### **University Academic Curriculum Vitae**

### Personal information

Claudia Cozzio

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ORCID: 0000-0002-5533-1638

### Education since leaving school

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

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

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

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

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

Thesis title: Essays on sustainability and routine-redesign in the hospitality industry Supervisor: Prof. Andrea Furlan

#### Other titles

since Nov 2023, National Scientific Habilitation for Associate Professor (Professore II fascia), Sector ECON-07/A (Economia e gestione delle imprese) – Italian Ministry of Education, Universities, and Research (MIUR)

since Feb 2016, Certified Chartered Public Accountant, Italian Ministry of Economy and Finance

since Feb 2016, Registration in the Register of Statutory Auditors, with the progressive number 177420 – Italian Ministry of Economy and Finance

# Present appointment

since Oct 2025

Associate Professor, Department of Economics and Management, Free University of Bolzano

Research interests: consumer behavior, sustainability, food systems, technological innovation in tourism, experimental design.

## Professional experience

| From / to                | Job title                       | Name of company                                                                   | Responsibilities                                                                                       |
|--------------------------|---------------------------------|-----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| March 2022<br>– Aug 2025 | Assistant<br>Professor<br>(RTD) | Department of<br>Economics<br>and<br>Management,<br>Free University<br>of Bolzano | Research project: FOWAMINEX – Minimizing food waste at hotel buffets through persuasive interventions. |

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| Sector: Education   Supervisor: Prof. Oswin Maurer                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |            |          | r <u>=                                     </u>                                  | 1                                                                                                                                                                                                                              |
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| Supervisor: Prof. Oswin Maurer                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |            |          |                                                                                  |                                                                                                                                                                                                                                |
| June 2021 Postdoctoral Research Fellow Prof. Oswin Maurer  Department of Economics and Political Science, University of Valle D'Aosta  Sector: Education  Supervisor: Prof. Giampaolo Vigilia Department of Economics and Political Science, University of Valle D'Aosta  Sept 2019 Postdoctoral Research Fellow Management, Free University of Bolzano  Sector: Education  Supervisor: Prof. Giampaolo Vigilia Department of Economics and Management, Free University of Bolzano  Sector: Education  Supervisor: Prof. Oswin Maurer  Oct 2012- Jan 2014 Analyst Analyst Sector: Consultancy  May 2012- Sept 2012  May 2012- Intern Sector: Consultancy  May 2012- Sept 2012  Sector: Consultancy  May 2012- Sept 2012  Sector: Sector: Consultancy  Postdoctoral Economics and Political Science, University of Sector: Consultancy  May 2012- Sector: Consultancy  May 2012- Sector: Consultancy  Sector: Consultancy  Sector: Consultancy  May 2012- Sector: Consultancy  Sector: Consultancy  May 2012- Sector: Consultancy  May 2012- Sector: Consultancy  Sector: Consultancy  May 2012- Sector: Consultancy  May 2012 |            |          | Education                                                                        |                                                                                                                                                                                                                                |
| Sector: Education  Supervisor: Prof. Giampaolo Viglia  Sept 2019 - Apr 2021 Pestdoctoral Research Fellow  Apr 2021 Pestdoctoral Research Economics and Management, Free University of Bolzano  Sector: Education  Supervisor: Prof. Oswin Maurer  Oct 2012- Jan 2014 Panalyst  May 2012- Sept 2012  May 2012- Sept 2012  Sept 2019 Postdoctoral Research project: ONTOUR – Sustainable travels, funded by Interreg V-A Italien-Österreich 2014-2020. Support the design of an online tool (Certifind) which allows touristic small and medium enterprises to easily choose the suitable sustainable tourism labels according to their business (e.g. lodging, restaurants).  Market research and benchmarking analysis focused in fast-moving consumers good sectors, presentation of results.  Sector: Consultancy  May 2012- Sept 2012  Sector: Support in the implementation sales budget, report of sales' monitoring and controlling.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |            | Research | Prof. Oswin Maurer  Department of Economics and Political Science, University of | Service Marketing. Conduct qualitative and quantitative analyses on consumer behavior, contribute to the design and implementation of marketing strategies for                                                                 |
| Prof. Giampaolo Viglia   Sept 2019   Postdoctoral Research   Prof. Giampaolo Viglia   Sept 2019   Postdoctoral Research   Research   Fellow   Management, Free University of Bolzano   Sector: Education   Supervisor: Prof. Oswin Maurer   Oct 2012- Jan 2014   Analyst   Analyst   Sector: Consultancy   Sector: Consultancy   Sector: Consultancy   Sector: Consultancy   Sector: Consultancy   Sector: Consultancy   Support in the design of an online tool (Certifind) which allows touristic small and medium enterprises to easily choose the suitable sustainable tourism labels according to their business (e.g. lodging, restaurants).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |            |          |                                                                                  |                                                                                                                                                                                                                                |
| Apr 2021 Research Fellow Research Rese |            |          | Prof.<br>Giampaolo<br>Viglia                                                     |                                                                                                                                                                                                                                |
| Fellow  Analyst  Fellow  Analyst  Fellow  Analyst  Fellow  Analyst  Fellow  Analyst  Analyst  Analyst  May 2012- Sept 2012  Sector:  Consultancy  Analyst  A |            |          |                                                                                  |                                                                                                                                                                                                                                |
| Supervisor: Prof. Oswin Maurer  Oct 2012- Jan 2014                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | – Apr 2021 |          | and<br>Management,<br>Free University<br>of Bolzano<br>Sector:                   | Österreich 2014-2020. Support the design of an online tool (Certifind) which allows touristic small and medium enterprises to easily choose the suitable sustainable tourism labels according to their business (e.g. lodging, |
| Oct 2012- Jan 2014 Business Analyst Management Srl, Milan Sector: Consultancy Club Méditerranée S.A., Milan Sector: Sector: Sector: Consultancy Support in the implementation sales budget, report of sales' monitoring and controlling.  Sector:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |            |          | Prof. Oswin                                                                      | ,                                                                                                                                                                                                                              |
| Jan 2014 Analyst Management Srl, Milan analysis focused in fast-moving consumers good sectors, presentation of results.  Sector: Consultancy  May 2012- Sept 2012 Intern Club Méditerranée S.A., Milan Sector: Sector: Sector: Sector: Support in the implementation sales budget, report of sales' monitoring and controlling. Sector:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Oct 2012-  | Rusiness |                                                                                  | Market research and benchmarking                                                                                                                                                                                               |
| Consultancy  May 2012- Sept 2012  Intern  Club Méditerranée S.A., Milan  Sector:  Support in the implementation sales budget, report of sales' monitoring and controlling.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |            |          | Management                                                                       | analysis focused in fast-moving consumers good sectors, presentation of                                                                                                                                                        |
| May 2012- Sept 2012 Intern Club Méditerranée S.A., Milan Sector: Support in the implementation sales budget, report of sales' monitoring and controlling.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |            |          |                                                                                  |                                                                                                                                                                                                                                |
| Sept 2012 Méditerranée S.A., Milan budget, report of sales' monitoring and controlling.  Sector:                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | May 2012   | Intern   |                                                                                  | Support in the implementation calco                                                                                                                                                                                            |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |            | HIIGH    | Méditerranée                                                                     | budget, report of sales' monitoring and                                                                                                                                                                                        |
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |            |          |                                                                                  |                                                                                                                                                                                                                                |

#### **Awards**

2023 Research Award for Young Researchers of the Stiftung Südtiroler Sparkasse – Best researcher under 40 of the Free University of Bolzano

2022 Best paper award for the Tourism, Art & Marketing track - SIM Conference 2022 (Italian Marketing Society), Salerno, 20-21 October 2022 Cozzio C. and Masiero L., Add-on pricing approach to guestroom customization

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

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 68<sup>th</sup> AIEST Conference - International Association of Scientific and Practical Expert in Tourism (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 & Editorial Board

since 2024 – Member of the NEST: The International Network of Emerging Scholars for Tourism and Hospitality (Copenhagen Business School)

since 2024 - Associate Editor of Journal of Tourism, Heritage, and Services Marketing (JTHSM) ISSN: 2529-1947

since 2022 – Editorial Board Member for Annals of Tourism Research Empirical Insights ISSN: 2666-9579

since 2021 – Editorial Board Member for Frontiers in Sustainable Tourism ISSN: 2813-2815

since 2021 – Editorial Board Member for Journal of Economic Analysis ISSN: 2811-0943

since 2021 – Member of the Italian Marketing Society (SIM), Italian Management Society (SIMA), Italian Academy of Business Economics (AIDEA)

since 2020 - Member of the Academy of Marketing Science

since 2018 – Member of the AIEST Association (International Association of Scientific and Practical Expert in Tourism)

## Research funding and scholarships

| Date<br>granted | Туре                        | Funding Body                                                                                                                               | Title                                                                                                                                                     | Amount received    |
|-----------------|-----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| 2024-2026       | Research funds (PI)         | Italian Fund for the Digital Republic (Italian Ministry for Technological Innovation and Digital Transition) and Google.org Call CrescerAl | Reduce waste,<br>optimize purchase<br>through AI: A<br>predictive approach<br>in the tourism<br>sector to make the<br>food supply chain<br>more efficient | Euro<br>535.065,66 |
| 2024            | Research<br>funds<br>(Co-I) | Faculty of<br>Business & Law of<br>Curtin University<br>(Australia) – ref:<br>GSOP Grant<br>development fund<br>2024                       | Promoting Consumption of Lower-carbon Food in Hospitality                                                                                                 | AUD 5.000          |
| 2023            | Research<br>funds<br>(Co-I) | Faculty of<br>Business & Law of<br>Curtin University<br>(Australia) – ref:<br>FBL 2023 SDG<br>PROJECTS<br>GRANT                            | Reducing meat<br>consumption<br>among<br>hotel and restaurant<br>patrons                                                                                  | AUD 5.000          |
| 2021-2025       | Research<br>funds<br>(Co-I) | Free University of<br>Bolzano (ref.<br>CRC2021)                                                                                            | FOWAMINEX - Minimizing food waste at hotel buffets through interventions (an experimental approach)                                                       | € 53.300           |
| 2021            | Research<br>funds<br>(Co-I) | Fondazione CRT<br>e Ars.Uni.VCO<br>(ref. 2021.1775)                                                                                        | How to integrate and value the use of locally sourced products in the food supply chain                                                                   | € 14.000           |

| Jan 2019 - | Research    | The Hong Kong   | Preferences for   | HKD 15.000 |
|------------|-------------|-----------------|-------------------|------------|
| Apr 2019   | scholarship | Polytechnic     | alternative hotel |            |
|            | (PI)        | University –    | room              |            |
|            | , ,         | School of Hotel | customizations: a |            |
|            |             | and Tourism     | choice experiment |            |
|            |             | Management      | -                 |            |

#### Publications Journal articles

- **Cozzio,** C., Santos Arteaga, F.J., & Maurer, O. (2025), Artificial intelligence adoption in hospitality: challenges and opportunities across hierarchical levels, *Tourism Review*, Vol. ahead-of-print No. ahead-of-print., DOI: 10.1108/TR-10-2024-0913
- **Cozzio**, C., Schäufele-Elbers, I., & Maurer, O. (2024). Empowering tomorrow: Nurturing young tourists to lower food waste. *Annals of Tourism Research Empirical Insights*, *5*(2), 100156, DOI: 10.1016/j.annale.2024.100156.
- **Cozzio** C. & Masiero L. (2024). Add-on pricing approach to hotel guestroom customisation, *Current Issues in Tourism*, 1–5, DOI: 10.1080/13683500.2024.2330672
- *Cozzio*, C., Viglia, G., Lemarie, L., & Cerutti, S. (2023). Toward an integration of blockchain technology in the food supply chain. *Journal of Business Research*, 162, 113909, DOI: 10.1016/j.jbusres.2023.113909
- **Cozzio**, C., & Furlan, A. (2023). Ritual-based redesign of routines: an experimental approach in the restaurant industry, *International Journal of Contemporary Hospitality Management*, 35(6), 2113-2135. DOI: 10.1108/IJCHM-01-2022-0056
- **Cozzio**, C., Tokarchuk, O., & Maurer, O. (2023). All-inclusive holiday packages, tourist consumption and spending patterns at tourism destinations, *Tourism Review*, 78(1), 89-100, DOI: 10.1108/TR-12-2021-0572
- **Cozzio**, 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
- 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*, *25*(16), 2552-2556. DOI: 10.1080/13683500.2022.2042496
- 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. DOI: 10.1016/j.tourman.2022.104522
- Volgger, M., **Cozzio**, C., & Taplin, R. (2022). What drives persuasion to choose healthy and ecological food at hotel buffets: message, receiver or sender?, *Asia Pacific Journal of Marketing and Logistics*, *34*(5), 865-886. DOI: 10.1108/APJML-01-2021-0016
- **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, DOI: 10.1108/BFJ-02-2021-0114
- *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, DOI: 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, DOI: 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, DOI: 10.3390/su10103404

#### Conference papers (conference proceedings)

- **Cozzio**, C., Santos Arteaga, F., Khatter, A., & Maurer, O. (2025). Cultural traits and food waste: An experimental analysis of persuasive messaging in Italy and Australia. Conference Proceedings of the 2025 Global Marketing Conference (GAMMA), Special track GAMMA-SIM (Italian Marketing Society): Lifestyles, Tastes, and Marketing. Does Culture Really Matter?, Forthcoming
- **Cozzio**, C., Santos Arteaga, F., & Maurer, O. (2025). The future of Al: Barriers and drivers of adoption in the hotel industry. *Conference Proceedings of the 20<sup>th</sup> IFKAD Conference (International Forum on Knowledge Asset Dynamics), Forthcoming*
- Tokarchuk, O., & **Cozzio**, C. (2025). Revisiting carrying capacity in nature-based tourism: An empirical approach using mobile tracking data. *Conference Proceedings of the 2025 Italian Society of Management (SIMA) Conference, Track: Tourism & Culture Management, Forthcoming*
- **Cozzio**, C., Santos Arteaga, F. J., & Maurer, O. (2025). Al perceptions across organizational levels: Barriers and drivers of adoption in the hotel industry. *In CAUTHE 2025 Conference Proceedings: Transforming Tomorrow: Leveraging Opportunities to Create Change in Tourism, Hospitality and Events. Council for Australian University Tourism and Hospitality Education. https://search.informit.org/doi/10.3316/informit.T2025052900019000083057935*
- **Cozzio**, C., Santos Arteaga, F. J., & Maurer, O. (2024). Al & hierarchy: Navigating adoption challenges and opportunities in the hotel industry. *Conference Proceedings of the 2024 Italian Society of Marketing (SIM)*, ISBN 978-88-947829-1-2.
- **Cozzio**, C., Schaufele-Elbers, I., & Maurer, O. (2024). Nurturing the next generation of tourists in reducing plate waste. *In CAUTHE 2024 Conference Proceedings*. Council for Australian University Tourism and Hospitality Education. https://search.informit.org/doi/10.3316/informit.T2024052700009001189437521
- Volgger, M., Taplin, R., Filimonau, V., Kim, B., & **Cozzio**, C. (2024). Reducing meat consumption among hospitality patrons: An exploratory experiment on menu design. *In CAUTHE 2024 Conference Proceedings* Council for Australian University Tourism and Hospitality Education. https://search.informit.org/doi/10.3316/informit.T2024052700007690905615450
- Pizzetti, M., Acuti, D., **Cozzio**, C., & Viglia, G. (2023). Three paths to an equitable human-wildlife relationship. *In Conference Proceedings of the European Marketing Academy*, *52nd*, (114055).
- 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, Developments in Marketing Science: Proceedings of the Academy of Marketing Science 2020. Springer, Cham. https://doi.org/10.1007/978-3-030-89883-0\_169

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, ISBN: 978-0-692-46509-7

**Cozzio**, C., Tokarchuk, O., Maurer, O. (2020). The effect of price bundling on tourists' extra expenditure: a mental budget approach, In *Proceedings of the XVII*^ *SIM Conference (Societá Italiana Marketing) "II Marketing per una società migliore"*, Castellanza, 29-30 ottobre 2020, ISBN 978-88-943918-4-8

**Cozzio**, C. & Bullini Orlandi L., (2017). Understanding the role of food sustainability as a strategic value driver in hotel industry: an Italian perspective, *In Proceedings of the VII^ International Conference On Tourism Management And Tourism Related Issues*, Milano, 28-29 September 2017, ISSN 2295-3485

#### **Books - Authored**

**Cozzio** C., (2023). La comunicazione sostenibile nel comparto ricettivo. Un approccio empirico. Collana Management e Marketing del turismo, Aracne Editore, 1-100, ISBN 979-12-218-0475-1

# Presentations at scientific conferences

74<sup>th</sup> AIEST (Association of Scientific and Practical Experts in Tourism) Conference, 24-27 August 2025, Paris, France

Volgger M., Taplin R., Filimonau V., Kim B. & Cozzio C., Promoting consumption of lower-carbon food in hospitality: A VR-based experiment

2025 Global Marketing Conference, The Hong Kong Polytechnic University, Hong Kong, 24-27 July 2025

Cozzio, C., Santos Arteaga, F., Khatter, A., & Maurer, O., Cultural traits and food waste: An experimental analysis of persuasive messaging in Italy and Australia.

20<sup>th</sup> IFKAD Conference (International Forum on Knowledge Asset Dynamics), Topic: Knowledge Futures: AI, Technology and New Business Paradigm, 2-4 July 2025, Faculty of Engineering, University Federico II, Naples

Cozzio, C., Santos Arteaga, F., & Maurer, O. The future of AI: Barriers and drivers of adoption in the hotel industry.

4<sup>th</sup> Management Decision Conference, Topic: The bright and dark side of artificial intelligence in business processes, University of Florence, 22 June 2025 Cozzio C., Santos Arteaga F., Khatter A., & Maurer O., The dual sides of artificial intelligence in hospitality industry processes: A fsQCA analysis

2025 Sinergie-SIMA Annual Conference, Department of Economics and Management, University of Genova, 12-13 June 2025 Tokarchuk, O., & Cozzio, C. (2025). Revisiting carrying capacity in nature-based tourism: An empirical approach using mobile tracking data.

35<sup>th</sup> CAUTHE Conference (Council for Australasian Tourism and Hospitality Education), 10-13 February 2025, Meanjin, Australia

Cozzio C., Santos Arteaga F., & Maurer O., Al perceptions across Organizational levels: Barriers and drivers of adoption in the hotel industry

2024 Annual SIM Conference (Societá Italiana Marketing) – "Brands and purpose in a changing era" (Milan, 17-18 October 2024)

Cozzio C., Santos Arteaga F., & Maurer O., AI perspectives across hierarchy: Navigating adoption challenges and opportunities in the hotel industry

34<sup>th</sup> CAUTHE Conference (Council for Australasian Tourism and Hospitality Education), 6-9 February 2024, Hobart, Australia

- Cozzio C., Schäufele-Elberls I., & Maurer O., Nudging the next generation of tourists in reducing plate waste
- Volgger M., Taplin R., Filimonau V., Kim B. and Cozzio C., Reducing meat consumption among hospitality patrons: an exploratory experiment on menu design

1<sup>st</sup> Consumer Behaviour in Tourism Symposium – Emerging Topics 2023 (CBTS-ET 2023), 7-9 December 2023, University of Trier, Germany.

Cozzio C., Francisco Santos Arteaga, & Maurer O., The future of Artificial Intelligence in the hospitality industry: perceptions, barriers, drivers

12<sup>th</sup> Workshop TomSust 2023 - Workshop in Tourism Sustainability and Regional Development, 11-12 October 2023, Free University of Bolzano

Cozzio C., Schäufele-Elberls I., & Maurer O., Nudging the next generation of tourists in reducing plate waste

15<sup>th</sup> Annual Consumer Behaviour in Tourism Symposium 2023 (CBTS 2023), 31 May-2 June 2023, Breda University of Applied Sciences, The Netherlands.

Cozzio C., Schäufele-Elberls I., & Maurer O., Nudging the next generation of tourists in reducing plate waste

2023 EMAC Annual Conference (European Marketing Academy), May 23-26, 2023, Odense, Denmark.

Track: Tourism Marketing

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

17<sup>th</sup> International European Forum on System Dynamics and Innovation in Food Networks, February 13-17, 2023, University of Bonn, FoodNetCenter Bonn Cozzio C., Schäufele-Elberls I., & Maurer O., Nudging the next generation of tourists in reducing plate waste

2022 Annual SIM Conference (Societá Italiana Marketing) - Next Generation Marketing. Place, People, Planet: cooperation & shared value for a new era of critical marketing (Salerno, 20-21 October 2022)

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

2021 TTRA (Tourism & Travel Research Association) 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, Università della Valle D'Aosta (Forte di Bard, 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 Annual SIM Conference (Societá Italiana Marketing) – Il Marketing per una societá migliore (28-30 October 2020, Varese)

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

12<sup>th</sup> Consumer Behavior in Tourism Symposium 2019 (CBTS2019) (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.

68<sup>th</sup> AIEST Conference - International Association of Scientific and Practical Expert in Tourism (26-30 August 2018, Treviso)

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

7<sup>th</sup> 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.

67<sup>th</sup> AIEST Conference - International Association of Scientific and Practical Expert in Tourism (3-7 September 2017, Tbilisi)

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

## Publications about my research

Oct 2024 "unibz tra i vincitori del bando crescerAl" by Arturo Zilli, UnibzMAG <a href="https://www.unibzmagazine.it/it/magazine/article/unibz-tra-i-vincitori-del-bando-cresceral">https://www.unibzmagazine.it/it/magazine/article/unibz-tra-i-vincitori-del-bando-cresceral</a>

## Experience in academic teaching

| Year      | Course                                                            | Level                                                           | Language | University | Load |
|-----------|-------------------------------------------------------------------|-----------------------------------------------------------------|----------|------------|------|
| 2024/2025 | Introduction<br>to<br>Management                                  | Bachelor in<br>Management<br>for Tourism,<br>Sport and<br>Event | English  | UNIBZ      | 36 h |
|           | Marketing                                                         | Bachelor in<br>Management<br>for Tourism,<br>Sport and<br>Event | English  | UNIBZ      | 36 h |
|           | Smart<br>Tourism<br>Laboratory                                    | Master in<br>Tourism<br>Management                              | English  | UNIBZ      | 18 h |
|           | Al and<br>Technological<br>innovation in<br>the service<br>sector | Studium<br>Generale – All<br>levels                             | Italian  | UNIBZ      | 9 h  |
| 2023/2024 | Introduction<br>to<br>Management                                  | Bachelor in<br>Management<br>for Tourism,<br>Sport and<br>Event | English  | UNIBZ      | 36 h |
|           | Marketing                                                         | Bachelor in<br>Management<br>for Tourism,<br>Sport and<br>Event | English  | UNIBZ      | 36 h |
|           | Smart<br>Tourism<br>Laboratory                                    | Master in<br>Tourism<br>Management                              | English  | UNIBZ      | 18 h |
|           | Al and<br>Technological<br>innovation in<br>the service<br>sector | Studium<br>Generale – All<br>levels                             | Italian  | UNIBZ      | 9 h  |

| 2022/2023 | Introduction<br>to<br>Management | Bachelor in<br>Management<br>for Tourism,<br>Sport and<br>Event | English | UNIBZ | 36 h |
|-----------|----------------------------------|-----------------------------------------------------------------|---------|-------|------|
|           | Marketing                        | Bachelor in<br>Management<br>for Tourism,<br>Sport and<br>Event | English | UNIBZ | 72 h |
| 2021/2022 | Introduction<br>to<br>Management | Bachelor in<br>Management<br>for Tourism,<br>Sport and<br>Event | English | UNIBZ | 36 h |
|           | Marketing                        | Bachelor in<br>Management<br>for Tourism,<br>Sport and<br>Event | English | UNIBZ | 72 h |

#### **Guest lectures**

Guest lecture "From overtourism to sustainable tourism" [ITA] – Euregio Mobility Project "Mainstreaming sustainability in the tourism industry" - Seminar on 17.11.2023 "The carrying capacity of the destination as a strategic factor for sustainability" at the Free University of Bolzano

Guest lecture "Behavioral Economics and Consumer Choices" [ITA] – Corso: Consumer Law (Prof. G. Benacchio), University of Trento – Faculty of Law (a.y. 2023/2024)

Guest lecture "Experimental Approaches in Business & Management Research" [EN] – Ph.D. Course in Strategy, Marketing, and Innovation at University of Portsmouth (a.y. 2022/2023)

Guest lecture "Experimental Approaches in Business & Management Research" [EN] – Ph.D. Course in Economics and Management at Free University of Bolzano (a.y. 2022/2023)

Guest lecture "Product and pricing decisions in tourism marketing" [EN] – Course: Principles of Management (Dr J. Zoltan) – Master of Science in Tourism Economics, University of Bologna – Campus Rimini (a.y. 2022/2023)

Guest lecture "The power of persuasive communication" [EN] – Course: Marketing Communication (Prof. G. Viglia) – Master of Science in Economics and Management for territorial policies, University of Valle D'Aosta (a.y. 2021/2022)

Guest lecture "The power of persuasive communication" [EN] – Course: Marketing (Prof. K. Premazzi) - Bachelor in Languages and Communication for Business and Tourism, University of Valle D'Aosta (a.y. 2021/2022)

# Thesis and research supervision

<u>Master Degree in Tourism Management:</u> Since 2022, I have served as supervisor of the thesis project of 9 students.

<u>Bachelor Degree in Sport Event and Tourism Management</u>: Since 2022, I have served as supervisor of the thesis project of 28 students.

<u>Bachelor Degree in Business Informatics</u>: Since 2022, I have served as supervisor of the thesis project of 1 student.

<u>Supervision of researchers:</u> April 15<sup>th</sup> 2025 - ongoing. Tommaso Di Fonzo, Research Assistant (AR) in the ECON-07/A sector at the Free University of Bozen-Bolzano, Faculty of Economics and Management. Title of the research project: "Reduce

waste, optimize purchase through AI: a predictive approach in the tourism sector to make the food supply chain more efficient."

### Other academic responsibilities

Since July 2025 – Appointed as Evaluator for the EU Project TASTE "Go Green, Get Digital, Be Resilient" – Tourism Research Information Network, Turin Chambre of Commerce

Since May 2025 – Appointed as 2<sup>nd</sup> Member in the Committee for the Master of Science in Tourism Management LM-77, Free University of Bolzano

- a.y. 2024/25 <u>Conference Track Organizer & Track Chair</u> of the special track "Navigating AI adoption in the service industry: A focus on organizational dynamics" at the 20<sup>th</sup> IFKAD Conference (International Forum on Knowledge Asset Dynamics), University Federico II, Naples July 2-4, 2025
- a.y. 2024/25 Appointed as Tutor for Internship done in English-speaking countries, Bachelor Degree in Tourism, Sport and Event Management, Free University of Bolzano
- a.y. 2023/2024 Responsibility for coordinating and organizing the seminar series "Mainstreaming sustainability in the tourism industry" in partnership with University of Trento Call: Euregio Mobility Funds. Project Acronym MASUTO. Target: Master students in Tourism Management from the Free University of Bolzano (project leader) and the University of Trento (partner):
  - Seminar on 26.10.2023 "Sustainability in Tourism: Challenges and Tools for Managing Destinations and Businesses" at UNITN – Department of Economics and Management
  - Seminar on 17.11.2023 "The carrying capacity of the destination as a strategic factor for sustainability" at UNIBZ Campus Brunico
  - Seminar 01.12.2023 "The Sustainable Management of Natural Resources: Energy, Flora, and People" at UNIBZ Campus Brunico
- a.y. 2023/24 Member of the Admission Commission 2024/25 Bachelor Tourism, Sport and Event Management, Free University of Bolzano
- a.y. 2023/24 Member of the Admission Commission 2024/25 Master in Tourism Management, Free University of Bolzano
- a.y. 2022/23; 2023/24; 2024/2025 Organized a series of seven academic seminars for the *Cluster Tourism & Regional Development*, Free University of Bolzano
- a.y. 2021/22 and 2022/23 Appointed as "Topic Expert (Cultore della materia)" for the course International Marketing in the Bachelor in Languages and Communication for Business and Tourism, University of Valle D'Aosta
- a.y. 2021/22 and 2022/23 Appointed as "Topic Expert (Cultore della materia)" for the course Marketing Communication in the Master of Science in Economics and Management for territorial policies, University of Valle D'Aosta

Reviewer for: Current Issues in Tourism, International Journal of Contemporary Hospitality Management, International Journal of Hospitality Management, Journal of Business Research, Annals of Tourism Research, Annals of Tourism Research Empirical Insights, Psychology & Marketing

#### Third mission

Invited speaker from IDM Südtirol for the Webinar "Artificial intelligence in the south tyrolean hospitality industry: perceptions and practical applications" [ITA], 9<sup>th</sup> Sept 2025 at 14:30

Participation in the INEST Startup Call (Free University of Bolzano)  $-2^{nd}$  edition (2025) with the project IngredIA.

Since April 2025: CrescerAl Call, Project "Reduce Waste, Optimize Purchase (REWAPE)" - meetings and workshops organized with hoteliers in South Tyrol to support them in improving purchasing processes and reducing food waste through a digital Al-based solution (*MenuMind*)

Presentation of the course Artificial intelligence and technological innovation in the service sector (Studium Generale) at the Bolzano Public Library (3<sup>rd</sup> March 2025, h 17:00)

SIM (Italian Marketing Society) Panel @ BTO 2024, 27-28 November 2024, Stazione Leopolda, Firenze

*Panel*: The Impact of New Technologies in Hospitality: Perceptions and Challenges for Industry Operators (Cozzio C., Tapinassi F., Bianca C.L., Nucara A.M., Casillo B.)

SIM (Italian Marketing Society) Panel @ BTO 2023, 22-23 November 2023, Stazione Leopolda, Firenze

Panel: Artificial Intelligence, Tourism, Hospitality, and Culture: Between Theory, Myths, and Reality (Cozzio C., Del Chiappa G., Guercini S., Prete I., Patteri G.) Contribution: Cozzio C., The future of AI in the hospitality industry

Course Artificial intelligence and technological innovation in the service sector (9 h) [ITA] – **Studium Generale**, Free University of Bolzano (a.y. 2023/2024, 2024/2025)

### Language competence

Italian: mother tongue

English: C1 (internal certificate – Free University of Bolzano)

German: B2 Schreiben (B2 Goethe Zertifikat) / B1 Sprechen, Hören, Lesen (B1

Goethe Zertifikat)

ΙT

Excellent command of Office Suite (word processor, spread sheet, presentation

software). ECDL

Good command of statistic software SPSS Basic command of statistic software NLogit

# Specialized training

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.

Oct-Dec 2014, Percorso di Alta Specializzazione Tributaria, Sole24Ore Formazione e Eventi.

Clarken Dibuol

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

Date: 01.10.2025

Signature