

DR MASOOD KHODADADI – CURRICULUM VITAE

Name: Dr Masood Khodadadi
Academic Post: Lecturer in Events and Tourism Management
Institution: University of the West of Scotland, United Kingdom
E-mail: Masood.Khodadadi@uws.ac.uk
Telephone: +44(0)1418483458



Qualifications:

- PhD in Tourism, Glasgow Caledonian University, United Kingdom
- MSc in Tourism, University of Strathclyde, United Kingdom
- BA in Hotel & Hospitality Management, University of Strathclyde, United Kingdom

Biography:

Masood Khodadadi is a Lecturer in Events and Tourism Management at University of the West of Scotland, School of Business and Enterprise. He specialises in cultural tourism, media analysis, destination image formation and destination marketing aspects of tourism studies. He has researched and published work on the role of media discourses in the formation of destination images as well as tourist/media discourses of Iran. Masood is a Member of the Academy of Marketing, London Middle East Institute (SOAS, University of London) and is a Fellow of the British Institute of Persian Studies. He has a number of years' experience in the tourism and hospitality industry and has worked for companies such as Hilton, Gleneagles Hotel and the G1 Group.

Teaching Interests:

Masood is interested in and has taught a wide range of subject areas within the fields of events and tourism at both undergraduate and postgraduate level. These include (but not limited to): responsible tourism management, cultural & heritage tourism, travel and transport, tourism marketing, events and tourism planning & policy, research methods, events planning and administration, international events issues, academic and professional skills for events students, politics and policy in events and tourism, global issues in tourism, and events policy and strategy.

Research Interests:

- Destination Image Formation
- Destination Marketing/Branding
- Cultural Tourism
- Tourism and Media
- Tourism and Discourse
- Tourism and Orientalism
- Tourism and Politics

Research/publications:

- Member of the Editorial Board for *Tourism Management*
- Member of the Editorial Board for *Tourism Management Perspectives*
- Member of the Editorial Board for *eReview of Tourism Research (eRTR)*
- Member of the Editorial Board for *Journal of Tourism Planning and Development*

Journal Articles

Khodadadi, M. (2016). A new dawn? The Iran nuclear deal and the future of the Iranian tourism industry, *Tourism Management Perspectives*, 18, DOI: <http://dx.doi.org/10.1016/j.tmp.2015.12.019>

Khodadadi, M. O'Donnell, H. (2015). UK Press and Tourist Discourses of Iran: a Study in Multiple Realities, *Leisure Studies*. DOI: <http://dx.doi.org/10.1080/02614367.2015.1085591>

Book Chapters

Khodadadi, M. (2013). Role of Media in the Formation of Destination Images, In: Kozak, M. and Kozak, N. (ed). *Aspects of Tourist Behaviour*, Newcastle: Cambridge Scholars Publishing.

Peer Reviewed Conference Papers

Khodadadi, M. (2013). *Discourses of Iran and its Challenges for the Iranian Tourism Industry*, Symposia Iranica: The First Biennial Graduate Conference on Iranian Studies, 13-14 April 2013, University of St Andrews, UK.

Khodadadi, M. (2012). *Media Discourses and Formation of Destination Images*, Academy of Marketing Tourism Marketing Special Interest Group (SIG) and Centre for Sport, Leisure and Tourism Research, 2-4 April 2012, University of Exeter.

Khodadadi, M. (2012). *Challenges of Branding Difficult Destinations: Image Formation of Iran*, The 6th International Brand Conference, 16-17 February 2011, Tehran, Iran.

Khodadadi, M. (2009). *What is in a Name? Evoking Associations in Cultural Tourism Marketing of 'Persia' and 'Iran'*. PhD Networking Conference, Exploring Tourism III: Issues in PhD Research, 1-2 July 2009, Nottingham University Business School, Nottingham, UK.