

# Beatriz Román Alzérreca

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## Academic Record

<b>University of Saragossa</b> Masters in Economics (specialization in environmental economics) Research: Comparative analysis of sustainable tourism in Patagonia.	<b>2006-2008</b> <b>Spain</b>
<b>ECLAC (Economic Commission for Latin America)</b> Summerschool in Latin American Economics, Research: Water management in Chile: an unresolved case.	<b>2006</b> <b>Chile</b>
<b>University Carlos III</b> Masters in Development Economics Research: The micro enterprise and rural development in Chile. Success or failure?	<b>2004-2005</b> <b>Spain</b>
<b>University Tecnológica Metropolitana</b> BA in Administration and engineering in tourist management Research: Guidelines for the sustainable communitarian rural development in Chile.	<b>1998-2002</b> <b>Chile</b>

## Work Experience

<b>Innovation Program of Sustainable Tourism (Corfo)</b>  ✓ Consultant - To implement the Innovation Program of Sustainable Tourism	<b>Jan'12 to date</b> <b>Chile</b>
<b>EuroChile Foundation</b>  ✓ Tourism Project Manager - Responsible for the technical management of tourism projects of Chilean and European funds. - Strengthen, assist and contribute to the local, commercial and business development of small and medium-sized under the AL-Invest Programme that is sponsored by the European Commission.	<b>Feb'10 – Dec'11</b> <b>Chile</b>
<b>Tourism Consultant</b>  ✓ Free Lance - Sustainable tourism consulting to organization and firms like the Mexican National Commission for Protected Areas –CONANP (Mexico), The Secretariat of Environment and Natural Resources – SEMARNAT (Mexico), the National Forest Commission– CONAFOR (Mexico), Foundation Ecology and Development – ECODES (Spain), the Responsible Tourism Institute –ITR- (Spain), Saragossa Council (Spain), Heritage Destination Consulting (England), EuroChile Foundation (Chile).	<b>May' 08 – Jan'10</b> <b>Mexico– Spain – England – Chile</b>
<b>Foundation Ecology and Development -ECODES-</b>  ✓ Researcher of Corporate Social Responsibility - To research of Corporate Social Responsibility in the tourism sector - To elaborate eco friendly manuals - To give sustainable tourism talk presentation to the tourism enterprise	<b>Aug'05 – Apr'07</b> <b>Spain</b>

**DTS Consulting**Jan'03 – Jun'11  
Chile

- ✓ Partner
- Project design and development
- To manage tourism projects to the Chilean government and the private sector
- Economic, environmental and social evaluation

**Eugenio Yunis Consulting**Jan'03 – Jun'03  
Chile

- ✓ Consultora
- Project development
- Economic evaluation of tourism projects

**Americas Found**Dec'01 – Dec'02  
Chile

- ✓ Tourism Officer
- Monitoring the ecotourism projects
- To attend the Community Based Tourism Programme

**Publications**

Román, B. (2011). *"Competitiveness theory for tourist destinations"*. Journal of Latin America Tourism Experts (REI), N°7, pp.40-44.

Román, B. (2010). *"Comparative analysis of the tourism competitiveness in the Austral Patagonia"*. Journal of Depopulation and Rural Development Studies (CEDDAR).

Román, B. (2009). *"Ochovenado tourism evaluation"*, Oaxaca Community Foundation

Pequeno, A y Román, B. (2008). *"Sustainable Saragossa. Good practices guide"*, Foundation Ecology and Development (ECODES).

Román, B. (2007). *"The enterprise and the rural development in Chile. ¿Success or failure?"*, ALBAN European Programme.

Morales, H y Román, B. (2004). *"Ecotourism in the Chilean rural community. Experiences of Development and Conservation"*, National Tourism Service (Sernatur) – Americas Found, Santiago, Chile.

Articles for newspaper and websites:

15/04/2010. *The opportunity to build a better country after the Chilean earthquake*. Foundation Ecology and Development

06/11/2009. *Copenhagen: Climate Change – Tourism Change*. Foundation Ecology and Development.

06/10/2009. *Ecotourism in Chiapas: an option option to the "natural resource dump"*. Foundation Ecology and Development.

01/10/2009. *¿How to develop an environmental inclusive system?*. Foundation Ecology and Development.

24/12/2007. *Lessons and learning of the sustainable tourism Session*. Newspaper Heraldo de Aragón.

22/12/2007. *The tourist industry faces the environmental challenge*. Newspaper Heraldo de Aragón.

17/12/2007. *Good environmental practices in the tourist sector*. Newspaper Heraldo de Aragón.

30/07/2007. *Tourism and sustainability*. Newspaper Heraldo de Aragón.

14/11/2006. *Sustainable tourism under an inclusive model*. Newspaper Heraldo de Aragón.

09/01/2006 *The role of tourism enterprises in the environment*. Newspaper Heraldo de Aragón.

## Language

**Spanish** (Mother tongue)

**English** (advanced level)

**German** (intermediate level)

## Scholarship

**Journal of Depopulation and Rural Development Studies –CEDDAR-** 2007  
Support of Research Spain

**Economic Commission for Latin America –ECLAC-** 2006  
Summer School Chile

**Alban Programm –European Union** 2004-2005  
Masters in Development Economics Spain

**Verein für das Deutschen im Aufland –VDA** 1997  
Germany

## Referencias

Víctor Viñuales (Spain)  
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