

## CRISTINA MOTTIRONI – CV

### EDUCATION

- 2012 **PhD in Management Research (Tourism and Hospitality track)**  
University of Surrey (UK)
- 2000 **Postgraduate Specialization in Tourism Economics**  
Università Bocconi, (Italy)
- 1998 **Degree in Philosophy**  
Università Cattolica, Milan (Italy) – cum laude

### WORK EXPERIENCE

- 2000-current date **Faculty Member at Bocconi University, Milano (Italy), Department of Political and Social Sciences**
- Director of the Specialized Master programme in Tourism Economics and Management (MET) since 2017.
  - Deputy director of the course General Management for the Hotel Sector (Executive Program / SDA Bocconi).
  - Member of the Steering Committee of the ACME Program (MSc in Economics and Management in Arts, Culture, Media and Entertainment).
  - Instructor/Responsible of the following Bocconi courses:
    - Tourism Economics (MET – Master in Tourism Economics)
    - Sustainable Destination Management (MET - Master in Tourism Economics)
    - Cities Cultural Tourism and Urban Life (ACME – Graduate Program in Arts Management)
    - Tourism industry and Sustainable Destinations (ACME – Graduate Program in Arts Management)
    - Digital innovations in tourism (ACME – Graduate Program in Arts Management)
    - Tourism, Local Identities and Destination Management (CEACC – Undergrad Program in Arts Management)
    - Place Branding and Tourism Destination Strategy (MAMA – Master in Arts Management and Administration / SDA Bocconi)
  - Instructor at several SDA Bocconi on demand and on the market courses on Hotel management and Hospitality and development topics
  - Author of publications on peer-reviewed national and international journals and books on issues related to tourism and territorial marketing and management (list of publications follows).
  - Researcher on tourism projects for various Bocconi research centers: ASK, BIDSa, ISLA, CERTeT.
- 2012-current date **Member of national and international organizations**
- Member of the Permanent Working Group on Sustainable Tourism of the Alpine Convention Italian Ministry of the Environment
  - Member IFITT (International Federation for Information Technology and Tourism) and of TEFI (Tourism Education Future Initiative)
  - Former Member of the Board of Directors (2016-2018)- Centro Internazionale d'Arte e Cultura Palazzo TE, Mantova
- Since 2005 - various appointments **Visiting Professorship/Research Scholarship**
- Research Scholar with Grant at:**
- Temple University (Philadelphia - USA), School of Tourism and Hospitality Management
  - Università del Piemonte Orientale (Novara -Italy), Dep.t of Economics (Tourism Group)
- Visiting Professor (Undergraduate and Graduate level) at:**
- Università della Valle d'Aosta, Italy, Planning and Management of Mountain Tourism Destinations (Master Program)
  - Politecnico di Milano, Italy, Planning and Management of Cultural Tourism Destinations (Master Program)
  - Università degli Studi Milano, Italy, Università della montagna, Mountain Tourism (Undergraduate Program)
  - Università di Siena, Italy, Wine and Food Tourism (Master Program)
  - Università degli Studi di Bergamo, Italy, Wine and Food Tourism (Master Program)
  - Università Bicocca, Italy, Destination Management (Undergraduate Program)
- Since 2000- various appointments **Consultant for tourism destinations and players**
- Consultant for public authorities, tourism organizations and PPPs on various tourism destination projects (Destination strategic and marketing plans, Tourist itineraries (greenways, wine routes, ...), Tourism policy advice, Organizational

issues at destination level (list of main projects follows).

#### List of main research/consulting projects for tourism destinations:

- **BWH (Best Western Hotels)** research on the Italian Hospitality Supply Chain 2022.
- **ADUTEI (Association of Official Delegates of Foreign Tourism in Italy)**. Survey on prospects and strategies for the outgoing Italian market a year after the pandemic outbreak. 2021.
- Strategic Development plan 2030 – tourism sector, for the **Municipality of Lignano**, 2022
- Public Debate (*Dibattito pubblico*) on the perspectives of valorization of the **SIC Area-Riviera Nord, Lignano Municipality** 2019 (external advisor).
- Strategic Development plan – tourism sector, for the **Municipality of Gressoney Sant Jean** 2018-19.
- Analysis of the **tourism demand of Cervia for the Municipality of Cervia-Federalberghi**. 2017-18 (coordinator).
- Feasibility study for the creation of a **DMO for the Municipality of Mantova**. 2017 (coordinator).
- Feasibility study for the functionalization of **Rocca di Ripafratta, Municipality of San Giuliano Terme**. 2016.
- Cooperation at the Project Proposal for '**Mantova Italian Capital of Culture**' (winner city for 2016).
- Study for **Palazzo Blu** (Arts Exhibition Center - Pisa) 'A monitoring system for the exhibitions'. 2014-18.
- Study for **Fondazione Pisa** 'Tourism and its dynamics of development and optimization in Pisa'. 2013-14 (coordinator).
- Tourism Strategic Plan for the **UNESCO site Sacri Monti di Piemonte e Lombardia**, 2011 - 2012.
- Methodology and indicators for a Tourism Monitor for the **Municipality of Milano**, 2009-2010.
- Innovation in Tourism and Commerce. Study for **Toscana Region**, 2008.
- ICT for tourism planning and marketing. Study for **Lombardy Region**, 2007.
- Milano as a tourism destination: indicators and tools of attractiveness and competitiveness. Study with grant for the **Municipality of Milano**, 2006-2007 (coordinator).
- An evaluation of Scottsdale's eMarketing Strategy. Study for the **Convention & Visitors Bureau di Scottsdale (Arizona)**, 2005 (with Temple University) (coordinator).
- A strategic plan to improve Customer Satisfaction for the **Municipality of Cavallino Tre Porti and the Province of Venice**, 2005
- ICT as a support for tourism planning. For the **Lombardy Region**, 2005
- Tourism Development Plan (2004-2007) for **Val Trompia Chamber of Commerce**, 2004.
- I.C. Leader Plus 2000-2006 **GAL Alta Langa (European Union Program)**. Guidelines for tourist development, for the Local government of Alta Langa and European Union, 2004.
- Tourist Marketing Plan (2003-2006) for the **Piedmont Region Tourism Board**.
- Tourist development plan (2003-2006), for **Lake Maggiore Tourism Consortium**.
- **Docup 2000-2006 (European Union Program)** Analysis of the demand and the potential tourist market for the province of Alessandria. For the **Alessandria Chamber of Commerce**.
- Market analysis of Lombardy's tourist flows, for the **Lombardy Region**, 2002.
- Marketing Tourism Plan (2001-2004), for the **Lombardy Region Tourist Board**.
- Tourism Development Plan (2002- 2012), **Liguria Region**.
- A model of planning and management for the Versilia district, pilot study for **Tuscany Region**, 2002.
- An approach to Lucca as a tourist district, study for the **Province of Lucca**, 2001.
- Development plan – tourism sector, for the **Municipality of Cecina (Li)**, 2001.
- The route of the white truffle of Alba: management issues, pilot study for **Piemonte Region**.
- Analysis to restore the Cattani-Gallizia villa as a tourist attraction, for the **Municipality of Giussano**, 2000.

#### List of Publications:

- Mottironi, C. (2022). Turismo di montagna in transizione. . *Economia & Management*, Milano: Egea, n.3, pp. 33-37
- Di Salle, M. Mottironi, C. (2021). Nomadismo digitale come opportunità per il turismo. *Economia & Management*, Milano: Egea, n.1, pp. 52-57.
- Antonioli, M., Mottironi, C. (2020). Wine and food tourism and place identity: the strategic role of local networks. In Foroudi, P., Mauri, C., Dennis, C., Melewar, T.C. (Eds.). *Place branding: Connecting tourist experiences to places*. Oxford: Gower, Chapter 15.
- Antonioli, M. Magnani, A., Mottironi, C. (2020). Culture, Creativity and Tourism Attractiveness: Towards a Common Policy. Differing Clusters and Patterns in European Cities. In Luger, K., Ripp, M. (Eds.). *World Heritage, Place Making and Sustainable Tourism Towards Integrated Approaches in Heritage Management*. Wien: StudienVerlag, p. 53-66.
- Antonioli, M., Mottironi, C. (2020). Smart City e Turismo. In Ferrari, G.F. (a cura di). *Smart City. L'evoluzione di un'idea*. Milano:Mimesis, pp.225-246.
- Viganò, G., Antonioli, M., Mottironi, C. (2019). Il turismo della montagna in un'ottica sostenibile: ruolo e nuove tendenze, indicatori e policy. XXIII-Rapporto-sul-Turismo-Italiano 2018-2019. Roma: Rogiosi Editore, pp.609-626.
- Antonioli, M., Mottironi, C., Recla, A. (2018). Analisi strategica della domanda turistica per il territorio di Milano Marittima-Cervia. XXII-Rapporto-sul-Turismo-Italiano 2017-2018. Roma: Rogiosi Editore, pp. 151-164.
- Antonioli, M., Mottironi, C. (2016). *Turismo, Collana Pixel*, Milano: EGEA.
- Antonioli, M., Mottironi, C., Viganò, G. (2015). Il turismo nella Alpi. Governare la Sostenibilità. In: Corrado, F. (a cura di), *Popolazione e cultura: le Alpi di oggi*. Franco Angeli Editore, pp.37-47.
- Antonioli, M., Mottironi, C., & Baggio, R. (2014). Shopping as an urban tourism determinant: technological tools for its promotion. In R. Garibaldi (Ed.), *Il Turismo Culturale Europeo. Città Ri-Visitate*. Milano: FrancoAngeli, pp. 208-217.
- Antonioli, M., Mottironi, C. (2013). Planning and management of European rural territories. Chapter in Costa, C., Panyik, E., & Buhalis, D. (Eds.) 'European Tourism Planning and Organisation Systems Vol.I. New Perspectives and Emerging Issues'. Channel view publications, Bristol: UK.
- Mottironi, C., Antonioli, M. (2012). Tourist destination competitiveness: the role of cooperation. *Rivista Italiana di Economia, Demografia e Statistica*, LXVI (2), p.156-167.
- Antonioli, M., Mottironi, C. (2012). Turismo e territorio: la competitività delle destinazioni turistiche. In: Borghini S., et al. (Eds). *Prodotto, consumatore e politiche di mercato quarant'anni dopo*. Milano: EGEA, p. 451-466.
- Sartori, A., Mottironi, C., Antonioli, M. (2012). Internal stakeholder-based brand equity for tourism destination marketing: an empirical

- study. *Journal of Vacation Marketing*, 18(4), p. 327-340.
- Baggio, R., Mottironi, C. (2012). A regional review on Italy. Goodfellows Publishers, p. 2-25.
  - Baggio, R., Mottironi, C., Antonioli, M. (2011). Technological aspects of public tourism communication in Italy. *Journal of Hospitality and Tourism Technology*. 2(2), pp.105 - 119.
  - Baggio, R., Mottironi, C., Antonioli, M. (2011). Turismo e comunicazione istituzionale online in Italia. *Turistica*. 1.
  - Mottironi, C., Viganò, G., Antonioli, M. (2010). Managerial implications for the supply of tourism services in protected areas: an empirical analysis of the Italian case. *Proceedings of the 5th MMV conference 2010, University of Wageningen (NL) 30th May – 3 June 2010*.
  - Mottironi, C. (2009). *Le Strade del vino e dei sapori ad una svolta*. Lecco Economia, Dicembre 2009.
  - Mottironi, C., Rabbellotti, R. (2008). Local Tourism Competitiveness. A comparison among Italian Provinces'. *Proceedings of the RSA (Regional Studies Association) Working Group on Tourism, Regional Development and Public Policy 1st Workshop: 2-4 April 2008, Izmir, Turkey*.
  - Antonioli, M., Mottironi, C. (2008). Wine promotion through tourism: understanding tourist motivation and behaviour. *4th International Conference of the Academy of Wine Business Research, Siena, 17-19 July, 2008*.
  - Mottironi, C. (2007). Greenways: sistemi di mobilità lenta per tempo libero e turismo di qualità. *Lecco Economia, Dicembre 2007*.
  - Antonioli, M., Mottironi, C. (2007). Wine and food routes as a model of destination management: the case of the Lombardy Region (Italy). *Proceedings of the ATLAS - Tourism Expert Meeting, Arcos de Valdevez, September 4th 2007*.
  - Antonioli, M., Mottironi, C. (2006). Risorse e attori per la gestione della destinazione turistica. *Proceedings del convegno CST Università Studi Bergamo - Valorizzazione del Paesaggio Insubrico come Fattore di Sviluppo Locale, 13 e14 ottobre 2006*.
  - Mottironi, C., Formica, S. (2006). Competitive Methods and Core Competences of Global Tourist Destinations. *Proceedings of the TTRA (Travel and Tourism Research Association) 2006 Annual Conference "New Frontiers in Global Tourism - Trends and Competitive Challenges", (Dublin, 18-20 June 2006)*.
  - Mottironi, C. (2006). Capitolo 3: Il concetto di percorso in chiave turistica: caratterizzazioni e parametri di funzionalità e Capitolo 4: Obiettivi e Benefici attesi dalla realizzazione di un percorso per la mobilità non motorizzata. In Busi, R. e Pezzagno, M. (a cura di) *Mobilità dolce e Turismo Sostenibile. Un approccio interdisciplinare* (pp. 215-238). Gangemi Editore, Roma.
  - Antonioli, M., Mottironi, C. Viganò, G. (2005). Risorse territoriali per la mobilità non motorizzata: le nuove forme di turismo. *Lo Stato dell'Arte, nell'ambito del Programma di Ricerca COFIN – MIUR, Università Bocconi, Università Cattolica di Milano, Università degli Studi di Bergamo, Università degli Studi di Brescia, "Mobilità non motorizzata e risorse territoriali: un confronto interdisciplinare e sperimentazioni per la progettazione"*. Technical Report, Dipartimento di Ingegneria Civile, Università di Brescia.
  - Mottironi, C. (2004). Conoscenza e valorizzazione delle risorse naturali di un'area protetta: dallo spontaneismo alla strategia. *Proceedings of the 2nd International Doctoral Tourism And Leisure Colloquium – Esade Business School, Barcellona, Spain, 22nd and 23rd April 2004*.
  - Antonioli, M., Mottironi, C., Viganò, G. (2004). Osservatorio internazionale sul turismo enogastronomico 2004. Franco Angeli, Milano.
  - Mottironi, C. (2004). La domanda di turismo enogastronomico e Le Strade del Vino e dei Sapori" in Antonioli, M., Viganò, G. "Turisti per gusto. Enogastronomia, Territorio e Sostenibilità". De Agostini, Novara, 2004, pp. 91-138.
  - Antonioli, M., Viganò, G., Mottironi, C. (2002). I Presidi Slow Food in Italia. *Il Sole24Ore, Milano, 2002*.