

María José Barlés Arizón

CONTACT

Associate Professor at the University of Zaragoza. Her main lines of research focus on the study of family purchasing behaviour and tourism marketing.

Address: Faculty of Business and Public Management, Plaza Constitución s/n, 22001 HUESCA

Phone number: 3223

External phone: 97423937

E-mail: mjbarles@unizar.es

RESEARCH

Most relevant publications:

Mur Sangrá, M., Abella Garcés, S. y Barlés Arizón, M. J. (2020): "Pequeños eventos deportivos y su impacto en el turismo local: el caso de la prueba cicloturista La Quebrantahuesos", *Investigaciones Turísticas*, Vol. 19, pp. 240-264.

Melania Mur Sangrá, Luis V. Casaló Ariño, Nuria Domeque Claver, Silvia Abella Garcés, María José Barlés Arizón, José Julián Escario Gracia, Helena Giné Abad, Ana M.^a Monclús Salamero y Ana M.^a Utrillas Acerete (2020): "Mejora en los comportamientos medioambientales a través del desarrollo de TFG/TFM centrados en ODS" *Libro de actas del Congreso Internacional USATIC 2020*. DOI: 10.26754/uz.978-84-18321-01-6

Barlés, M.J. (2020): "Marca, posicionamiento y comunicación, herramientas clave para el impulso del sector turístico en la crisis del COVID19 en: Turismo Post Covid19", documento de trabajo de la **AECIT**.

Orús, C., Barlés, M. J., Belanche, D., Fraj, E. y Gurrea, R. (2016), "The effects of learner-generated videos for YouTube on learning outcomes and satisfaction", *Computers & Education* , Vol. 95, 254-269.

Barlés, M.J., Fraj, E. y Martínez, E. (2013) "Purchase decision-making in the couple. Conflict-Solving Tactics", *International Journal of Business and Social Science*, Vol. 4(6), 28-43.

Barlés, M.J., Fraj, E. y Martínez, E. (2013) "Family vacation decision making: The role of woman", *Journal of Travel & Tourism Marketing*, Vol.30, 873-890.

Barlés, M.J. y Matute, J. (2012) "El papel de la mujer en la compra: una tipología del consumidor basada en las decisiones vacacionales", *Revista de Turismo y Patrimonio Cultural*, Vol. 10(5), 543-551.

Barlés, M. J., Fraj, E. y Martínez, E. (2011) "El papel de la pareja en las decisiones vacacionales: Un estudio empírico", *Journal of Marketing Trends*, pp.45-60.

Barlés, M.J., Fraj,E. y Matute, J. (2010) "Identification of the Profiles of Women Who Take Holiday Decisions", *Tourism Review*, Vol.65 (1), 4-17.

TEACHING

Degree in ADE:

- Introduction to Marketing
- Introduction to Market Research

Degree in Physical Activity and Sport Sciences:

- The sports marketing oriented to the activities in nature

Subjects without teaching, with the right to an examination: Diploma in Business Administration:

- Commercial Address
- Marketing Strategies and Plans
- Market Research

Subjects taught academic year 2019-2020:

- Commercial decisions (Bachelor's Degree in Business Administration)
- Introduction to Marketing (Bachelor's Degree in Business Administration)
- Creation of Tourism Products (Master in Tourism Management and Planning)
- Supervisor of final projects for Bachelor's Degrees and Masters

Subjects taught academic year 2020-2021:

- Market research (Bachelor's Degree in Business Administration)
- Creation of Tourism Products (Master in Tourism Management and Planning)
- Supervisor of final projects for Bachelor's Degrees and Masters