

CURRICULUM VITAE

Linda Osti

Free University of Bozen-Bolzano
Piazzetta dell'Università, 1
39039 Bruneck-Brunico (BZ, Italy)

E-mail: Linda.Osti@unibz.it

Phone: +39 0474 013643

HIGHER EDUCATION:

2007 - PhD at the School of Applied Economics, Faculty of Business and Law

Victoria University, Melbourne (Australia)

Thesis Title: Travel Guidebooks and the Independent Traveller in the Asia-Pacific Region

Supervisors: Prof. Lindsay Turner and Prof. Brian King

1998 - BSc Honours Degree in Tourism Management

University of Plymouth (United Kingdom)

BSc (Hons) Second upper class.

Honours Project in Tourism Research Methods.

Title: Tourism Research Approaches - An Analysis of Their Use and Evolution.

Supervisor: Prof. Paul Brunt

UNIVERSITY EXPERIENCE:

Since May 2008: Free University of Bolzano, School of Economics and Management – Brunico Campus (Italy).

Since October 2017: *Research Cluster Coordinator* of the Research Cluster Tourism, Marketing and Regional Development

Since January 2015: *Associate Professor* (full time, tenured position)

2008 – 2015: *Assistant Professor* (full time, tenured position)

For the Bachelor in Economics and Management Sciences, majors in tourism Management and Sport and Event Management and for the Bachelor in Tourism Sport and Event Management, I coordinated and taught *Event Management and Planning*, *International Tourism Management*, *Introduction into Tourism Management Systems*, *Introduction to General Management* at undergraduate level. I also coordinated the following practice-based courses: *Event Management Club*, *Tourism Management Club* and *Best Practice*.

Main research interests: green consumers, consumer behaviour in events and tourism; authenticity in tourism and events; rural tourism.

February 2006 – April 2008: Southern Cross University, School of Tourism and Hospitality Management – Tweed Gold Coast Campus (Australia).

Lecturer (level B, tenured position) in event management and tourism. I coordinated and lectured *Events Planning and Management*, and *Strategic Marketing of Destinations and Hotels* at postgraduate level; I coordinated and taught

Introduction to Convention and Event Tourism Management, Project Management for Conventions, Events and Festivals, and Events Management at undergraduate level. The above subjects involved both internal and external (online) teaching.

I was also campus advisor at the Tweed Gold Coast Campus for students enrolled in the *Bachelor of Business in Convention and Event Tourism Management*.

Main research interests: consumer behaviour in tourism; event management.

February 2005 – February 2006. Victoria University, School of Hospitality, Tourism and Marketing – Melbourne (Australia).

Associate Lecturer (level A, two year contract) in tourism and events management subjects. I coordinated and lectured *Marketing for Events* at postgraduate level; I coordinated and lectured *Introduction to Events* at undergraduate level; I lectured part of *Meetings, Conventions and Events* at undergraduate level. For the above subjects I also ran tutorials.

Main research interests: consumer behaviour in tourism; event management.

August 2004 – November 2004. Victoria University, School of Hospitality, Tourism and Marketing – Melbourne (Australia).

Tutor in Meetings, Conventions and Events.

RESEARCH AND INDUSTRY EXPERIENCE:

Oct. 1999 – November 2001 – EURAC Research, former European Academy Bolzano (Italy).

Part-time researcher at the department of Tourism Management of the scientific division “Management and Corporate Culture”.

Responsible for the gathering and analysis of primary and secondary data. Managing different research projects on a local, national and international basis. Planning and dealing with quantitative and qualitative methods.

Main research interests: destination management and cultural tourism.

April-December 2000. University of Trento – Faculty of Economics (Italy).

Graduate research scholarship for a tourism development plan for the Province of Trento. Responsible for the analysis of the last 10-year performance of the tourism industry in the destination.

Supervisor: Prof. Enrico Zaninotto.

28 Feb. 1999 - 27 Feb. 2000. University of Trento – Department of Computer and Management Sciences (Italy).

Graduate research scholarship for a one year research program in “Information Technologies Applied to Market Research”.

Sponsored by Dolomiti SuperSki, the research investigated the use and advantages of online surveys. Through a quantitative on-line survey and a Delphi study the research investigated the future of downhill skiing. Two different reports were written: for Dolomiti SuperSki on the future of downhill skiing and for the University on the use of on-line surveys.

Supervisor: Prof. Mariangela Franch.

OTHER ACADEMIC DUTIES

Research-related duties:

Since October 2017: Free University of Bolzano. Cluster leader of the research cluster “Tourism, Marketing, and Regional Development.

Since May 2017: Free University of Bolzano. Member of the Programme Council of the PhD in Management and Economics.

November – December 2017: University of Udine (Italy). Reviewer of the PhD thesis by Dan Nelu entitled “Some Advances in Aspect Analysis of User-Generated Content”.

September-November 2016: Victoria University (Australia). Reviewer of the Doctor of Business Administration Thesis by Khaled Altareri entitled “Development of Multicultural MICE Tourism in the Middle East: The Case of Saudi Arabia”.

2014-2017: University of Udine (Italy). Co-supervisor of the PhD candidate Lucia Cicero, with a thesis entitled “Marketing to families with children in tourism”.

Since September 2008: Free University of Bolzano. Supervisor of Bachelor (71) and Master (1+4) theses. As there is no master in tourism or event management at the Free University of Bolzano, I have supervised a thesis in the master in Entrepreneurship and Innovation. I also supervised 4 theses for the Executive Master in Hospitality Management.

Teaching-related duties:

Since October 2017: Free University of Bolzano. Member of the Programme Council of the Bachelor in Tourism, Sport and Event Management.

Autumn 2013 - 2014: Free University of Bolzano. Member of the Programme Council of the Executive Master in Hospitality Management.

Autumn 2012 - 2014: Free University of Bolzano. Consultative member of the Programme Council of the Bachelor in Tourism, Sport and Event Management.

October 2010 – January 2012 and since 2017: Member of the Programme Council of the Bachelor in Tourism, Sport and Event Management.

Summer 2008 – Autumn 2009: Free University of Bolzano. Actively involved in the development of the Bachelor in Tourism, Sport and Event Management in accordance to the ministry requirements. In the role, I have also worked in the preparation of the study plan, the single course descriptions, and the course regulation.

Editorial Boards and Scientific Committees:

Since 2017: Member of the editorial review board of *Tourism Management Perspectives*

Since 2016: Member of the editorial review board of the *International Journal of Tourism and Hospitality Management in the Digital Age (IJTHMDA)*

Since 2008: Member of the editorial board of the *Journal of Vacation Marketing*.

2008-2009: Member of the editorial board of *Tourism Review*.

Since 2008: Reviewer for different double blind reviewed journals, including *Annals of Tourism Research*, *Current Issues in Tourism*, *Journal of Vacation Marketing*, *Tourism Review*, *Benchmarking – An international Journal* *Tourismos: An International Multidisciplinary Journal of Tourism*.

Since May 2018: Chair and member of the Scientific Committee of *TomSust – Workshop in Tourism Sustainability and Regional Development*

Since 2008: Member of the Scientific Committee of *Consumer Behavior in Tourism Symposium (CBTS)*; organised annually by the Free University of Bolzano, Brunico Campus).

2013: Member of the Scientific Committee of *Re-inventing rural tourism and the rural tourism experience- Conserving, innovating and co-creating for sustainability*, University of Aveiro (Portugal).

2012: Member of the Scientific Committee of the *6th International Panel of Experts Forum 2012: Changing times in tourism and hospitality education*, The Emirates Academy of Hospitality Management in Dubai.

Since 2009: Member of ICHRIE (Hospitality and Tourism Educators).

2001-2008 and since 2017: Member of the International Association of Scientific Experts in tourism (AIEST).

August 2016: Visiting status at Victoria University, Melbourne (Australia).

LANGUAGES:

Italian: mother tongue

English: fluent (level C2; Cambridge Certificate of Proficiency in English)

German: good (level B2, ÖSD Zertifikat).

PUBLICATIONS**REFEREED ARTICLES IN INTERNATIONAL ACADEMIC JOURNALS:**

Brandano, M.G., Osti, L., Pulina, M. (2018). An integrated demand and supply conceptual framework: Investigating agritourism services. *International Journal of Tourism Research* (in press, <https://doi.org/10.1002/jtr.2218>).

Brandano, M.G., Osti, L., Pulina, M. (2018). How motivations and satisfaction influence wine tourists' loyalty? An analysis of the Italian case. *International Journal of Culture, Tourism, and Hospitality Research* (in press, <https://doi.org/10.1108/IJCTHR-04-2018-0054>).

Osti, L., Cicero, L., Moreschini, M. (2018). Tourists' motivations for practicing physical activity: a home-holiday comparison. *Journal of Sport Tourism*. (in press, <https://doi.org/10.1080/14775085.2018.1470025>).

Osti, L., Cicero, L. (2018). Tourists' perception of landscape attributes in rural tourism. *Worldwide Hospitality and Tourism Themes*. Vol. 10(2), pp. 211-221.

Gon, M., Osti, L., Pechlaner, H. (2016). Leisure boat tourism: Residents' attitudes toward nautical tourism development. *Tourism Review*. Vol 71(3), pp. 180-191).

D'Urso, P., Disegna, M., Massari, R., Osti, L. (2016). Fuzzy segmentation of postmodern tourists. *Tourism Management*. Vol. 55 (August): 297-308.

Disegna, M., Osti, L. (2016). Tourists' expenditure behaviour: the influence of satisfaction and the dependence of spending categories. *Tourism Economics*. Vol. 22(1): 5-30.

Juan Gabriel Brida, J.G., Disegna, M., Osti, L. (2014). Residents' perceptions of tourism impacts and attitudes towards tourism policies. *Tourismos: An International Multidisciplinary Journal of Tourism*. Vol. 9(1): 37-71.

Brida, J.G., Disegna, M., Osti, L. (2013). Visitors' expenditure behaviour at cultural events: the case of Christmas Markets. *Tourism Economics*. Vol. 19(5): 1173-1196.

Brida, J.G., Disegna, M., Osti, L. (2013). The effect of authenticity on visitors' expenditure at cultural events. *Current Issues in Tourism*. Vol. 16(3): 266-285.

Brida, J.G., Disegna, M., Osti, L. (2012). Segmenting visitors of cultural events by motivation: A sequential non-linear clustering analysis of Italian Christmas Market visitors. *Expert Systems with Applications*. Vol. 13(1): 11349-11356.

Osti, L., Disegna, M., Brida, J.G. (2012). Repeat visits and intentions to revisit a sporting event and its nearby destinations. *Journal of Vacation Marketing*. Vol. 18(1): 31-42.

Brida, J.G., Disegna, M., Osti, L. (2012). Authenticity perception of cultural events: A host-tourist analysis. *Tourism Culture & Communication*. Vol. 12(2): 85-96.

Barquet, A., Brida, J.G., Osti, L., Schubert, S. (2011). An analysis of tourists' expenditure on winter sports events through the Tobit censored model. *Tourism Economics*. Vol. 17(6): 1197-1217.

Brida, J.G., Osti, L., Santifaller, E. (2011). Second homes and the need for policy planning. *Tourismos: An International Multidisciplinary Journal of Tourism*. Vol. 6(1): 141-163.

Brida, J.G., Osti, L., Faccioli, M. (2011). Residents' perception and attitudes towards tourism impacts: A case study of the small rural community of Folgaria (Trentino Italy). *Benchmarking: An International Journal*. Vol. 18(3): 359-385.

Brida, J.G., Osti, L., Barquet, A. (2010). Segmenting Resident Perceptions Towards Tourism - a Cluster Analysis with a Multinomial Logit Model of a Mountain Community. *International Journal of Tourism Research*. Vol. 12(5): 591-602.

Osti, L. (2009). Creating UGC areas on official destination websites: Is there a recipe for success? An insight through netnographic research. *TOURISMOS: An International Multidisciplinary Journal of Tourism*. Vol. 4(3): 99-112.

Osti, L., Turner, L. (2009). Cultural Differences in Travel Guidebooks Information Search. *Journal of Vacation Marketing*. Vol. 15(1): 63-78.

McCartney, G., Osti, L. (2007). From Cultural Events to Sport Events: A Case Study of Cultural Authenticity in the Dragon Boat Races. *Journal of Sport Tourism*. Vol 12(1): 25-40.

Pechlaner, H., Osti, L. (2002). Reengineering Tourism Organizations – The Case of Italy. *Tourism Review*. Vol. 57(1/2): 13-21.

Osti, L., Payne, D., Pechlaner, H. (2001). Plantation Homes and Veneto Villas in the United States and Europe: Between Tradition and Profitability. *International Journal of Hospitality and Tourism Administration*. Vol. 2(2): 35-55.

BOOKS:

Osti L. (2017). *L'autenticità nel turismo montano Dalla percezione del consumatore alle implicazioni manageriali*. ROMA:Aracne Editrice, ISBN: 978-88-255-1284-7

Osti L, Cicero L (2017). *Il consumatore verde tra ambientalismo e salutismo*. ROMA:Aracne Editrice, ISBN: 978-88-255-1275-5

CONTRIBUTIONS IN BOOKS:

Osti, L. (2016). Il turismo della nautica da diporto: innovazione e sostenibilità per le marine dell'Alto Adriatico. In Pechlaner, Valeri, Gon (eds). *Innovazione, sostenibilità e competitività: Teoria ed esperienze per la destinazione e l'azienda*. Pp. 101-112, Torino: Giappichelli Editore, ISBN: 978-88-921-0353-5.

Osti, L., Brida, J.G., Santifaller, E. (2012). Il fenomeno delle seconde case e il bisogno di governance. In Pechlaner, Paniccia, Valeri, Reich (eds). *Destination Governance: Teoria ed Esperienze*. QUADERNI DI STUDI SULL'IMPRESA, Vol. 12. Pp. 320-344, Torino: Giappichelli Editore, ISBN: 978-88-348-0951-8.

Brida, J.G., Disegna, M., Osti, L. (2011). La Spesa dei Visitatori dei Mercatini di Natale: Un Approccio Double-Hurdle. In Asero, d'Agata, Tomaselli (eds). *Turisti per caso? Il turismo sul territorio: motivazioni e comportamenti di spesa*. Pp. 199-201, Acireale: Bonanno Editore, ISBN: 978-88-7796-849-4.

Pechlaner, H., Rienzner, H., Matzler, K., Osti, L. (2002). Response attitudes and behavior of hotel industry to electronic info requests. In Woeber, Frew, Hitz (eds). *Information and Communication Technologies in Tourism 2002*. Pp. 177-196, Wien: Springer Computer Science, ISBN: 3-211-83780-9.

Pechlaner, H., Osti, L. (2001). Reengineering the Role of Culture in Tourism's Value Chain and the Challenges for Destination Management Systems: The Case of Tyrol. In Sheldon, Woeber, Fesenmaier (eds.). *Information and Communication Technologies in Tourism 2001*. Pp. 294-302, Wien: Springer Computer Science, ISBN: 978-3211-83649-1.

Osti, L., (2001). Cultural Clusters: a benefit to private ownership of cultural goods. In Bieger, Pechlaner, Steinecke (eds.). *Erfolgskonzepte im Tourismus*. Wien: Linde Verlag, ISBN: 978-3707-30297-4.

Osti, L., Pechlaner, H. (2001). Communication Issues in NTO Distribution Strategies. In Buhalis, Laws (eds.). *Distribution Channels: practices, issues and transformations*. London: Continuum International Publishing Group, ISBN: 978-0826-45470-6.

REFEREED PAPERS AT INTERNATIONAL CONFERENCES:

Gon, M., Osti, L., Pechlaner, H. (2016). *Leisure boat tourism: an impact study on resident's perceptions*. Aiest Annual Conference 2016. Malta: 28-31 August 2016.

Osti, L., Hilber, E. (2016). *Mobile Devices and mobile applications in the three stages of the tourism consumption*. XXVIII Convegno Annuale di Sinergie; Management in a Digital World: Decisions, Production, Communication. Udine (Italy): 9-10 June 2016.

Droli, M., Osti, L. (2013). Developing Health Tourism in Healthier Rural Areas: the Role of Matrix-resources'. In 'Re-inventing rural tourism and the rural tourism experience - Conserving, innovating and co-creating for sustainability', ORTE Conference – International Conference on Rural Tourism, University of Aveiro. Aveiro (Portugal): 4-7 September 2013.

Droli, M., Osti, L. (2013). "Salus per Loca Amoena": an Analysis of Rural Landscape as Resource for Health and Wellness Tourism. Proceedings of the International Scientific Conference. Udine (Italy): 27-28 June 2013. Sabiedriba, Integracija, Izglitiba. Vol. III, pp. 213-224, ISSN: 1691-5887.WOS:000345693900019.

Osti, L., Turner, L. (2008). Product Class Knowledge and Information Needs in Travel Guidebooks by Independent Travellers. EuroChrie Conference. Dubai (UAE): 11-14 October 2008.

Osti, L., Turner, L. (2007). The Role of Cultural Importance Constructs for Information Satisfaction with Travel Guidebooks. CAUTHE 2007: Tourism – Past Achievements, Future Challenges. Sydney (Australia): 11-14 February 2007.

Junek, O., Lockstone, L., Osti, L. (2007). Events Management Education: The Students' Perspectives. Fourth International Event Research Conference. Melbourne (Australia): 11-12 July 2007.

McCartney, G., Osti, L. (2006). Cultural authenticity in sport events: The case of the Dragon Boat Races. CAUTHE 2006: To the City and Beyond. Melbourne (Australia): 8-10 February 2006.

Osti, L., Turner, L., (2004). Cultural differences in information needs by Asian travellers. Asia Pacific Tourism Association Tenth Annual Conference. Nagasaki (Japan): 4-7 July 2004.

Pechlaner, H., Matzler, K., Rienzner, H., Osti, L. (2002). Response Attitudes and Behaviour of Hotel Industry to Electronic Info Request. ENTER Conference 2001. Innsbruck (Austria): 23-25 January 2001.

Pechlaner, H., Osti, L. (2001). Reengineering the role of culture in tourism's value chain and the challenges for destination management systems: The case of Tyrol. ENTER Conference 2001. Montreal (Canada): 24-27 April 2001.

Osti, L., Zaninotto, E., Pechlaner, H. (2001). Limits of tourism development in Alpine rural areas - the case of Trentino. TTRA European Conference. Kiruna (Sweden): 21-23 April 2001.

Osti, L., Payne, D., Pechlaner, H. (2000). Private Ownership of Historic Homes and Castles in Europe and the Southern United States: Different Geography, Same Ethics?. In Keller, Bieger (eds) Tourism and Culture – Managing Change, 50th AIEST-Conference. Hangzhou (China): 24-29 September 2000.

Pechlaner, H., Osti, L. (2000). Heritage Conservation as a Challenge for Sustainable Tourism: The South West of England and Palladio's Veneto Villas. Tourism and the Environment 2000 European Conference. Dublin (Ireland): 7-8 September 2000.

Pechlaner, H., Osti, L. (2000). Cultural Heritage and Destination Management – Contributions to sustainable tourism. In Nickerson, Moisey, Andreck (eds), 31st Annual Conference Travel and Tourism Research Association, Lights, Camera, Action: Spotlight on Tourism in the New Millennium. Burbank (CA, USA): 10-14 June 2000.

Osti, L., Payne, D., Pechlaner, H. (2000). Plantation Homes and Villas in Europe and the United States: Between Tradition and Profitability. Plantations of the Mind. Marketing Myths and Memories in the Heritage Tourism Industry. Charleston (SC, USA): 6-9 April 2000.

EDITORIALS (as guest editor):

Volo, S., Osti, L., Maurer, O. (2011). Editorial. *TOURISMOS: an International Multidisciplinary Journal of Tourism*. Special Issue on Consumer Behavior in Tourism and Advances in Tourism Research. Vol. 6(3): 9-12.

Bosnjak, M., Osti, L. (2010). Editorial. *Journal of Vacation Marketing*. Special Issue: Consumer behavior. Vol. 16(4): 265-266.

INDUSTRY PUBLICATIONS:

Osti, L. (2016). Turismo, sport e avventura. La montagna come cornice per vacanze attive. *Economia Trentina*. (In press).

Osti, L. (2015). Cultura, identità del territorio e turismo enogastronomico: quali i vantaggi comparativi e competitive. *Saggi introduttivi alla XVI edizione del Borsa Internazionale del Turismo di Montagna*.

Brandano, M., Osti, L. (2015). Cibo e cultura nelle Dolomiti: il turismo enogastronomico al centro della BITM 2015. *Economia Trentina*. Vol. 3.

Osti, L. (2014). Turismo montano, turismo culturale e autenticità: una visione teorica. *Saggi introduttivi alla XV edizione del Borsa Internazionale del Turismo di Montagna*.

Keynote talks at industry events:

Osti, L. (2017). Turismo: il rilancio montano attraverso i grandi eventi. Forum Alto Friuli. Symposium organised by RR.CC. Amaro (Italy): 29 April 2017.

Osti, L. (2016). Turismo, sport e avventura. La montagna come cornice per vacanze attive. Borsa Internazionale del Turismo Montano. Trento (Italy): 16-17 September 2016.

Osti, L. (2015). Cultura, identità del territorio e turismo enogastronomico: quali i vantaggi comparativi e competitive. Borsa Internazionale del Turismo Montano. Trento (Italy): 18-20 September 2015.

Osti, L. (2015). Turismo. L'economia della montagna Friulana: Una sfida possibile. Forum Alto Friuli. Symposium organised by RR.CC. Amaro (Italy): 18 April 2015.

Osti, L. (2014). Turismo montano, turismo culturale e autenticità: una visione teorica. Borsa Internazionale del Turismo Montano. Trento (Italy): 19-21 September 2014.

3rd May, 2019



For the use of this CV in Italy:

Autorizzo il trattamento dei dati personali contenuti nel mio Curriculum Vitae in base all'art. 13 del D. Lgs. 196/2003.