

# Giancarlo Fedeli, PhD PGC MA BSc (Hons)

ORCID  : <https://orcid.org/0000-0002-6082-2810>



## 1. FORMAL EDUCATION

---

Degree(s):	Institution and Date:
<b>Ph.D. Marketing and Technology</b> Title awarded without corrections of Thesis: " <i>Marketing Visitor Attractions in the Digital Age: An explorative study of E-marketing in the Scottish Visitor Attraction sector</i> ". Major Professor(s): J. John Lennon; John Harris	<b>Glasgow Caledonian University, UK 2021</b>
<b>PG Cert. Research Methods</b> Awarded with Distinction	<b>Glasgow Caledonian University, UK 2016</b>
<b>M.A. Tourism Destination Management</b> Thesis: " <i>The Luxury Side of Tourism and China: A Qualitative Study of Motivations and National Values of the Affluent Mainland Chinese Leisure Traveller in Sydney Australia</i> ". Major Professor: Brian Wheeler	<b>Breda University of Applied Sciences, the Netherlands 2012</b>
<b>B.Sc. (Hons.) Business Economics</b> Thesis: " <i>The Antitrust Role in Competition Policy: The Case of Italian ice-cream Manufacturers</i> "	<b>Universita' degli Studi di Bologna, Italy 2003</b>

## 2. COMPETENCES AND SKILLS

---

**Multi-lingual, academic and professional background** with extensive international exposure in several countries (UK, USA, Australia, Austria and Germany, Italy, Spain, the Netherlands, and Southeast Asia). Proven track of progressive achievements across a wide spectrum of fields– **academia and teaching, tourism and business consultancy and training**. Effective **communication and presentation skills** through language and illustration via electronic media. Demonstrated ability to **secure and lead research and outreach grants** for **€2.5 million**.

**My research experience** includes data collection and analysis implanting both qualitative and quantitative methods. I have significant experience in designing surveys and data analysis for academic and industry inquiries (e.g., Partial Least Square-PLS method; economic data for EIA). **I regularly present and publish my research** and work at international and national conferences, and act as **speaker and moderator**. **My research areas include** e-tourism; tourism marketing; misinformation issues in tourism; social media marketing; visitor attractions management; and tourism ethics.

### 3. CURRENT EMPLOYMENT

---

#### **Associate Professor of Marketing**

Department of Business  
University of Bergamo, Italy

### 4. PREVIOUS EMPLOYMENT EXPERIENCE

---

<b>Date from - Date to</b>	<b>Location</b>	<b>Organisation</b>	<b>Position</b>	<b>Description</b>
<b>2022-2024</b>	Austria	IMC University of Applied Sciences	<b><i>(FH) Professor</i></b>	Academic and Research post
<b>2014-2022</b>	UK	Moffat Centre in Travel and Tourism Business Development, Glasgow Caledonian University	<b><i>Senior Research Fellow and Acting Deputy Director</i></b>	Academic Research activities and consultancy. Lecturing and supervising International Tourism and Events Management students
<b>2013</b>	Australia	V3 Leisure and Marketing	<b><i>Project Manager, Destination Management Specialist</i></b>	Market research and study of international markets for Property (PMS) and Destination Management Systems (DMS) targeting institutional clients in areas: Asia Pacific, Europe.
<b>2012-13</b>	Germany	COTRI - Chinese Outbound Tourism Research Institute; West Coast University	<b><i>Tourism Researcher</i></b>	Conducting research and consultancy projects for major clients (Crystal Cruises, Daimler Chrysler, Chanel, Metzingen Shopping Outlet) on the Chinese market.

### 5. ACADEMIC TEACHING and ADVISING EXPERIENCE

---

➤ **Key responsibilities:** module and curriculum design; teaching and training; seminar tutoring; industry liaison for students' projects; dissertation supervision and auditing.

• **Honours courses delivered:**

- Marketing (2025), University of Bergamo
- Logistics and Supply Chain Management (2025), University of Bergamo
- Entrepreneurship and Start-Ups (2022-2024), IMC Krems University (IMC);
- Quantitative Research Methods (2022-24), IMC
- Tourism Geography (2022-24), IMC
- Current Issues in Tourism (2022-24), IMC
- Understanding Tourism (2022-24), IMC
- Financial Decision-Making in the Tourism and Events Industry (2021/2022), Glasgow Caledonian University (GCU)
- Introduction to Tourism and Events (2019/2020), GCU

- Event Tourism Marketing (2017/2018), GCU.
- **Masters courses delivered:**
  - Brad Management: Experiential Marketing (2025), University of Bergamo
  - CRM for Management and Marketing (2025), University of Bergamo
  - Digital Marketing & Analytics (2025), University of Bergamo
  - Capstone Project (2022-24), IMC Krems University
  - Research Coaching II (2023/24), IMC
  - Critical Issues in Tourism (2017-2019), Glasgow Caledonian University (GCU)
  - Finance and Economics for Tourism and Events (2019/2020), GCU.
- **Undergraduate courses for International dual-degree Programmes in China, Vietnam, Azerbaijan, and Uzbekistan (since 2022):** Hainan Tropical Ocean University (HNTOU), Sanya – China; Tashkent State University of Economics (TSUE), Tashkent - Uzbekistan; Hanoi University (HaNU), Hanoi - Vietnam; Azerbaijan Tourism and Management University (ATMU), Baku – Azerbaijan; Cairo University (CU), Egypt
  - Research Methods (2024-25), Cairo University, Egypt
  - Tourism Economics (2023); Tourism Geography (2024), Hanoi – Vietnam
  - Entrepreneurship and Start-Ups (2022); Quantitative Information and Decision Making (2022/23/24), Sanya – China
  - Qualitative Methods (2022/23/24), Tashkent - Uzbekistan; Baku – Azerbaijan
  - Academic Writing (2022), Tashkent – Uzbekistan
  - Research Seminar (2022), Baku – Azerbaijan.
- **Master’s and Bachelor’s dissertations supervision and moderation:**
  - International Tourism Management students (32) (2022/2024), IMC
  - International Tourism Management Honours students (18) (2017-202), GCU.
- **PhD dissertation supervision (GCU):**
  - (1) PhD student Mrs Doriana Chodor: Supervisor (3<sup>rd</sup>) (2022-2025), GCU.
- **Curriculum Design Team member (IMC):**
  - Redevelopment of the “International Tourism” Bachelor Programme at IMC, AY 2025-26.
- **Other teaching activities:**
  - **Invited Lectures, Courses and Seminars:**
    - University of Bergamo, Department of Business, Italy (24 Nov 2023); Invited Lecturer for research staff workshop on “Misinformation issues for Marketing and Society”
    - UM6P - Mohammed VI Polytechnic University, School of Hospitality and Business Management, Morocco, (23 December 2023); Guest Lecturer: Digital Tourism Management
    - International Week (Seminar Activities) at Faculty of Tourism and Hospitality Management, University of Rijeka, Croatia (22-26 May 2023); Erasmus Programme funded
    - Primorska University, Slovenia (29 May-2 June 2023); Academic Exchange- Erasmus Mobility Grant
    - Taylor’s University, Malesia (2<sup>nd</sup> November 2022); Invited Lecturer: “Designing, Development, Issues and Considerations for Tourism Products”
    - Primorska University, Slovenia (10-18 May 2022); Invited Lecturer (Erasmus Programme funded) for ‘Marketing Innovations in Tourism’ and ‘Hotel Management and Operations’ courses; <https://www.turistica.si/en/news/gostujoci-predavatelj-dr-giancarlo-fedeli-univerza-za-uporabne-znanosti-imc-krems>

- Vienna University - Spring School 2022 (23-27 June 2022); Guest Lecturer for the 'Digital marketing' module and Examiner
- Bournemouth University, UK (April 2021 & March 2022); Guest Lecturer for Hospitality and Tourism Management- Undergraduate courses
- Glasgow Caledonian University, UK (2018- 2019, Finance and Economics for Tourism- Master); various guest lectures
- Bournemouth University (May 2020, Tourism Management- Master); Guest Lecturer
- Glasgow Caledonian University (February 2018 & March 2017, International Tourism Management and Events - Master); Guest Lecturer
- Bournemouth University (November 2018, Tourism Management - Master); Guest Lecturer
- Glasgow Caledonian University (November 2017, International Tourism and Events Management, Postgraduate); Guest Lecturer.

## 6. PUBLICATIONS

---

### Peer-reviewed Journal articles:

1. Minor, K., Bertocchi, D. **Fedeli, G.**, Tomat, L. & Bratec, M. (2025). (ACCEPTED - IN PRESS). "Daily deal distribution and local destination characteristics: Data-driven analysis of upmarket Italian hotel online sales practices". *Journal of Hospitality and Tourism Management* - (IF 8.3)
2. Huang Z., **Fedeli, G.**, & Cheng, M. (2024). "Trouble in Paradise? Collaboration Behavior and Ethics of Micro-influencers in the Hospitality Industry". *Journal of Hospitality and Tourism Management*, 59, 25-35. <https://doi.org/10.1016/j.jhtm.2024.03.005> - (IF 8.3)
3. **Fedeli, G.**, Tavares, J., & Kumail, T. (2024). "Bridging Information Gaps: Public Sector Intervention in Tourism Promotion Amid Crisis - A Game Theory Perspective". *Zeitschrift für Tourismuswissenschaft - Journal of Tourism Science*, 16(1), 1-14. <https://doi.org/10.1515/tw-2024-0001> - (IF 1.0)
4. Williams, N., Wassler, P., & **Fedeli, G.** (2023). "Social Representations of War Tourists: A case of Ukraine". *Journal of Travel Research*, 62 (4), 926-932. <https://doi.org/10.1177/00472875221146797> - (IF 10.98)
5. Lukoseviciute, G., Nobre Pereira, L., Panagopoulos, T., **Fedeli, G.**, Ramsey, E., Madden, K. & Condell, J. (2023). Recreational trail development within different geographical contexts of the European Atlantic area as a determinant for local economic impact. *Tourism Management Perspectives*, 46, 101090. <https://doi.org/10.1016/j.tmp.2023.101090> - (IF 8.7)
6. **Fedeli, G.**, Nguyen, H., Williams, N., Del Chiappa G. & Wassler, P. (2022). "Travel desire over intention in pandemic times". *Annals of Tourism Research Empirical Insights*, 3, 2. <https://doi.org/10.1016/j.annale.2022.100051> - (IF 4.9)
7. **Fedeli, G.** & Cheng, M. (2022). "Influencer Marketing and Tourism: Another threat to integrity for the industry?". *Tourism Analysis* <https://doi.org/10.3727/108354222X16510114086370> - (IF 2.43)
8. Wassler, P., Del Chiappa, G., Nguyen, T. H. H., **Fedeli, G.** & Williams, N. L. (2022). "Increasing vaccination intention in pandemic times: A social marketing perspective". *Italian Journal of Marketing*, 37-58. <https://doi.org/10.1007/s43039-022-00049-w> - (IF 2.7)
9. Williams, N., Nguyen, H., Del Chiappa G., **Fedeli, G.** & Wassler, P. (2021). "COVID-19 vaccine confidence and tourism at the early stage of a voluntary mass vaccination campaign: A PMT segmentation analysis". *Current Issues in Tourism*, 25 (3), 475-489. <https://doi.org/10.1080/13683500.2021.1963216> - (IF 7.43)

10. **Fedeli, G. (2019)**. "Fake news' meets tourism: a proposed research agenda". *Annals of Tourism Research*, 80, 102684. <https://doi.org/10.1016/j.annals.2019.02.002> - (IF 9.011)
11. **Fedeli, G. (2017)**. "ICTs, disruptive forces and the production paradox in tourism: Present and future issues in the Visitor Attraction sector". *Mediterranean Journal of Communication*. 10 (1), p. 113-121. [http://dx.doi.org/10.14198/MEDCOM/2017/10\\_cmd](http://dx.doi.org/10.14198/MEDCOM/2017/10_cmd)
12. Minor, K., **Fedeli, G.**, Bertocchi, D., Tomat, L., & Bratec, M. **(to be SUBMITTED to Journal of Hospitality & Tourism Management - expected October 2024)**. "Daily deal distribution and local destination characteristics: Data-driven analysis of upmarket Italian hotel online sales practices"

### **Book chapters:**

13. Neuburger, L., Barbe, D., & **Fedeli, G. (2024)**. Understanding Users' Perceptions of Travel Accounts on Instagram: Comparing DMO and Travel Influencer Accounts. In: Berezina, K., Nixon, L., Tuomi, A. (eds) Information and Communication Technologies in Tourism 2024. ENTER 2024. *Springer Proceedings in Business and Economics*, (pp. 410-420). Cham: Springer Nature Switzerland. [https://doi.org/10.1007/978-3-031-58839-6\\_42](https://doi.org/10.1007/978-3-031-58839-6_42)
14. **Fedeli, G.**, & Cigurova, L. **(2021)**. Volunteer recruitment and selection: Evidence from the visitor attraction sector. In *The Routledge Handbook of Volunteering in Events, Sport and Tourism* (pp. 271-285). Routledge. <https://doi.org/10.4324/9780367815875-26> ISBN 9780367417093
15. **Fedeli, G. (2020)**. Marketing Visitor Attractions in the Digital Age: A Study of the E-marketing Adoption in the Visitor Attraction Sector. In *ENTER2020 eTourism Conference PhD Workshop Research Proposals*. Schuckert, M. Stienmetz, J & Ferrer-Rossell, B.(Eds.), p. 19-25. Lugano: Universita' della Svizzera Italiana.
16. **Fedeli, G. (2017)**. The role and potential of ICT in the visitor attractions sector: the case of Scotland's tourism industry. In *ENTER2017 eTourism Conference PhD Workshop Research Proposals*. Kalbaska, N., Ge, J., Murphy, J. & Sigala, M. (Eds.), p. 14-20. Lugano: Universita' della Svizzera Italiana,
17. **Fedeli, G. (2016)**. The role and potential of ICTs in the tourism industry: the visitor attractions sector. In *Business, Economy and Society: Issues for Research in a Knowledge and Information Society*. Glasgow Caledonian University and Universidad de Alicante, p. 49-54. ISBN 9788460820994

### **Refereed conference research**

17. Bauer-Krösbacher, C. & **Fedeli, G. (2025)**. Climate Crisis and Tourist Attractions: Threats and Opportunities in Lower Austria. *CAUTHE 2025: Transforming Tomorrow: Leveraging Opportunities to Create Change in Tourism, Hospitality and Events, 10-13 February, Brisbane, Australia*.
18. Tavares, J., Demydyuk, G. & **Fedeli, G. (2024)**. Optimizing Resource Allocation to Sustain the Airbnb Battle: An Experience Accounting Perspective on Modelling Low-Cost Hotel Experience Profiles using Machine Learning. *Mediterranean Tourism Knowledge Exchange and Policy Forum 2024, 25-26 October, Malta*
19. **Fedeli, G.**, Barbe, D. & Neuburger, L. **(2024)**. Navigating Tomorrow: An Exploration of AI in Transforming Travel Information Research. *AHTMM2024 - 11th Advances in Hospitality and Tourism Marketing and Management Conference, 15-19 July 2024, Mauritius*
20. Tavares, J., **Fedeli, G.**, & Kumail, T. **(2024)**. Information asymmetry and the role of the public sector in tourism promotion at times of crisis: A Game Theory analysis. *IATE 2024 - 9th Conference of the International Association for Tourism Economics, 20-24 May 2024, Orlando, USA*

21. Kertész, T. L., & Fedeli, G. (2024). Social media influencers' practices and perceptions of social media users in multicultural contexts: The case of Dubai. *CWTC24 - Culinary and Wine Tourism Conference 2024, 22-25 May 2024, Krems an der Donau, Austria*
22. Neuburger, L., Barbe, D. & Fedeli, G. (2024): Understanding Users' Perceptions of Travel Accounts on Instagram: Comparing DMO and Travel Influencer Accounts. *ENTER 2024, Izmir- Turkey*
23. Neuburger, L., Fedeli, G., Pennington-Gray, L. (2023). Conceptualizing virtual travel during COVID-19 through sentiment analysis of online travel experiences. *EuroCHRIE Conference 2023, 13-14 May 2023, Vienna- Austria*
24. Bratec, M., Minor, K., Fedeli, G. & Dorčić, J. (2023). Exploring the organisational and environmental factors that lead to Italian hotels' adoption of daily deals: a data analytical approach. *7th International Scientific Conference, "Tourism in Southern and Eastern Europe", University of Rijeka, 25-27 May 2023, Opatija- Croatia*
25. Fedeli, G., Minor, K., Lennon J.J. & Bratec, M. (2023). PRODUCTIVITY IN THE HOSPITALITY SECTOR: CAN MANAGEMENT APPS REALLY IMPROVE WORK PRODUCTIVITY IN THE HOUSEKEEPING DEPARTMENT? *CAUTHE 2023, 7-9 February 2023, Perth – Australia*
26. Lukoseviciute, G., Nobre Pereira, L., Panagopoulos, T., Fedeli, G., Ramsey, E., Madden, K., Condell, J., Brito Botín, A., Velasco Echeverria, X., & Carty, M. (2022). Recreational trail development within different geographical contexts of the European Atlantic area as a determinant for local economic impact. *THE INC 2022 "Tourism, Hospitality and Events: Innovation and Resilience during Uncertainty", 22-24 June 2022, University of Technology, Limassol- Cyprus.*
27. Fedeli, G., M Bratec, M., Minor, KB. (2022). Defining the conceptual model for UNESCO digital trail development based on stakeholder technology acceptance: the case of Scottish National Trail. *UNITWIN2022 - 7th UNESCO UNITWIN Conference: World Heritage and Tourism Innovation, 18-20 May 2022, University of Primorska, Portoroz- Slovenia*
28. Fedeli, G., Wassler, P., Del Chiappa, G., Williams, N. & Nguyen, H. (2021). Modelling TRA and HBM theories to examine Covid-19 vaccine intention: A study of UK young people in the misinformation age. *Italian Marketing Society XVIII Annual Conference: 14-15 October 2021, Università Politecnica delle Marche, Ancona- Italy*
29. Fedeli, G. (2020). Marketing Visitor Attractions in the Digital Age: A Study of the E-marketing Adoption in the Visitor Attraction Sector. *ENTER2020 eTourism Conference: January 2020, University of Surrey - UK.*
30. Fedeli, G. (2018). 'Fake News' in the Travel and Tourism Domain: An Investigation of the Phenomenon and Challenges for the Industry. *GLOBE Global Conference on Business and Economics, p. 231: June 2018, University of South Florida, Sarasota – USA. ISBN 978-1-7321275-1-7.*
31. Fedeli, G. & Lennon, J.J. (2018). Measurement and Methodology: Evaluating the economic impacts of the year-long Homecoming Scotland 2014 Event. *Methodological issues for the evaluation of large public expenditure programs: the case of mega-events: April 2018, Ca' Foscari University, Venice - Italy.*
32. Fedeli, G. & Lennon, J.J. (2017). The understanding and measurement of Glasgow's Night-Time Economy. *Tourism and the Night Conference: July 2017, Westminster University - UK.*

33. **Fedeli, G. (2017).** The role and potential of ICT in the visitor attractions sector: the case of Scotland's tourism industry. *ENTER2017 eTourism Conference PhD Workshop Research Proposals: January 2017, Roma Tre University, Rome - Italy.*
34. Gibson, H. & **Fedeli, G. (2014).** DreamTrip: Making data bigger. *Global Forum on Tourism Statistics, 17-18 November 2014, Nara – Japan.*
35. **Fedeli, G. (2012).** The luxury side of tourism and China: A qualitative study of motivations and national values of the affluent Mainland Chinese leisure traveller in Sydney, Australia. *Asia Pacific Forum 2012: June 2012, Hong Kong Polytechnic University, Tourism School*

## 7. SERVICE to the PROFESSION

---

- **AD HOC MANUSCRIPT REVIEWER:**

- **Scholarly journals:**

- Annals of Tourism Research
- Tourism Geographies
- Journal of Hospitality and Tourism Management
- Journal of Business Research
- Journal of Tourism Futures
- Tourism Recreation Research
- International Journal of Tourism Cities
- European Journal of Tourism Research
- Consumer Behavior in Tourism and Hospitality
- Tourism and Hospitality Research
- Journal of Hospitality, Leisure, Sport & Tourism Education
- Zeitschrift für Tourismuswissenschaft – Journal of Tourism Science
- International Journal of Tourism Policy.

- **PhD Candidate SUPERVISORY:**

- 3<sup>rd</sup> Supervisor: Mrs Doriana Chodor, Glasgow Caledonian University, UK (2022-2025)

- **PhD External EVALUATOR:**

- School of Economics of the University of Algarve, Portugal. European Doctorate Reviewer for PhD Thesis of Ms Goda Lukoseviciute (2023)

- **PhD Application REVIEWER:**

- Institute of Technology Sligo, Ireland. Applicant: Tuhin Batra (2021)

- **ACADEMIC SERVICE:**

- **Conference Moderation and Mentorship:**

- Scientific Committee Member: ISCONTOUR 2025, International Tourism Conference in Tourism Research, Krems, Austria, 12-13 May 2025
- Mentor for the PhD Workshop, at CAUTHE 2025, Queensland University, Brisbane – Australia, 10 February 2025

- Scientific Committee Member: FHK Forschungsforum 2024, Krems an der Donau, Austria, 17-18 April 2024
- Scientific Committee Member: CAUTHE 2024, Hobart, Tasmania, 6-9 February 2024
- Scientific Committee Member: EuroCHRIE Conference 2023, Vienna, Austria, 13-14 May 2023
- Scientific Committee Member: ISCONTOUR 2023, International Tourism Conference in Tourism Research, Krems an der Donau, Austria, 15-16 May 2023
- Moderator of Papers Session “Employee resilience in THE”, at CAUTHE 2023, Perth - Australia, 7 February 2023
- Moderator of Papers Session “Innovation and technology for heritage sites”, at UNIWIT 2022 Conference Primorska University - Slovenia, 16 May 2022
- Mentor for PhD Workshop, at UNIWIT 2022 Conference, Primorska University - Slovenia, 18 May 2022
- Mentor for the “PhD proposal clinic in Asia: Big data and platform economy” at ENTER22 E-tourism Conference - Online, 11 January 2022. <https://enter-conference.org/enter22-program/>
- Moderator of Paper Session at GLOBE Global Conference on Business and Economics, University of South Florida, Sarasota – USA, 7 June 2018.

• **INVITED SPEAKER:**

- Research Methodology Workshop presenter (Session 2: “Introduction and application of PLS-SEM for complex cause-effect relationships analysis); ISCONTOUR 2024, International Tourism Conference in Tourism Research, Innsbruck, Austria, 13 May 2024
- Academy9 Conference: Building a Legacy. 19, 20 March 2019 - Aviemore, UK (<https://cecascotland.co.uk/academy9-conference-building-a-legacy/>)
- SHAPE: Transnational workshop on common challenges and opportunities for developing sustainable ecotourism initiatives. 25 April 2018, Torridon – UK ([http://shape.interreg-npa.eu/subsites/SHAPE/Newsletters/SHAPE\\_newsletter\\_2018\\_2.pdf](http://shape.interreg-npa.eu/subsites/SHAPE/Newsletters/SHAPE_newsletter_2018_2.pdf))
- Arctic Circle Forum 2017 Conference: Multi-sectoral Blue Growth through Marine and Coastal Tourism. 21 November 2017, Edinburgh - UK (<https://www.arcticcirclescotland.com>)
- 4TH Atlantic Stakeholder Platform Conference. 8<sup>th</sup> November 2017, Strathclyde University, Glasgow – UK ([https://ec.europa.eu/unitedkingdom/events/4th-atlantic-stakeholder-platform-conference-8-november-2017-glasgow\\_en](https://ec.europa.eu/unitedkingdom/events/4th-atlantic-stakeholder-platform-conference-8-november-2017-glasgow_en)).

• **SERVICE TO PROFESSIONAL ORGANISATIONS:**

- **UNESCO** Inclusive Policy Lab, Expert, Jan 2020- actual <https://en.unesco.org/inclusivepolicylab/users/giancarlo-fedeli-phd>
- **Founding Member** of **EC-19•TREC**: European Covid-19 Tourism Research Engagement Consortium; The Association was established to provide valuable research into vaccination to foster social and industry resilience and recovery amidst the Covid-19 crisis, June 2021- actual

**8. FUNDED RESEARCH and OUTREACH PROJECTS**

**SUMMARY:**

TOTAL Value	Key Areas
<p><b>€2.5 million</b> <i>(List of All Projects - see below)</i></p>	<p>Tourism marketing; Business Development; Feasibility and planning; Visitors’ behaviour and motivation; Visitor Attractions and Events; Sustainable tourism; Tourism/Economic Data Analysis &amp; Impacts; Capacity building and training.</p>

➤ **Leading role for major transnational projects (incl. Interreg EU):**

- Project name, year, value associated (£ rounded figures) and description-

1. WeNaTour, 2023-2025 (£ 340K) – Interreg EU  
*(Principal Investigator) The European Alliance for Innovation and Sustainability Education in Welfare, Nature and Tourism*
2. CAST Mozambique, 2024-2027 (£ 280K) – Austrian Government APPEAR Fund  
*(Interim Principal Investigator) Sustainable Tourism Development for Local Economic Growth*
3. BODAH, 2019-2022 (£ 152K) – Interreg EU  
*(Principal Investigator) Big open data analysis for heritage sites.*
4. TrailGazersBid, 2019-2022 (£ 115K) – Interreg EU  
*(Principal Investigator) Measurement, promotion and management of tourism trails framework*
5. COOL Route, 2015-2018 (£ 110K) – Interreg EU  
*(Principal Investigator) Marine and coastal tourism product development in Northern Europe.*

➤ **First author/ Co-author with primary role:**

- Project name, year, value associated (£ rounded figures) and description-

6. Studenice Hotel Project- Slovenia, 2023 (£ 7.5K)  
*Boutique hotel feasibility study.*
7. Innovate UK grant, 2021 (£ 20K)  
*Rail Leisure technology-based product feasibility and development.*
8. Aero Space Kinross, 2021 (£ 11.1K)  
*Feasibility and EIA Study of Science-based visitor attraction.*
9. V&A Museum Dundee, 2021 (£ 6.5K)  
*Benchmarking study and strategic visitor data review.*
10. SOAS: Scottish Accommodation Occupancy Survey 2021 (£ 79.2K)  
*National Survey of Scotland's Accommodation operators for the national DMO VisitScotland.*
11. A83 – Rest and Be Thankful Tourism EIA, 2020-21 (£ 26.5K)  
*Tourism assessment of Scotland's rural area for major infrastructure development.*
12. Sutherland Space Hub, 2021 (£ 5.8K)  
*Feasibility and marketing study for the first rocket launch experience attraction in the UK.*
13. Cairngorm Funicular Ticket Price Study, 2021 (£ 8.7K)  
*Ticket pricing & marketing strategy development for major visitor activity-attraction.*
14. Skye Tourism Evaluation, 2020 (£ 40K)  
*Tourism impact assessment to inform local DMO in Isle of Skye, Scotland.*
15. Manchester North West Quadrant- Tourism Evaluation, 2019 (£ 24K)  
*Tourism assessment of Manchester region for major infrastructure development.*
16. UNESCO Trail of Scotland, 2019 (£ 2.5K)  
*Research paper on the value and potential of UNESCO designated sites in Scotland.*
17. Private Water Supply in Scotland, 2018 (£ 120K)  
*Social and economic assessment of private water supply across Scotland; tourism sector focus.*
18. St. Kentigern Church: Feasibility study, 2018 (£ 12K)  
*Assessment and development planning of local attraction.*
19. Finnich Glen Tourism Development, 2018 (£ 6K)  
*Tourism outline, development potential and option appraisal of natural site.*
20. Lennoxton City Hall: Feasibility study, 2018 (£ 10K)  
*Development plan of local city hall.*

21. Dundee Botanic Gardens Product Development, 2017 (£ 2.5K)  
*Development study for private visitor attraction.*
22. Jacobs A9; A96 dualling, 2017/2018 (£ 18K)  
*Tourism assessment studies for several areas of interest across the UK, affected by road developments.*
23. Fossil Grove Development Appraisal, 2017 (£ 9K)  
*Development and feasibility study for private visitor attraction.*
24. Hull Cultural Corridor, 2017 (£ 6K)  
*Primary data collection at Eindhoven 'Vakantie borse' and analysis for Visit Hull and East Yorkshire DMO for development of new tourism product.*
25. Stirling Mercat & Park Development Appraisal, 2017 (£ 8K)  
*Development plan for Stirling City council; tourism and leisure focus.*
26. Perth Active Leisure, 2016 (£ 6.8K)  
*Assessment of development plan of leisure centre in Perth, Scotland.*
27. KTP with Scottish Tourism Alliance, 2016 (£ 51K)  
*Knowledge Transfer Partnership with Scottish Tourism Alliance to study and promote involvement of young people with heritage.*
28. Spree Paisley 2021 EIA, 2016 (£ 4K)  
*Economic impact assessment of festival.*
29. Greenburg ABO Windfarm EIA, 2016 (£ 20.8K)  
*Economic impact assessment of tourism sector in rural areas.*
30. Glasgow Jazz Festival EIA, 2016 (£ 4.8K)  
*Economic impact assessment of festival.*
31. UK Pipe Band EIA, 2016 (£ 3K)  
*Economic impact assessment of festival.*
32. EIIPR Glasgow City Deal, 2016 (£2.5K)  
*Enabling Infrastructure – Integrated Public Realm city deal; economic and employment assessment.*
33. Night-Time Economy of Glasgow City Centre EIA, 2015 (£ 8.5K)  
*First study undertaken to assess economic and wider impacts of Night Time Economy of Glasgow, UK, for Glasgow City Chamber of Commerce.*
34. Retail Economy of Glasgow City Centre EIA, 2015 (£ 7.5K)  
*First study undertaken on assessing economic and wider impacts of Retail sector of Glasgow, UK, for Glasgow City Chamber of Commerce.*
35. Glasgow 'Day Tourism Visitors', 2015 (£ 5K)  
*Segmentation analysis of day visitors in Glasgow, for Scottish Enterprise.*
36. Glasgow 'Visit Friend and Relatives' for Scottish Enterprise, 2015 (£ 5K)  
*Segmentation analysis of VFR visitors in Glasgow, for Scottish Enterprise.*
37. Homecoming 2014 Scotland- EIA, 2014-15 (£ 65K)  
*Economic impact assessment of year-long mega event for VisitScotland.*
38. DREAM Detailed regional economic assessment monitor, 2014-15 (£ 70K)  
*Economic model development for localised tourism data provision to Scottish Local Authorities.*

## 9. Other RESEARCH GRANTS AND AWARDS

---

1. 'Inclusive Societies Research' Grant of £1,000, March 2021 – Sole applicant; awarded by Glasgow School for Business and Society;
2. PhD Full Scholarship 2015-2020, Glasgow Caledonian University (UK);
3. Research Paid Leave Aug-Jan 2018, to conduct PhD research;

4. PhD Grant for Summer School at University of Alicante, 25-28 June 2015;
5. Erasmus Programme 1999-2000 (1 full academic year), University of Augsburg (Germany).

## 10. RADIO AND PRESS COVERAGE

---

1. BBC UK. Radio Interview aired on Cruise Tourism in Scotland and Brexit. November 2017;
2. Interviews published in press and digital forms: BBC, The Times, Evening Press, Express, and Scotsman. December 2017 (<https://www.bbc.co.uk/news/uk-scotland-scotland-business-42213990>; <https://www.thetimes.co.uk/article/scheme-tempts-superyacht-elite-to-the-west-coast-bz2fpv09j>; <https://www.scotsman.com/regions/glasgow-strathclyde/drive-launched-to-attract-superyachts-to-scottish-west-coast-1-4629981>; <https://www.express.co.uk/news/uk/887606/scotland-glasgow-claedonian-university-moffat-centre-superyacht-cruises>).

## 11. TRAINING SEMINARS

---

1. 'Q Methodology' Workshop, Glasgow Caledonian University, May 13-14, 2019;
2. Graduate Teaching Assistant (GTA) Certificate, issued by Glasgow Caledonian University; April 2018;
3. 'The Future Tourism Experience', Tourism Society Yorkshire, York - England, September 14, 2018;
4. 'Professional Grant Proposal Writing Workshop', Strathclyde University, UK, November 15-16, 2015;
5. Introduction to Arc GIS, Glasgow Caledonian University, May 3-6, 2014.

## 12. LANGUAGE SKILLS

---

1. English: C2 (Oxford test - 2022)
2. German: B2
3. Spanish: C2
4. Italian: native speaker

## 13. IT SKILLS

---

- Smart(PLS) 4. Partial Least Squares - Structural Equation Modelling;
- IBM SPSS; NVivo; ArcGIS; AMOS; Advanced use of Excel and Access.