



Curriculum Vitae

Farhad Nazir

Farhad Nazir is pursuing a doctoral degree in Tourism, Heritage, and Territory at the Department of Geography and Tourism, University of Coimbra, Portugal. He is also a collaborative member of Centro de Estudos de Geografia e Ordenamento do Território, CEGOT, University of Coimbra. He is an active member of the European Student Association of Cultural Heritage ESACH Belgium. He completed his Master of Arts degree in Tourism and Hospitality with distinction from Hazara University, Mansehra, Pakistan in 2012. He achieved a Master of Philosophy degree in Development Studies from Pakistan Institute of Development Economics in 2019 with a dissertation titled 'Cultural Tourism Sites as Cultural Identity Makers: A Case of Swat, Pakistan'. Professionally, he has worked at Marriott International as a coordinator and as a lecturer at the Institute of Cultural Heritage, Tourism, and Hospitality Management, University of Swat, Pakistan. His research lines gravitate around Cultural Tourism, Cultural Identity, Heritage Tourism, Social Media, Destination Branding, Wellness Tourism, and Sustainable Smart Tourism Destinations. He has published 9 research articles, 5 book chapters, 5 conference presentations, 2 newsletter articles, 1 conference poster, and 1 working paper. His writings appeared in several national and international journals and books including International Journal of Heritage Tourism(Q2), International Journal of Tourism Cities(Q2), Journal of Qualitative Market Research: An International Journal(Q2), Revista Turismo e Desenvolvimento(Q4), International Review of Basic and Applied Sciences, International Journal of Business and Economic Affairs, Journal of Asian Civilization, Rahat – UI Qalooob, Hazara Islamicus, Development Studies Policy Brief, Emerald Publishing, and Apple Academic Press. During his academic and professional timeline, he has participated in 20 training events including summer school, winter school, workshops, and seminars. Notable mentions include Open Science Horizon Europe, Horizon Europe Pillar III: European Innovation Council, Collaborative Research in Horizon Europe: Focus on the 2°Pillar, Winter School – Theory is Not Boring, Summer School – Methodology and Socio-Cultural and Territorial Research on Tourism, Anti-Plagiarism Culture, Leadership Skills, Archaeological Tour Guiding, Total Quality Management, Basics of Customer Service, First Aid and Fire Prevention, Train the Trainers, Housekeeping, Rooms Operations, and Research Support Tools UNESCO - University of Coimbra. He was nominated for the Ryoichi Sasakawa Young Leaders Fellowship Fund SYLFF award of Tokyo Foundation Japan in 2022 for doctoral research at the University of Coimbra, Portugal. In 2023, he secured a research fellowship from the National Scholarship Program of Slovakia NSP for a research stay at the SPECTRE - Centre of Excellence - Slovak University of Technology, Bratislava, Slovakia.

Identification

Personal identification

Full name
Farhad Nazir

Gender
Male

Birth date
1989/12/17

Citation names

Nazir, Farhad

Author identifiers

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Addresses

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Knowledge fields

Social Sciences - Other Social Sciences - Social Sciences, Interdisciplinary

Languages

Language	Speaking	Reading	Writing	Listening	Peer-review
Urdu	Proficiency (C2)	Proficiency (C2)	Proficiency (C2)	Proficiency (C2)	Proficiency (C2)
English	Proficiency (C2)	Proficiency (C2)	Advanced (C1)	Advanced (C1)	Upper intermediate (B2)
Pashto	Upper intermediate (B2)	Elementary (A2)	Beginner (A1)	Advanced (C1)	Elementary (A2)
Punjabi	Upper intermediate (B2)	Upper intermediate (B2)	Intermediate (B1)	Upper intermediate (B2)	Elementary (A2)
Portuguese	Beginner (A1)	Elementary (A2)	Beginner (A1)	Elementary (A2)	Beginner (A1)
Hindi	Elementary (A2)	Beginner (A1)	Beginner (A1)	Intermediate (B1)	Beginner (A1)

Education

	Degree	Classification
2020/09/01 - 2026/08/31 Ongoing	Tourism, Heritage, and Territory (Doutoramento) Universidade de Coimbra, Portugal <i>"Sustainable Smart Tourism Management. Cultural, Political, and Educational Impact of the UNESCO Properties in the Tourism. UNESCO World Heritage Sites in Pakistan and Portugal." (THESIS/DISSERTATION)</i>	
2017/09/03 - 2019/08/08 Concluded	Development Studies (Master) Pakistan Institute of Development Economics, Pakistan <i>"Cultural Tourism Sites as Cultural Identity Makers: A Case Study of Swat." (THESIS/DISSERTATION)</i>	3.62/4.00

2010/09/01 - 2012/08/01 Concluded	Tourism & Hospitality (Master) Hazara University, Pakistan <i>"Internship Report on Hotel Sarban, Abbottabad"</i> (THESIS/DISSERTATION)	3.78/4.00 - Distinction.
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Affiliation

Science

	Category Host institution/organization	Employer
2022/06/01 - Current	Researcher (Research) Universidade de Coimbra, Portugal	Centro de Estudos em Geografia e Ordenamento do Território, Portugal
2024/03/01 - 2024/08/31	Researcher (Research) Slovenská technická univerzita v Bratislave, Slovakia	SPECTRE -Centre of Excellence - Slovak University of Technology Slovakia., Slovakia

Teaching in Higher Education

	Category Host institution/organization	Employer
2015/01/17 - Current	Lecturer (University Teacher) University of Swat, Pakistan	Institute of Cultural Heritage, Tourism and Hospitality Management, Pakistan

Positions / Appointments

	Category Host institution/organization	Employer
2013/01/23 - 2015/01/16	Housekeeping Coordinator Marriott International Inc, United States	Islamabad Marriott Hotel IMH, Pakistan

Others

	Category Host institution/organization	Employer
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2022/01/01 - Current

Member

European Student Association of
Cultural Heritage - ESACH, Belgium

Projects

Grant

	Designation	Funders
2022/11/01 - 2023/11/01	Sustainable Smart Tourism Management. Cultural, Political, and Educational Impact of the UNESCO Properties in the Tourism. UNESCO World Heritage Sites in Pakistan and Portugal. SYLFF - 2022 PhD Student Fellow Universidade de Coimbra, Portugal	The Tokyo Foundation for Policy Research, Japan Concluded

Outputs

Publications

Book chapter	1	Kumar, Jeetesh; Nazir, Farhad. "Role and Importance of Event Tourism in Economic and Social Development". In <i>Event Tourism and Sustainable Community Development: Advances, Effects, and Implications.</i> , edited by Ekta Dhariwal; Shruti Arora; Anukrati Sharma; Azizul Hassan, 1-334. New York, United States: Apple Academic Press, 2023. Published · https://doi.org/10.1201/9781003332213
	2	Nazir, Farhad; Kumar, Jeetesh; Ragavan, Neethiahnathan Ari ; Sharma, Anukrati. "The Recovery Roadmap of the Tourism Industry Post-Covid-19-Pandemic: Literature Based Recommendations". In <i>Dynamics of Tourism Industry: Post-Pandemic and Post-Disaster Perspectives and Strategies.</i> , edited by Gül Erkol Bayram; Anukrati Sharma, 1-306. New York, United States: Apple Academic Press, 2023. Published · https://doi.org/10.1201/9781003455431
	3	Kumar, Jeetesh; Nazir, Farhad; Bayram, Gul, Erkol. "Pandemic Management in the Tourism Industry: The Role of Government in Mitigating COVID-19.". In <i>Dynamics of Tourism Industry: Post-Pandemic and Post-Disaster Perspectives and Strategies.</i> , edited by Gül Erkol Bayram,; Anukrati Sharma, 1-306. New York, United States: Apple Academic Press, 2023. Published · https://doi.org/10.1201/9781003455431
	4	Farhad Nazir. "Tourism and Natural Hazards: Juxtaposition of Tourism Determinants and Hazards Risk". In <i>Safety and Tourism</i> , edited by Cláudia Seabra; Maximiliano E. Korstanje, 217-226. Bingley, United Kingdom: Emerald Publishing Limited, 2023. Published · https://doi.org/10.1108/978-1-80382-811-420231012

- 5 Nazir, Farhad; Santos, Norberto; Silveira, Luis Avila. "Pandemic and Tourism: From Health Emergency to Standard Operating Procedures (SOPs) Adherence—Insights of Novel Adaptations in the New Normal". In *Resilient and Sustainable Destinations After Disaster*, edited by Jeetesh Kumar; Gül Erkol Bayram; Anukrati Sharma, 87-95. Emerald Publishing Limited, 2023.
Published · <https://doi.org/10.1108/978-1-80382-021-720231007>

Conference poster

- 1 Farhad Nazir. "Cultural Holism and Religious Dis – Integration: Content Analysis of the Incident of Buddha Statue of Jahanabad, Swat, Pakistan". Paper presented in *FRH Conference 2023 – European Sustainable Religious Heritage*, 2023.

Journal article

- 1 Nazir, Farhad; Santos, Norberto; Silveira, Luís. "Heritage tourism and peace interdependency: news content analysis on the destruction and the rebuilding drives of Jahanabad Buddha Statue, Swat, Pakistan". *International Journal of Tourism Cities* (2023): <https://doi.org/10.1108/IJTC-09-2022-0222>.
Published · 10.1108/IJTC-09-2022-0222
- 2 Kumar, Jeetesh; Nazir, Farhad; Nisar, Ali Qasim. "Empowering wellness worldwide: A critical analysis of the Global Wellness Institute (GWI) journey 2014-2021.". *Revista Turismo & Desenvolvimento* 41 (2023): 263-287. <https://proa.ua.pt/index.php/rtd/article/view/29731/22107>.
Published · Open access · 10.34624/rtd.v41i0.29731
- 3 Asad ul Rehman, Muhammad; Waheed, Ayesha; Imtiaz Khan, Muhammad; Nazir, Farhad. "Rural-Urban Development through Over Tourism: Migration and Anthropogenic Footprint on Environmental Sustainability.". *International Review of Basic and Applied Sciences*. 11 (2023): 80-90. https://irbas.academyirmbr.com/paper_details.php?title=Rural-Urban_Development_through_Over_Tourism:_Migration_and_Anthropogenic_Footprint_on_Environmental_Sustainability.
Published · Open access
- 4 Nazir, Farhad; Caldeira, Ana Maria; Seabra, Cláudia. "Heritage tourism and terrorism: media coverage of the destruction and rebuilding of Jahanabad Seated Buddha in Pakistan". *Journal of Heritage Tourism* 18 4 (2023): 504-530. <http://dx.doi.org/10.1080/1743873x.2023.2181701>.
Published · 10.1080/1743873x.2023.2181701
- 5 Farhad Nazir. "Destination branding through social media: juxtaposition of foreign influencer's narratives and state's presentation on the event of Pakistan Tourism Summit 2019". *Qualitative Market Research: An International Journal* 26 4 (2023): 428-448. <http://dx.doi.org/10.1108/qmr-03-2022-0048>.
10.1108/qmr-03-2022-0048
- 6 Zahra, Hafiza Sadaf; Hasan, Hamid; Nazir, Farhad. "Globalization and its Impact on Income Inequality; A Time-Series Analysis of Pakistan using ARDL Approach". *International Journal of Business and Economic Affairs* 7 1 (2022): 48-59. <http://dx.doi.org/10.24088/ijbea-2022-71005>.
Published · Open access · 10.24088/ijbea-2022-71005
- 7 Saqib, Lutfullah; Nazir, Farhad. "Conventional Tourism Laws in Pakistan and their Appraisal in the Light of Islamic Law (A Lego-Historical Perspective)". *Hazara Islamicus* 09 02 (2021): 93-108. <https://hazaraislamicus.com/index.php/home/article/view/41>.
Published · Open access

- 8 Saqib,Lutfullah; Nazir, Farhad. "History of Hospitality Laws – Do Islamic and South Asian Legal History Have the Same Approach?". *Rahat-Ul-Quloob* 04 02 (2020): 1-13. <http://rahatulquloob.com/index.php/rahat/article/view/237>.
Published · Open access
- 9 Kalhoro,Zulfiqar; Nazir, Farhad. "Cultural Tourism Sites as Cultural Identity Makers: A Case Study of District Swat". *Journal of Asian Civilization* 42 02 (2019): 113-144. <http://tiac.qau.edu.pk/journal-of-asian-civilizations-vol-42-no-2-december-2019/>.
Published · Open access

- Newsletter article 1 Farhad Nazir. "The Interdependence of Heritage Tourism and Peace: Media Treatment of the Destruction and Rebuilding of the Jahanabad Buddha Statue in Pakistan.", *Voices from the Sylff Community*, 2023, https://www.sylff.org/news_voices/31241/.
- 2 Farhad Nazir. "Estudo analisa impactos da reconstrução de património destruído por grupos radicais no turismo e nas comunidades.", *NOTÍCIAS UC*, 2023, <https://noticias.uc.pt/artigos/estudo-analisa-impactos-da-reconstrucao-de-patrimonio-destruido-por-grupos-radicais-no-turismo-e-nas-comunidades/>.

- Working paper 1 Farhad Nazir. 2019. "Cultural Tourism Sites as Cultural Identity Makers: A Case Study of District Swat". https://www.pide.org.pk/pdf/DevStudies/policy_brief/DS_PolicyBrief29.pdf.

Activities

Oral presentation

	Presentation title	Event name Host (Event location)
2024/04/08	Social Media and Destination Branding: Synergy of Social Media Influencers SMI and Branding Campaigns in Pakistan.	Territorial Marketing. Institute of Management –SPECTRA, Slovak University of Technology. (Bratislava, Slovakia)
2024/04/03	Artificial Intelligence and Digital-Free Tourism: Faceoff between Modernity and Tradition.	Tourism and Spatial Planning. Institute of Management –SPECTRA, Slovak University of Technology. (Bratislava, Slovakia)
2023/10/13	Sustainable Smart Tourism Destinations.	Leisure, Tourism, and Sustainable Development. Department of Geography & Tourism, University of Coimbra. (Coimbra, Portugal)

2023/06/02	Sustainable Smart Tourism Management. Cultural, Political, and Educational Impact of the UNESCO Properties in the Tourism. UNESCO World Heritage Sites in Pakistan and Portugal.	Diversity & Sustainability – Opportunities and Threats in Tourism DSOTT23 University of Coimbra (Coimbra, Portugal)
2023/05/30	Empowering Wellness Worldwide; A Critical Analysis Of Global Wellness Institute GWI.	'Diversity & Sustainability – Opportunities and Threats in Tourism DSOTT 23 University of Coimbra (Coimbra, Portugal)
2016/11/07	Sustainable Issues in Pakistan	Sustainable Tourism Development Pakistan University of Rawalakot, Azad Jammu & Kashmir. (Rawalakot, Pakistan)
2016/11/06	Crises Management Cycle in Tourism.	International Business Research Conference. Capital University of Science and Technology. (Islamabad, Pakistan)
2015/08/01	Dark Tourism in Pakistan.	Archaeology and Cultural Heritage of Pakistan (Abbottabad, Pakistan)

Event participation

	Activity description Type of event	Event name Institution / Organization
2024/03/14 - 2024/03/14	Winter School - Theory is not boring - Redevelopment and reconstruction of Transition Regions in Climate and Society changes. Workshop	Theory is not boring - Redevelopment and reconstruction of Transition Regions in Climate and Society changes. Slovenská technická univerzita v Bratislave, Slovakia
2023/06/16 - 2023/06/16	HORIZON EUROPE : THE POSTDOCTORAL FELLOWSHIPS OF MARIE SKLODOWSKA-CURIE ACTIONS (MSCA) Workshop	OPEN SCIENCE IN HORIZON EUROPE Agency for the Promotion of European Research - APRE, Belgium
2023/05/29 - 2023/05/29	HORIZON EUROPE PILLAR III: EUROPEAN INNOVATION COUNCIL Workshop	OPEN SCIENCE IN HORIZON EUROPE Agency for the Promotion of European Research - APRE, Belgium
2023/04/14 - 2023/04/14	COLLABORATIVE RESEARCH IN HORIZON EUROPE: FOCUS ON THE 2° PILLAR Workshop	OPEN SCIENCE IN HORIZON EUROPE Agency for the Promotion of European Research - APRE, Belgium

2022/07/05 - 2022/07/08	Summer School - School of methodology and socio-cultural and territorial research on tourism. Workshop	Overtourism between environmental pressure and landscape degradation: toward alternative strategies tourism: on the universal right to breath. Università degli Studi di Napoli Federico II, Italy
2021/06/17 - 2021/06/17	Research Support Tools UNESCO Chairs at the University of Coimbra. Seminar	Formação iiiUC Universidade de Coimbra Instituto de Investigação Interdisciplinar, Portugal
2017/01/05 - 2017/01/05	Quality Assurance through promoting Anti-Plagiarism Culture Workshop	University of Swat, Pakistan
2016/10/21 - 2016/10/21	Leadership, Motivation and Rule of Law Workshop	University of Swat, Pakistan
2016/05/21 - 2016/05/25	Archeological Tour Guiding Skills Workshop	Sustainable Tourism Foundation Pakistan, Pakistan
2014/03/19 - 2014/03/20	Total Quality Management Workshop	Directorate of Workers Educations, Pakistan
2014/02/26 - 2014/02/26	Basics of Customer Service Workshop	Marriott International Inc, United States
2013/10/22 - 2013/10/23	Train the Trainers Workshop	Marriott International Inc, United States
2013/10/01 - 2013/10/01	Product Awareness & COSHH Workshop	ECOLAB - DUBAI, United Arab Emirates
2013/09/25 - 2013/09/26	Leadership Skills Workshop	Directorate of Workers Educations, Pakistan
2013/09/17 - 2013/09/18	First Aid and Fire Prevention Workshop	Directorate of Workers Educations, Pakistan
2013/07/30 - 2013/07/30	Rooms OPS, Level IV (Housekeeping Supervisor) Workshop	Marriott International Inc, United States

2013/07/30 - 2013/07/30	Rooms OPS, Level II -B (Food Allergy) Workshop	Marriott International Inc, United States
2013/07/30 - 2013/07/30	Rooms OPS, Level II -A (GSS & Problem Experience) Workshop	Marriott International Inc, United States
2013/07/30 - 2013/07/30	Rooms OPS, Level II (Basic & General Knowledge) Workshop	Marriott International Inc, United States
2010/03/02 - 2010/05/03	Housekeeping Workshop	Pakistan Austrian Institute of Tourism and Hotel Management - PAITHOM, Pakistan

Distinctions

Award

2023	Research Fellowship - National Scholarship Program NSP National Scholarship Programme of the Slovak Republic, Slovakia
2022	Ryoichi Sasakawa Young Leaders Fellowship Fund SYLFF The Tokyo Foundation for Policy Research, Japan
2016	Gold Medal(Master in Tourism & Hospitality) Hazara University, Pakistan