

**PROFESSOR DR SERENA VOLO**  
**SHORT BIO**

**CURRENT POSITION**

**Program Director** - [Tourism, Sport and Event Management](#) - **Associate Professor of Marketing**, Faculty of Economics and Management, Free University of Bozen-Bolzano - Brunico (Bolzano), Italy [www.unibz.it](http://www.unibz.it)

**Vice-director** of the Competence Centre in Tourism Management and Tourism Economics (TOMTE) and Chair of CBTS <https://tomte.econ.unibz.it/cbts/>

**Editor-in-Chief** of the International Journal of Culture, Tourism and Hospitality Research <http://www.emeraldinsight.com/loi/ijcthr>

**EDUCATION**

- 2002 PhD in Tourism Marketing (University of Palermo, Italy)
- 1998 Master in Business Administration (ISIDA, Italy)
- 1996 Bachelor degree (four-year program) in Economics (University of Palermo, Italy)

**PREVIOUS POSITIONS, APPOINTMENTS AND QUALIFICATIONS**

- Habilitation as Associate Professor of Marketing, Italy (2013)
- Assistant Professor of Marketing, Faculty of Economics and Management, Free University of Bozen-Bolzano, Italy (2008-2016)
- Contract Professor of Marketing, University of Bologna, Italy (2010-11)
- Researcher, Department of Quantitative Methods for the Human Sciences, University of Palermo, Italy (2003-2007)
- Contract Professor of Marketing, University of Calabria, Italy (2003-4)
- Senior Lecturer of Marketing, University Center Cesar Ritz, Switzerland (2002-3)
- Fulbright Research Scholar, Rosen School of Hospitality Management and Dick Pope Sr. Institute for Tourism Studies, Orlando, Florida USA (2001-2002)
- Visiting Scholar, Faculty of Food and Tourism, Dublin Institute of Technology (DIT), Dublin, Ireland (2001)

**RESEARCH INTERESTS:** Tourism marketing, Consumer behavior, Research method, Tourism competitiveness and innovation, Tourism statistics, Marketing research, Sport marketing.

**MEMBERSHIPS AND AFFILIATIONS:** Executive Council Member of the International Association for Tourism Economics (IATE). Editorial Review Board Member of several international double-blind peer reviewed journals in the field of tourism and hospitality. Member of several international and national marketing and tourism associations (SIMA, AIDEA, SIM, IFITT, ICHRIE, AIEST, Academy of Marketing).

**LIFE, WORK AND RESEARCH EXPERIENCES ABROAD:** Ireland, England, USA, France, Switzerland.

**List of publication:** <https://scholar.google.com/citations?user=cwBsOTcAAAAJ&hl=en&oi=ao>