



Curriculum Vitae

Farhad Nazir

Farhad Nazir is a final-year doctoral researcher in the Tourism, Heritage, and Territory program at the University of Coimbra, Portugal. He achieved his master's degree in Tourism and Hospitality from Hazara University, Pakistan with distinction. He is a member of Centre for Studies in Geography and Spatial Planning, University of Coimbra, Portugal and European Student Association of Cultural Heritage (ESACH), Belgium. He is an evaluation expert at European Cooperation in Science and Technology COST Action and also a member of the project: Enhancing Small-Medium Islands resilience by securing the sustainability of Ecosystem Services (SMILES). His research lines are sustainable smart tourism destinations, heritage tourism, terrorism and tourism, destination branding, artificial intelligence and tourism. His research publications appeared in journals and books, including International Journal of Heritage Tourism, International Journal of Tourism Cities, Anatolia, Journal of Qualitative Market Research, Journal of Tourism & Development, Edward Elgar, Emerald, CABI, Apple Academic, and Springer. Professionally, he has worked at Marriott International Hotel and the University of Swat. He participated and presented in several training events, summer school, winter school, workshops, and seminars, including Open Science Horizon Europe, Horizon Europe Pillar III: European Innovation Council, and Collaborative Research in Horizon Europe. He secured the Ryoichi Sasakawa Young Leaders Fellowship Fund SYLFF award of Tokyo Foundation Japan in 2022, the National Scholarship Program of Slovakia NSP in 2023, the SYLFF Research Grant SRG Tokyo Foundation Japan in 2024, and an Erasmus+ Mobility Grant at the University of Vigo, Spain, in 2024.

Identification

Personal identification

Full name
Farhad Nazir

Gender
Male

Birth date
1989/12/17

Citation names

Nazir, F

Author identifiers

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Knowledge fields

Social Sciences - Other Social Sciences - Social Sciences, Interdisciplinary

Languages

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

Education

	Degree	Classification
2020/09/01 - 2025/09/01 Ongoing	Tourism, Heritage, and Territory (Doutoramento) Universidade de Coimbra, Portugal <i>"Sustainable management of smart tourism and the cultural, political and touristic impact of UNESCO sites on city tourism. The comparative case of Taxila (Pakistan) and the University of Coimbra - Alta and Sofia (Portugal)."</i> (THESIS/DISSERTATION)	
2017/09/03 - 2019/08/08 Concluded	Development Studies (Master) Pakistan Institute of Development Economics, Pakistan	3.62/4.00
2010/09/01 - 2012/08/01 Concluded	Tourism & Hospitality (Master) Hazara University, Pakistan	3.78/4.00 - Distinction.
2010/03/02 - 2010/05/03 Concluded	Housekeeping (Diplôme d'études supérieures) Pakistan Austrian Institute of Tourism and Hotel Management - PAITHOM, Pakistan	

Affiliation

Science

	Category Host institution/organization	Employer
2024/11/01 - 2025/01/31	Contracted Researcher (Research) Universidade de Vigo - Campus da Auga, Spain	Erasmus Plus, Belgium
2024/03/01 - 2024/08/31	Contracted Researcher (Research) Slovak University of Technology , Slovakia	National Scholarship Programme of the Slovak Republic, Slovakia

Positions / Appointments

	Category Host institution/organization	Employer
2015/01/17 - 2020/11/10	Lecturer - Tourism & Hospitality Institute of Cultural Heritage, Tourism and Hospitality Management, Pakistan	University of Swat, Pakistan
2013/01/23 - 2015/01/16	Housekeeping Coordinator Marriott International Inc, United States	Islamabad Marriott Hotel IMH, Pakistan

Others

	Category Host institution/organization	Employer
2024/12/10 - Current	Independent External Expert IEE	European Cooperation in Science and Technology (COST) , Belgium
2022/06/01 - Current	Member Universidade de Coimbra, Portugal	Centre for Studies in Geography and Spatial Planning, Portugal
2022/01/01 - Current	Member	European Student Association of Cultural Heritage - ESACH, Belgium

Projects

Grant

	Designation	Funders
2022/11/01 - 2023/10/31	Sustainable management of smart tourism and the cultural, political and touristic impact of UNESCO sites on city tourism. The comparative case of Taxila (Pakistan) and the University of Coimbra - Alta and Sofia (Portugal). https://www.sylff.org/support_programs/srg/	Concluded
	PhD Student Fellow	

Other

	Designation	Funders
2025/01/09 - Current	Enhancing Small-Medium Islands resilience by securing the sustainability of Ecosystem Services (SMILES) CA21158	European Cooperation in Science and Technology, Belgium Ongoing
	Researcher European Cooperation in Science and Technology (COST), Belgium	

Outputs

Publications

Book chapter	1	Nazir, Farhad; Finka, Maros. "Synergy of Artificial Intelligence and SDG 16: Peace, Justice and Strong Institutions for Sustainable Event Tourism". In <i>Technological Innovation and AI for Sustainable Development in Events and Festivals</i> , edited by Anukrati Sharma; Jeetesh Kumar; Shruti Arora, 79-85. Oxfordshire, United Kingdom: CABI, 2025. Published
	2	Ali, Hassan; Nazir, Farhad. "Conceptualising the dyad of terrorism and cultural heritage: an analysis of infamous terrorist attacks on heritage sites". In <i>A Research Agenda for Tourism and Risk</i> , edited by Cláudia Seabra; Maximiliano E. Korstanje. Cheltenham, United Kingdom: Edward Elgar Publishing, 2025. Published
	3	Nazir, F; Kumar, Jeetesh. "Wellness and Health Tourism in Malaysia: Current Barriers and Recommendations". In <i>Perspectives on Asian Tourism</i> , edited by Sharad Kumar Kulshreshtha; Eleni Michopoulou, 141-154. Singapore: Springer Nature Singapore, 2025. Published · 10.1007/978-981-96-2867-4_9
	4	Ali, Hassan; Nazir, Farhad; Shahwar, Durre. "Nexus of Cultural Heritage Sustainability, Gender Equality, and Tourism in Swat". In <i>Rethinking Gender, Tourism and Hospitality - The Sustainable Strategy Dimension</i> , edited by Marco, Valeri, 111-131. Cheltenham, United Kingdom: Edward Elgar Publishing, 2025.

In press

- 5 Seabra, Cláudia; Tiwari, Sunil; Nazir, Farhad. "The impact of terrorism events on tourism arrivals and income: 30 years of analysis". In *Research Handbook on Tourism, Complexity and Uncertainty*, edited by Florian Kock,; Adam Lindgreen; Stefan Markovic, 175-189. Cheltenham, United Kingdom: Edward Elgar Publishing, 2024.
10.4337/9781802203486.00025
- 6 Kumar, Jeetesh; Nazir, Farhad. "Role and Importance of Event Tourism in Economic and Social Development". In *Event Tourism and Sustainable Community Development: Advances, Effects, and Implications.*, 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>
- 7 Nazir, Farhad; Kumar, Jeetesh; Ragavan, Neethiahnanthan Ari ; Sharma, Anukrati. "The Recovery Roadmap of the Tourism Industry Post-Covid-19-Pandemic: Literature Based Recommendations". In *Dynamics of Tourism Industry: Post-Pandemic and Post-Disaster Perspectives and Strategies.*, edited by Gül Erkol Bayram; Anukrati Sharma, 1-306. New York, United States: Apple Academic Press, 2023.
Published · <https://doi.org/10.1201/9781003455431>
- 8 Kumar, Jeetesh; Nazir, Farhad; Bayram, Gul, Erkol. "Pandemic Management in the Tourism Industry: The Role of Government in Mitigating COVID-19.". In *Dynamics of Tourism Industry: Post-Pandemic and Post-Disaster Perspectives and Strategies.*, edited by Gül Erkol Bayram,; Anukrati Sharma, 1-306. New York, United States: Apple Academic Press, 2023.
Published · <https://doi.org/10.1201/9781003455431>
- 9 Nazir, Farhad. "Tourism and Natural Hazards: Juxtaposition of Tourism Determinants and Hazard's Risk". In *Safety and Tourism*, 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>
- 10 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 Nazir, Farhad. "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; Kumar, Jeetesh; Sangaran, Gopinath; Ali, Hassan; Valeri, Marco. "Exploring Tourism Diplomacy: Strategies Implementation for Strengthening Global Relations in Malaysia". *Tourism: An International Interdisciplinary Journal* 73 3 (2025): 487-500. <https://hrcak.srce.hr/en/clanak/482682>.
Published · Open access

- 2 Nazir, Farhad; Michlík, Ján. "Smart infrastructure and digitalization: content analysis of METRO'24 RockLine, Slovakia". *Management of Development of Complex Systems* 62 (2025): 32-37. <https://doi.org/10.32347/2412-9933.2025.62.32-37>.
Published · Open access · 10.32347/2412-9933.2025.62.32-37
- 3 Kundan, Zheng; Kumar, Jeetesh; Nazir, Farhad. "Does destination familiarity boost revisit intentions?". *Anatolia* (2024): 1-14. <https://doi.org/10.1080/13032917.2024.2423003>.
Published · 10.1080/13032917.2024.2423003
- 4 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* 10 3 (2023): 769-788. <https://doi.org/10.1108/ijtc-09-2022-0222>.
Published · 10.1108/ijtc-09-2022-0222
- 5 Kumar, Jeetesh; Nazir, Farhad; Nisar, Ali Qasim. "Empowering wellness worldwide: A critical analysis of the Global Wellness Institute (GWI) journey 2014-2021.". *Journal of Tourism and Development* 41 (2023): 263-287. <https://proa.ua.pt/index.php/rtd/article/view/29731/22107>.
Published · Open access · 10.34624/rtd.v41i0.29731
- 6 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
- 7 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
- 8 Nazir, Farhad. "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

Newsletter article

- 1 Nazir, Farhad. "The Impact of Terrorist Attacks on Tourism Arrivals and Income.", SYLFF Association - Tokyo Foundation Japan, 2024, https://www.sylff.org/news_voices/32052/.

Artistic / Performance

Visual artwork

- 1 Nazir, Farhad. *The island of sun and wind - Santa Maria Island, Azores, Portugal.*

Activities

Oral presentation

	Presentation title	Event name Host (Event location)
2025/05/27	Community Heritage Interpretation CHI and Sustainability of Heritage Sites: A Case Study of Swat (Pakistan).	Training and Professionalisation in Heritage Interpretation: Challenges and Future Directions University of Gothenburg - Centre for Critical Heritage Studies - Centre for Tourism (Gothenburg, Sweden)
2024/10/18	Digital Tourism and Wars: Potential of Virtual Face for the Revival of Tourism in Ukraine.	"Inclusive and Cohesive Urban Development in European Cities. European Reflections and Learnings for a Post-War Urban Planning". Institute of Management –SPECTRA, Slovak University of Technology. (Bratislava, Slovakia)
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)

Event participation

	Activity description Type of event	Event name Institution / Organization
2025/04/17 - 2025/04/17	Urban Transformation in the EU: Challenges and Opportunities Conference	Urban Transformation in the EU: Challenges and Opportunities" Slovak University of Technology , Slovakia
2025/01/29 - 2025/01/29	European Tourism: Trends and Prospects Q4/2024 Seminar	European Tourism: Trends and Prospects Q4/2024 European Travel Commission, Belgium
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 Post-Doctoral Fellowships of Maria Sklodowska-Curie Actions MSCA Workshop	Open Science in Horizon Europe Agency for the Promotion of European Research, Belgium
2023/05/29 - 2023/05/29	Horizon Europe Pillar III: European Innovation Council Workshop	Horizon Europe Pillar III: European Innovation Council 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
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

2013/07/30 -
2013/07/30

Rooms OPS, Level IV (Housekeeping
Supervisor)
Workshop

Marriott International Inc, United
States

Distinctions

Award

2024	SYLFF Research Grant SRG Sasakawa Ryoichi Wakate Leader Fellowship Kikin Program, Japan
2024	Erasmus+ Traineeship - KA 131 SMP Erasmus Plus, Belgium
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