



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA

TOURISM

The multidisciplinary nature of tourism is addressed by University of Bologna research combining different sector-based approaches and research methodologies, which are essential for understanding tourism as a multifaceted phenomenon.



Tourism, Society and Culture

Network; cultural routes; transnational tourism products; tourism demand; shopping tourism; tourism of memory; urban tourism; food and wine tourism; tourism for rural development; cultural heritage; seaside tourism; religious tourism; tourism geography; architecture and territory; tourism and society; wellness tourism as a mean for prevention.

Tourism and Consumption

Wellbeing; tourism consumption; resident's perception; tourism behavior; tourism motivation; quality of life; participative tourism; consumer-tourist behavior; tourism and trade; tourism participation.

Tourism and Destination

Destination Management Organization; destination tourism; tourism policies; tourism economics; tourism externalities; economic impact; tourism legislation; tourism and European Union; marine & coastal tourism.

Tourism and Enterprise

Hotel management; business travel management; pricing policies; revenue management; performance and efficiency of tourism enterprises; brand management; business tourism; conference tourism; local tourism system.

Tourism and Sustainability

Corporate Social Responsibility; social and environmental accountability; responsible tourism; carrying capacity; community tourism; accessible tourism management; tourism and environment; tourism and climate change; sustainable tourism: energy efficiency in hotel sector, sustainable mobility and mobility infrastructure for tourism development, big data for modelling and forecasting travel and tourism flows.

Tourism, Marketing

Marketing of the territory; branding; destination management; destination marketing; reputation of the destination; experiential marketing; online marketing; social media; ICTs; web marketing; web reputation; 2.0 tourism; hotel performance.

Tourism and Security

Borders security and crossing; technologies for urban security; technologies against crimes and terrorism; cyber security.