

University Academic Curriculum Vitae

Personal information

Claudia Cozzio

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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 – Aug 2025	Assistant Professor (RTD)	Department of Economics and Management, Free University of Bolzano Sector: Education	Research project: FOWAMINEX – Minimizing food waste at hotel buffets through persuasive interventions.

		Supervisor: Prof. Oswin Maurer	
June 2021 – May 2022	Postdoctoral Research Fellow	Department of Economics and Political Science, University of Valle D'Aosta Sector: Education Supervisor: Prof. Giampaolo Viglia	Research project: Consumer Behavior in Service Marketing. Conduct qualitative and quantitative analyses on consumer behavior, contribute to the design and implementation of marketing strategies for service-based industries.
Sept 2019 – Apr 2021	Postdoctoral Research Fellow	Department of Economics and Management, Free University of Bolzano Sector: Education Supervisor: Prof. Oswin Maurer	Research project: ONTOUR – Sustainable travels, funded by Interreg V-A Italien-Österreich 2014-2020. Support the design of an online tool (<i>Certifind</i>) which allows touristic small and medium enterprises to easily choose the suitable sustainable tourism labels according to their business (e.g. lodging, restaurants).
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

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 Big Data approach.

Peter Keller Award for the best contribution uniting theory and practice at 68th 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 2025 – 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 granted	Type	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 CrescerAI	Reduce waste, optimize resources through AI: A predictive approach in the tourism sector to make the food supply chain more efficient	Euro 535.065,66
2024	Research funds (Co-I)	Faculty of Business & Law of Curtin University (Australia) – ref: GSOP Grant development fund 2024	Promoting Consumption of Lower-carbon Food in Hospitality	AUD 5.000
2023	Research funds (Co-I)	Faculty of Business & Law of Curtin University (Australia) – ref: FBL 2023 SDG PROJECTS GRANT	Reducing meat consumption among hotel and restaurant patrons	AUD 5.000
2021-2025	Research funds (Co-I)	Free University of Bolzano (ref. CRC2021)	FOWAMINEX - Minimizing food waste at hotel buffets through interventions (an experimental approach)	€ 53.300
2021	Research funds (Co-I)	Fondazione CRT e Ars.Uni.VCO (ref. 2021.1775)	How to integrate and value the use of locally sourced products in the food supply chain	€ 14.000
Jan 2019 - Apr 2019	Research scholarship (PI)	The Hong Kong Polytechnic University – School of Hotel and Tourism Management	Preferences for alternative hotel room customizations: a choice experiment	HKD 15.000

Publications

Journal articles

Volgger, M., Taplin, R., Filimonau, V., Kim, B., & **Cozzio**, C. (2025). Reducing meat consumption among hospitality patrons: A simulation-based experiment on menu design, *International Journal of Hospitality Management*, 133, 104496, DOI: 10.1016/j.ijhm.2025.104496

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., & Maurer, O. (2026). Configurations for successful artificial intelligence adoption in hospitality: Evidence from fsQCA analysis of managerial perceptions. *Conference Proceedings of the XLI Italian Academy of Business Administration, Forthcoming*

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?, p 906*, ISSN 1976-8699, Publisher: Iobal Alliance of Marketing & Management Associations Changwon, Gyeongnam, Republic of Korea

Cozzio, C., Santos Arteaga, F., & Maurer, O. (2025). The future of AI: Barriers and drivers of adoption in the hotel industry. *Conference Proceedings of the 20th IFKAD Conference (International Forum on Knowledge Asset Dynamics), pp. 14-22*, ISBN 9788896687192, Publisher: IFKAD International Forum on Knowledge Asset Dynamics, Naples

Cozzio, C., Santos Arteaga, F. J., & Maurer, O. (2025). AI 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). AI & 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 XVIIth*

SIM Conference (Società Italiana Marketing) "Il 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^a International Conference On Tourism Management And Tourism Related Issues*, Milano, 28-29 September 2017, ISSN 2295-3485

Books – Authored

Cozzio C., (2025). *Ospitalità Intelligente?: Luci e ombre dell'intelligenza artificiale nel settore ricettivo*, Aracne Editore, 1-96, ISBN 979-12-218-2239-7

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

Working papers

Acuti, D., Pizzetti M., **Cozzio** C., & Viglia G., Is it true love? A systematic review of the literature on the tourist-wildlife encounter

Cozzio C., Santos Arteaga F., Khatter A., & Maurer O., The dual sides of artificial intelligence in hospitality industry processes: A fsQCA analysis

Cozzio C., Santos Arteaga F., Khatter A., & Maurer O., Does culture shape food waste? A cross-cultural analysis of Italy and Australia

Cozzio C., Santos Arteaga F., Tokarchuk O., & Maurer, The power of images: How hotel room photos shape perceptions and spending behavior

Tokarchuk O., & **Cozzio**, C., Balancing the unseen threshold: Operationalizing carrying capacity for sustainable tourism in nature-based destinations

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

Presentations at scientific conferences

XLI Italian Academy of Business Administration Annual Conference, 22-23 January 2026, Catholic University of Sacred Heart, Milan, Italy

Cozzio, C., Santos Arteaga, F., & Maurer, O. (2026). Configurations for successful artificial intelligence adoption in hospitality: Evidence from fsQCA analysis of managerial perceptions.

74th 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.

20th 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.

4th 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.

35th CAUTHE Conference (Council for Australasian Tourism and Hospitality Education), 10-13 February 2025, Manjina, Australia
Cozzio C., Santos Arteaga F., & Maurer O., AI perceptions across Organizational levels: Barriers and drivers of adoption in the hotel industry

2024 Annual SIM Conference (Società 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

34th 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

1st 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

12th 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

15th 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.

17th 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 (Società 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 (Società Italiana Marketing) – Il Marketing per una società 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.

12th 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.

68th 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.

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 - 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 the applicant

Oct 2024 “unibz tra i vincitori del bando crescerAI” by Arturo Zilli, UnibzMAG <https://www.unibzmagazine.it/it/magazine/article/unibz-tra-i-vincitori-del-bando-crescerai>

Experience in academic teaching

Year	Course	Level	Language	University	Load
2025/2026	Introduction to Management	Bachelor in Management for Tourism, Sport and Event	English	UNIBZ	36 h
	Smart Tourism Laboratory	Master in Tourism Management	English	UNIBZ	36 h
	Thesis and report writing skills	Master in Tourism Management	English	UNIBZ	12 h
	Culture, Heritage and Creative territory management	Master in Tourism Management	English	UNIBZ	36 h

	Destination branding	Bachelor in communication science	Italian	IULM	24 h
	AI and Technological innovation in the service sector	Studium Generale – All levels	Italian	UNIBZ	9 h
2024/2025	Introduction to Management	Bachelor in Management for Tourism, Sport and Event	English	UNIBZ	36 h
	Marketing	Bachelor in Management for Tourism, Sport and Event	English	UNIBZ	36 h
	Smart Tourism Laboratory	Master in Tourism Management	English	UNIBZ	18 h
	AI and Technological innovation in the service sector	Studium Generale – All levels	Italian	UNIBZ	9 h
2023/2024	Introduction to Management	Bachelor in Management for Tourism, Sport and Event	English	UNIBZ	36 h
	Marketing	Bachelor in Management for Tourism, Sport and Event	English	UNIBZ	36 h
	Smart Tourism Laboratory	Master in Tourism Management	English	UNIBZ	18 h
	AI and Technological innovation in the service sector	Studium Generale – All levels	Italian	UNIBZ	9 h
2022/2023	Introduction to Management	Bachelor in Management for Tourism, Sport and Event	English	UNIBZ	36 h
	Marketing	Bachelor in Management for Tourism, Sport and Event	English	UNIBZ	72 h
2021/2022	Introduction to Management	Bachelor in Management for Tourism, Sport and Event	English	UNIBZ	36 h
	Marketing	Bachelor in Management for Tourism, Sport and 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
supervision**

Master Degree in Tourism Management:

Ancarani Maria “The influence of UNESCO world heritage site designation on tourist visit intentions”

Antico Dario “How can the trend of Digital Nomadism foster Innovation and Product Development in Tourism Destinations in mountain areas?”

Bredariol Miriana “Tourists’ Mental Budgeting in the Hospitality Industry: A Case Study of Caravan Park Sexten”

Di Fonzo Tommaso “Artificial Intelligence in the South Tyrolean hospitality sector: A qualitative analysis of perceptions according to organizational functions”

Lancini Giulia “The role of colors in defining a memorable and authentic destination image: The case of Gargnano in Garda Lake”

Misconel Sabrina “Tourist behaviors toward sustainability: an analysis of food waste and water conservation at home and on vacation”

Molon Francesca “The role of MICE industry in enhancing destination management and marketing: The case study of Vicenza”

Zito Daniela “Psychographics as a tool for personalization: The impact of psychographics on tourist behavior in the destination of Ape di Siusi”

Zulberti Noemi “Mapping experiences and critical issues of accessible tourism: a dual perspective on supply and demand”

Bachelor Degree in Sport Event and Tourism Management:

Alghisi Clara “Sustainable hotel management: Insight from South Tyrol hoteliers

Bettucchi Vittoria "La tecnologia blockchain e l'adozione delle criptovalute nel turismo: Una revisione della letteratura"

Bigotti Eleonora "Cineturismo e l'identità dei luoghi: il cinema come strumento di marketing territoriale"

Brandellero Giulia "Hotel branding: a comparative analysis of international chains and family-run hotels in South Tyrol"

Canella Serena "Ecotourism in mountain regions: how sustainability influences the choice of the destination"

Cazzato Aurora Denise "Employee Training as a potential value driver for the company's future growth"

Delvai Anna "L'impatto dei mega-eventi sulla destinazione: il caso della Olimpiadi Milano-Cortina 2026 in Val di Fiemme"

Doda Maria Teresa "The characteristics of consumers when purchasing Val Gardena/Alpe di Siusi skipass: an analysis following socio-demographics characteristics"

Falcone Giuseppe "Valorizzare il modello delle 4P per l'analisi strategica e di marketing: il caso Cooking Sicily"

Fregoni Chiara "Il ruolo degli eventi come leva strategica del place branding: il caso della città di Parma"

Geisweid Lea "Food waste in the hospitality sector"

Kern Lisa Bella "Social Media Influencers in the Hotel Industry: An Empirical Study on Negotiations, Challenges, and Results"

Kier Angela "Offline holidays: an investigation of tourist experience and well-being without smartphone"

Libralato Marco "Towards digital tourism management"

Mazzocchini Matilde "An Analysis of Green Marketing Strategies for Sporting Events Focused on the Revitalization of Host Territories"

Mair Reyes Sabrina Sofia "Luxury hospitality: an analysis of service quality and customer experiences"

Notari Michelle "Multilinguismo in Alto Adige: un'indagine empirica per misurare l'impatto sul business locale."

Pacchioni Sara "Marketing mix analysis: an empirical perspective on the case Champion Europe srl"

Pellegrini Elena "Marketing automation in the hospitality industry: an empirical study of supply and demand"

Perissinotto Laura "Film-induced tourism: the impact of the film industry on national and international destinations"

Remiddi Alice "Leadership and job satisfaction: exploring modern management approaches"

Rosato Lucrezia "La misurazione dell'attrattività turistica in destinazioni minori: un approccio comparativo e multivariato applicato alla Val Seriana"

Salizzoni Daniele "Il modello dell'albergo diffuso come promotore di un turismo autentico e sostenibile: il caso delle giudicarie esteriori"

Schroeder Sophia "Digitalization in tourism: the impact of social media on travel decision - making and destination selection"

Zanni Gaia "Exploring sustainable marketing in the outdoor industry: The case study of Patagonia Inc."

Zaetta Amy "The glass ceiling effect in the hospitality industry in South Tyrol: a study on perceived barriers"

Zagaria Grazia “Exploring Brand Positioning in South Tyrol’s Luxury Hospitality Sector”

Zorzi Laura “L’impatto del COVID-19 sulla gestione delle risorse umane nel comparto alberghiero: un’indagine integrata tra domanda e offerta”

Bachelor Degree in Business Informatics:

Ramos Rodriguez Gabriel “The Impact of Loyalty Programs on Airline Revenues and Customer Retention”

Other academic responsibilities

a.y. 2025/2026 - Responsibility for coordinating and organizing the event “*Exploring Visitor Psychology: The Role of Digital and Physical Nudges for Sustainable Mountain Tourism*” in partnership with University of Trento – Call: **Euregio Mobility Funds**. Project Acronym MIND. Target: Master students in Tourism Management from the Free University of Bolzano (project leader) and the University of Trento (partner).

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 2nd Member in the Committee for the Master of Science in Tourism Management, Free University of Bolzano

a.y. 2024/25 – Conference Track Organizer & Track Chair of the special track “Navigating AI adoption in the service industry: A focus on organizational dynamics” at the 20th IFKAD Conference (International Forum on Knowledge Asset Dynamics), University Federico II, Naples July 2-4, 2025

a.y. 2024/25 – Member of the Selection Committee for the Research Assistant position for the REWAPE project at the Free University of Bolzano

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 and 2023/24 - Organized seminars for the *Cluster Tourism & Regional Development*, Free University of Bolzano:

- 17.1.2023 Prof Lorenzo Masiero (University of Bologna), “Investigating international tourist preferences for cross-border mobility”

- 17.1.2023 Dr. Judit Zoltan (University of Bologna), “Green transition and repositioning of coastal destinations”
- 10.3.2023 Dr. Diletta Acuti (University of Portsmouth), “Adopt a sheep if you can! How to enhance sustainable products value throughout distant adoption”
- 10.3.2023 Dr. Giandomenico Di Domenico (University of Cardiff) “Misinformation and mistrust mindset”
- 30.8.2024 Prof Michael Volgger (Curtin University) “Perspectives on Evidence-Informed Policymaking for Sustainable Tourism”
- 27.5.2025 Prof Giacomo Del Chiappa (University of Sassari) “Perceived authenticity and consumer responses in a virtual reality visit at cultural heritage”
- 15.10.2025 Prof Philipp Wassler (University of Bergamo) “Overtourism in Barcelona: empirical evidence”

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

a.y. 2025/2026 - Responsibility for coordinating and organizing the event “Exploring Visitor Psychology: The Role of Digital and Physical Nudges for Sustainable Mountain Tourism” in partnership with University of Trento – Call: Euregio Mobility Funds. Project Acronym MIND. Target: Master students in Tourism Management from the Free University of Bolzano (project leader) and the University of Trento (partner).

Invited speaker at BTO 2025, 11-12 November 2025, Stazione Leopolda, Firenze. Panel: Algorithms Against Food Waste: Sustainability, AI, and Food Cost Management in Smart Hotels (Cozzio C., Casillo B., Montanari M., Gualtieri A., Dipietro F.)

Invited speaker at IDM Südtirol for the Webinar “Artificial intelligence in the south tyrolean hospitality industry: perceptions and practical applications” [ITA], 9th Sept 2025 at 14:30

Participation in the INEST Startup Call (Free University of Bolzano) – 2nd edition (2025). The project has been selected to be pitched at the Bolzano Slush´D Event on 4th September 2025

Since April 2025: CrescerAI 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 AI-based solution (*MenuMind*)

Presentation of the course Artificial intelligence and technological innovation in the service sector (Studium Generale) at the Bolzano Public Library (3rd 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)

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

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.

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

Date: 28.01.2026