

MASSIMO MORELLATO

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PROFILE

Researcher with wide range of teaching experience in different multi-cultural settings and disciplines. Curious scientist motivated in contributing to make research relevant to policy-makers, communities, businesses and in leading students to be active protagonists in research projects. Experience working with international and cross disciplinary approaches and teams at universities and private companies. Outstanding achievements in higher education, tourism and leisure. Responsible for developing and reviewing instructional strategies and curricula. Supervision to completion of post-graduate students. Cultural sensitivity with communication skills and proven ability to develop effective relationships.

ACCADEMIC ACTIVITIES

RESEARCHER, FREE UNIVERSITY OF BOZEN-BOLZANO.

Lecturer at Bachelor and Master Programme at the Faculty of Economics and Management. Research project on Cognitive Biases in Tourism. Research Cluster on Tourism, Marketing and Regional Development.

LECTURER, AUCKLAND UNIVERSITY OF TECHNOLOGY, AUCKLAND

Lecturer in event management and tourism courses. Supervisor of postgraduate students and research assistants. Research focus on adventure tourism and leisure, ICT and AR in indigenous communities, events impacts and legacies. Member of the Faculty Research Committee. Examiner for postgraduate thesis.

VISITING PROFESSOR AT VANCOUVER ISLAND UNIVERSITY, NANAIMO AND UNIVERSITY OF NORTHERN BRITISH COLUMBIA, PRINCE GEORGE

Lecturer in knowledge creation and mobilization, collaborative governance, outdoor and adventure recreation, augmented reality in tourism story telling.

PHD 'MANAGEMENT AND MARKETING', BICOCCA UNIVERSITY, MILAN

Research in Strategic Marketing, Mega-event, Network Social Responsibility, Destination Reputation, Mountain resorts.

Lecturer in Destination Marketing, Tourism Communication, International Marketing. Teaching Assistant for Market-Driven Management, Advanced Marketing, Tourism.

VISITING PHD AND RESEARCH ASSISTANT, SIMON FRASER UNIVERSITY, VANCOUVER

Doctoral research and courses at Centre for Tourism Policy and Research.

Collaborative research with BC Ministry of Tourism Culture and Arts: mega-events tourism impacts and legacies of the 2010 Winter Olympic and Paralympic Games.

SCIENTIFIC COMMITTEES AND REVIEWING

Council of Australasian Tourism and Hospitality Education (since 2017)

Asia Pacific Council of Hotel Restaurant and Institutional Education (since 2016)

Travel and Tourism Research Association (since 2015)

PUBLICATIONS, CONFERENCES, ONGOING RESEARCH, SUPERVISION, ACADEMIC SERVICES

List of publications, conferences, and academic contributions attached at the end.

MEMBERSHIPS

TTRA	Travel and Tourism Research Association (Europe and Canada).
ICMTS	International Coastal and Marine tourism Society.
TEFI	Tourism Education Futures Initiatives.
IFITT	International Federation IT and Travel & Tourism

QUALIFICATIONS AND SKILLS

TEACHING QUALIFICATIONS	Certification in Education and Pedagogy (ITA). Qualified Teacher Status (UK). International Teaching Assistant Certification Simon Fraser University (CAN).
SPORT CERTIFICATIONS	Sailing Instructor, Swimming Instructor Italy and Canada, European Aquatic Association, Dive Master PADI, Scuba diving Assistant Instructor, Alpine tour leader, CAI Ski-mountaineering, Avalanche Operations lev1 Canadian Avalanche Association.
COMPUTER - INFORMATICS	Content Management System, Business Intelligence, Project Management, Software Design and Development, Database Administration. Distributed computing, Remote monitoring, Learning and genetic algorithms, Fuzzy logic, Neural Networks, Artificial Vision, Image Processing, Data Mining, Several programming languages and paradigms.
RESEARCH ANALYSIS	Statistical analysis (STATA, SPSS), statistical computing (R and C++ integration), assisted qualitative Analysis (NVivo), online survey (Qualtrics), hands-on creative engagement (Ketso, Lego).

EDUCATION

PGCE	Post-graduate Certification in Education and Pedagogy (2013) Bicocca University of Milan
PhD	Management and Marketing (2012) Bicocca University of Milan Doctoral Research at Simon Fraser University – Vancouver School of Resource and Environmental Management
THESIS SUBJECT	An exploratory investigation on Cultural Olympiad as strategic tool for creating lasting legacies and competitive advantage for the host community.
Doctor Magistrale	Computer Science 105/110 (2000) Univeristy of Milano
THESIS SUBJECT	An innovative software platform designed and developed for the management and the execution of mobile software agents for integrating the Internet with Domothonic. (EU research project).

PROFESSIONAL EXPERIENCE

- 2014 - 2022 **LECTURER, AUCKLAND UNIVERSITY OF TECHNOLOGY, AUCKLAND**
- Lecturer at the Department of Tourism and Events.
 - Project coordinator Digital-enhanced Learning and Teaching development.
 - Chair for the events research APacCHRIE conference in Auckland.
 - Grant Recipient for Research Project Ski Areas in New Zealand.
 - Supervisor for post-graduate students and research assistants.
 - Organizer of workshops for industry–university engagement.
 - Course designer for first PG course in Events and Leisure.
 - Leading researcher for inter-faculties project (World Master Games, NZ Winter Games, America's Cup).
 - App Lab in rural communities in New Zealand and British Columbia.
- 2012 - 2013 **LECTURER AND TEACHING ASSISTANT, BICOCCA UNIVERSITY, MILAN**
- Post-Doctoral collaboration. Lecturing and teaching assistant activities.
 - Certification in Pedagogy and Teaching, including special needs.
 - Conference participation for presenting the findings of Doctoral research.

- 2009 - 2011 **RESEARCH ASSOCIATE, SIMON FRASER UNIVERSITY, VANCOUVER, CANADA**
- Research group coordinator for the '2010 Olympic Legacy Research'.
 - Doctoral research activities and courses in Tourism Policy and Research.
 - Instructional Skills Workshop ISW – BC Provincial Instructor Program.
- 2007 - 2011 **PHD 'MANAGEMENT AND MARKETING', BICOCCA UNIVERSITY, MILAN**
- Lecturer (Communication Management, International Marketing, Tourism)
 - Tutoring and Teaching Assistant (Marketing, Market-Driven Management)
 - Doctoral courses, research activities. Supervising graduate students.
- 1993 - 2009 **COMPUTER SCIENCE TEACHER AT NATIONAL COLLEGES**
- Extensive teaching experience. Courses and resources development. Learning facilitator and mentor for multicultural settings and students with special needs. External examiner and course auditing.
 - Responsible for instructional strategies, partnership, internships.
 - Programme Coordinator with responsibilities for advancing teacher training and renewing educational curricula. Head of Computer Science.
- 2007 **BUSINESS INTELLIGENCE CONSULTANT AT QWERTY, MILAN**
- Data warehouse administration for financial department. Responsible for data mining, performance indicators analysis, and monitoring strategies.
- 2004 – 2009 **RECREATION PROGRAMS AND EVENTS MANAGER FOR SOGNI, MILAN**
- Lecturer for post-diploma courses in Recreation and Resort Management: Tourism workforce management, Events management, Sports programs. Instructor at intensive workshops for recreation and hospitality industries.
 - Events Manager. Planning and management of events, sport contests, and resort programmes. Coordinating different teams, suppliers, creative agencies and workforce. Staff recruitment, selection and training for several tourist resorts in Egypt, Maldives, Zanzibar, Greece, Spain, Italy.
 - Recreation Director. Development, promotion and implementation of recreational programmes at several recreation and leisure facilities. Negotiate agreements, identify appropriate people and solutions.
- 2004 – 2006 **PROJECT LEADER AT VEGA MATRIX, ORGANISING COMMITTEE TOROC, MILAN**
- Content Manager for the official website of "2006 Winter Olympic and Paralympic Games" in cooperation with the Head of Internet.
 - Responsible for the multimedia publishing system, editor coordinator. Manage digital communication strategies and marketing initiatives.
 - Project Manager for streaming of Live-events and Sports on the Internet.
- 2001 – 2004 **SOFTWARE ENGINEER AND PROJECT LEADER AT PARVIS AND INTRASOFT, MILAN**
- Analysis and design of software applications and statistical models based on image processing. Printing quality control systems for banknotes to supply several central banks throughout the world. System Integration.
 - Responsible for technical specifications and enterprise software platforms. Design and development of databases and web applications.
 - Knowledge base design and user profiling assessment on the Internet.
- 1999 – 2000 **SOFTWARE DEVELOPER AS ADVANCED R&D LABS OF ITALTEL, MILAN**
- Software developer for mobile and domothic devices in several European Research Projects. Remote monitoring and control of domestic appliances.
- 1999 – 2002 **TOUR LEADER AND TRAVEL COORDINATOR FOR LEADERS-TRAVEL**
- Incentive Travel planner and manager of on-site tours, services, activities. Travel guide for Adventures Trips and Scenic Tours. Ski, kayak, bike, jeep
 - Coordinator and facilitator of sports, cultural and recreational programs.

- 1993 – 1999 **SEASONAL RESORT COORDINATOR IN A NUMBER OF DESTINATIONS**
- Activities coordinator for sports, child care and recreational workforce in a variety of different holiday resorts in Italy and abroad.
 - Additional responsibilities in training, supervising teams, managing budgets and maintaining quality standards.
- 1988 – 2009 **SWIMMING INSTRUCTOR FOR NUMEROUS SPORT ASSOCIATIONS**
- Wide range of teaching experience with adults, children and new born babies. Supervisor for instructors' training. FIN, DDS, GEAS.
- 1990 – 1992 **EDUCATOR FOR SEVERAL ORGANISATIONS** WWF, Earth Education, Groane Park
- School Camps and Summer Camps Coordinator on the Alps.
 - Editorial Coordinator of "Parco Groane" magazine.

VOLUNTEER ACTIVITIES

SPORTS	Sailing instructor for "Discover Sailing" events (ITA 2013). Instructor in swimming pools and community centres (CAN 2011). Volunteer in "Avalanche Training Weekends" (ITA 2010 – 2012). Assistant instructor for backcountry skiing (ITA 2001). Assistant instructor for scuba diving (ITA 2012 – 2013).
ENVIRONMENTAL	Summer camps educators training (ITA 2006 – 2007). Environmental weeks in primary education (ITA 1990 – 1993).
RECREATIONAL	Volunteer at ArtWeek Auckland (NZ 2018). Volunteer at Cultural Crawl (CAN 2010). Volunteer Cultural Olympiad (ITA 2006). Volunteer at City-Festival (ITA 2005).

LANGUAGES

ITALIAN	Mother tongue.
ENGLISH	Advanced - both written and spoken (IELTS certificate).
FRENCH	Basic.
SPANISH	Basic.
GERMAN	Beginner.

INTERESTS AND HOBBIES

I participate in many sports, including ski-mountaineering, scuba diving, horseback riding and sailing. I love nature, wildlife and traveling. I like going to the theatre and cinema and also enjoy reading, photography, and the art of cooking.

RESEARCH PROJECTS

Coworkation - changing scenario of extended staying by blending holiday and work.

America's Cup 2021 - Place making and leveraging legacies. Longitudinal study in events.
Inter-faculty and cross-disciplinary project with international universities.

Winter tourism and leisure in club fields - Boutique destinations and sustainable ski areas.
Market profile, management models for ski tourism and leisure in NZ and Northern BC.
Grant recipient and industry scholarship for international post-graduate students.

World Master Games 2017 - Volunteering at major sport events in New Zealand.

Winter Games NZ - Collaborative governance, intangible assets and legacies.

Artweek Auckland - Reputational capital and place activation with art events.

App Lab and augmented reality in learning – Off campus learning project in collaboration
with the Faculty Te Ara Poutama - Māori and indigenous development.

STUDENTS SUPERVISION

- Postgraduate (subset)

Karin M. – PhD:

The role of networks in rural areas and their relation to tourism
(Auckland University of Technology)

Vi T.T. - PhD:

Customer value co-creation in sharing economy in Ho Chi Minh City, Vietnam.
(New Zealand Tourism Research Institute – NZTRI)

Giulia C. – Giulia C. Master:

Winter leisure capital in the Southern Alps, New Zealand. – Winter Games NZ.
(Universita' degli studi di Trento, Italy)

Phirum K. – Master:

Experiences and satisfaction of scuba dive tourists in Sihanoukville Cambodia.
(Ministry of Tourism of Cambodia - New Zealand ASEAN Scholar Awards programme)

Ilish A.S. – Master:

Exploring story telling in a mobile augmented reality environment at cultural heritage sites.
(Interfaculty project with Design and Creative Technologies Department – CoLAB AUT).

Letitia T. – Post Graduate:

Tāmaki Herenga Waka Festival: the Auckland attempt towards Kotahitanga (co-creation of a
Māori signature event in Auckland). Best poster award at Sustainable Indigenous Tourism
Symposium 2017. Nannaimo, CAN.

Emily M. – Post Graduate:

Blue sky Fiji, Events as tourism strategies in Small Island Developing States.

Morgane C. – Master:

Speed-riders camps for flying skiers, adventure holiday with a purpose in NZ and FRA.

- Undergraduate (subset)

Alexia A.: *Ford Blue Oval Road Show. Marketing implication in launch events.*

John B., Lauren M., Letitia T.: *Place activation Artweek Auckland.*

Kerry C.: *Auckland Night Markets. Urban transformation outside Auckland CBD.*

Jackie M.: *Vineyard Villa Maria, Delivering corporate and incentive events.*

Wheriko D.: *Diwali Festival. Auckland Tourism and Events Economic Development (ATEED).*

Jacqueline Y.: *Aotea Square Auckland Live, Events activations in public outdoor space.*

Pennie C., Laura T.: *The Waka festival Lantern Festival. Major cultural events in Auckland.*

Kailee Z.: *Introducing health and safety at the sports venues, North Shore Events Centre.*

Rebecca H.: *Portland public house live music, create a live music gig line with local talents.*

Monique S.: *Feed the need convention. Planning and execution of youth festival.*

Millie J.R.V.K. *CSR in sport events, Super rugby The Blues.*

Lucy L.: *Artweek Auckland, socials and analytics. NZ Contemporary Art Trust.*

Jamie-Lee B.: *Make-a-Wish foundation, planning and delivering schools events.*

Lauren A.: *Festival "one" community festival.*

Cuban A.: *BayPark sports and multi-purpose facility at the Bay of Plenty, Tauranga.*

Chiu K.: *Volunteers management at major events, ATEED.*

Ella R.: *Triathlon National Championship in Taupo (extension to Triathlon Indonesia).*

Robyn S.: *Kowhai festival, events in the development of community, social cohesiveness.*

PROFESSIONAL DEVELOPMENT

Postgraduate supervision workshops

The Duty of Care - A Postgraduate Supervision Perspective. 22/9/2022

Publishing with your students. 29/9/2021

Maximising the Impact of Postgrad Research. 25/9/2019

Indigenous-Oriented Practice-Led Research. 21/11/2018

Developing Research Proposals for Masters & Doctoral Students. 23/2/2016

Examining a Masters Thesis. 17/9/2015

Examining a Doctoral Thesis. 28/5/2015

Examination Processes. 31/3/2015

Supervising ESL Students. 11/9/2014

Resourcing & Supporting Postgraduate Research. 7/8/2014

Supervising ethical research. 16/4/2014

Providing Feedback on Student Drafts. 10/4/2014

Putting Policy and procedures into practice. 3/4/2014

Supervising Industry Projects. 4/3/2014

Teaching workshops

Artificial Intelligence and Virtual Reality in teaching and learning 7-14/12/2022

Special Learning Needs. Jan-Mar 2020

Supporting adults with dyslexia in tertiary education and training. 9/6/2017

Equity/Diversity Workshop. 2/3/2017

Innovative assessment methods and practice. 21/9/2016
 Treaty of Waitangi: Getting down and dirty with the Treaty. (Tikanga Maori) 20/6/2016
 Wānanga with revered Māori Educationalist. 28/4/2016.
 Designing Curricular to enhance learning and teaching. 22/4/2016
 Engaging challenging learners. 23/2/2015
 Educational practices that benefit Pacific learners in tertiary education. 1/12/2014
 Co-operative learning – a teacher's guide to work with groups. 20/3/2014

Research workshops

Qualtrics experience management 15/7/2021
 LEGO Serious Play methodology: a workshop for beginners. 13/11/2017
 R: New Zealand Social Statistic Network. 1-3/3/2017
 STATA: New Zealand Social Statistic Network. 20-24/2/2017
 NVivo: Become a coding ninja. 4/7/2016
 NVivo: get the most from NVivo. 27/6/2016
 Quali-fluid methodologies: Methodologies without Methodologies. 4/5/2016
 Realist research and evaluation. 29/10/2015
 Qualitative Methodological Masterclass series – Health and Environmental Science. 9-11/2/2015
 Design effective questionnaires. 21/11/2-14
 Applying design effective questionnaires. 22/11/2-14

ACADEMIC AND UNIVERSITY SERVICES

Seminars organised

The Journey of a million miles – inspiring social change through events - 21/8/2017.
 Speakers: Jaqui Knowles (Exhibitions Curator - NZ Maritime Museum), Tiffany Singh (Artist).
 Seminar for students (on the field - Maritime Museum): Attendance over 80 students.

Place activation with Art - Art Week Auckland – Arts Zones and Art Village - 14/8/2017.
 Speaker: Matt Liggins (Artist and Lecturer at School of Architecture & Planning University of Auckland). Attendance over 100 students.

Auckland Cultural Festivals (Diwali, Lantern Festival, Pasifika, Tāmaki Herenga Waka) 14/3/2017.
 Charmaine Ngarimu (Head of Events ATEED) Attendance over 100 students.

Auckland Tourism and Events Economic Development - What's next ? - 6/4/2016.
 Speakers: three executive directors at ATEED Jason Hill (Tourism), Kirsten Sibbitt (Major Events), Anna Hayward (Conventions & Conferences). Attendance over 300 students and faculty staff.

Community events and tourism in Muriwai and Woodhill Forest - 28/10/2015.
 Speakers: Kerry Track (Venue Manager Muriwai Surf Club), Arthur Brown (Tourism – Kaipara Moana). Seminar for students (on the field - Muriwai Surf Club): Attendance 12 students.

Art Week Auckland. Connecting the art galleries. Engaging the Aucklanders - 26/5/2015.
 Speaker: Deborah White (Gallery Owner and Director of NZ Contemporary Art Trust)
 Attendance over 100 students.

Bidding for major sports events - 30/4/2015.
 Speaker: Susan Sawbridge (Manager Event Prospecting & Bidding ATEED)
 Attendance over 100 students.

Role and place of immersion and flow in the tourist experience - 16/12/2014
 Speaker : Dr Isabelle Frochot (Université Savoie Mont Blanc). NZTRI Series.

PUBLIC LECTURES / SEMINARS DELIVERED

Economy in the Antipodes (Economia a testa in giu') - Radio Interview NZ Radio 5/6/2022.

Ski areas in New Zealand – Examples of alternative management of ski fields - 16/2/2016.
Innovation and Infusion – VIU's World Leisure Centre of Excellence.

Touching the intangible – a journey through the assessment of socio-cultural and economic factors in tourism policy and research. New Zealand Tourism Research Institute Series - 11/12/2015.

Sustainability at the most unsustainable event: Cultural Olympiad Torino 2006 and Vancouver 2010. Sport Management Series: sustainable sport events – AUT School of Sport and Recreation. 10/6/2014

CONFERENCES PRESENTATIONS

Malacarne K., Morellato M., Milne, S. (2023). Learning in practice: using scenario cards during interviews. Paper presented at the CAUTHE 2023 Conference, Fremantle, Australia. Feb 7-9.

Goh S, Morellato M, Faisal A, Coetzee W. (2022). *Serious volunteers beyond the 36th America's Cup*. Paper presented at the CAUTHE 2022 Conference, Brisbane, Australia. February 7-9.

Morellato, M. (2019). *Winter leisure capital in boutique destinations*. Paper presented at the 12th Consumer Behavior in Tourism Symposium CBTS, Bruneck, Italy. December 11-14.

Hallmann, K. Wright, R.K., Morellato, M. (2019). *Volunteering as way of life in New Zealand: Volunteering as serious leisure?* Paper presented at ANZALS Conference, Queenstown, New Zealand, December 10-13.

Hallmann, K. Wright, R.K., Morellato, M. (2019). *Social Legacies from Sport Volunteering in Auckland: Interrelationships of Serious Leisure, Social Capital, and Perceived Volunteer's Happiness*. Paper presented at SMAANZ Conference, Christchurch, New Zealand Dec 4-6.

Morellato, M. (2018, September). *Community Ownership in Winter Recreation and Tourism: Ski Hills and Club Fields*. Paper presented at TTRA Canada conference 2018. Halifax, Canada.

Kunthea, P., Orams, M. B., & Morellato, M. (2017). *Scuba diving tourism in Cambodia*. International Congress on Coastal and Marine Tourism. Gothenburg, Sweden.

Morellato, M., Zhang, S. (2017, April). *Playing Mahara with the students in event management*. Paper presented at the New Zealand conference Mahara Hui 2017. Auckland, New Zealand.

Morellato, M. (2017). *New immigrants and the changing demand for snow recreation in New Zealand*. Paper presented at CAUTHE Conference 2017 Council for Australasian Tourism and Hospitality Education. Dunedin, New Zealand. February 7-10. ISBN: 978-0-473-38824-9

Morellato, M. White, D. (2017). *Artweek Auckland, reputational capital and events for urban transformation*. Paper presented at CAUTHE Conference 2017 Council for Australasian Tourism and Hospitality Education. Dunedin, New Zealand. ISBN: 978-0-473-38824-9

May, E., Morellato, M. (2017). *Events as tourism strategies in small island developing states*. Paper presented at CAUTHE Conference 2017 Council for Australasian Tourism and Hospitality Education. Dunedin, New Zealand. ISBN: 978-0-473-38824-9

Morellato, M. (2015). *Coastal leisure value in Muriwai New Zealand*. Poster at the International Congress on Coastal and Marine Tourism 2015. Kailua-Kona, Hawaii.

- Morellato, M. (2015, September). *Exploring methods for mining opinions and emotions in tourism research*. Paper presented at TTRA Canada conference 2015. Niagara Falls, Toronto, Canada.
- Morellato, M., Spooner H. (2015). *Digital-enhanced learning in Aotearoa, New Zealand: Te Matatiki and Event Studies*. Presentation at the 13th Asia Pacific CHRIE Conference 2015. Auckland, New Zealand.
- Morellato, M. (2015). *Food for thought in using the New Zealand open source platform for eportfolios between students*. Presentation at the Australasian conference Mahara Hui 2015. Auckland, New Zealand. April 8-10.
- Morellato M., Farronato, N. Scuotto, V. (2013). *Opinion mining in tourism: an emotional tagging and affective representation technique for analyzing customer response*. Paper presented at the 6th Consumer Behavior in Tourism Symposium CBTS, Bruneck, Italy. Retrieved from <http://www.unibz.it/en/economics/research/cbts2013>
- Morellato, M. (2013). *The Development of Digital Competence in Tourism Education: A theoretical basis for a cooperative-experiential learning*. Paper presented at TEFI Tourism Education Futures Initiative Conference. Oxford, United Kingdom. April 13-16. ISSN: 2168-4308
- Morellato, M. (2012). *Tourism Destination Reputation: Key Dimensions in Resort Destination Hosting Mega-events*. Paper presented at the 16th Conference Going Global in Reputation Economy, Milano, Italy. Retrieved from <http://www.reputationinstitute.com>
- Scuotto, V., Morellato, M., 2012, *Student entrepreneurship networks and digital competence an evaluation via PLS path modelling*. Paper presented at the 6th Research, Production, and Management at Second University of Naples and National Research Centre, Napoli (IT) ISBN 978-88-907879-0-4.
- Morellato, M. (2008). *Alpine Destination Management. Case studies of successful strategies for mountain destinations and venues under impact of mass tourism flows*. Presentation at XVII International Leisure and Tourism Symposium. Esade University, Barcelona, Spain.

PUBLICATIONS

- Hallmann, K., Wright, R.K., Morellato, M. (under review). Sport Event Volunteering: The interrelationships between Serious Leisure and Social Capital. *Event Management*.
- Cambuzzi, G., Morellato, M., Buffa, F., & Martini, U. (2021). The challenge of sustainable ski area management: the New Zealand club fields model between experience and sense of place. *Sinergie Italian Journal of Management*, 39, 149-169.
- Morellato, M. (2017). Rethinking the technology-enhanced learning: disconnect passive consumers, reconnect active producers of knowledge. In Benckendorff, P., Zehrer, A. (Ed.) *Handbook of Teaching and Learning in Tourism*. Cheltenham, UK: Edward Elgar. ISBN 978 1 78471 479 6
- Morellato, M. (2014). Digital Competence in Tourism Education: Cooperative-experiential Learning, *Journal of Teaching in Travel & Tourism*, 14(2), 184-209, DOI:10.1080/15313220.2014.907959
- Morellato, M., Williams, P.W. (2014). *Network stakeholder management as an antecedent to effective mega-event legacies development*. Proceeding of the TTRA 2014 Travel and tourism research association, Brugge, Belgium. 978-0-692-23056-5 Retrieved from <http://assets.conferencespot.org/files/server/file/263379/filename/037.pdf>

- Morellato, M. (2014). *The Paradigm of Mobile Software Agent in Tourism Applications*. Paper presented at the International Conference on Information and Communication Technologies in Tourism 2014. Dublin, Ireland. January 21-24. DOI: 10.13140/2.1.1960.3521
- Scuotto, V., Morellato, M. (2013). Entrepreneurial Knowledge and Digital Competence: Keys to Success for Student Entrepreneurship. *Journal of Knowledge Economy*. Vol 4 (2). ISSN: 1868-7873.
- Morellato, M., Williams, P.W. (2013). *Measuring destination reputation: a theoretical framework for a multi-stakeholder assessment instrument*. Proceeding of the TTRA Europe 2013 Travel and tourism research association, Dublin, Ireland. Retrieved from <http://ttra.omnibooksonline.com/2013/>
- Morellato, M. (2012). Reputational Capital and Olympic Events. *Conference Proceedings 6th World Conference Graduate Research Tourism, Hospitality and Leisure*, Fethiye, Turkey. pp.1244-1249. ISBN 978-605-5437-83-1.
- Morellato, M. (2012). *Reputational Capital and Olympic Events: a case study of Whistler Live!* Unpublished doctoral dissertation, Bicocca University, Milano, Italy.