

Curriculum vitae - Lorenzo Masiero

Department of Economics
University of Bologna – Rimini Campus, Italy
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Academic Qualifications

PhD in Economics (*Summa cum laude*), University of Lugano, Switzerland, July 2010.

MSc in Statistics and Economics, University of Bologna, Italy, January 2005.

BSc in Statistics, University of Bologna, Italy, March 2003.

Professional Qualifications

Italian Habilitation for Associate Professor of Economic Policy (2022).

Italian Habilitation for Full Professor of Applied Economics (2020).

Italian Habilitation for Full Professor of Management (2020).

Current Position

03/2023 – present **Associate Professor**
Department of Economics, University of Bologna, Italy.

Past Positions

09/2021 – 02/2023 **Senior Assistant Professor**
Department of Economics, University of Bologna, Italy.

07/2018 – 08/2021 **Associate Professor**
School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong.

09/2012 – 06/2018 **Assistant Professor**
School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong.

08/2010 – 08/2012 **Post-doc Researcher**
Institute for Economic Research, University of Lugano, Switzerland.

09/2010 – 08/2012 **Project Manager**
Institute for Economic Research, University of Lugano, Switzerland.
Responsibility: Project developer and principal investigator
Funding body: Canton of Ticino and Tourism Office of Ticino
Project: “Tourism Observatory (O-Tur)” – Systematic monitoring and analysis of tourist flows, hotel performance, and destination competitiveness.

- 02/2010 – 07/2010 **Research Assistant**
Institute for Economic Research, University of Lugano, Switzerland.
- 02/2009 – 01/2010 **Visiting Researcher**
Institute of Transport and Logistics Studies, University of Sydney, Australia.
Research project: Advanced Discrete Choice Models. Modelling Freight Transport Demand and Behaviour towards Risk (supervisor: Prof. David A. Hensher).
- 01/2007 – 01/2009 **Research Assistant**
Institute for Economic Research, University of Lugano, Switzerland.
Research project: Evaluation of the optimal resilience for vulnerable infrastructure networks. An interdisciplinary pilot study on the transalpine transportation corridors (supervisor: Prof. Rico Maggi).
- 09/2005 – 02/2006 **Research Assistant**
Faculty of Economics, University of Las Palmas, Spain.
Research project: Customer satisfaction and quality control in three important hotels in South Gran Canaria's coast (supervisor: Prof. Carlos Martin Hernandez).

Scholarships and Honors

- 10/2023 **Recipient of the “Department of Economics 2023 teaching prize”**
Granted by the Department of Economics, University of Bologna, Italy (Award: € 1,000).
- 07/2018 **Recipient of the “Teaching Excellence Award 2018”**
Granted by the School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong (Award: HKD 10,000; Teaching grant: HKD 100,000).
- 06/2017 **Isambard Kingdom Brunel Fellowship Scheme**
Granted (*by invitation only*) by the University of Portsmouth, United Kingdom (Award: GBP 3,000).
- 01/2013 **UNWTO “Training the Trainers” Workshop**
Granted (*by invitation only*) by the World Tourism Organization, UNWTO HQ, Madrid, Spain.
- 02/2009 **Scholarship for prospective researcher**
Granted by the Swiss National Science Foundation, Switzerland (Award: CHF 60,000).
- 05/2006 **Executive course (International Sales and Marketing Management)**
Granted by the Ancona Agency for the World Market, Italy.
- 09/2005 **Scholarship – “Leonardo da Vinci” programme**
Granted by the European Commission and University of Bologna, Italy (Award: EUR 2,500).

University Roles

2024 – present	Vice-Director for the Two-year Master program in Tourism Economics and Management, University of Bologna.
2023 – present	Chair of the Internship Committee for the Two-year Master program in Tourism Economics and Management, University of Bologna.
2023 – present	Member, collegio dei docenti del 39° ciclo del Corso di Dottorato in Economia e Management, attivato dall'Università degli Studi di Bari "Aldo Moro".
2021 – present	Member, Quality Assurance Committee for the Two-year Master program in Tourism Economics and Management, University of Bologna.
2020 – 2021	Member, School Research Committee, School of Hotel and Tourism Management, The Hong Kong Polytechnic University.
2020 – 2021	Member, Human Subjects Ethics Sub-committee, The Hong Kong Polytechnic University.
2018 – 2021	Member, Campus Development and Space Allocation Committee, The Hong Kong Polytechnic University.
2015 – 2021	Academic Advisor, Senior year undergraduate students, School of Hotel and Tourism Management, The Hong Kong Polytechnic University.

Editorial roles

2022 – present	Co-Editor-in-Chief, <i>Annals of Tourism Research Empirical Insights</i> .
2022 – present	Associate Editor, <i>Annals of Tourism Research</i> .

Editorial board memberships

2021 – present	<i>Tourism Management</i> .
2020 – 2022	<i>Annals of Tourism Research Empirical Insights</i> .
2017 – present	<i>Journal of Travel Research</i> .
2017 – present	<i>Tourism Economics</i> .
2017 – present	<i>Tourism Review</i> .
2019 – present	Collana "Management e Marketing del Turismo" Area 13 Scienze Economiche e Statistiche, Aracne Editrice Roma (Scientific committee).

Reviewing activities

Journal of Travel Research; Annals of Tourism Research; Tourism Management; Journal of Travel and Tourism Marketing; International Journal of Tourism Research; International Journal of Hospitality Management; International Journal of Contemporary Hospitality Management; Cornell Hospitality Quarterly; Journal of Sustainable Tourism; Tourism Economics; Current Issues in Tourism; Tourism Geographies; Journal of Destination

Marketing & Management; Asia Pacific Journal of Tourism Research; Journal of China Tourism Research; Tourism Management Perspectives; Tourism Review; Annals of Tourism Research Empirical Insights; Anatolia; Tourism Culture and Communication; International Journal of Culture, Tourism, and Hospitality Research; Tourism Recreation Research, Journal of Choice Modelling; Transportation; Transportation Research Part A; Transportation Research Part E; Transportmetrica; Transport Policy; Journal of Transport Geography; Journal of Air Transport Management; International Journal of Sustainable Transportation; Research in Transportation Economics; European Transport; Industry and Innovation, Italian Journal of Regional Science.

Research Grants

Investigating the impact of new transport infrastructures on inbound tourist mobility in Hong Kong and the Greater Bay Area, *Research Grant of Hospitality and Tourism Research Centre, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Principal Investigator*, Funding awarded HK\$479,000, 24 months (09/2019 – 08/2021).

Economics and ethics of a sustainable passenger mass policy, *Research Grant of Hospitality and Tourism Research Centre, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Co-Investigator*, Funding awarded HK\$373,580, 24 months (07/2019 – 06/2021).

Modelling tourist preferences for intermodal public transportation, *Internal Grant for Eligible PIs of GRF/ECS Proposals Rated 3.5 in 2017/18 Exercise, The Hong Kong Polytechnic University, Principal Investigator*, Funding awarded HK\$90,000, 24 months (01/2018 – 12/2019).

Selection of inter-modal public transportation for attraction visitation: An investigation of key attributes and tourist attitudes, *Internal Grant for Eligible PIs of GRF/ECS Proposals Rated 3.5 in 2015/16 Exercise, The Hong Kong Polytechnic University, Principal Investigator*, Funding awarded HK\$97,820, 24 months (04/2016 – 03/2018).

Understanding Hotel Location Preference of Customers, *School of Hotel and Tourism Management One-off Special Fund, Principal Investigator*, Funding awarded HK\$218,000, 24 months (01/2016 – 12/2017).

Reference-dependent Behavior in Destination Choice: Stated Choice Experiment for Long-haul Leisure Travels, *Start-up Fund for New Recruits, The Hong Kong Polytechnic University, Principal Investigator*, Funding awarded HK\$150,000, 36 months (01/2015 – 12/2017).

Reference-dependent Behavior in Destination Choice: Stated Choice Experiment for Long-haul Leisure Travels, *Research Grant Council (RGC) Early Career Scheme (ECS), Principal Investigator*, Funding awarded HK\$408,703, 30 months (01/2015 – 06/2017).

Customer ratings in Hotel ICON, *School of Hotel and Tourism Management Funding for Hotel ICON Research Projects, The Hong Kong Polytechnic University, Principal Investigator*, Funding awarded HK\$46,200, 24 months (09/2014 – 08/2016).

Analyzing website performance and user behavior: The case of Hotel ICON, *School of Hotel and Tourism Management Funding for Hotel ICON Research Projects, The Hong Kong Polytechnic University, Co-Investigator*, Funding awarded HK\$50,000, 24 months (06/2014 – 05/2016).

A Discrete Choice Model of Hotel Room Choice in Hotel ICON, *School of Hotel and Tourism Management Funding for Hotel ICON Research Projects, The Hong Kong Polytechnic University*, **Principal Investigator**, Funding awarded HK\$49,300, 24 months (01/2013 – 12/2014).

Academic visiting

- 02/2020 Marche Polytechnic University (Faculty of Economics, Department of Economics and Social Sciences), Italy. Research collaboration with Prof. Marco Cucculelli.
- 07/2019 Free University of Bozen – Bolzano (Faculty of Economics and Management), Italy. Research collaboration with Dr. Linda Osti.
- 07/2018 Marche Polytechnic University (Faculty of Economics, Department of Economics and Social Sciences), Italy. Research collaboration with Prof. Marco Cucculelli.
- 07/2017 University of Portsmouth (Portsmouth Business School), United Kingdom. Research collaboration with Prof. Giampaolo Viglia.

Teaching experience

- Economics of Tourism Markets, *Postgraduate (Two-year Master) programme*, Department of Economics, University of Bologna (2024 – present).
- Tourism Policy and Planning, *Undergraduate programme*, Department of Economics, University of Bologna (2022 – present).
- Economia delle reti e dei sistemi locali, *Undergraduate programme*, Department of Economics, University of Bologna (2022 – present).
- Tourism Microeconomics, *Postgraduate (Two-year Master) programme*, Department of Economics, University of Bologna (2022 – 2023).
- Tourism Economics, *Undergraduate programme*, School of Hotel and Tourism Management, The Hong Kong Polytechnic University (2014, 2016 – 2021).
- Quantitative Research Methods for Hotel and Tourism Management, *Postgraduate (Ph.D. and D.HTM) programme*, School of Hotel and Tourism Management, The Hong Kong Polytechnic University (2015 – 2021).
- Statistics for Research in Hospitality and Tourism Management, *Postgraduate (Ph.D.) programme*, School of Hotel and Tourism Management, The Hong Kong Polytechnic University (2013 – 2021).
- Financial Management in Hospitality and Tourism, *Undergraduate programme*, School of Hotel and Tourism Management, The Hong Kong Polytechnic University (2013, 2014).
- Tourism and Transport, *Undergraduate programme*, School of Hotel and Tourism Management, The Hong Kong Polytechnic University (2012, 2013).
- Travel Product Development and Distribution, *Higher Diploma programme*, School of Hotel and Tourism Management, The Hong Kong Polytechnic University (2012).
- Economics of Transport and Mobility, *Postgraduate (Two-year Master) programme*, University of Lugano (2011, module lecturer).

Economia dei trasporti e della mobilità nel turismo nel Mediterraneo), *Undergraduate programme*, Fondazione Campus Studi del Mediterraneo, Lucca Italy, (2010, 2011).

Mobility and Transport in the Mediterranean Area, *Summer School EDHEC Business School*, at Fondazione Campus Studi del Mediterraneo, Lucca Italy (2009, 2010).

Supervision of PhD students

Qiu, Tianran (06/2015 – 12/2018). Discrete Choice Models for Tourism Destination Choice: Integrating the Role of Past Travel Experience. Recipient of the School of Hotel and Tourism Management Best PhD Thesis Award 2018/19.

Kankhuni, Zandivuta (08/2017 – 10/2020). The Impact of Perceived Destination Competitiveness on Tourist-based Destination Brand Equity in Emerging Destinations.

Cozzio, Claudia (Visiting PhD student, 01/2019 – 04/2019). Preferences for alternative room customizations: evidences from a choice experiment in the hotel industry.

Supervision of MSc students

Saito, Rin (2022/23). Rimini as a Wellness Tourism Destination: An Evaluation of the Strategic Objective of the City.

Verbitskaia, Olga (2022/23). Green and Digital Initiatives in Hotel Management: A Comprehensive Study of Rimini's Hospitality Sector.

Requirez, Alberto (2022/23). Literature review on Revenue Management and Pricing techniques.

Majidzade, Firuz (2022/23). Impacts of Congress tourism on the economy, case study of Antalya.

Fatiyeva, Aynur (2021/22). What is the role of Brand equity in Luxury hotels of Azerbaijan?

Refereed Journal Articles

Masiero, L., Goffi, G., & Cucculelli, M. (2023). Corporate Social Responsibility and Investment Preferences of Tour Operators. *Journal of Travel Research*, 63, 1290-1308.

Gedecho, E.K., Masiero, L., Wavei, E.B., Qiu, R.T., and Kesande, P. (2023). Investigating the determinants of outbound long-haul tourist daily expenditure and length of stay. *Tourism Economics*, 29(8), 1995-2011.

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.

Masiero, L., & Hrankai, R. (2022). Modeling tourist accessibility to peripheral attractions. *Annals of Tourism Research*, 92, 103343.

Goffi, G., Masiero, L., & Pencarelli, T. (2022). Corporate social responsibility and performances of firms operating in the tourism and hospitality industry. *The TQM Journal*, 34(6), 1626-1647.

Masiero, L., Viglia, G., & Garcia, M. (2020). Strategic consumer behavior in online hotel booking. *Annals of Tourism Research*, 83, 102947.

Inversini, A., De Carlo, M., & Masiero, L. (2020). The Effects of Customer Centricity in Hospitality. *International Journal of Hospitality Management*, 86, 102436.

- Masiero, L., Qiu, R.T., & Zoltan, J. (2020). Long-haul tourist preferences for stopover destination visits. *Journal of Travel Research*, 59(5), 811-827.
- Masiero, L., Yang, Y., & Qiu, R. (2019). Understanding hotel location preference of customers: Comparing random utility and random regret decision rules. *Tourism Management*, 73, 83-93.
- Chen, N., Masiero, L., & Hsu, C. H. (2019). Chinese Outbound Tourist Preferences for All-Inclusive Group Package Tours: A Latent Class Choice Model. *Journal of Travel Research*, 58(6), 916-931.
- Goffi, G., Cucculelli, M., & Masiero, L. (2019). Fostering tourism destination competitiveness in developing countries: The role of sustainability. *Journal of Cleaner Production*, 209, 101-115.
- Masiero, L., & Qiu, R.T. (2018). Modeling reference experience in destination choice. *Annals of Tourism Research*, 72, 58-74.
- Qiu, R. T., Masiero, L., & Li, G. (2018). The psychological process of travel destination choice. *Journal of Travel & Tourism Marketing*, 35(6), 691-705.
- Masiero, L., Qian, J., Fong, D. & Law, R. (2018). Gambling destinations: effect of gambling results on tourist satisfaction and loyalty. *Journal of Travel & Tourism Marketing*, 35(5), 678-689.
- Goffi, G., Masiero, L. & Pencarelli, T. (2018). Rethinking sustainability in the tour-operating industry: worldwide survey of current attitudes and behaviors, *Journal of Cleaner Production*, 183, 172-182.
- Tsang, S., Masiero, L., & Schuckert, M. (2018). Investigating Air Passengers' Acceptance Level of Unruly In-flight Behavior. *Tourism Analysis*, 23(1), 31-43.
- Nicolau, J., & Masiero, L. (2017). Determinants of advanced booking. *Annals of Tourism Research*, 67, 78-82.
- Liang, S., Schuckert, M., Law, R., & Masiero, L. (2017). The relevance of mobile tourism and information technology: An analysis of recent trends and future research directions. *Journal of Travel & Tourism Marketing*, 34(6), 732-748.
- Masiero, L. (2016). International Tourism Statistics – UNWTO Benchmark and Cross-country Comparison of Definitions and Sampling Issues, *UNWTO Statistics and TSA Issue Paper Series*, World Tourism Organization, Madrid, Spain, STSA/IP/2016/01.
- Masiero, L., & Nicolau, J. (2016). Choice behaviour in online hotel booking. *Tourism Economics*, 22(3), 671-678.
- Masiero, L., Pan, B. & Heo, C. (2016). Asymmetric preference in hotel room choice and implications on revenue management. *International Journal of Hospitality Management*, 56, 18-27.
- Masiero, L. & Law, R. (2016). Comparing reservation channels for hotel rooms: A behavioral perspective. *Journal of Travel & Tourism Marketing*, 33(1), 1-13.
- Leung, R., Law, R., Masiero, L. & Hatter, R. (2016). Behavior of Online Visitors to Hotel ICON: A Weekday-weekend Analysis. *e-Review of Tourism Research*, 7, 1-5.
- Masiero, L., Nicolau, J. & Law, R. (2015). A demand-driven analysis of tourist accommodation price: a quantile regression of room bookings. *International Journal of Hospitality Management*, 50, 1-8.

- Masiero, L., Heo, C. & Pan, B. (2015). Determining Guests' Willingness to Pay for Hotel Room Attributes with a Discrete Choice Model. *International Journal of Hospitality Management*, 49, 117-124.
- Inversini, A. & Masiero, L. (2014). Selling Rooms Online: The Use of Social Media and Online Travel Agents, *International Journal of Contemporary Hospitality Management*, 26(2), 272-292.
- Boeri, M. & Masiero, L. (2014). Regret minimization and utility maximization in a freight transport context: an application from two stated choice experiments, *Transportmetrica A: Transport Science*, 10(6), 548-560.
- Ibraimovic T. & Masiero L. (2014). Do birds of a feather flock together? The impact of ethnic segregation preferences on neighbourhood choice, *Urban Studies*, 51(4), 693-711.
- Masiero, L. & Zoltan, J. (2013). Tourists intra-destination visits and transportation mode: a bivariate probit model, *Annals of Tourism Research*, 43, 529-546.
- Nicolau, J.L. & Masiero, L. (2013). Relationship between price sensitivity and expenditures in the choice of tourism activities at destination, *Tourism Economics*, 19(1), 101-114.
- Masiero, L. & Rose, J.M. (2013). The role of the reference alternative in the specification of asymmetric discrete choice models, *Transportation Research Part E*, 53, 83-92.
- 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 & Management*, 1(1-2), 84-93.
- Masiero, L. & Nicolau J.L. (2012). Price sensitivity to tourism activities: looking for determinant factors, *Tourism Economics*, 18(4), 675-689.
- Masiero, L. & Nicolau, J.L. (2012). Tourism market segmentation based on price sensitivity: Findings similar price preferences on tourism activities, *Journal of Travel Research*, 51(4), 426-435.
- Masiero, L. & Hensher, D.A. (2012). Freight transport distance and weight as utility conditioning effect on a stated choice experiment, *Journal of Choice Modelling*, 5(1), 64-76.
- Masiero, L. & Maggi, R. (2012). Estimation of indirect cost and evaluation of protective measures for infrastructure vulnerability: A case study on the transalpine transport corridor, *Transport Policy*, 20, 13-21.
- Masiero, L. & Hensher, D.A. (2011). Shift of reference point and implications on behavioural reaction to gains and losses, *Transportation*, 38(2), 249-271.
- Rose, J.M. & Masiero, L. (2010). A comparison of the impacts of aspects of prospect theory on WTP/WTA estimated in preference and WTP/WTA space. *European Journal of Transport and Infrastructure Research*, 10(4), 330-346.
- Masiero L. & Hensher, D.A. (2010). Analyzing loss aversion and diminishing sensitivity in a freight transport stated choice experiment, *Transportation Research Part A*, 44(5), 349-358.

Refereed Book Chapters

- Masiero, L. (2015). Transportation. In J. Jafari & H. Xiao (eds.), *Encyclopedia of Tourism*, Springer (DOI 10.1007/978-3-319-01669-6_205-1).

Masiero, L. & Maggi R. (2013). Accounting for WTP/WTA discrepancy in discrete choice models: Discussion of policy implications based on two freight transport stated choice experiments, in Ben-Akiva, M.E., Meersman, H. and Van De Voorde, E. (Eds.) *Freight Transport Modelling*, Emerald Group Publishing Limited, 187-204.

Research Reports

McKercher, B., Chan, A., Masiero, L. & Ho G. (2013). Consultancy Project to Review Hong Kong Tourism Board Visitor Surveys at Control Points, *School of Hotel and Tourism Management, The Hong Kong Polytechnic University*.

Masiero, L., Sarman I., Guglielmetti, G. & Zoltan, J. (2012). Turismo alberghiero in Ticino: Rapporto Trend – Stagione Invernale 2012, *O-Tur, University of Lugano*.

Masiero, L., Tretyakevich, N. & Sarman, I. (2012). Valutazione destinazione Ticino: Rapporto Destinazione - Anno turistico 2010, *O-Tur, University of Lugano*.

Masiero, L., Sarman I. & Guglielmetti, G. (2012). Turismo alberghiero in Ticino: Rapporto Trend – Stagione Estiva 2011, *O-Tur, University of Lugano*.

Masiero, L. & Maggi, R. (2011). Analisi Costi-Benefici per la valutazione di nuove infrastrutture lungo il corridoio stradale del Gottardo, *O-Tur, University of Lugano*.

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, *O-Tur, University of Lugano*.

Maggi, R., Masiero, L., Baruffini, M. & Thuring M. (2009). Evaluation of the optimal resilience for vulnerable infrastructure networks. An interdisciplinary pilot study on the transalpine transportation corridors. *Swiss National Science Foundation, NRP 54 “Sustainable Development of the Built Environment”, Project 405 440, Final Scientific Report*.

Other publications

Kirillova, K., & Masiero, L. (2022). Striving for rigorous empirical insights: An editorial. *Annals of Tourism Research Empirical Insights*, 100076.

Masiero, L. (2016). The 5th Conference of the International Association for Tourism Economics, *Anatolia*, 27(2), 275-276.

Masiero, L. (2011). Sensibilità al prezzo verso attività turistiche in Ticino: Riflessioni dalla ricerca accademica O-Tur, *Dati – statistiche e società* 11(01), 60-63.

Sarman I., & Masiero L. (05/2011 – 08/2012). Monthly report on arrival and overnight stays statistics in Ticino in the hotel sector, *O-Tur – Institute for Economic Research*.

Sarman I., & Masiero L. (05/2011 – 08/2012). Seasonal report on establishments and number of beds statistics in Ticino in the hotel sector, *O-Tur – Institute for Economic Research*.

Presentation at Conferences

Masiero, L., Martin, J.C., Roman, C., & Goffi, G. Investigating international tourist preferences for cross-border mobility. Surrey 2023 Conference, University of Surrey, UK, July 2023.

- Cozzio, C. & Masiero, L. Add-on pricing approach to hotel guestroom customization. *Società Italiana Marketing Conference 2022*, Salerno, Italy, October 2022. Best selected paper for “Tourism, Culture & Arts Marketing”. (Presented by Cozzio, C.)
- Masiero, L., Zoltan J., Tolkach, D., Pratt, S., Jørgensen, M.T., Schuckert, M. Assessing air traveler preferences for pricing based on body weight. *8th Conference of the International Association for Tourism Economics*, Perpignan, France, June 2022.
- Masiero, L., Yang, Y. & Qiu, R. A comparison of hedonic pricing and discrete choice techniques for estimating tourist willingness to pay. *6th QATEM Workshop (Quantitative Approaches in Tourism Economics and Management)*, University of French Polynesia, Punaauia (Tahiti), French Polynesia, June 2018.
- Masiero, L., Yang, Y. & Qiu, R. Understanding hotel location preference of customers. *4th World Research Summit for Tourism and Hospitality: Innovation, Partnerships and Sharing*, Orlando, Florida, USA, December 2017. (Presented by Yang, Y.)
- Masiero, L. & Qiu, R. An analysis of long-haul tourist preferences for stop-over destination visits. *6th Conference of the International Association for Tourism Economics*, Rimini, Italy, June 2017.
- Masiero, L. & Qiu, R. Reference-dependent behavior in destination choice: Stated choice experiment for long-haul leisure travels. *6th Conference of the International Association for Tourism Economics*, Rimini, Italy, June 2017. (Presented by Qiu, R.)
- Masiero, L., Law, R. & Hatter, R. Hotel guests’ satisfaction: the path towards excellence. *International Conference on Tourism 2016*, Naples, Italy, July 2016.
- Qian, J., Law, R., Masiero, L. & Hatter, R. Analysis of Hotel Website Visitors’ Online Behavior. *Asia Pacific Tourism Association 21st Annual Conference*, Beijing, China, June 2016. (Presented by Law, R.)
- Masiero, L., Pan, B. & Heo, C. Hotel room choice and repeat purchase behaviour: An analysis of guests’ preferences. *5th Conference of the International Association for Tourism Economics*, Hong Kong, July 2015.
- Masiero, L., Heo, C., & Pan, B. What are tourists' hotel room preferences? A stated choice experiment. *Advances in Hospitality & Tourism Marketing and Management Conference*, Mauritius, June 2014.
- Masiero, L. National tourism statistics and sampling methods: An international comparison. *Global Tourism & Hospitality Conference and Asia Tourism Forum*, Hong Kong, May 2014.
- Masiero, L., & Nicolau, J. Choice behaviour in online hotel booking. *4th Conference of the International Association for Tourism Economics*, Ljubljana, Slovenia, July 2013.
- Schuckert, M., & Masiero, L. Investigating the Air Passengers Level of Acceptance of Unruly Behavior In-flight – An Asian – Non-Asian Perspective. *China Tourism and China Hotel-Branding Forum 2013*, Hong Kong, May 2013. (Presented by Schuckert, M.)
- Boeri, M., & Masiero, L. Regret minimization and utility maximization in a freight transport context: an application from two stated choice experiments. *12th Swiss Transport Research Conference (STRC)*, Monte Verita, Ascona, Switzerland, May 2012.
- Masiero L., & Zoltan, J. Tourists intra-destination visits and transportation mode: a bivariate model. *Consumer Behavior in Tourism Symposium 2011*, Brunico, Italy, December 2011.

- Masiero L., & Zoltan, J. Tourists intra-destination visits and transportation mode: a bivariate model. *Workshop on The Economics and Management of Leisure, Travel and Tourism*, Rimini, Italy, November 2011.
- Masiero, L., & Hensher, D.A. Freight transport distance and weight as utility conditioning effect on a stated choice experiment. *International Choice Modelling Conference 2011*, Oulton Hall, Leeds, UK, July 2011.
- Masiero, L., & Nicolau, J.L. Price sensitivity to tourism activities: looking for determinant factors. *3rd Conference of the International Association for Tourism Economics*, Bournemouth University, UK, July 2011. (Presented by Nicolau, J.L.)
- 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, UK, June 2011. (Presented by Zoltan, J.)
- Masiero, L., & Nicolau, J.L. Findings similar price preferences on tourism activities. *Tourism Conference 2011 – Advancing the Social Science of Tourism*, University of Surrey, UK, June 2011.
- Ibraimovic, T., Masiero, L., & Scagnolari, S. Ethnic segregation and residential location choice of foreigners. *10th Swiss Transport Research Conference (STRC)*, Monte Verita, Ascona, Switzerland, September 2010. (Presented by Ibraimovic, T.)
- Masiero, L., & Rose, J.M. The role of the reference alternative in the specification of asymmetric discrete choice models. *10th Swiss Transport Research Conference (STRC)*, Monte Verita, Ascona, Switzerland, September 2010.
- Masiero, L., & Maggi R. Accounting for WTP/WTA discrepancy in discrete choice models: Discussion of policy implications based on two freight transport stated choice experiments. *Kuhmo-Nectar Conference on Transport Economics 2010*, Valencia, Spain, July 2010.

Invited Talks

- Weight-based pricing policies in air travel: Sustainability considerations and preference analysis, *Graduate Seminar*, Pamplin College of Business, Virginia Tech, USA, October 2023.
- Introduzione all'analisi delle scelte discrete ed esperimenti di scelta, *Laboratorio di Economia comportamentale e delle scelte*, University of Bari, Italy, May 2023.
- Investigating international tourist preferences for cross-border mobility, *Research seminar*, Free University of Bozen-Bolzano, Brunico, Italy, January 2023.
- Accessibilità soggettiva, utilizzo del trasporto pubblico, e considerazioni sul ruolo del Metromare, *Evento Start Romagna “La mobilità sostenibile detta i tempi della città che cambia”*, Rimini, Italy, November 2022.
- Quantitative research and dissertation supervision, *Two-day seminar*, Technology University Dublin, Dublin, Ireland, June 2022.
- Workshop on the well-being in Tourism, *Two-day Research workshop*, Fondazione Campus Lucca, Lucca, Italy, June 2022.
- Modeling tourist accessibility to peripheral urban attractions, *Research Seminar*, University of Bologna, Italy, March 2021.

- Modeling tourist preferences for intermodal public transport, *GSSI Webinar*, Gran Sasso Science Institute, Italy, October 2020.
- Understanding hotel location preference of customers: Comparing random utility and random regret decision rules, *Graduate Seminar*, Pamplin College of Business, Virginia Tech, USA, December 2018.
- Quantitative Methods in Tourism and Hospitality Research, *The Fourth Research Methods Summer School for Research Students*, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong, August 2017.
- Destination choice behavior of long-haul leisure travelers, *Research Seminar*, Portsmouth Business School, University of Portsmouth, United Kingdom, July 2017.
- Destination choice behavior of long-haul leisure travelers, *Research Seminar*, University of Lugano, Switzerland, June 2017.
- Statistics review session, D.HTM Residential Workshop, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong, August 2015.
- Statistics review session, D.HTM Residential Workshop, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong, August 2014.
- Turismo in Ticino e nelle regioni (pre)alpine, *Conferenza e dibattito «Turismo nelle regioni alpine e vie di comunicazione – Quale futuro?»*, Biasca, Switzerland, May 2012.
- New directions in tourist behaviour research, *Research seminar*, School of Hotel and Tourism Management, The Hong Kong Polytechnic University, Hong Kong, May 2012.
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