

Prof. Dr. Serena Volo



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<https://www.unibz.it/faculties/economics-management/academic-staff/person/7585-serena-volo>

RECENT WORK EXPERIENCE

April 2017 to present

Associate Professor of Marketing

Free University of Bozen-Bolzano, Faculty of Economics and Management (SECS-P/08)

- Teaching at Bachelor level: Strategic Marketing for Tourism; Marketing Research: Methods and Tools; Sport Marketing and Sponsorship. – Supervision of Bachelor thesis.
- Teaching at Master level: Experiential Tourism Marketing (starting in Fall 2022)
- Research: Consumer Behavior in Tourism; Design of tourism experiences; Tourism Innovation and Competitiveness; Sustainable tourism; Big Data, Social Media; Tourism Statistics, Forecasting, Measurements and Indicators; Tracking technologies in Tourism; Visual Research Methods.
- Selected institutional activities:
 - (a) Program Director Bachelor in Tourism, Sport & Event Management (2017-20)
 - (b) Chair of CBTS the “Consumer Behavior in Tourism Symposium” 2017, 2018, 2019
<https://tomte.econ.unibz.it/>
 - (c) Member of the PhD in Management and Economics
 - (d) Voting member of the Master in Tourism Management (starting in Fall 2022)
 - (e) Vice-Director of the “Competence Centre in Tourism Management and Tourism Economics” (TOMTE) at the Faculty of Economics and Management, <https://tomte.econ.unibz.it/>

April 2014 to March 2017

Tenure Assistant Professor of Marketing

Free University of Bozen-Bolzano, Faculty of Economics and Management (SECS-P/08)

- Teaching at Bachelor level: Strategic Marketing for Tourism; Sport and Facility Management; Sport Marketing and Sponsorship. – Supervision of Bachelor thesis.
- Research: Consumer Behavior in Tourism; Tourism Innovation & Competitiveness; Tracking technologies; Tourism Statistics, Measurements & Indicators; Second homes tourism, Overtourism.
- Selected institutional activities:
 - (a) Council Voting Member Bachelor in Tourism, Sport & Event Management
 - (b) Chair of CBTS the “Consumer Behavior in Tourism Symposium” 2014, 2016

July 2008 to March 2014

Assistant Professor of Marketing

Free University of Bozen-Bolzano, Faculty of Economics and Management (SECS-P/08)

- Teaching Strategic Marketing for Tourism; Sport and Facility Management; Sport Marketing and Sponsorship. – Supervision of Bachelor thesis.
- Research: Consumer Behavior in Tourism; Marketing Communication, Tourism Innovation and Competitiveness, Tourism Statistics, Second homes tourism, Impact of tourism.
- Selected institutional activities:
 - (1) Organizer of JuniorUni activities
 - (2) Chair of CBTS the “Consumer Behavior in Tourism Symposium” 2010, 2011, 2013, 2014

2003 - 2007

Assistant Researcher

University of Palermo, Department of Quantitative Methods for the Human Sciences, Italy

Research on statistical indicators for tourism, for competitiveness and innovation

EDUCATION

- Nov. 1998 – Oct. 2001 **PhD in Tourism Marketing** (Title conferred Feb. 2002)
Università degli Studi di Palermo, Italy
- Sep. 1997 – Dec. 1998 **Master in Business Administration (MBA)** (Title conferred Dec. 1998)
ISIDA Istituto Superiore per Imprenditori e Dirigenti d'azienda - Business School, Palermo, Italy
- Jul. 1996 **Bachelor in Economics** (four-year program)
Università degli Studi di Palermo, Italy

SELECTED WORK ACTIVITIES

Editorial activity

Editor-in-Chief of the Emerald journal *Consumer Behavior in Tourism and Hospitality* (formerly named *International Journal of Culture, Tourism, and Hospitality Research*)

<http://www.emeraldinsight.com/loi/ijcthr> - <https://mc.manuscriptcentral.com/cbth>

Co-Editor Book Series *Advances in Culture, Tourism and Hospitality Research*

Editorial Board Member: International Journal of Contemporary Hospitality Management, Tourism Economics, Journal of Hospitality Marketing and Management.

Invited presentations and keynote

Invited Speaker/keynote Speaker/Panelist at Conferences-Workshops-Seminars: Italy, Spain, Switzerland, UK, US, Portugal, India, Turkey, Austria, Germany, Israel.

Membership

SIMA, AIDEA, SIM, ICHRIE, IFITT, ATLAS, SISTUR, IATE (elected member International Council)

RESEARCH INTERESTS

Consumer Behavior in Tourism; Visual Research Methods; Design of tourism experiences; Experiences and emotions in tourism; Tourism Innovation and Competitiveness; Sustainable tourism; Big Data and Social Media in Tourism; Tourism Statistics, Forecasting, Measurements and Indicators in tourism; Tracking technologies in Tourism; Destination image

PUBLICATIONS

For the updated list of publications, please visit my [Scholar Profile](#)

RESEARCH GRANTS

Participation to several national and international research groups; Principal investigator and Co-PI of several unibz research projects with funding.

Other relevant information

- Training in Computational textual analysis, Natural Language Processing, Computational methods for social science and big data – Data scraping (2020-)
- Habilitation as Full Professor of Marketing SECS-P/08, Italy (obtained in 2018)
- Fulbright Research Fellowship: Worldwide Award Program: "Grant for Research Scholars"- Fulbright Commission and US Department of State. 2001/2002 Special Thomas Foglietta Fellowship at the Rosen School of Hospitality Management & Dick Pope Sr. Institute for Tourism Studies, University of Central Florida, Orlando, Florida USA 2001-2002
- Visiting Scholar, Faculty of Food and Tourism, Dublin Institute of Technology (DIT), Dublin, Ireland 2001
- Teaching experience in Switzerland and in several Italian universities at Bachelor and Master level (since 2002-).

PERSONAL SKILLS

Languages

ITALIAN, English (C2 Cambridge certified 2013); German (B2 Goethe certified 2021); French (C1); Spanish (A2)

Other skills

Microsoft Office, SPSS, NVivo, R, LIWC, Leximancer

Life, work and research experience abroad: Ireland, England, USA, France, Switzerland.