

University Academic Curriculum Vitae

Personal information

Claudia Cozzio
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Education since leaving school

Aug 2008 - Jan 2009, Exchange Program Undergraduate, Jonkoping Business School, Sweden

Nov 2009, Bachelor Degree in Economics for Art, Culture and Communication, Bocconi University, Milan

Sept 2010 - Dec 2010, Exchange Program Graduate, Indian Institute of Management, Lucknow, India

Mar 2012, Master of Science in Management, Bocconi University, Milan

Feb 2016, Certified Public Accountant

Jan 2019 - Apr 2019, PhD Visiting research period, School of Hotel and Tourism Management - The Hong Kong Polytechnic University, Hong Kong

Oct 2016 - Feb 2020, PhD in Management, University of Padova

Sept 2019 – Apr 2021, Postdoctoral Research Fellow, Department of Economics and Management, Free University of Bolzano

June 2021 – May 2022, Postdoctoral Research Fellow, Department of Economics and Political Science, University of Valle D'Aosta

Present appointment

Assistant Professor of Management, Free University of Bolzano
Research interests: consumer behavior, experimental design, sustainable tourism.

Professional experience

From / to	Job title	Name of company	Responsibilities
Oct 2012- Jan 2014	Business Analyst	Focus Management Srl, Milan Sector: Consultancy	Market research and benchmarking analysis focused in fast-moving consumers good sectors, presentation of results.
May 2012- Sept 2012	Intern	Club Méditerranée S.A., Milan Sector: Tourism	Support in the implementation sales budget, report of sales' monitoring and controlling

Awards

2021 TTRA Best Research Paper Award (14-16 June 2021)
Tokarchuk O., Barr J.C., Cozzio C., Estimating Destination Carrying Capacity: The Big Data approach.

Peter Keller Award for the best contribution uniting theory and practice at 68th AIEST Conference (26-30 August 2018, Treviso)
Cozzio C., Volgger M., Woodside A.G., Nurturing the consumption of green food: The persuasive strengths of different messages.

Memberships

AIEST Association (International Association of Scientific and Practical Expert in Tourism)

Società Italiana Marketing (SIM) - Società Italiana Management (SIMA)

Academy of Marketing Science

Research and scholarships

Date granted	Award Holder(s)	Funding Body	Title	Amount received
Jan 2019 - Apr 2019	Research scholarship	The Hong Kong Polytechnic University – School of Hotel and Tourism Management	Preferences for alternative room customizations: evidence from a choice experiment in the hotel industry	HKD 15.000

Publications

Tokarchuk O., Barr J.C., & Cozzio C., (2022). How much is too much? Estimating tourism carrying capacity in urban context using sentiment analysis, *Tourism Management*, 91, 104522.

Taplin, R., Volgger, M. & Cozzio, C. (2022). Quantifying spillover and halo effects: an illustration on tourists' consumption of sustainable and healthy food in hotels, *Current Issues in Tourism* (Forthcoming).

Claudia, C., Volgger, M. & Taplin, R. (2022) Point-of-consumption interventions to promote virtuous food choices of tourists with self-benefit or other-benefit appeals: a randomised field experiment, *Journal of Sustainable Tourism*, 30(6), 1301-1319, DOI: 10.1080/09669582.2021.1932936

Cozzio, C., Tokarchuk, O., Maurer, O. (2022). Special Session SIM-AMS: How Does Price Bundling Affect Tourists' Extra Spending? An Abstract. In: Pantoja, F., Wu, S. (eds) From Micro to Macro: Dealing with Uncertainties in the Global Marketplace. AMSAC 2020. Developments in Marketing Science: Proceedings of the Academy of Marketing Science. Springer, Cham. https://doi.org/10.1007/978-3-030-89883-0_169

Cozzio, C., Tokarchuk, O. & Maurer, O. (2021). Minimising plate waste at hotel breakfast buffets: an experimental approach through persuasive messages, *British Food Journal*, 123(9), 3208-3227. <https://doi.org/10.1108/BFJ-02-2021-0114>

Tokarchuk, O., Barr, J. C., & Cozzio, C. (2021). Estimating Destination Carrying Capacity: The Big Data approach. *Travel and Tourism Research Association: Advancing Tourism Research Globally*. 51. https://scholarworks.umass.edu/ttra/2021/research_papers/51

Volgger, M., Cozzio, C. & Taplin, R. (2021), What drives persuasion to choose healthy and ecological food at hotel buffets: message, receiver or sender?, *Asia Pacific Journal of Marketing and Logistics*, Vol. Ahead-of-print No. Ahead-of-print. <https://doi.org/10.1108/APJML-01-2021-0016>

Cozzio, C., Tokarchuk, O. & Maurer, O. (2021) The effect of price bundling on tourists' extra expenditure: a mental budget approach, *Current Issues in Tourism*, 24(20), 2838-2842, DOI: 10.1080/13683500.2020.1849045

Cozzio, C., Volgger, M., Taplin, R., & Woodside, A. G. (2020). Nurturing tourists' ethical food consumption: Testing the persuasive strengths of alternative messages in a natural hotel setting. *Journal of Business Research*, 117, 268-279. <https://doi.org/10.1016/j.jbusres.2020.05.050>

Cozzio, C. (2019). The concept of sustainability in hotel industry: current dominant orientations and future issues. *International Journal of Sustainable Development*, 22(1-2), 61-87. <https://doi.org/10.1504/IJSD.2019.104727>

Cozzio, C. (2019). Essays on sustainability and routine-redesign in the hospitality industry, PhD Thesis, *Padua @Research*

Cozzio, C., Bullini Orlandi, L., & Zardini, A. (2018). Food sustainability as a strategic value driver in the hotel industry. *Sustainability*, 10(10), 3404. <https://doi.org/10.3390/su10103404>

Working papers

Cozzio C., & Furlan A., Ritual-based redesign of routines: an experimental approach in the restaurant industry.

Cozzio C., Tokarchuk O., & Maurer O., How do tourists' in-destination consumption patterns differ? An analysis according to resort category in the context of bundled holiday packages

Cozzio C., & Masiero L., Add-on pricing approach to hotel guestroom customization

Cozzio C., & Viglia G., Hotels' food supply chain: an integrated framework for its valorization through blockchain technology

Acuti D., Cozzio C., Pizzetti M., & Viglia G., Three paths toward an equitable human-wildlife relationship.

Conferences participation

2021 TTRA Virtual Annual International Conference (14-16 June 2021)
Tokarchuk O., Barr J.C., Cozzio C., Estimating Destination Carrying Capacity: The Big Data approach.

2021 Workshop Turismo ed economie di montagna: i nuovi trend – Centro Transfrontaliero sul Turismo e l'Economia di Montagna (15-17 July 2021)
Cozzio C., Acuti D., Pizzetti M., & Viglia G., Commodifying animals in tourism: a critical review

2020 Academy of Marketing Science Virtual Conference (15-17 December 2020)

Cozzio C., Tokarchuk O., Maurer O., Special Session SIM-AMS, How does Price Bundling Affect Tourists' Extra Spending?: An Abstract

2020 SIM Conference (28-30 October 2020, Varese)

Cozzio C., Tokarchuk O., Maurer O., The effect of price bundling on tourists' extra expenditure: a mental budget approach.

12th Consumer Behavior in Tourism Symposium (11-14 December 2019, Brunico)

Cozzio C., Volgger M., Taplin R., Woodside A.G., Nurturing tourists' ethical food consumption: Testing the persuasive strengths of alternative messages in a natural hotel setting.

68th Aiest Conference (26-30 August 2018, Treviso)

Cozzio C., Volgger M., Woodside A.G., Nurturing the consumption of green food: The persuasive strengths of different messages.

7th International Conference in Tourism Management and related issues (28-29 September 2017, Milan),

Cozzio C., Bullini Orlandi L., Understanding the role of food sustainability as a strategic value driver in hotel industry: an Italian perspective.

67th Aiest Conference (3-7 September 2017, Tbilisi)

Cozzio C., The concept of sustainability in hotel industry: current status and future issues.

Courses Participation

July 2019, Summer School on Structural Equation Model, University of Padova.

Sept 2018, Summer School on Experimental design and analysis, University of Calabria.

March-May 2016, General Management for the hospitality industry, SDA Bocconi School of Management.

Experience in academic teaching

Marketing (72 h) - Bachelor in Tourism, Sport and Event Management, Free University of Bolzano

Introduction to Management (36 h) – Bachelor in Tourism, Sport and Event Management, Free University of Bolzano

Guest lecture – Marketing Communication (Prof. G. Viglia) – Master of Science in Economics and Management for territorial policies, University of Valle D'Aosta

Guest lecture – Marketing (Prof. K. Premazzi) - Bachelor in Languages and Communication for Business and Tourism, University of Valle D'Aosta

Other academic responsibilities

Reviewer for: International Journal of Hospitality Management, Journal of Business Research, Annals of Tourism Research, Psychology & Marketing, British Food Journal, Asia Pacific Journal of Marketing & Logistics

Member of the Master Degree Committee - Master of Science in
Economics and Management for territorial policies – October 2021 –
University of Valle D'Aosta

**Language
competence**

Italian: mother tongue

English: fluent

German: basic

IT

Excellent command of Office Suite (word processor, spread sheet,
presentation software). ECDL

Good command of statistic software SPSS

Basic command of statistic software NLogit

Driving license

B

I hereby authorize the treatment of my personal data according to the current Italian directives (Law 196/2003).

Date: 06.06.2022

Signature:

