatemala

Contracting institution: **AECID ESPAÑA-SITCA fund.**

Main characteristics of the project: I Forum of rural Tourism in Central-America for the validation of the situational diagnose on rural tourism in the Region. Definition of concepts and terms of sustainable rural tourism and formulation of a proposal of the action plan of rural tourism (director plan) in Central America.

Activities carried out. Diagnosis backed up and enriched by the contributions of the participants in the Forum. Formulation of the action plan for the development of the central-american rural tourism strategy, according to the strategic plan criteria of sustainable tourism development in Central-America.

Name of the project: ***“Training/spreading action “IV week of solidarity: travel to solidarity”***

Year: February 2010

Place: Spain

Contracting institution: **UC3M**

Main characteristics of the project: Spreading ad awareness of the whole university community and public of the potential of “travel” and the part played by “travelers” as solidarity agents. Awareness of solidarity/responsible travel.

Activities carried out: 8 Interactive workshops.

Name of the project: ***Technical Assistance: “Analysis of the cooperation lines in the area of tourism-ecotourism-cooperation development”***

Year: July 2009 – July 2010

Place: Costa Rica and Spain

Contracting institution: **donor entity: UC3M**

Main characteristics of the projec: Identification of opportunities of cooperation between EARTH University and UC3M in the area of tourism-ecotourism and development cooperation (identification).

Activities carried out. Technical visits to the beneficiary projects (both direct and indirect) of Project PROMES (AECID- EARTH University) and data collecting for developing case studies in the area of tourism-ecotourism-development cooperation.

Name of the project: ***Technical Assistance: “Advice to the Venezuelan Ministry of tourism on the areas of quality management, certification and classification”***

Year: September – December 2009

Place: Venezuela (Caracas and Falcón state)

Contracting institution: **OTC Venezuela- AECID**

Main characteristics of the project:

Advice to the Venezuelan Ministry of tourism on quality, certification and classification as well as counseling to technical teams.

Activities carried out: Experiences and reference models on normalization, categorization and tourism quality given to the Venezuelan ministry of tourism team and experts. Counseling and recommendations in the area of normalization categorization and tourism quality given to the key actors. Document proposed “Plan de acción para la normalización, gestión de calidad y normalización en Venezuela”.

Name of the project ***Technical assistance configuration of “National Committees for tracking the colonial route and vulcanoes” (UC3M-KOAN Consulting)***

Year: March-July 2008

Place: Guatemala.

Contracting institution: **AECID ESPAÑA-SITCA FUND**

Main characteristics of the project: Contribution to the improvement of competitiveness of tourism in Central America, through the creation of national committees that will back up the articulation of a regional tourism product that leads to the destinations of the colonial route and volcano route.

Name of the project: ***“Quality of tourism service” (PROCAPCA)***

Year: January 2007-March 2010

Place: Panamá, Costa Rica, El Salvador, Honduras, Nicaragua and Guatemala

Contracting institution: **AECID ESPAÑA-SITCA FUND**

Main characteristics of the project: Transference of knowledge in tourism quality, instrumental through national institutions and private sector, by means of three level training (coaches-teams/training country and tourism SMSE)

Activities carried out. Diagnosis of quality in the tourism service in Central America. Design of a quality system for SMSE with different tools (Ex: “good practice manuals” for tourism SMSE: hotels, restaurants, tourism operators and complementary supply). Creation of a database of 420 Central-American SMSE that fulfills the standards that appear in the quality system.

Membership of Executive committee, advisory body, industry association:

- Ministry of Industry Energy and Tourism (Spain). General Secretary of Tourism. Member as tourism expert.
- Member of the advisory committee (CSR corporate social responsibility) , academic partner RIU Hotels & Resorts

RESEARCH OUTPUTS

Papers/Books /Books chapters

Research article (Jan 2021) ***[“Towards sustainable tourism development in a mature destination: Measuring multi-group invariance between residents and visitors’ attitudes with high use of accommodation-sharing platforms”](#)***, in Journal of Sustainable Tourism (ESCP list B).

“Los organismos de Gestión de Destino en Enoturismo: Casos Internacionales de Exito”

Pasos: Revista de turismo y patrimonio cultural (external peer review and open Access journal Indexed journal)

[http://www.pasosonline.org/en/Developed 2016-17-.](http://www.pasosonline.org/en/Developed%202016-17-.) Published Oct 2017

“Public–private partnership as an innovative approach for sustainable tourism in

Guanacaste, Costa Rica” <http://www.emeraldgrouppublishing.com/whatt.htm>

<https://www.emerald.com/insight/search?q=Public%E2%80%93private+partnership+as+an+innovative+approach+for+sustainable+tourism+in+Guanacaste%2C+Costa+Rica&advanced=true>

“What is the host community perception of slum tourism in Colombia?” Worldwide

Hospitality and Tourism Themes, <http://www.emeraldgrouppublishing.com/whatt.htm>

<https://doi.org/10.1108/WHATT-12-2018-0086>

Sustainable Tourism IEPALA Editorial Madrid (ISBN84-89743-20-7)

“The socio-cultural, economical and environmental impact of tourism. System of the analysis indicators.” Pp 69 - 92

“Quality Management” Santillana Editorial (ISBN9788429446586)

“Quality and Human Resources” pp 77-88

“Professional Training and Sustainable Tourism”. Development factors in sustainable tourism. Student’s guide. (ISBN9788489315686).

Co-author. Publication coordination

“Professional Training and Sustainable Tourism”. Development factors in sustainable tourism. Teacher’s guide. (ISBN9788489315686)

Co-author. Publication coordination.

Post-graduate program in Management, sustainability and quality of the MSMEs. EURECA Network Teacher’s Means. (ISBN10:8469587404).

Publication coordinator.

Forthcoming articles

- Working paper: *“Entrepreneurial ecosystem development: Consolidating theory into a testable model”.*

FOREIGN LANGUAGES

Language: **Spanish**

Spoken level: **Native**

Written level: **Native**

Language: **English**

Spoken level: **Advanced**

Written level: **Advanced**

Language: **French**

Spoken level: **Intermediate**

Written level: **Intermediate**