



# Italian scholars in tourism research: progresses, challenges and collaborations

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Competitiveness, Innovation and Markets: The Multifaceted Tourists' Role

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# Agenda

- I represent 😊😊😊😊 😊😊 ???
- My experience
- Some suggestion/ideas (*only as more “food for thoughts” about the presence, role and impact of Italian tourism Scholars in the international scientific community*)

I represent 😊😊😊 😊😊 from DIES Uniud

## Tourism Management, Marketing and Consumer Behaviour

- M. Rosita Cagnina (Ph.D., Assistant Professor of Management)
- Donata Collodi (Ph.D., Research assistant)
- Francesco Crisci (Ph.D., Assistant Professor of Management),
- Andrea Moretti (Ph.D., Full Prof. Management and Marketing)

## Rural and Eco-Tourism Economics

- Francesco Marangon (Full Professor of Rural & Environmental Economics)
- Stefania Troiano (Assistant Professor of Rural and Environmental Economics)

# Integrated and disintegrated tourism topics analysed

The Identity of  
cultural destination

Landscape  
Evaluation  
Models

Management of  
Cultural Destination

Eco-Tourism

Cultural Tourism  
Management

... ..

Marketing of  
Small Destination

Rural-Tourism

Farm  
multifunctionality

Arts  
Marketing

Museum  
Management

Biodiversity valuation  
and management

# My experience (1)

- We recognise Tourism Transversely
  - Policy makers
  - Operators of supply (firms, meta-organisation, museum & cultural-rural-eco-... organisation)
  - Operators of demand
- All wants something from us (researchers) and wants to use our results... (especially “managerial implication” or “policy implication”)
- Huge amount of **waste** research efforts, energy and resources (money and time)

# My experience (2)

- Be aware that:
  - quality of method and data help the production good research results
  - context replication of research help mgmt. and economic research to become relevant for 3 groups of operators
- To be or not to be a research-consultants of 3 groups of operator?
- youMUST (University Master on Tourist Development of the Territory- 2003-2007)

# Some suggestions / ideas

- Be Far from “not-invented here syndrome ” in tourism research
- Interlocking relations between research groups
- Monitoring (observatory system on specific topics), replication in different area, context and time the same research,
- Use previous dataset and research process to integrate news issues (not reinvent each time)
- Loosely-couple research group with medium term perspective



Thank you for your attention!

Andrea Moretti