## SUPERVISOR: PROF. FEDERICO BOFFA

Research areas: Industrial Economics, Transport and Energy Economics, Political Economics

Current research: Impact of the emergence of fleets (e.g., Uber) on the organization of urban transport; impact of ownership (public versus private) on the effects of environmental policies in the energy sector; the effects of political polarization; communication strategies of populist and traditional parties; impact of politicians' competence on the emergence of populist parties.

Available thesis projects: Mobility and transport in tourism; strategies and incentives in digital markets as applied to tourism; any other microeconomic topics of interest to students.

Language: English and Italian

## SUPERVISOR: DR. CLAUDIA COZZIO

Research areas: Consumer Behavior, Innovation in Tourism & Hospitality, Sustainability

Current research: nurturing tourists´ sustainable behavior through persuasive interventions, the tourists-wildlife encounter, revenue management in the hospitality industry, the carrying capacity of a tourist destination

Available thesis projects:

Project 1: Plate Waste vs Palate Waste! Nudging next generation consumers to lower food waste. The project will validate that the "what" (the content to be conveyed) and the "how" (the rewarding mechanism) of young consumer behaviors can be decidedly influenced in different contexts (traditional *versus* hedonic settings). A strong empirical focus (experimental approaches) is adopted.

Project 2: AI & the hospitality industry: current state of the art and future research directions. Through a qualitative study (i.e., semi-structured interviews with key informants) the project will also provide insights on the barriers, drivers and perceptions on the future of AI in the hospitality industry.

Project 3: Suitable pricing approaches for service customization. As financial outcomes of service customization remain somewhat unclear and underexplored in hospitality contexts, this project will advance understandings on how hotels can refine pricing policies toward customization in order to increase economic returns.

Language: English and Italian

## SUPERVISOR: DR. CARLO GALLIER

Research areas: Environmental Economics, Behavioral Economics, and Experimental Economics

Current research: I combine environmental, behavioral, and experimental economics to improve our understanding of success and failure in human cooperation and use this knowledge to make (environmentally) policies more effective and efficient. For instance, I am interested in how participation affects individuals' willingness to comply with regulations in cooperation problems. Currently, I work on amendments to the Paris Agreement to foster international climate ambitions.

Available thesis projects: Please contact me to discuss potential topics of interest.

Language: English and German


## SUPERVISOR: PROF. DR. OSWIN MAURER

Research areas: Consumer Behaviour, Food Waste, Food and Tourism, Sustainable Tourism, Tourismmarketing, Cognitive Bias and Effects on Marketing Strategies

Current research: Food waste experiments in Europe, Asia and Australia (large international project), Nudging behavioural change towards sustainability (experimental, empirical), Carrying capacity and overtourism (methodological, empirical), Pricing strategies in tourism businesses (empirical)

Available thesis projects:

1. Evaluating sustainability programmes in hotels – reality and wishful thinking (methodological, empirical)

2. Local food: offers and promises – how valid are they? Investigating and measuring local food use in hotel settings (empirical)

3. Who are we advertising for – the real vs the targeted person/ality in tourism (behavioural, two-sided cognitive bias)

4. Is there a Dunning-Kruger effect in tourism? (methodological, empirical)

5. Locals and environmental/sustainability issues in tourism – activities, behaviour, effects, contribution (methodological, empirical)

6. Food waste in tourism – connoisseurs and/or squanderers? Evaluation of food waste at consumer level in hotels and restaurants (experimental, empirical)

7. The chef says 'This is of no use anymore' – kitchen food waste revisited. Investigating food waste and food losses in hotels and restaurants (experimental, empirical)

8. "Bin it vs. don't bin it". Parameters, decision points, and processes to avoid food waste in hotels and restaurants (methodological, empirical, experimental)

Language: English and German

**Freie Universität Bozen**
**Libera Università di Bolzano**
**Università Liedia de Bulsan**

## SUPERVISOR: DR. STEPHEN ODURO

Research area(s): Corporate Digital Responsibility (CDR); Digitalization (digital technologies); Green firm behavior; Green consumer behavior; Meta-analysis; Small business management; family business digitalization.

Current research: Corporate digital responsibility and firm reputation and environmental performance of family business; eco-marketing and eco-innovation behavior of small family businesses in hospitality and Tourism; Digitalization of family businesses; Drivers of corporate social responsibility in family firms.

Available thesis projects: Topics related to the above research areas. I also welcome interesting topics that are related to family business and small business management, particularly studies in emerging markets.

Language: English and Italian

## SUPERVISOR: PROF. DR. LINDA OSTI

Research area(s): Sustainable Tourism, Sustainable Consumer Behaviour in Tourism, Host Community Wellbeing, Smart Tourism and Destinations

Current research: Tourism Taxation from policies to perceptions, LOHAS segment in tourism, Smart Urban Destinations, English as lingua franca in tourism.

Available thesis projects:
-The behaviour of green consumers
-Tourists´and destinations´resilience to environmental vulnerability
-Tourism in fragile and vulnerable destinations: hosts´- tourists´perceptions
-Smart tourism and destinations
Further topics suggested by students can be discussed

Languages: English and Italian

## SUPERVISOR: DR. ISABEL SCHÄUFELE-ELBERS

Supervisor: My research is focused on sustainable food consumption, sustainable tourism development and wine and food tourism. Current research projects investigate interventions to foster behavioural change in real life contexts, i.e., hotels and restaurants. I put emphasis on different sustainability dimensions such as food waste, biodiversity, local and organic food, vegetarian/vegan food options and energy/water consumption. A strong empirical focus of the thesis is required, a focus is laid on quantitative surveys and field experiments.

Available thesis projects:
-The effectiveness of "Nudging" to foster sustainable consumption in different tourism contexts: room services, food consumption, mobility

-Nudging to reduce hotel guests' plate-waste

-Menu engineering to foster plant-based food choices at restaurants

-How do consumers react to labels of origin in a restaurant context? The value of labels to foster local food choices

-Marketing and promotion of plant-based dishes in the food service sector/in tourism destinations

-Tourists' pro-environmental behaviour at destinations and destination image: Are the constructs related?

-The value of wine and food tourism for a sustainable tourism development in Alto-Adige

-The role of Food and Wine tourism to create an authentic holiday experience

Languages: English and German


## SUPERVISOR: PROF. DR. SERENA VOLO

Research area(s): Marketing for Tourism and Hospitality, Competitiveness and Innovation in Tourism, Tourism economics, statistics and indicators.

Current research: My research focuses on consumer behavior in tourism and hospitality, particularly on the behavior of individuals and groups. I have done extensive work on tourism experiences and emotions. In recent work, I have also examined social media and big data with both textual and visual methods. I have also worked on tourism statistics and economics and on indicators for tourism. For a detailed list, please check my Google Scholar page.

Available thesis projects: Please contact the supervisor to discuss topics of interest. Topics can be in all areas related to marketing.

Languages: English and Italian


*Last update: October 2023*