

PERSONAL INFORMATION

Stefan Lazic

PROFILE

University researcher on transformative paradigms, regenerative tourism, and humanistic management with broad experience in different international environments. Extensive fieldwork in rural areas on project development, capacity building, and sustainable tourism with local and Indigenous communities, stakeholders' groups, public sector, private businesses, and non-profit organizations.

WORK EXPERIENCE

Sept 2022 –
Sept 2023

University of Bologna, Centre for Advanced Studies in Tourism CAST, Rimini

Research assistant, Project **NEST (Network of Education in Sustainable Tourism)** - "Breeding ideas for a sustainable future. A network on sustainable tourism in the post-COVID era" developed with Italian Agency for Development Cooperation AICS; capacity building for public and private stakeholders from 13 developing countries and five continents

- Development and coordination of educational activities for 100 members of the NEST network on topics related to responsible, inclusive, accessible, and sustainable tourism
- Enhancement of the relationships between the network members, stakeholders, and partners, and development of new partnership between the University of Bologna and the University of Trento
- Support in development of skills in areas of sustainable tourism, circular economy, community empowerment, cultural heritage, accessibility, inclusive urban tourism, and digital technologies in tourism
- Identifying strategic factors for development of tourism projects in countries part of NEST
- Organization of the project's final scientific conference "Approaches to sustainable tourism development – valorization of resources and territories", Rimini 2023; Maintenance of the project's official website

Oct 2020 –
Oct 2021

Association Venice Lagoon Plastic Free ONLUS

Communication specialist, EU Horizon 2020 projects In-No-Plastic and MAELSTROM

- Coordination of communication activities between partners and stakeholders involved in the project and with public sector representatives; Development of the project's dissemination and communication plan
- Research on existing strategies for tackling plastic pollution in urban areas; Organization of participatory citizen-science activities such as clean-up and monitoring for the engagement of civil sector associations
- Development of survey on citizens' awareness and acceptance of the solutions for the marine plastic pollution, and transition to circular economy; Reporting on activities' outcomes
- Design and management of the official websites for the association and In-No-Plastic project; Content creation for association's and projects' communication channels – articles, leaflets, brochure, posters

Nov 2019 –
Sept 2020

University of Bologna, Centre for Advanced Studies in Tourism CAST, Rimini

Project assistant, Project **NEST (Network of Education in Sustainable Tourism)** – project developed with Italian Agency for Development Cooperation AICS; capacity building in sustainable tourism development for public and private stakeholders from 13 developing countries from five continents

- Daily interaction with scientific coordinator, research group and other relevant academic staff and stakeholders to complete a series of technical and structural interventions to establish NEST network
- Coordination of the NEST project network; Development of project's official website
- Digitalization and use of digital tools to enhance network's functioning and internal communication
- Support in development of new sustainable and inclusive tourism projects and ideas within the NEST project network

Apr 2018 –
Sept 2020

Echoes of the Journey, Latin America/ Italy

Co-founder and sustainable tourism advisor, www.echoesofthejourney.com

Freelance consulting for 30, mostly rural, non-profit organizations, public bodies, and private companies in 10 Latin American countries. Main areas of work:

- **Support in development of sustainable tourism projects** and integration of best practices in companies' business models
- **Capacity building** for sustainable tourism initiatives
- **Qualitative field research** including interviews, focus groups, action research
- **Mapping of public and private stakeholders** for creation of local collaborative networks
- **Work with local stakeholders** and communities through participatory processes on implementation of new cultural, inclusive, accessible, and sustainable tourism itineraries, experiences, and events

Examples of collaboration:

- **Totonal viajes (Mexico)**: Evaluation of economic, environmental, and social impact of tourism activity on local livelihoods; Support in development of collaborative networks between stakeholders and Indigenous communities; Design of new cultural, inclusive, accessible, and sustainable tourism experiences to valorize local Mayan cultural and artistic heritage through participative processes with local communities
- **Chamber of Tourism Villa La Angostura (Argentina)**: Development of destination's sustainable tourism strategy through participatory processes with local stakeholders' groups; Semi-structured interviews about future tourism development for destination Villa la Angostura
- **Huasquila ecolodge (Ecuador)**: Evaluation of economic, social, and environmental impact of tourism activity on local Indigenous communities and natural environment; Comparative analysis of the implemented best practices against sustainable tourism certification and standards
- **Monteverde Community Fund and Chamber of Tourism (Costa Rica)**: Analysis of local stakeholders' inclusion in Fund's activities; Identification of the key local tourism and culture actors to involve in the Fund's operations; Support in development of community cultural tour "Footsteps of Monteverde" and in mapping of local cultural heritage, creative, and artistic initiatives to be included in experience
- **Guías and Baquianos Travel (Colombia)**: Assessment of the overall sustainability of the cultural route "Ciudad Perdida Trail"; Assistance with implementation of best practices and with development of new activities to valorize cultural heritage of local Indigenous groups; Improvement of the coordination among the stakeholders to enhance the overall experience offered to the visitors
- **Andean Lodges (Peru)**: Identification of the opportunities to include cultural and artistic content in the itinerary; Assessment of the participants' satisfaction through interviews; Evaluation of the best practices applied in cultural itinerary Apu-Ausangate, part of the Inca trail Qhapaq Ñan (UNESCO World Heritage)
- **Sierra Norte Expeditions (Mexico)**: Content creation and work on improving digitalization of the initiative winner of WTTC Tourism for Tomorrow Award for the best community-based tourism project in the world
- **Local tourism network San Rafael and private nature reserve Zafra (Colombia)**: Mapping and involvement of local tourism actors and stakeholders in development of sustainable and cultural tourism itineraries; Work on improving digitalization of San Rafael local tourism network
- **Coclè Tourism and private nature reserve Villa Tavidá (Panama)**: Assistance with creation of the regional stakeholders' network for development of sustainable tourism projects, itineraries, and events; Mapping of the local actors and local cultural heritage
- **Jocotoco Foundation (Ecuador)**: Implementation of sustainable practices in private nature reserves; Design of accessible tourism itineraries for tour operator Jocotours connecting multiple nature reserves and rural Indigenous communities

Jun 2015 –
Apr 2018

Easy Market SpA – Hotelbeds Group, Rimini, Italia
International Sales Account

- International B2B market development, sales coordination, lead generation, and lead acquisition
- Account management – 120 companies in Slovenia, Croatia, Serbia, and Montenegro
- Research on new business opportunities and development of new commercial projects
- Benchmarking; KPI monitoring; Online marketing and communication plans development
- Work on improving digitalization and online presence in international markets
- Technical organization, schedule management and procurement for annual sport event "Rimini Revolution Run"; Contact with local stakeholders, participants, logistics' partners; 2015, 2016, 2017

Other relevant
work experience

- **External advisor** – Project "Revival", Interreg ITA-CRO, Municipality of Forlì; Design and development of urban tourism itineraries that valorize local artistic, architectural, and cultural heritage, 2021
- **Lecturer – Capacity building** for private sector representatives in sustainable and regenerative tourism development; ProColombia – National agency for tourism promotion, 2020
- **Lecturer – Capacity building** for the representatives of the Ministries of Tourism of the ASEAN countries in project development for sustainable tourism; Chamber of Commerce of San Marino, 2019
- **Lecturer – Capacity building** in communication for sustainable tourism and sustainability certification,

NEST project developed by CAST (UNIBO) and AICS; 2019

- ♦ **Festival of responsible tourism IT.A.CA** – collaborator in organization of Rimini and Sasso Simone and Simoncello edition; 2021
- ♦ **Contributing writer** – Travindy, sustainable tourism online magazine: reports, research articles and interviews; 2017 – 2019
- ♦ **“Goethe Institut”** German Cultural Centre – Urban regeneration project Goethe Guerrilla, 2012-2013

EDUCATION

- Oct 2021 – present
[PhD programme Sustainability: Economics, Environment, Management, Society – SUSTEEMS](#)
University of Trento, Italy
- ♦ Research topic: Transformative paradigms for the society's shift – an interplay between regenerative development and humanistic management; mixed-method approach
- Mar 2024 – Jul 2024
[Visiting researcher – PhD research abroad](#)
Department of Economics, University of Burgos, Spain
- Sep 2013 – Dec 2015
[Master degree in Tourism Economics and Management](#)
Faculty of Economics, Management and Statistics, University of Bologna, Italy
- ♦ GPA 108/110
 - ♦ Tourism economics, sustainable tourism, management, micro and macroeconomics, statistics
- Sep 2015 – Nov 2015
[Visiting researcher – Thesis research abroad scholarship program](#)
Newcastle University Business School, United Kingdom
- ♦ Thesis: "Joint venture as the business model in the airline industry"
 - ♦ Secondary sources analysis, semi-structured interviews, quantitative analysis of financial results
- Oct 2007 – Jul 2011
[Bachelor's degree in economics, Department for Latin America and the Caribbean](#)
University Megatrend – John Naisbitt, Faculty of International Economy, Serbia
- ♦ GPA 9.43/10
 - ♦ Macro and micro-economy, statistics, marketing, management, finance, political economy
- Aug 2010 – Dec 2010
[Visiting researcher – Project development for bilateral cooperation between Mexico and Serbia](#)
University Tecnológico de Monterrey, Mexico
- ♦ Qualitative field research with semi-structured interviews, focus groups, and data analysis
 - ♦ International economics, international relations, cultural economics

ADDITIONAL EDUCATION

[Global Initiative for Regenerative Tourism, Chile](#)
Design and development of regenerative tourism and its application on organizational and destination level, 2024, 2021

[Acumen Academy, The Omidyar Group, USA](#)

Systems practice – Application of system thinking methodology for the social innovation and system change in complex environment, online, 2020

[Delft University, Netherlands](#)

Circular economy and its application in transition from the linear industry model, online, 2020

International events and conferences

- ♦ **Selected speaker** – Conference of the European Society for Ecological Economics and International Degrowth conference, Pontevedra, 2024
- ♦ **Selected speaker** – Italian Society for Management studies SIMA, Bari, 2023
- ♦ **Conference co-organizer** – “Approaches to sustainable tourism development – valorization of resources and territories”, Centre for Advanced Studies CAST, University of Bologna, Rimini, 2023
- ♦ **Selected speaker** – International Geographical Union global congress, Dublin, 2024; Paris, 2022
- ♦ **Selected speaker** – R&D Management conference, Trento, 2022
- ♦ **Invited speaker** – “Vision 2030: Opportunities and challenges for tourism sector in the next decade”; University Rey Juan Carlos, Madrid, Spain, 2020
- ♦ **Invited speaker** – International Forum for Tourism "FINTUR and rural development"; International conference on rural tourism development; CIDTUR, Peru, 2020
- ♦ **Conference co-organizer** – CAST Days, conference on research in responsible tourism development; University of Bologna, campus Rimini, 2019

- ♦ **Invited speaker** – “Meetings from Douro – REvisiting Tourism”; AETUR Portugal, University of Aveiro, 2019
- ♦ **Invited speaker** – International Forum for Tourism FINTUR, Green Edition; CIDTUR, Peru, 2018
- ♦ “Transforming Tourism”, international conference on role of tourism in peace processes, valorisation of cultural heritage and nature protection; San Rafael (Colombia), 2018
- ♦ **Invited speaker** –INACAP Institute, Valparaíso, 2018
- ♦ World Travel and Tourism Council WTTC Global Conference; Buenos Aires, 2018
- ♦ **Selected speaker** – German Aviation Research Society Junior Researchers Workshop; Amsterdam, 2017

Published scientific articles

- ♦ Lazic, S.; Della Lucia, M. (2024). "A holistic and pluralistic perspective for justice through tourism: A regenerative approach". *Tourism Geographies*, p. 1-18 [10.1080/14616688.2024.2372114](https://doi.org/10.1080/14616688.2024.2372114)
- ♦ Lazic, S.; Della Lucia, M. (2024). "“Regenerative humanism”: A pathway to justice and gender equality in community-led rural tourism" in “Justice, Mobility & Power: In Search of Ethical Encounters in Tourism”. Lapointe, D., Muldoon, M., Grimwood B., Stinson, M. (Eds.) New York, NY: Routledge, (in press)
- ♦ Lazic, S., Gasparini, M. L. (2023). "Community-Based Tourism Initiatives as a Tool for Empowering Indigenous Communities: Evidence from the Yucatan Peninsula, Mexico" in *Tourism Cases*, p. 1-13. [10.1079/tourism.2023.0051](https://doi.org/10.1079/tourism.2023.0051)
- ♦ Della Lucia, M., Lazic, S. (2023). "A new disciplinary perspective on values-based placemaking: humanistic destinations" in Pechlaner, H., Olbrich, N., Isetti, G. (Eds.). *Destination Conscience: Seeking Meaning and Purpose in the Travel Experience*. p.95-109. Leeds, UK: Emerald Publishing
- ♦ Lazic, S., Della Lucia, M., (2023). "The interplay between humanistic management and regenerative development: renewal of community-based destinations in the hinterland" in “Rediscovering local roots and interactions in management: Conference Proceedings”. p. 199-203. Verona: Fondazione CUEIM

SKILLS AND COMPETENCES

Mother tongue Serbian / Croatian

Other languages	READING	WRITING	SPEAKING
Italian	Excellent	Excellent	Excellent
English	Excellent	Excellent	Excellent
Spanish	Excellent	Excellent	Excellent

Research skills

- ♦ Qualitative methodologies: Semi-structured interviews, focus groups, case study analysis, participatory action research, thematic and content analysis, Atlas, NVivo, VoSViewer
- ♦ Quantitative analysis software: R, Excel

Computer skills

- ♦ Word Press website design and management, CRM, CMS, HTML
- ♦ Jira (Agile project management), Miro, MS Office, Atlas, NVivo, Mail Chimp, Canva, Prezi, Trello

Communication skills

- ♦ Use of different digital tools for coordination of the online communication for project management, material and knowledge exchange between NEST project alumni, partners and academic staff
- ♦ Reporting on impact that tourism activity has on local communities and livelihoods in Latin America
- ♦ Website and social media channels management, and development of online communication strategy for EU Horizon 2020 projects In-No-Plastic and MAELSTROM, and NEST project
- ♦ Website and social media channels management for the Echoes of the Journey project
- ♦ Content creation for communities and organizations involved in Echoes of the Journey project – articles, interviews, photo material, reports, presentations, brochure
- ♦ Writer for Travindy, international online sustainable tourism magazine; Mar 2017 – Jan 2019
- ♦ Writer for No Clean Singing online music magazine; Jan 2016 – Apr 2018
- ♦ Writer for Nocturne Music magazine, print and online edition – interviews, reports, reviews, management of social media channels; Belgrade, Serbia, Jan 2008 – Sept 2015

Organizational skills

- ♦ Highly detail-oriented with analytical thinking approach in problem solving
- ♦ Multi-tasking skills and abilities to work under pressure developed within international academic and research projects and in cooperation with public and private institutions

- ♦ Abilities to manage priorities and plan activities during the project development processes

Social skills

- ♦ Strong interpersonal and teamwork skills developed in multinational and multicultural environment during EU H2020 projects, activities at University of Bologna, University of Trento, and Tecnologico de Monterrey
- ♦ Moderation of meetings between different stakeholders' groups, associations, and social enterprises on improvement of impact of tourism activity on local economy and for local social groups
- ♦ Extensive field work with stakeholder groups and rural Indigenous communities in Latin America on development of new tourism itineraries, project development for sustainable tourism and capacity building

ADDITIONAL INFORMATION

Research and study scholarships

- ♦ University of Bologna thesis research abroad scholarship - 2015
- ♦ University of Bologna scholarship for international students - 2013, 2014
- ♦ Research fellow scholarship – University Tecnologico de Monterrey, Mexico, 2010

Professional affiliations

- ♦ Member of Tourism Commission of International Geographical Union IGU-IGC
- ♦ Member of the Global Initiative for Regenerative Tourism
- ♦ Member of Italian Society for Management SIMA
- ♦ Member of the Italian Association of Doctoral researchers ADI
- ♦ Member of Planet 4 People, international sustainable tourism consulting network

REFERENCES

- ♦ Ernestina Rubio Mozos; University Rey Juan Carlos, _____
- ♦ Laura Vici, University of Bologna,
- ♦ More references available at <https://echoesofthejourney.com/testimonials/>

I authorise the use of my personal data in accordance with Dec. Leg. 30/06/2003, n. 196 and art. 13 GDPR 679/16

Ai sensi degli articoli 46 e 47 del D.P.R. n. 445 del 28 dicembre 2000 e consapevole delle sanzioni penali previste dall'artt. 75 e 76 del citato decreto per le ipotesi di falsità in atti e dichiarazioni mendaci, dichiaro il possesso dei requisiti e di quanto richiesto dal presente Bando di selezione

Acconsento alla pubblicazione del mio CV in ottemperanza alle disposizioni di legge dettate in materia di trasparenza (D.Lgs. 33/2013)