

EUROPE INTERREG

LAND-SEA PROJECT

“Sustainability of the Land-Sea System for Ecotourism Strategies”

PARTNER	<i>Director general of Tourism – Catalonia</i>
	<p><i>Name:</i> Octavi</p> <p><i>Surname:</i> Bono</p> <p><i>Short description about role and profession:</i> Director general of Tourism</p> <p><i>Role in the Land-Sea Project:</i> Legal representative member of Catalonia</p> <p><i>References (office, mobile, e-mail):</i> dgturisme.emc@gencat.cat </p>

Curriculum vitae

Formal education

Executive Master in Public Administration – ESADE Ramon Llull University

Bachelor's degree in Political Science and Sociology – UNED

Bachelor's degree in Tourism (TEAT) – CETT

Doctorand at the Rovira i Virgili University Postgraduate and Doctoral School, undertaking research to analyses the state of governance in public tourism organizations in Catalonia and the creation of a governance measurement model.

Supplementary specialist training

In marketing, strategic planning and management, leadership and new technologies applied to tourism.

Professional activity

Currently Director-General for Tourism for the Government of Catalonia and Executive Vice President of the Catalan Tourist Board. Previously, director of the Tarragona Provincial Council Regional Tourist Board for 21 years. In addition, served as deputy manager in a number of hotels on the Costa Daurada and in association with Catalunya Caixa for three years.

Academic activity

Speaker and lecturer for the following programs and institutions:

- Master's degree in Tourism Business Management, Rovira i Virgili University
- Master's degree in Tourist Destination Management and Planning, Autonomous University of Barcelona
- International Tourism and Leisure Symposium, ESADE Business School
- Bachelor's degree in Tourism, Faculty of Tourism, URV
- Bachelor's degree in Commercial Aviation and Aerial Operations, Centre for Aviation Studies – URV
- URV, UNED and Ramon Llull summer universities

Languages:

Catalan, Spanish, English, French and Italian

Member of:

Management Board of the Catalan Tourist Board; B-Travel Organizing Committee; Board of Directors of *Entitat Autònoma de Jocs i Apostes*; Board of Directors of *Ferrocarrils de la Generalitat de Catalunya*, among others.