

CURRICULUM VITAE

Serena Lonardi

CURRENT POSITION

Assistant Professor Junior (RTD-A)
Free University of Bozen-Bolzano
Since December 2024

EDUCATION

March 2023

PhD in Management at the University of Innsbruck – Innsbruck (Austria), with the thesis “Minority languages as tourism resources: perspectives on sustainability, language preservation and destination marketing” – Supervisors: Univ.-Prof. Dr. Mike Peters and Univ.-Prof. Dr. Monika Dannerer

March 2018

Master Degree in Linguistic Mediation, Tourism and Culture (LM49) at the University of Trento – Trento (Italy) with the thesis “Educating the tourist through language preservation: the case of Quaaout Lodge and Nk'Mip Cellars” – Supervisors: Prof. Umberto Martini and Prof. John Hull

September 2017 – December 2017

Research Semester at the Thompson Rivers University – Kamloops (Canada) – Supervisor: Prof. John Hull

December 2015

Bachelor Degree in Modern Languages at the University of Trento – Trento (Italy)

September 2014 – July 2015

Erasmus year at the University of Regensburg – Regensburg (Germany)

PAST ACADEMIC POSITION

February 2023 – November 2024

Post-doc Research Fellow: Inest, Spoke 6 “Tourism, Culture and Creative Industries”
University of Verona – Department of Management – Verona (Italy)
Supervisor: Prof.ssa Ilenia Confente

June 2019 – December 2022

Pre-Doc Research Assistant at the University of Innsbruck, Department of Marketing and Management, Research Group SMEs and Tourism, Innsbruck (Austria) – Supervisor: Univ.-Prof. Dr. Mike Peters

REVIEWING ACTIVITIES

- Tourism Review (SJR2024: Q1 / AJG2024: 1 / ABCD2022: B / Fascia A ANVUR)
- Consumer Behavior in Tourism and Hospitality (SJR2024: Q1 / ABCD2022: B)
- Journal of Enterprising Communities: People and Places in the Global Economy (SJR2024: Q2 / AJG2024: 1 / ABCD2022: C)
- Psychology and Marketing (SJR2024: Q1 / AJG2024: 3)
- Tourism Management (SJR2024: Q1 / AJG2024: 1 / ABCD2022: A* / Fascia A ANVUR)
- Futures (SJR2024: Q1 / AJG2024: 1 / ABCD2022: B / Fascia A ANVUR)

- SIMA Conference
- TTRA Conference
- SIM Conference
- NETNOCON Conference

ORGANIZATIONS OF CONFERENCES, SUMMER SCHOOLS AND WINTER RETREATS

2025

2nd Researchers' Conference "Young4Great" - Università Magna Graecia di Catanzaro (Italy) – 11th December 2025

- Member of the Scientific Committee
- Reviewing activity

2024

Tourism Research Methods Winter Scientific Retreat 2024 – Free University of Bozen-Bolzano (Italy) – 11th

- Local organizing committee

2021 –2022

Students4Students Summerschool – University of Innsbruck (Austria) – Obergurgl (Austria), 05.-09.09.2022

- Organization of the focus group "Mountain Tourism" and track chair of the session "Intangible Heritage and Cultural Tourism in Mountain Regions"
- Reviewing activity

2020

TTRA Europe Conference 2020 – University of Innsbruck (Austria) – Innsbruck (Austria), 28.-30.09.2020
Reviewing activity

PARTICIPATION TO CONFERENCES

2025:

- XXII SIM Conference 2025 - The Marketing-Innovation Nexus: Past Insights for Future Challenges, Napoli (Italy), 10.-12.09.2025
Presentation of the short paper "Summer in the Mountains': Insights on the Design of Coherent Agritourism Narratives", co-authored with Grillini, G.; Volo, S.
Chair of the session Tourism, Culture, Arts and Marketing on Friday 12 September 2025
- 12th Advances in Hospitality Tourism Marketing and Management (AHTMM), Faro (Portugal), 30.06.2026 – 04.07.2025

Presentation of the extended abstract "Sustainable destination management through digital transformation: the role of co-competition dynamics in a transnational structure" co-authored with Zoppelletto, A. and Martini, U.

Delivery of the Workshop "Netnography and consumer behavior in tourism"

2024:

- XXI SIM conference 2024 –Brands and Purpose in a changing era, Milan (Italy), 17.19.-10.2024
Presentation of the short paper "Understanding tourists' reactions to overtourism: a netnographic analysis of online discourses", co-authored with D'Acunto, D.; Confente, I.; Raggiotto, F.
- European Academy of Management (EURAM) Conference 2024, Bath (UK), 25.-28. June 2024.
Presentation of the short paper "From intention to behavior: understanding the drivers of residents' cultural heritage preservation behavior in a tourism destination", co-authored with Confente, I.; Mazzoli, V.; Vigolo V.
- Sinergie SIMA Management Conference – Management of sustainability and well-being for individuals and society Parma (Italy), 13.-14.06.2024
Presentation of the short paper "Transnational collaborations for a more sustainable tourism: the role of digital transition" co-authored with Zoppelletto, A. and Martini, U.
- 2024 TTRA Europe Chapter Conference – Tourism Matters; Navigating Sustainable Futures, North West University and TREES School of Management (South Africa), 21.-24.04.2024
Presentation of the extended abstract "Tourists' perception of dialects: barriers to communication or enablers for memorable tourism experiences?" Co-authored with: Brugger E., Pikkemaat, B.

2023:

- XX SIM Conference – Marketing per il benessere, la salute e la cura, University of Florence (Italy), 20.-21.10.2023
Presentation of the short paper: "Too crowded, don't go! Understanding the impact of overtourism awareness on intention to recommend a remote destination.", Firenze (Italy), Co-authored with: Confente, I.; Raggiotto, F.; D'Acunto, D.
- Sinergie SIMA Management Conference – Rediscovering local roots and interactions in management, University of Bari (Italy), 28.-30.06.2023
Presentation "Challenges and opportunities of digital nomadism for minor tourism destinations: the case of Valsugana (Italy)", Co-authored by: Buffa, F.; Martini, U.
- 2023 TTRA Europe Conference – Rethinking innovative tourism strategies in uncertain times, University of Burgundy, Dijon (France), 24.-26.04.2023
Presentation of the extended abstract: "The role of cultural contact for positive consumer responses to minority language text elements in destination online marketing: evidence from Alta Badia, Italy"., Co-authored with: Scholl-Grissemann, U., Peters, M.

2022:

- International Mountain Conference 2022, University of Innsbruck, Innsbruck (Austria)
Presentation of the abstract "The relevance of Alpine pastures for the future of tourism and leisure."
Co-authored with Mitterer-Leitner, T.

2021:

- ATLAS Annual Conference – Tourism 21: Re-building Tourism – Continuities and Changes, University of Prague, Online
Presentation of the abstract From destination attractiveness to language preservation: The Cimbrian community of Luserna (Italy)
- Sinergia SIMA Management Conference 2021 - Leveraging intersections in management theory and practice, University of Palermo, Online
Presentation of the extended abstract: Minority languages and tourism: the example of the Cimbrian community of Luserna / Lusérn (Trento, Italy)

2020:

- Sustainable Tourism Conference – 9th International Conference on Sustainable Tourism, Wessex Institute, Online
Presentation of the full paper “Sustainable tourism and intangible cultural heritage: The Cimbrian language in Luserna/Lusérn and Giazza, Italy”
- 2020 TTRA European Chapter – Smart Destinations - Smarter Tourists, University of Innsbruck (Austria)
Presentation of the extended abstract “Minority languages and tourism: a literature review”

2019:

- Lingue et Territoire 4 / Language and Territory 4, University of Trento (Italy), 28.06.2019.
Presentation of the abstract “Can tourism help preserve minority languages? A study on Cimbrian in Giazza.”, Co-authored with: Martini, U.; Hull, J., S.; Cordin, P.
- Tourism Naturally Conference, University of Derby (UK), 04.-06.06.2019
Presentation of the abstract “The challenges of sustainability in the management of ski offer. The Dolomites”, Co-authored with: Martini, U.; Buffa, F.

2018:

- Tourism Naturally Conference, University of Natural Resources and Life Sciences Vienna (BOKU), Austria, 16-18.05.2018
Presentation of the abstract “Educating the tourist through language preservation: the case of Quaaout Lodge and Nk'Mip Resort in BC.”

NATIONAL AND INTERNATIONAL RESEARCH GROUPS

Collaboration with:

- 2017-2020: Prof. John Hull, Thompson Rivers University (Kamloops, Canada), on the topics of Indigenous sustainable tourism, educational tourism and minority language preservation.
- 2021-2024: ao. Univ-Prof. Dr. Ursula Scholl-Grissemann, UMIT TIROL – Private University (Austria), on the topic of the role of minority languages for destination branding.
- Since 2018: Prof. Umberto Martini and Prof. Federica Buffa, University of Trento (Italy), on the topics of sustainable mountain tourism, winter tourism, digital nomadism, tourism in inner areas.
- Since 2019: Univ.-Prof. Dr. Mike Peters, Univ.-Prof. Dr. Birgit Pikkemaat, Dr. Joachim Nigg, University of Innsbruck (Austria), on the topics of sustainable mountain tourism, winter tourism, cultural tourism, intangible cultural heritage in tourism digitalization in tourism, inclusive and accessible tourism.
- Since 2023: Prof. Ilenia Confente, Dr. Valentina Mazzoli, Dr. David D’Acunto, Prof. Vania Vigolo, University of Verona (Italy), on the topics: community-based tourism, cultural heritage preservation, social sustainability in tourism, sustainable luxury tourism in cultural destinations.
- Since 2024: Prof. Serena Volo on the topics of destination branding, destination storytelling, sustainable consumer behavior, stereotypes in tourism.

TEACHING EXPERIENCES

September 2025

- “Impatto dello sport in montagna”, Scuola della montagna – Dolomiti Friulane, organized by University of Udine (Italy), 2h
Teaching language: Italian

Summer semester 2025

- “Gestione e pianificazione degli eventi” at the Free University of Bolzano-Bozen (Italy), Corso di laurea in Management del Turismo, dello Sport e degli Eventi, 18 h, 3 CFU
Teaching language: Italian
- “Management degli Impianti sportivi e dello sport” at the Free University of Bolzano-Bozen (Italy), Corso di laurea in Management del Turismo, dello Sport e degli Eventi, 18 h, 3 CFU
Teaching language: Italian
- “Management del turismo: problematiche attuali” at the Free University of Bolzano-Bozen (Italy), Corso di laurea in Management del Turismo, dello Sport e degli Eventi, 18 h, 3 CFU
Teaching language: Italian

May 2024

“Understanding the strategic role of the tourism industry in Italy”, lesson of the Summer School “Doing Business in Italy”, at the University of Verona (Italy), organized by the University of North Florida (US) – 3h
Teaching language: English

May 2023

“Understanding the strategic role of the tourism industry in Italy”, lesson of the Summer School “Doing Business in Italy”, at the University of Verona (Italy), organized by the University of North Florida (US) – 3h
Teaching language: English

November 2023 – December 2024

Marketing B2B (UFC5) at the ITS Istituto Tecnico Superiore per la Logistica (Logistica, Ambiente, Sostenibilità Trasporti - LAST), Course “Organizzazione d’Impresa, Economia e Marketing”, 12h
Teaching language: Italian

March 2020 – June 2022

“PS Strategie und Marketing” (*Strategy and Marketing*) (4 CFU) at the University of Innsbruck, Innsbruck (Austria), Course “Wirtschaftswissenschaften – Management und Economics” – 24h (each semester)
Teaching language: German

September 2019 – February 2020

“PS Einführung in die BWL” (*Introduction to the Study of Management*) (3,5 CFU) at the University of Innsbruck, Innsbruck (Austria), Course “Wirtschaftswissenschaften – Management und Economics” – 28h
Teaching language: German

SUPERVISION OF THESIS

November 2021 – June 2022

Co-supervision of 3 Master Thesis at the University of Innsbruck, Innsbruck (Austria) (language of the thesis: English):

- The use of dialects on destination websites: a case study of South Tyrol – main supervisor: Univ.-Prof. Dr. Mike Peters (2022)
- Destination authenticity: a content analysis of destination websites in South-Tyrol – main supervisor: Univ.-Prof. Dr. Mike Peters (2022)
- The relevance of traditional languages for the tourism experience – main supervisor: Univ.-Prof. Dr. Mike Peters (2021)

March 2020 – December 2022

Co-supervision of 8 Bachelor Thesis (language of the thesis: German) at the University of Innsbruck, Innsbruck (Austria):

- Künstliche Intelligenz in der Tourismusbranche (*Artificial Intelligence in the tourism industry*)- main supervisor: Ass. - Prof. Dr. Birgit Pikkemaat (Winter Semester 2022)
- Blockchain im Tourismus: Inhaltsanalyse der Blockchain-Technologie in der Tourismusbranche (*Blockchain in tourism: content analysis of the blockchain technology in the tourism industry*)- main supervisor: Ass. - Prof. Dr. Birgit Pikkemaat (Winter Semester 2022)
- Tourismus und Dialekt: Authentizität oder Hindernis? (*Tourism and dialect: authenticity or barrier?*)- main supervisor: Ass. - Prof. Dr. Birgit Pikkemaat (Summer Semester 2022)
- Nachhaltigkeit in den Creative Industries – Wie werden Musikfestivals nachhaltiger gestaltet? Eine Analyse der Praxis (*Sustainability of the creative industries – How can music festivals be more sustainable?*)- main supervisor: Ass. - Prof. Dr. Birgit Pikkemaat (Summer Semester 2022)
- Nachhaltiger Kulturtourismus – aktuelle Forschung und zukünftige Trends (*Sustainable cultural tourism – current and future research trends*)- main supervisor: Ass. - Prof. Dr. Birgit Pikkemaat (Summer Semester 2022)
- Intangible heritage: Die Rolle von Lokalgastronomie in Skihütten und Skigebieten (*Intangible heritage: the role of the local gastronomy in ski huts and ski resorts*) - main supervisor: Univ.-Prof. Dr. Mike Peters (Summer Semester 2021)
- Dialekt als Marke: Analyse der touristischen Destination Südtirol (*Dialect as brand: analysis of the tourism destination South-Tyrol*) - main supervisor: Univ.-Prof. Dr. Mike Peters (Summer Semester 2020)
- Immaterielles Kulturerbe und destination attractiveness (*Intangible Cultural Heritage and Destination Attractiveness*) - main supervisor: Univ.-Prof. Dr. Mike Peters (Summer Semester 2020)

METHODOLOGY

Qualitative methodology: Conduction of narrative and semi-structured interviews, analysis of interviews by the identification of codes and sub-categories using Saldaña (2011) and Gioia (2010), use of the qualitative software MaxQDA, conduction of netnographic data collection and analysis

PUBLICATIONS

Journals

Lonardi, S., Buffa, F., & Martini, U. (2024). Digital nomadism and tourism development: Stakeholders' perceptions of an inner area. *SINERGIE*, 42(2), 91-107. <https://dx.doi.org/10.7433/s124.2024.05>

Lonardi, S., Scholl-Grisseemann, U., Peters, M., & Messner, N. (2024). Leveraging minority language in destination online marketing: Evidence from Alta Badia, Italy. *Journal of Destination Marketing & Management*, 31, 100857 (SJR2023: Q1 / AJG2021 1 / ABCD2022: A / Fascia A Anvur). <https://doi.org/10.1016/j.jdmm.2024.100857>

Lonardi, S. (2022). Minority languages and tourism: a literature review. *Journal of Heritage Tourism*, 17(3), 342-356. (SJR2023 Q2 / ABCD2022: B). <https://doi.org/10.1080/1743873X.2021.2012183>

Lonardi, S., Martini, U., & Hull, J. S. (2020): Minority languages as sustainable tourism resources: From Indigenous groups in British Columbia (Canada) to Cimbrian people in Giazza (Italy). *Annals of Tourism Research*, 102859. (SJR2023: Q1 / AJG2021 4/ABCD2022: A*/Fascia A Anvur). <https://doi.org/10.1016/j.annals.2020.102859>

Book chapters

Lonardi, S.; Martini, U., Hull, J., S. (2021): Positive impacts of sustainable tourism: Preservation of historical languages and practices. In: Della Lucia, M.; Giudici, E. (Eds.), *Humanistic Management and Sustainable Tourism. Human, Social and Environmental Challenges*. (pp. 174-191). New York: Routledge Publisher. <https://doi.org/10.4324/9781003108955>

Martini, U.; Buffa, F.; **Lonardi, S.** (2019): The Challenges of Sustainability in the Management of Ski Resorts: The Experience of the Dolomites. In: Pröbstl-Haider, U.; Richins, H.; Türk, S.: *Winter Tourism: Trends and Challenges*. Wallingford [u.a.]: CAB International Publishing (= CABI series in tourism management research), 324 - 338. ISBN 978-1-78639-520-7.

Conference proceedings

Lonardi, S.; Grillini, G; Volo, S. (2025) ““Summer in the Mountains”: Insights on the Design of Coherent Agritourism Narratives” *Proceedings XXII SIM Conference 2025 – The Marketing–Innovation Nexus: Past Insights for Future Challenges*. Società Italiana Marketing, Napoli (Italy), 10.-12. September 2025, ISBN: 978-88-947829-3-6.

Lonardi, S.; Zoppelletto, A.; Martini U. (2025) “Sustainable destination management through digital transformation: the role of coopetition dynamics in a transnational structure” *Conference Proceedings of the 12th Advances in Hospitality and Tourism Marketing and Management (ATHMM)*, Faro (Portugal), 30. June-4. July 2025. ISBN: 978-989-9244-24-5

Grillini, G.; **Lonardi, S.;** Volo, S. (2025) “Investigating agritourism narratives through multi-methods qualitative research” *Conference Proceedings of the 12th Advances in Hospitality and Tourism Marketing and Management (ATHMM)*, Faro (Portugal), 30. June-4. July 2025. ISBN: 978-989-9244-24-5

Mariné-Roiga, E.; Volo, S.; **Lonardi, S.** (2025) “Culture and stereotypes effects on destination image” *Conference Proceedings of the 12th Advances in Hospitality and Tourism Marketing and Management (ATHMM)*, Faro (Portugal), 30. June-4. July 2025. ISBN: 978-989-9244-24-5

D’Acunto, D.; **Lonardi, S.;** Confente, I. (2025) “Beyond the environment: do social and cultural dimensions of sustainability matter for tourists? A big data analysis” *Proceedings of the European Marketing Academy (EMAC), 54th*, Pozuelo, Madrid (Spain), 25.-30. May 2025, ISSN: 2709-1589

Lonardi, S.; Confente, I.; Mazzoli, V.; Vigolo V. (2024) “From intention to behavior: understanding the drivers of residents’ cultural heritage preservation behavior in a tourism destination”. *European Academy of Management (EURAM) Conference 2024 Proceedings*, Bath (UK). 25.-28. June 2024. ISBN: 978-2-9602195-6-2

D’Acunto, D.; **Lonardi, S.;** Confente, I.; Raggiotto, F. (2024) “Which dimension of sustainability matter for visitors? An eWOM analysis of Iceland attractions.” *MTCON ’24 Proceedings*, Istanbul (Turkey), 01.-04. May 2024, ISBN 978-605-254-961-2

Lonardi, S.; Mazzoli, V.; Confente, I.; Grazzini, L. (2024) “This is the last chance to experience it!” How to foster place branding through intangible heritage in less known tourism destinations, *7th Global Brand Conference at the Edinburgh International Conference Centre on 22 – 24 April 2024*, Edinburgh (UK). 22.-24. April 2024.

D'Acunto, D.; **Lonardi, S.**; Confente, I. (2024). "The evolution of sustainability discourses in online reviews: an investigation of the impact of triple bottom line dimensions on tourists' eWOM and destination satisfaction" Parma (Italy), *Sinergie-SIMA Management Conference Proceedings*, 13.-14. June 2024, ISBN 978-88-94-7136-5-7

Zoppelletto, A.; **Lonardi, S.**; Martini, U. (2024), "Transnational collaborations for a more sustainable tourism: the role of digital transition", *Sinergie-SIMA Management Conference Proceedings*, Parma (Italy), 13.-14. June 2024, ISBN 978-88-94-7136-5-7

Lonardi, S.; Brugger E., Pikkemaat, B. "Tourists' perception of dialects: barriers to communication or enablers for memorable tourism experiences?" *2024 TTRA Europe Conference* George (South Africa). 21.-24. April 2024

Confente, I.; **Lonardi, S.**; Mazzoli, V.; Vania, V. "Are residents willing to preserve their city's cultural heritage? The role of cultural heritage awareness, quality of life and place identity." *XX SIM Conference*, Firenze (Italy), 20.-21.10.2023. ISBN 978-88-947829-0-5

Lonardi, S.; Confente, I.; Raggiotto, F.; D'Acunto, D. Too crowded, don't go! Understanding the impact of overtourism awareness on intention to recommend a remote destination." *XX SIM Conference*, Firenze (Italy), 20.-21.10.2023. ISBN 978-88-947829-0-5

Lonardi, S.; Buffa, F.; Martini, U. "Challenges and opportunities of digital nomadism for minor tourism destinations: the case of Valsugana (Italy)". *Sinergie SIMA Management Conference*, Bari (Italy), 28.-30.06.2023, ISBN 978-88-94-7136-3-3

Lonardi, S., Scholl-Grissemann, U., Peters, M. "The role of cultural contact for positive consumer responses to minority language text elements in destination online marketing: evidence from Alta Badia, Italy". *2023 TTRA Europe Conference*, Dijion (France), 24.-26.04.2023

Mitterer-Leitner, T.; **Lonardi, S.** The relevance of Alpine pastures for the future of tourism and leisure. *International Mountain Conference 2022*, Innsbruck (Austria), 11.-15.09.2022

Lonardi, S. From destination attractiveness to language preservation: The Cimbrian community of Luserna (Italy). *ATLAS Annual Conference*, Online, 7.-10.-09.-2021.

Lonardi, S. Minority languages and tourism: the example of Luserna / Lusérn (Trento, Italy). *Sinergia SIMA Management Conference 2021*, Online, 09.-11.06.2021.

Lonardi, S. Sustainable tourism and intangible cultural heritage: The Cimbria language in Luserna/Lusérn and Giazza, Italy. *WIT Transactions on Ecology and the Environment*, 2020 Sustainable Tourism Conference, 248, 51-63.

Lonardi, S. Minority languages and tourism: a literature review. *2020 TTRA Europe Conference*, Innsbruck (Austria), 28.-30.09.2020.

Lonardi, S.; Martini, U.; Hull, J., S.; Cordin, P. Can tourism help preserve minority languages? A study on Cimbrian in Giazza. *Langue et Territoire 4 / Language and Territory 4*, Trento, 28.06.2019.

Martini, U.; Buffa, F.; **Lonardi, S.** The challenges of sustainability in the management of ski offer. The Dolomites. *Tourism Naturally Conference*, Buxton (UK), 04.06.2019.

Lonardi, S. Educating the tourist through language preservation: the case of Quaaout Lodge and Nk'Mip Resort in BC. *Tourism Naturally Conference*, 16-18/05/2018, Zell am See (Kaprun, Austria)

Doctoral thesis

Lonardi, S. (2023). Minority languages as tourism resources: perspectives on sustainability, language preservation and destination marketing.

Other types of publications

Lonardi, S.; Buffa, F.; Martini, U. (2025). Destinazione Valsugana: nomadismo digitale e opportunità di destination management. *Pearson*, pp. 1-24. ISBN: 9788891938947.

Under review papers and working papers

Nigg, J.; **Lonardi, S.** The representation of people with disability in tourism marketing: Shaping a collaborative-identity framework. Revision, 3rd round, *Journal of Sustainable Tourism*

Lonardi, S.; Mazzoli, V.; Confente, I.; Grazzini, L. Framing to survive: Enhancing Destination Branding to Safeguard Intangible Cultural Heritage. Under Review, 1st round, *Journal of Destination Marketing and Management*

Confente, I.; **Lonardi, S.;** Mazzoli, V.; Vigolo, V. "Heritage Preservation in Urban Destinations: The Role of Quality of Life and Place Identity on Residents' Behavior. Under Review, 1st round, *Tourism Review*

Lonardi, S.; D'Acunto, D.; Confente, I.; Raggiotto, F. Understanding tourists' sustainability discourses in online reviews communities: an explanatory sequential mixed methods study. To be submitted to *Tourism Management*.

OTHER WORK EXPERIENCES

February 2024 – March 2025

Collaboration with the online newspaper L'Altramontagna – IIDolomiti

Publication of the following articles in Italian: "Vengo anch'io? Sì tu sì! L'importanza di un turismo più accessibile in montagna"; "Come intrecciare il patrimonio culturale e il turismo sostenibile? Il caso delle lingue di minoranza nelle Alpi"; "Il nomadismo digitale come opportunità per la rigenerazione e il ripopolamento delle aree interne"; "Turismo e cambiamenti climatici: pratiche da modificare per un futuro da salvare"

September 2021 – December 2022

Research collaboration with the TSM – Trentino School of Management, Trento (Italy)

Participation in the following projects: Sviluppo di prodotto Alpe Cimbra Bike, Progetto di ricerca-intervento per l'ApT Trento, Bondone e Valle dei Laghi (project manager: Alessandro Bazzanella)

PUBLIC ENGAGEMENT

March 2023 to January 2025

Collaboration with Final Furlong

Speaker at the “Conferenza Turismo e Cavalli: un'opportunità di sviluppo economico da non perdere”, Pisa, 5th April, 2024.

Speaker at the Fiera Cavalli in the panel "House Green Experience Tour 2024: cultura, turismo, sostenibilità, eventi e territori a fattor comune". Verona, 10th November 2023.

Speaker at the Conferenza Nazionale Programmatica della Mobilità e del Turismo. Rome, 24th May 2023.

June 2022 – December 2022

Collaboration with Digital Innovation Hub West (DIHWest)

Organization of the workshop: „Inklusiver Tourismus und Digitalisierung“ (Inclusive tourism and digitalization) held in German on 16.12.2022.

LANGUAGE SKILLS

Mother tongue: Italian

Other languages: English (self-assessment: C2), German (self-assessment: C1)

Date

02.03.2026