



## Prof. Dr. Serena Volo

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

### Full Professor of Marketing since 1<sup>st</sup> of April 2025

Free University of Bozen-Bolzano (unibz), Faculty of Economics and Management **ECON-07/A** (SECS-P/08)

- Teaching at Bachelor level: Strategic Marketing for Tourism; Sport Marketing and Sponsorship; Sport Facility Management.
- Teaching at Master level: Experiential Tourism Marketing
- Teaching at PhD level: Conducting Survey-Based Research
- Supervision of theses at Bachelor, Master and PhD level
- Member of the PhD program in Management
- Voting member of the Master in Tourism Management
- Member of the Steering Committee of the Competence Center for Sustainable Tourism
- Member of the Steering Committee of the Competence Center Mountain Innovation Ecosystems
- Participation in several national and international research groups
- Principal investigator and Co-PI of several unibz research projects with funding
- Coordinating PNRR iNEST Project for Spoke 6 (Tourism, culture and creative industries) RT4 *New Narratives and Communication Strategies*

**Editor-in-Chief** of the Emerald Journal [Consumer Behavior in Tourism and Hospitality](#)

**Co-Editor Book Series** of the Emerald [Advances in Culture, Tourism and Hospitality Research](#)

### Past Positions

**Associate Professor of Marketing** April 2017-March 2025

Free University of Bozen-Bolzano, Faculty of Economics and Management **ECON-07/A** (SECS-P/08)

**Tenured Assistant Professor of Marketing** April 2014-March 2017

Free University of Bozen-Bolzano, Faculty of Economics and Management **ECON-07/A** (SECS-P/08)

**Assistant Professor of Marketing** July 2008-March 2014

Free University of Bozen-Bolzano, Faculty of Economics and Management **ECON-07/A** (SECS-P/08)

**Assistant Researcher** 2003 - 2007

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

**Senior Lecturer in Marketing** 2002-2003

University Center Cesar Ritz, Switzerland affiliated with MMU Manchester Metropolitan University UK

**Fulbright Research Fellow** 2001-2002

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

**Visiting Scholar** 2001

Faculty of Food and Tourism, Dublin Institute of Technology (DIT), Dublin, Ireland

## Chair of Conferences and Scientific events

- Chair of the [Tourism Research Methods Summer School](#) since 2022 Free University of Bozen-Bolzano, Italy
- Co-Chair of “Tourism, Culture and Arts Marketing” SIG | Italian Marketing Society (since 2022-ongoing)
- Co-Chair of 5th MTCON Conference on Managing Tourism Across Continents – Tourism for a better World (MTCON’24) Istanbul, Turkey 1-4 May 2024
- Co-Chair of CBTS the “Consumer Behavior in Tourism Symposium” 2010, 2011, 2013, 2014, 2016, 2017, 2018, 2019 <https://tomte.econ.unibz.it/> Free University of Bozen-Bolzano, Italy

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

## Research interests

Marketing for tourism and leisure activities; Consumer Behavior in Tourism and Hospitality; Experience and emotions in tourism; Design of tourism experiences; Qualitative research method; Sustainable tourism; Visual research methods; Big Data; Social Media; Textual Data Analytics; Competitiveness and innovation in tourism; Tourism statistics, indicators and measurements of tourism phenomena.

## Education

**1996 Bachelor in Economics** – (Economia e Commercio four-year program) University of Palermo, Italy

**1998 Master in Business Administration (MBA)** – Bilingual Program - Isida Business School, Palermo, Italy

**2002, PhD in Tourism Marketing** University of Palermo, Italy

**2023 Master of Arts (MA) in Social Science Data Analysis** University of Essex, United Kingdom

## Languages

Italian (C2)

English (C2 Cambridge certified 2013 & 2024)

German (B2 Goethe certified 2021)

French (C1)

Spanish (A2)

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

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

- Huang, L., Volo, S., & Scott, N. (2024). How tourism markets change: insights from Chinese outbound group and independent travellers. *Current Issues in Tourism*, 1–21. <https://doi.org/10.1080/13683500.2024.2376892>
- Messori, S., & Volo, S. (2024). Tourism firms’ coordination unravelled. *Current Issues in Tourism*, 1–23. <https://doi.org/10.1080/13683500.2024.2328691>
- Volo, S., & Wegerer, P. K. (2023). Assemblage theory in tourism. *Annals of Tourism Research*, 100(C) 103567. <https://doi.org/10.1016/j.annals.2023.103567>
- Irimiás, A. R., & Volo, S. (2022). Food discourse: ethics and aesthetics on Instagram. *British Food Journal*, 125(13), 34-44. <https://doi.org/10.1108/BFJ-06-2022-0522>
- Irimiás, A. R., Mitev, A. Z., & Volo, S. (2022). Digital arts-based collaborative learning in management education. *The International Journal of Management Education*, 20(3), 100727. <https://doi.org/10.1016/j.ijme.2022.100727>
- Provenzano, D., & Volo, S. (2022). Tourism recovery amid COVID-19: The case of Lombardy, Italy. *Tourism Economics*, 28(1), 110-130. <https://doi.org/10.1177/13548166211039702>
- D’Acunto, D., Volo, S., & Filieri, R. (2021). “Most Americans like their privacy.” Exploring privacy concerns through US guests’ reviews. *International Journal of Contemporary Hospitality Management*, 33(8), 2773-2798. <https://doi.org/10.1108/IJCHM-11-2020-1329>
- Kourentzes, N., Saayman, A., Jean-Pierre, P., Provenzano, D., Sahli, M., Seetaram, N., & Volo, S. (2021). Visitor arrivals forecasts amid COVID-19: A perspective from the Africa team. *Annals of Tourism Research*, 88, 103197. <https://doi.org/10.1016/j.annals.2021.103197>
- Volo, S., & Irimiás, A. (2021). Instagram: Visual methods in tourism research. *Annals of Tourism Research*, 91(C) 103098. <https://doi.org/10.1016/j.annals.2020.103098>
- Volo, S. (2021). The experience of emotion: Directions for tourism design. *Annals of Tourism Research*, 86, 103097. <https://doi.org/10.1016/j.annals.2020.103097>
- Volo, S. (2020). Tourism statistics, indicators and big data: a perspective article. *Tourism Review*, 75(1), 304-309. <https://doi.org/10.1108/TR-06-2019-0262>