



**unibz** — Fakultät für Wirtschaftswissenschaften  
— Facoltà di Economia  
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**Competence Centre in Tourism Management and Tourism Economics  
(TOMTE)**

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## **CBTS2018 Winter School and Summit**

Bruneck / Brunico, Italy · December 10<sup>th</sup> – 15<sup>th</sup>, 2018

**Consumer Behavior & Tourism Analytics:  
Designing Experiences, Measuring Emotions and Creating Memories**

**CBTS2018 Winter School and Summit**

**Serena Volo**

**Oswin Maurer**

Free University of Bozen-Bolzano, TOMTE Bruneck/Brunico, Italy

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## **CBTS2018 WINTER SCHOOL & SUMMIT**

### **Scientific Committee Members**

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**Serena Volo** is Associate Professor of Tourism Marketing and Management at the Faculty of Economics and Management, Free University of Bozen-Bolzano, Italy, where she is also Director of the Bachelor Program in Tourism, Sport and Event Management. She is the Editor-in-Chief of the *International Journal of Culture, Tourism and Hospitality Research*. She has chaired several editions of CBTS, the Consumer Behavior in Tourism Symposium, which is held annually at the Bruneck Campus of the Free University of Bozen, where she is also vice-director of TOMTE, the Competence Center in Tourism Economics and Tourism Management. Her research interests include consumer behavior, tourism innovation, tourism statistics, tourism analytics, second-home tourism and destination competitiveness.

**Oswin Maurer** is Dean and Professor of Management and Marketing at the Faculty of Economics and Management, Free University of Bozen-Bolzano, Italy. He is director of TOMTE, the Competence Center in Tourism Economics and Tourism Management and he has chaired all the editions of CBTS, the Consumer Behavior in Tourism Symposium, which is held annually at the Bruneck Campus of the Free University of Bozen. He has published in several marketing, business and tourism journals. His research interests include tourism management, consumer behavior in tourism, market development and entrepreneurship, tourism sustainability, well-being of residents in tourism destinations and tourism development in the Alpine area.

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**Daniel R. Fesenmaier** is Professor and Director of the Eric Friedheim Tourism Institute (EFTI) and the National Laboratory for Tourism & eCommerce, Department of Tourism, Recreation and Sport Management, University of Florida. Dr. Fesenmaier is author, co-author and co-editor of books focusing on information technology and tourism marketing including *Tourism Information Technology*, *Foundations of Tourism Design* and *Analytics in Tourism Design*. He is co-founding editor of *Tourism Analysis*; past Editor-in-Chief, *Journal of Information Technology and Tourism* and editor of the Foundations in Tourism Research Series, *Journal of Travel Research*. His current research focuses on Design Science in Tourism (DST) and, in particular, the design and impact of stories within tourism advertising and structure of emotions within the touristic experience.

**Bálint Kádár** is Associate Professor at the department of Urban Planning and Design at the Budapest University of Technology and Economics. An architect, urban scholar and planner, his research focuses on the spatial development of urban tourism in European cities, and on the usage of user generated digital content in urban research. He also teaches the rehabilitation of historic urban centers, tactical urbanism and participatory design. He is activist in architectural NGOs since 2000, leading today the Hungarian Contemporary Architecture Centre (KÉK), and he also runs his architecture and urban design studio.

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**Noel Scott** is Professor and Deputy Director, Griffith Institute for Tourism at Griffith University, Gold Coast, Australia. His research interests include the study of tourism experiences, destination management and marketing, and stakeholder organization. He is a frequent speaker at international academic and industry conferences. He has over 210 academic articles published including 13 books. He has supervised 19 doctoral students to successful completion of their theses. He is on the Editorial Board of 10 journals, a member of the International Association of China Tourism Scholars and a Fellow of the Council for Australasian Tourism and Hospitality Education. Prior to starting his academic career in 2001, Noel worked as a senior manager in a variety of businesses including as Manager Research and Strategic Services at Tourism and Events Queensland.

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## CBTS2018 WINTER SCHOOL & SUMMIT

### Scientific Committee Members

#### CBTS2018 Summit

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**Sameer Hosany** is Associate Professor of Marketing at the School of Management, Royal Holloway University of London. His research interests lie at the intersection of marketing and tourism, focusing on tourist behavior and emotional experiences. His academic work is primarily grounded in survey research methods and multivariate modeling techniques. Sameer is the incoming associate editor Tourism and Hospitality for the *Journal of Business Research*.

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**Rico Maggi** is Professor at Università della Svizzera Italiana and has been Dean of the Faculty of Economics from 2009 until 2013. He teaches Microeconomics and Economics of Tourism at the University of Lugano. Prof. Rico Maggi is Director of the Istituto di Ricerche Economiche (IRE) where his research interests focuses on transport, tourism, urban and regional development. He is president of the Swiss Association for Transport Research and was member of the board of the Swiss National Science Foundation and of the Marcel Benoist's Foundation. He is author of many articles published in international academic journals. He serves regularly as referee for international academic journals. His last books are "Verkehrt – Plädoyer für eine nachhaltige Verkehrspolitik" (2010, Avenir Suisse) and "Zurigo Lugano Milano" (2016, Armando Dadò editore).

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**Andrea Moretti** is Professor of Relationship Marketing and Business Strategy at Udine University, Italy. After a doctorate from Ca' Foscari University and SPRU University of Sussex (UK) he developed his research in the area of strategic management and marketing decision making in Tourism and Cultural Industries. He published several research papers on marketing of museum, theaters and SME in tourism sector. The current lines of research refer to religious tourism, the extreme consumer behavior (e.g. ironman, adventurous tourists, tattooed). He served as director of the Department of Economics and Statistics of the University of Udine from 2007 to 2015.

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