

# Juan Vidal Gil

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## EMPLOYMENT

Assistant Professor, Dept. of Quantitative Methods, CUNEF Universidad (2025-present)

Manager, consultant and lecturer. Datademy. 2014 – present

Information management lead. Orange. 2012 – 2014

IT Project Manager. Segittur. 2011 – 2012

IT manager and senior consultant. Indra. 1999 – 2011

IT Consultant. Profit Gestión informática. 1997 – 1999

## EDUCATION

PhD in Data Science, UCM (2025)

Bachelor of Science in Physics, UCM (1995).

## FIELDS OF INTEREST

Artificial Intelligence, Machine Learning, Data Platforms, Multi-criteria decision models.

## PUBLICATIONS

Vidal, J., Carrasco, R. A., Cobo, M. J., & Blasco, M. F. (2023). Data sources as a driver for market-oriented tourism organizations: A bibliometric perspective. *Journal of the Knowledge Economy*, 15(2), 7588-7621. DOI: 10.1007/s13132-023-01334-5

Vidal, J., Carrasco, R. A., Blasco, M. F., & Cobo, M. J. (2022). Sources Used to Data-Driven Decision-Making in Tourism Management. Identifying the Main Areas of

Research. *In Marketing and Smart Technologies: Proceedings of ICMaTech 2021*, Volume 1 (pp. 233-241).

Vidal, J., Carrasco, R. A., & Blasco, M. F. (2023). Conceptual architecture for a tourism organization data platform. *Tourism and ICTs: Advances in Data Science, Artificial Intelligence and Sustainability. Springer Proceedings in Business and Economics (SPBE)* (pp. 103-112).

Angels Rius Gavidia, Montse Serra Vizern, Alberto Abelló Gamazo, José Samos Jiménez, Josep Curto Díaz, Juan Vidal Gil, Carles Llorach Rius. (2016) *Design and construction of a data warehouse*. UOC University teaching material.

<https://openaccess.uoc.edu/server/api/core/bitstreams/0c77a42f-0492-417a-8e21-c828a47c4175/content>

## WORKING PAPERS

Detection and analysis of tourist experiences based on online reviews for the improvement of tourism destination management. Authors: Juan Vidal, Ramón A. Carrasco, Eduardo Parra-López, María F. Blasco

Data and artificial intelligence platform for the positioning of smart tourism services. A use case for tourist offices. Authors: Juan Vidal, Ramón A. Carrasco, Gema Fernández-Avilés Calderón.

## SELECTED PRESENTATIONS

### CONFERENCES

XXII Aecit Congress. 6,7,8 October 2022, University of Vigo. El nuevo turismo, innovación, digitalización, sostenibilidad y competitividad. Multiple criteria approach applied to digital transformation of physical stores in tourism sector: the case of travel agencies. Authors: Juan Vidal, Ramón A. Carrasco, María F. Blasco

XXIII Aecit Congress. 24, 25 and 26 October 2024, Complutense University of Madrid. Analysis of digital competences of a data-driven tourism organisation. Authors: Juan Vidal, Ramón A. Carrasco, María F. Blasco

XIV International Congress on Tourism and ICT (Turitec). 19 October 2023. University of Malaga. Conceptual architecture for a tourism organization data platform. Authors: Juan Vidal, Ramón A. Carrasco, María F. Blasco

V R Conference for Business, Teaching and Research. University of Castilla-La Mancha. Integrating XAI into AI teaching: strategies, techniques, and practical applications in R. Authors: Juan Vidal.

## **PROFESSIONAL ACTIVITIES**

Faculty member with a background in data science, analytics, and data warehousing, combining extensive consulting experience across multiple industries with University and executive education teaching. Holds a PhD and has a solid research background, bridging academic rigor with real-world data-driven practice.