

# Judit Zoltan

University of Bologna - Campus Rimini

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## PROFESSIONAL SUMMARY

Dedicated lecturer with broad international experience, and quantitative researcher focusing on the topics of consumer behaviour applied to tourism, destination marketing and management, and sustainable development.

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## EDUCATION

**PhD in Economics**, University of Lugano, Switzerland, Dec 2014.

Thesis: Understanding tourist behaviour in terms of activeness and intra-destination movement patterns for managing tourism experience (Supervisor: Prof. Rico Maggi).

**MA in Economics and Communication, Major in International Tourism**, University of Lugano, Switzerland, Sep 2008.

**BSc in Economics - Catering and Hotel Management**, Budapest Business School, Hungary, Jul 2006.

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## CURRENT POSITION

**Junior Assistant Professor**, Department of Economics, University of Bologna, February 2022 – present

**Core Faculty**, Bologna Business School, March 2023 – present

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## PAST POSITIONS

**Research collaborator**, Agenzia Piano Strategico Srl, Rimini, 03/2023-10/2023

**Research fellow**, Department of Economics, University of Bologna, 10/2021 – 01/2022

**Lecturer**, SPEED-The Hong Kong Polytechnic University, 01/2021 – 06/2021

**Research Associate**, SHTM-The Hong Kong Polytechnic University, 08/2017 - 08/2019 and 11/2020 – 06/2021

**Project Supervisor and Lecturer**, SHAPE-Vocational Training Council, Hong Kong, 09/2016 – 06/2021

**Visiting Researcher**, SHTM-The Hong Kong Polytechnic University, 01/2013 - 12/2013

**Research Assistant**, University of Lugano, Institute for Economic Research, Switzerland, 04/2009 - 12/2012

**Assistant of the Master in International Tourism**, University of Lugano, Switzerland, 02/2008 - 01/2012

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## FELLOWSHIPS & AWARDS

1<sup>st</sup> prize Best Paper Presentation at the CBTS 2024 conference on “Transforming Tourism Through More Sustainable Tourism Behaviour”, Breda, Netherlands, 2024

Outstanding Reviewer for the journal of *Consumer Behavior in Tourism and Hospitality* awarded by Emerald Publishing Limited, Emerald Awards, 2023

Swiss National Science Foundation - Fellowship for prospective researcher at the School of Hotel and Tourism Management (SHTM), The Hong Kong Polytechnic University, 2013

Foundation for the Lugano Faculties of the University of Lugano, merit-based study grant, 2006

Erasmus scholarship at the Stenden University of Applied Sciences, Leeuwarden, Holland, 2005

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## TEACHING EXPERIENCE

### LECTURER

“**Data analysis for Market research**” for the Master Digital Marketing and Communication, Bologna Business School (2024-present)

“**Tourist behavior**” for the Master in Tourism Economics and Management, University of Bologna (2023-present).

“**Principles of Management**” for BA in International Tourism and Leisure Industries, University of Bologna (2023-present).

“**Green Transition for Sustainable Destinations**” for the Master in Tourism Economics and Management, University of Bologna (2022-present).

“**Consumer Behaviour for Hospitality and Tourism Industry**” for BA (Hons) in Convention and Event Management and BA (Hons) in Travel Industry Management, SPEED-The Hong Kong Polytechnic University (2021).

“**Contemporary Issues in Business**” for the BA program in International Hospitality and Tourism Management of the University of Northumbria at Newcastle, provided at SHAPE-Vocational Training Council, Hong Kong (2017-2021).

“**Professional project**” for the BA program in International Hospitality and Tourism Management of the University of Northumbria at Newcastle, provided at SHAPE-Vocational Training Council, Hong Kong (2016-2017).

**TUTOR:** Tourism Economics, Economics of Leisure and Mobility, University of Lugano, 2009-2012

### **SUPERVISION OF MSC STUDENTS**

Soufiane Dahdouh (2024). Towards Sustainable Tourism Development: Perspectives, Practices, and Perceptions in Morocco.

Woitysiak, Katarzyna (2023). Travel perception of Italy among American tourists.

### **RESEARCH**

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#### **PUBLICATIONS IN REFEREED JOURNAL**

Tolkach, D., Pratt, S., Masiero, L., Jørgensen, M.T., Zoltan, J., Schuckert, M., & Chon, K. (2024). Self-interest, ethical and environmental considerations of air traveler weight policies. *International Journal of Tourism Research* (Forthcoming).

Zoltan, J. (2024). Tourism in net-zero cities. *Cities*, 152, 105178.

Masiero, L., Hrankai, R., & Zoltan, J. (2023). The role of intermodal transport on urban tourist mobility in peripheral areas of Hong Kong. *Research in Transportation Business & Management*, 48, 100838, pp. 1 - 11.

Chon, K., Park, E., & Zoltan, J. (2020). The Asian Paradigm in Hospitality and Tourism. *Journal of Hospitality & Tourism Research*, 44(8), 1183-1202.

Masiero, L., Qiu, R. T., & Zoltan, J. (2020). Long-Haul Tourist Preferences for Stopover Destination Visits. *Journal of Travel Research*, 59 (5), 811-827.

Chon, K. K. S., & Zoltan, J. (2019). Role of servant leadership in contemporary hospitality. *International Journal of Contemporary Hospitality Management*, 31(8), 3371-3394.

Zoltan, J., & McKercher, B. (2015). Analysing intra-destination movements and activity participation of tourists through destination card consumption. *Tourism Geographies: An International Journal of Tourism Space, Place and Environment*, 17(1), 19-35.

Masiero, L., & Zoltan, J. (2013). Tourists Intra-destination Visits and Transport Mode: A Bivariate Probit Model. *Annals of Tourism Research*, 43, pp. 529–546.

Zoltan, J., & Masiero, L. (2012). The relation between push motivation and activity consumption at the destination within the framework of a destination card. *Journal of Destination Marketing and Management*, 1 (1-2), 84-93.

#### **BOOK CHAPTER**

Zoltan, J., & McKercher, B. (2024). Tourist Flows and Spatial Behaviour. *The Wiley Blackwell Companion to Tourism*, 20-31.

McKercher, B., & Zoltan, J. (2014). Tourist Flows and Spatial Behavior. *The Wiley Blackwell Companion to Tourism*, pp. 33-44.

#### **ENCYCLOPEDIA ENTRY**

Masiero, L., Zoltan, J. (2023). Transportation in Tourism. In: Jafari, J., Xiao, H. (eds) Encyclopedia of Tourism. Springer, Cham. [https://doi.org/10.1007/978-3-319-01669-6\\_205-2](https://doi.org/10.1007/978-3-319-01669-6_205-2)

#### **CONFERENCE WITH FULL PAPER PROCEEDINGS**

Zoltan, J., & Maggi, R. (2010). What is Tourism in Dental Tourism? *Health, Wellness and Tourism: healthy tourists, healthy business? Travel and Tourism Association Europe 2010 Annual Conference Proceedings*, ISBN: 978-91-633-4666-8.

## **RESEARCH REPORTS**

Sarman, I., Zoltan, J., & Scagnolari, S., 2014. Ticino Discovery Card – Analisi sull'utilizzo della carta turistica, stagione estiva 2012, *Istituto di ricerche economiche (IRE), O-Tur*.

Maggi, R., Zoltan, J., Guglielmetti, G., & Tettamanti, S., 2013. Turismo alberghiero in Ticino: Rapporto Trend – Stagione Estiva 2012, *Istituto di ricerche economiche (IRE), O-Tur*.

Masiero L., Sarman I., Guglielmetti, G., Zoltan, J., 2012. Turismo alberghiero in Ticino: Rapporto Trend – Stagione Inverno 2012, *Istituto di ricerche economiche (IRE), O-Tur*.

Zoltan, J., Masiero, L. & Maggi, R., 2010. Towards a hypothesis of a tourist card as a basis of a business plan for the Canton of Ticino, *Institute for Economic Research (IRE)*.

## **REFEREE**

Annals of Tourism Empirical Insights, Consumer Behavior in Tourism and Hospitality, International Journal of Contemporary Hospitality Management, Tourism Culture & Communication, Tourism Geographies, Tourism Review

## **CONFERENCE PRESENTATIONS**

Zoltan, J. The effect of urban requalification on tourists' perception and behaviour. Consumer Behavior Tourism Symposium 2024, "Transforming Tourism Through More Sustainable Tourism Behaviour", Breda, Netherlands, June, 2024)

Zoltan, J., Masiero, L. & Succi, L. Sustainable urban development and fitness-based tourism. International Association of Tourism Economics, Orlando, May, 2024.

Zoltan, J. Green Transition through Requalification of a Coastal Destination. European Tourism Research in the Age of Sustainability and Technology conference, Vienna, September 2023.

Masiero, L., Zoltan, J., Tolkach, D., Pratt, S., Jørgensen, M.T., & Schuckert, M. Assessing air traveller preferences for pricing based on body weight. 8th Conference of the International Association for Tourism Economics, Perpignan, France, June 2022.

Zoltan, J., & Masiero, L. Destination cards. Tourism and Hospitality Research Meeting, University of St Gallen, Switzerland, November 2012.

Zoltan, J., & Masiero, L. The relation between push motivations and trip behaviour and their effect on tourist card characteristics. Tourism Conference 2011 – Advancing the Social Science of Tourism, University of Surrey, June 2011.

Zoltan J. & Maggi R. What is Tourism in Dental Tourism? TTRA European Chapter 2010, Budapest, Hungary, September 2010.

Zoltan J. & Maggi R. From Health Care Migration to Health Tourism, a Case Study of Dental Tourism in Hungary - Second Conference of The International Association for Tourism Economics, Chiang Mai, Thailand, December 2009.

## **INVITED TALKS**

Stakeholder survey San Giuliano Mare. Revalue, Horizon study visit, Rimini, October, 2023.

Green transition for sustainable destinations. CLIMAR, Erasmus+ project study visit, Rimini, July 2023.

Comportamento sostenibile dei turisti. Intervention in a professional training conference on catering carried out at Club del Sole Punta Marina Terme (RA), February 2023.

Green transition and repositioning of coastal destinations, Research seminar, Free University of Bozen-Bolzano, Brunico, Italy, January 2023.

Comportamento dei turisti legato del tema sostenibilità. Agro&Go seminars, Rimini, December, 2022.

Indagine sull'immagine di San Marino tra gli studenti del network internazionale ACEEPT, San Marino, November 2022.

Esperienze turistiche in Ticino: un'analisi quantitative - presented at the ConfronTi-turismo-II Ticino economico nel confronto interregionale, Lugano, Switzerland, June 2013.

***Updated on 16.07.2024***