Prof. Dr. Serena Volo

Free University of Bozen-Bolzano
Faculty of Economics and Management
Piazzetta dell´Università 1, 39031 Brunico (BZ), Italy
Serena.Volo@unibz.it

CURRENT POSITIONS

Full Professor of Marketing

Program Director Master in Tourism Management

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

▪ Member of the PhD Program in 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
▪ Coordinator PNRR iNEST Project for Spoke 6 (Tourism, culture and creative industries) RT4 *New Narratives and Communication Strategies*
▪ Supervision of theses at Bachelor, Master and PhD level
▪ Participation in several national and international research groups
▪ Principal investigator and Co-PI of several unibz research projects with funding
▪ 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

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**

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

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.

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.

Languages
Italian (C2 – native speaker)
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

World's Top 2% Scientists 2023-2024-2025 Field Economics & Business. Sub-fields Sport, Leisure & Tourism, Marketing

For the updated list of publications, please visit my Scholar Profile

Rakić, T., Lexhagen, M., & Volo, S. (2025). Advancing the visual turn in tourism, hospitality and leisure studies. *Consumer Behavior in Tourism and Hospitality*, 1-11. https://doi.org/10.1108/CBTH-05-2025-0138

Huang, L., Volo, S., & Scott, N. (2025). 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