

# Judit Zoltan

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## EDUCATION

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**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.

## CURRENT POSITION

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

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

## PAST POSITIONS

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**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

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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

## TEACHING EXPERIENCE

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### 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**

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

## **RESEARCH**

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### **ARTICLES IN REFEREED JOURNAL**

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**

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

### **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. 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-Il Ticino economico nel confronto interregionale, Lugano, Switzerland, June 2013.