



PERSONAL INFORMATION

Surname, First name	AVANTAGGIATO, Marzia	
Address	Via Custoza 31 – 73020 Cutrofiano Lecce, Italy	
Telephone	Mobile (+39) 328 327 49 57	Home (+39) 0836 512 529
E-mail	marziaavantaggiato@hotmail.it	
Nationality	Italian	
Date of birth	18 Marzo 1981	
Gender	Female	

WORK EXPERIENCE

Dates: Feb 2008

Name and address of employer: Belle Tourism International Consulting , CEO Alastair Morrison, suite 601, 18 Shunyi Road, Shanghai, PR China 200063

Type of business or sector: Tourism Marketing

Occupation or position held: Consultant

Main activities and responsibilities: writing marketing plans, market research, identification of development strategies and goals, attraction and feasibility evaluation, definition of branding and promotion of tourist destinations, primary and secondary data collection, e-marketing, project supervisor.

Dates: Dec 2007 – Jan 2008

Name and address of employer: Johnny Depp c/o via Clavadach, 23 - S.Moritz (Switzerland)

Type of business or sector: Tourism

Occupation or position held: Interpreter and House Manager

Main activities and responsibilities: English-Italian interpreter, management of all the activities done by the actor and his family in the house; problem solving; meeting of all their needs.

Dates: Dec 2006 – Feb 2007

Name and address of employer: Ing. Eduardo Polli – c/o via Clavadach 23 – St. Moritz (Switzerland)

Type of business or sector: Tourism

Occupation or position held: Interpreter and House Manager

Main activities and responsibilities: Interpreting into Italian – English and viceversa, management of the activities of guests in the chalet.

Dates: Aug 2005

Name and address of employer: Murasaki Juku – School of foreign languages, Shibuya, Tokyo, Japan

Type of business or sector: Education

Occupation or position held: Italian Teacher for Japanese - Receptionist

Main activities and responsibilities: private lessons, front office operations, time and schedule management, customer service

Dates: Jul 2005

Name and address of employer: Hotel Park, Nagaragawa, Gifu-Ken, Gifu-shi, Japan

Type of business or sector: Tourism

Occupation or position held: receptionist

Main activities and responsibilities: front office and back-office operations

Dates: May 2003 – Aug 2006

Name and address of employer: SUITE 77 – Via Umberto I, Maglie, Lecce, Italy

Type of business or sector: Restaurant

Occupation or position held: Waitress, Maitre, Cashier

Main activities and responsibilities: Staff management, Cashier, waitress, supplier management.

Dates: Oct 2000 – Gen 2001

Name and address of employer: Municipality of Cutrofiano, Lecce, Italy

Type of business or sector: Public Administration

Occupation or position held: Coordinator

Main activities and responsibilities: Management and coordination of intervviwers, data collection for the European Community Agriculture Census

Private and public companies

Type of business or sector: Translation

Occupation or position held: free-lance translator

Main activities and responsibilities: translation of specialist tests, especially in tourism field.

EDUCATION AND TRAINING

April 2007-March 2008 (2000 hours including 500 hours of internship)

INTERNATIONAL MASTER PROGRAM IN TOURISM MANAGEMENT - 6th edition

Name and type of organisation providing organization and training:

AILUN – Associazione Istituzione Libera Università Nuorese

Via Pasquale Paoli – 08100 Nuoro (ITALY)

Phone: 0039 0784 226 226 – Fax: 0039 0784 203 158

Email: masters@ailun.it – www.scienze sociali.ailun.it

Program Description & Goals:

The International master program in Tourism Management provides a high level and advanced professionalism in the tourism field founded on a thorough training program, appropriate to innovative and managerial roles, crucial for the sustainable development of the tourism industry:

- It presents the tourism as a phenomenon characterized by a tight interdependence among the economic, psychological and sociological components;
- It offers the students a complete overview of the theoretical and applied issues concerning the planning and management of the tourism operations and policies.

Curriculum:

- **Basic Instruction:** Experimental Analysis of Behavior; Theoretical and Experimental Language of Science; Mathematical Logic; Set Theory; Statistics.
- **Social Sciences:** Psychological and Sociological Analysis of Tourist's Behavior; Anthropological and Cultural Aspects of Tourism; Tourism Market; Tourism, Economic Growth and Sustainable Development.
- **Management:** Tourism Businesses, Services and Products Planning; Resort Planning; Human Resource Management; Budgeting and Accounting; Yield Management; Total Quality and Customer Satisfaction Information Technology and E-Commerce.
- **Marketing:** Marketing Research; Segmentation, Targeting and Competitive positioning; Strategy and marketing policies for tourism destination; Promotion, Advertising and Communication in the tourism industry; Marketing Information Systems.
- **Planning:** Destination Management; The role of institutions in the Tourism Industry; Tourism Supply Strategic Planning; Tourism Legislation.

Chair and Dean of the Master: Professor Giulio Bolacchi, Professor of Sociolgy and Social Psychology

Foreign Faculty

Eugenio Aguiló Pérez (Universidad de las Islas Balears, Spagna) • *Donald J. Anderson* (Purdue University, USA) • *Nicole W. Biggart* (School of Management, University of California at Davis, USA) • *Bernhard Giesen* (University of Konstanz, Germania)

• *Charles R. Goeldner* (Leeds School of Business, University of Colorado at Boulder, USA) • *Zheng Gu* (William F. Harrah College of Hotel Administration, University of Nevada at Las Vegas, USA) • *Donald E. Hawkins* (George Washington University, USA) • *Jafar Jafari* (University of Wisconsin at Stout, USA) • *Carson L. Jenkins* (University of Strathclyde, Gran Bretagna) • *Brian King* (Victoria University, Australia) • *Matthew W. Lonam* (Florida Campus, Mountain State University, USA) • *Dean MacCannell* (University of California at Davis, USA) • *Alastair Morrison* (Purdue University, USA) • *David C. Palmer* (Smith College at Northampton, USA) • *Philip L. Pearce* (James Cook University, Australia) • *Richard H. Penner* (School of Hotel Administration, Cornell University, USA) • *Jonathan H. Turner* (College of Humanities, Arts, and Social Sciences, University of California, Riverside, USA) • *Muzaffer Uysal* (Virginia Polytechnic Institute and State University, USA) • *Gary K. Vallern* (Northern Arizona University, USA).

Dates: 2000 - 2006

Name and type of organisation providing organization and training:

University of Salento, Faculty of Foreign Languages and Literatures

Title of qualification awarded: Doctor in Translation and Interpreting

Principal subjects/Occupational skills covered: Translation and Interpreting techniques for English and Japanese, Linguistic, Marketing, specialist languages

Level in national or international classification: First level degree

Dates: 1995 - 2000

Name and type of organisation providing organisation and training:

Linguistic high school – “Liceo – Ginnasio F.Capece” Maglie, Lecce, Italy

Title of qualification awarded: Linguistic Diploma

Principal subjects covered: Spanish language, history and literature, Italian language and literature, history

Level in national or international classification: High school Diploma, Credenciales de la Lengua Espanola

Dates: Aug – Oct 2000

Name and type of organisation providing organisation and training:

C. E. P.A.T. – a company for the Tourism Professionals Training

Type of Course: Vocational program for hostess

Principal subjects covered: Hostess for meetings, conferences, airports, cruises and other tourism facilities.

Dates: Jun 2000

Name and type of organisation providing organisation and training: Messapia Holidays – Tour operator

Type of Course: Vocational program for tourism industry

Principal subjects covered: entertainer in villages in all areas (miniclub, shows, front-office)

PERSONAL SKILLS AND COMPETENCES

Native language	Italian									
<i>Other Languages</i>	English, French, Spanish, Japanese									
<i>Self-assessment</i>	Understanding				Speaking				Writing	
<i>European level (*)</i>	Listening		Reading		Spoken interaction		Spoken production			
English	C2	advanced	C2	advanced	C2	advanced	C2	advanced	C1	advanced
French	C1	advanced	C1	advanced	C1	advanced	C1	advanced	B1	Intermediate
Spanish	C2	advanced	C2	advanced	C2	advanced	C2	advanced	C2	advanced
Japanese	B1	Intermediate	B1	Intermediate	B1	Intermediate	B1	Intermediate	B1	Intermediate
<i>(*) Common European Framework of Reference (CEF) level: (min) A1, A2, B1, B2, C1, C2 (max)</i>										
Social skills and competences	<ul style="list-style-type: none"> Ability to deal with all kind of customers, having worked in cross-culture environments, in Italy and abroad; I did also many kind of jobs requiring front-line operations Ability to work in team acquired with the realization of several projects at the university as well as at work. Teaching skills having worked as teacher with children, teen-agers and adults Negotiation and problem-solving skills Ability to provide and ask for information in efficient and persuasive way, having 									

	<p>worked at the front-office</p> <ul style="list-style-type: none"> • Ability to present and sell products • Ability to speak and move on a stage having played in musicals • Ability to deal with and do business with the major Asian market, such as China, Korea and Japan, having worked in these countries
Organizational skills and competences	<ul style="list-style-type: none"> • Leadership skills and ability to coordinate activity of other people having worked as maitre and coordinator of projects • Ability to arrange travel and activities thanks to my experience in travelling (I arranged a cultural exchange in Spain and Germany when I was at the high school) • Ability to adapt to every kind of situation, also in cross-cultural contests, having lived in London, Paris, Shanghai and Tokyo, where culture is completely different • Good vertical and horizontal flexibility inside the same organization • Competency in interpreting and making balance sheets acquired during the International Master Program in Tourism Management • High creativity and ability to realize marketing ideas, thanks to my work as consultant • Linguistic skills in written and spoken texts thanks to the translator activity, in English, Spanish and Italian • Knowledge of the major trends and characteristics of inbound and outbound tourism in the worldwide markets • Deep knowledge and clear general vision of tourism phenomenon, allowing me to do short-, medium- and long-term evaluations
Technical skills and competences	<ul style="list-style-type: none"> • Ability to use basic office machinery and Personal Computer • High ability do search data on internet • Creative usage of PowerPoint to create appealing presentations that keep high the level of attention
Computer skills and competences	<ul style="list-style-type: none"> • Ability to use Microsoft Office for texts and presentations • Ability to use computer-assisted translation tools
Other skills and competences	<ul style="list-style-type: none"> • Ability to organize and arrange small shows and musical, having played in and arranged these activities • Hobby such as reading and listening to music enrich my knowledge in these fields. In particular, reading books in foreign languages help me in improving my skills • I love each kind of sport • High tolerance and diplomacy in situations and with people who are not cooperative.
Driving licence(s)	I have a driver's licence (B)
Additional information	I am registered to the Italian government labour exchange.

I agree to the treatment of my personal data according to Italian law for protection of personal data (DL 196/03).