

Curriculum vitae

Judit Zoltan

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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 and transport, destination marketing and management, and sustainable development.

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.

PROFESSIONAL QUALIFICATION

Italian Habilitation for Associate Professor of Applied Economics (2025).

CURRENT POSITION

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

Core Faculty, Bologna Business School, March 2023 – present

PAST POSITIONS

Director of Studies – Open program in Hotel Management, Bologna Business School, Bologna, 10/2024-2/2025

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

FELLOWSHIPS & AWARDS

Teaching Excellence Award, 'Premialità didattica DSE 2024', Department of Economics, University of Bologna, 2025.

1st 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, Switzerland, 2006.

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

TEACHING EXPERIENCE

LECTURER

“Business strategy” for BA in Economics of Tourism and Cities, University of Bologna (2026-present).

“Data analysis for Market research” for the Master in 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 (2023-24).

“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 BA program in International Hospitality and Tourism Management of the University of Northumbria at Newcastle, provided at Vocational Training Council, Hong Kong (2017-21).

“Professional project” for BA program in International Hospitality and Tourism Management of the University of Northumbria at Newcastle, provided at SHAPE-Vocational Training Council, Hong Kong (2016-17).

TUTOR: “Tourism Economics”, “Economics of Leisure and Mobility”, University of Lugano, 2009-12).

SUPERVISION OF MSC STUDENTS’ THESIS

Merlo, Martina (2025). *The power of the screen: film-induced tourism and the case of the White lotus in Taormina*

Shkarupa, Anastasiia (2025). *Do sustainability-certified hotels receive higher customer ratings than non-certified ones? An empirical analysis of the Emilia-Romagna region*

Sedigh, Shabnam (2025). *Tourism and the female economy. A study of the impact of tourism on rural women's economic empowerment.*

Skorodumova, Evgeniia (2025). *Exploring the potential of yoga tourism in Italy: Insights from a comprehensive database and strategic development recommendations*

Domiziana Pisani (2025). *How Confucianism can be defined in the context of hotel booking*

Parafina, Annachiara (2025). *Green Marketing as a Tool for Sustainable Destination Management: Lessons from South Tyrol and the road ahead for Valle d’itria, Puglia*

Xiangling Tang (2025). *Balancing commercialization and cultural sustainability in tourism development from the tourists' perspective — A case study of Phoenix Ancient City.*

Favaro, Noemi (2024). *Understanding degrowth: the case of Mallorca.*

Dahdouh, Soufiane (2024). *Towards sustainable tourism development: perspectives, practices, and perceptions in Morocco.*

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

RESEARCH

REVIEW ACTIVITIES

Member of the editorial board: *Annals of Tourism Empirical Insights*

Reviewer for the following journals: *Annals of Tourism Empirical Insights, Consumer Behavior in Tourism and Hospitality, International Journal of Contemporary Hospitality Management, Research in Transportation Business & Management, Tourism Culture & Communication, Tourism Geographies, Tourism Review*

Reviewer for the IATE (International Association of Tourism Economics) conference

PUBLICATIONS IN REFEREED JOURNAL

Masiero, L., Zoltan, J., Tolkach, D., Pratt, S., Jørgensen, M. T., Schuckert, M., & Chon, K. (2024). Assessing air traveller preferences for pay-per-weight pricing. *Transportation Research Part A*, 190, 104302.

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*, 26(4), e2691.

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 CHAPTERS

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

CONFERENCE PROCEEDINGS

Zoltan, J. (2025). Perceived benefits of urban regeneration in coastal tourism destinations. In *XXII[^] SIM Conference Proceedings*, ISBN: 978-88-947829-3-6

Zoltan, J., & Masiero, L. (2025). Urban green infrastructure and bleisure travel. In *Conference Proceedings of the 12th Advances in Hospitality and Tourism Marketing and Management*. ISBN: 978-989-9244-24-5, 114-115.

Zoltan, J., & Szabò, V. R. (2024). Sustainable practices in the Italian hotel industry. In *Proceedings of The Mediterranean Tourism Knowledge Exchange and Policy Forum* (p. 230). Mediterranean Tourism Foundation, ISBN: 978-9918-0-1035-6.

Zoltan, J., Masiero, L., & Succi, L. (2024). Sustainable urban development in coastal destinations and fitness-based tourism. In *Proceedings of The Mediterranean Tourism Knowledge Exchange and Policy Forum* (p. 202). Mediterranean Tourism Foundation, ISBN: 978-9918-0-1035-6.

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)*.

CONFERENCE PRESENTATIONS

Zoltan, J. Perceived benefits of urban regeneration in coastal tourism destinations. XXII[^] SIM Conference, Naples, September 2025.

Zoltan, J. & Masiero. Urban green infrastructure and Bleisure travel. The 12th Advances in Hospitality and Tourism Marketing and Management conference, Faro, Portugal, July 2025.

Zoltan, J. & Szabó, V.K. Sustainable practices in the Italian hotel industry. The Mediterranean Tourism Knowledge Exchange & Policy Conference, Malta, November 2024.

Zoltan, J., Masiero, L., & Succi, L. Sustainable urban development in coastal destinations and fitness-based tourism. The Mediterranean Tourism Knowledge Exchange & Policy Conference, Malta, November 2024.

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. 9th Conference of the 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 – 2nd Conference of The International Association for Tourism Economics, Chiang Mai, Thailand, December 2009.

PUBLIC ENGAGEMENT

Tourism in net-zero cities. Lecture for the project Stafetta, Rimini, January 2025, January 2026.

Turismo Bleisure: Comportamenti di viaggio e preferenze di svago dei partecipanti a eventi business. TTG Travel Experience, Rimini, October 2025.

Tourism in net-zero cities. Lecture for the visit of the Evangelisches Gymnasium Nordhorn, Rimini, October 2025.

Parco del Mare: utilizzo e percezioni dei turisti. TTG Travel Experience, Rimini, October 2024.

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.

PARTICIPATION IN EUROPEAN PROJECTS

Nudge my Tour: Erasmus+, 2021-2023.

Climar: Erasmus +, 2023-present.

ValuePlus: Interreg, 2024-present.

WildRise: Erasmus+, 2025-present.

PARTICIPATION IN NATIONAL PROJECTS

"DOOWAY – Data Analytics per il Turismo in Italia" – proposed by the Tab Consulting s.r.l. granted by the Ministry of Economic Development. External collaborator working on "Studio dei comportamenti individuali dei turisti e segmentazione dei principali movement patterns" (July 2024 – present).