

PERSONAL INFORMATION



MARIA LAURA GASPARINI

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Date of Birth 15/12/1984 | Nationality Italian-Argentinean

PROFILE

Tourism researcher and consultant with a solid background in the private and non-profit sectors gained in Europe, Latin America, and Oceania. Extensive field research and capacity building experience with public and private stakeholders and non-profit organizations in the development of sustainable tourism projects. Main areas of expertise include rural and community-based tourism development, transnational cultural routes and sustainability monitoring.

PROFESSIONAL EXPERIENCE

Nov 2021 – Present **PhD Candidate in Economic Geography**
Life Quality Sciences Department, University of Bologna, Rimini, Italy

Doctoral programme in Science and Culture of Wellbeing and Lifestyles. The focus of my research is Cultural Routes Networks and their influence in policy making in the areas of cultural heritage, tourism and rural development. I am particularly interested in linear routes (such as pilgrimage) as complex territorial systems, their internal governance and external cooperation model.

Sep 2022 – Dec 2022 **External evaluator for the Cultural Routes Programme**
European Institute of Cultural Routes, Council of Europe, Luxembourg

- ♦ Undertake the preparation of an analysis and an evaluation report for the European Route of Jewish Heritage, Cultural Route of the Council of Europe certified in 2004
- ♦ Verify the conformity of the requirements in the period 2019-2021 to renew their certification, including document analysis, interviews and a fact-finding field visit in one of the sites part of the route analysed

Jan 2021 – Nov 2021 **Research Fellow**
Center for Advanced Studies in Tourism (CAST) University of Bologna, Rimini, Italy

Main research areas: Rural development, Transnational Cultural Routes and Pilgrimage trails, Sustainability, Sustainable tourism indicators. Assisting in researching and management of EU funded projects regarding cultural routes and pilgrimage trails:

- ♦ *FAB Routes (Erasmus+): Digital Skills to promote the Cultural Routes of the Council of Europe.*
In charge of developing a Model strategy and innovative training methodology to better integrate Cultural Routes in the tourism and culture ecosystems at local, regional and transnational level
- ♦ *BEST MED (Interreg Med): Enhance Mediterranean governance through an integrated tourism planning and management approach focused on Cultural Routes of the Council of Europe and other itineraries.*
Activities include the preparation of a Diagnosis on the state of the art on collection and management of tourism data; the mapping of relevant stakeholders; the development of the MED S&C Path Model - Sustainable Path & Cultural Routes Model and toolbox, to favour the management of cultural itineraries and paths based on the principles of sustainability (social, economic, environmental)
- ♦ *rurAllure (Horizon 2020): Promotion of rural museums and heritage sites in the vicinity of European pilgrimage routes.* In charge of drafting a policy brief on the state of the art of policies at EU level for the promotion of rural museums and heritage sites, and for the development of rural areas through cultural and natural heritage. Establishing a network of institutions to work on the promotion of cultural venues and heritage sites from the rural environments of Europe, nearby main pilgrimage routes

Jan 2020 – July 2021 **Community Development Specialist - Europe**
Planeterra Foundation, Toronto, Canada (remotely)

Non-profit organization that supports local communities globally through training, grants and connection to the international tourism market.

- ♦ Monitoring of existing projects and identification of new partners in Europe: social enterprises, non-profit organizations and community cooperatives linked to tourism
- ♦ Support to Planeterra's partners with technical assistance and practical training to improve their knowledge, transversal skills and increase the socio-economic impact of their initiatives
- ♦ Creation of content for the innovative online learning platform (Planeterra Learning Hub). The platform includes a series of training modules with 30 different topics including the development of cultural tourism products, marketing and branding, target definition and analysis, entrepreneurial skills, financial management, heritage promotion and interpretation, sustainability, etc. The training material includes worksheets, templates and audio-visual tools, to facilitate the practical use of the tools and implementation in the field
- ♦ Organization of training sessions such as webinars and online workshops to explore different topics using participatory methodologies and innovative tools such as the Miro and Mural platforms together with Zoom, to facilitate interaction and learning. The themes of the workshops include the creation of the Business Model Canvas, the incorporation of health and safety protocols in the post Covid-19 context, the diversification of income and the development of strategic partnerships and are held in two languages (English and Spanish)
- ♦ Assistance in the development of new, post Covid-19 sustainable tourism projects
- ♦ Collection of data on the impact of Planeterra through periodic surveys, assistance in research, analysis and reporting of the results achieved

Nov 2020 – Dec
2020

Research Assistant

Center for Advanced Studies in Tourism (CAST) University of Bologna, Rimini, Italy

Fixed term contract to support the research project "*Recognition of the experiences and impact of Responsible Tourism, Central America and Latin America*"

- ♦ Bibliographic review of the development of responsible and community tourism in Latin America and in particular in Mexico
- ♦ Mapping of the main stakeholders that make up the ecosystem of responsible and community tourism in Mexico (public and private sectors, national and international NGOs, indigenous rural communities, universities, tourism observatories) and creation of a stakeholder database
- ♦ Identification of collaborative experiences at regional and national level for the development and promotion of community tourism
- ♦ Identification of successful cases and best practices of sustainable and community-based tourism

Jul 2020 – Aug
2020

Research Assistant

Center for Advanced Studies in Tourism (CAST) University of Bologna, Rimini, Italy

Fixed term contract for the research project "*Sustainable Tourism Indicators and policy-making processes - ETIS*"

- ♦ The main result achieved was the submission of an academic article for publication in the special edition on the theme "Sustainable Tourism Indicators" of the Journal of Sustainable Tourism
- ♦ Identification of an emblematic international case study and carrying out semi-structured interviews with the main stakeholders at local, national and European level
- ♦ Preparation of forms for data collection through interviews, bibliographic research and analysis of good practices
- ♦ Construction of a set of other European destinations that have implemented ETIS to develop benchmarking activities
- ♦ Development of an online questionnaire to evaluate the implementation of ETIS in twelve European destinations
- ♦ Complete bibliographic review on sustainable tourism indicators, in particular the ETIS (European Tourism Indicator System) and other systems for monitoring and managing data in tourism (official statistics, big data, sustainability indicators, tourism observatories)
- ♦ Comparative analysis of the different European projects and international initiatives on the evaluation of sustainability and governance of destinations. Capitalization of the most important results of these initiatives

Feb 2019 – Dec
2019

Strategy and Partnership Development

Totonal Viajes, Playa del Carmen, Mexico

Responsible tour operator launching its non-profit initiative to have a greater social impact in Mexican rural communities

- ♦ Facilitation of the strategic planning process and development of the NGO's intervention programs in rural communities of the Yucatan Peninsula through sustainable tourism
- ♦ Mapping of local, regional and national stakeholders (public, private and non-profit sectors) for the creation of strategic alliances and foster cooperation between tourism actors
- ♦ Support to rural and indigenous communities in the design and promotion of tourism, with technical assistance and practical training to improve their knowledge, transversal skills and increase the socio-economic impact of their initiatives
- ♦ Tailor-made intervention strategies in 5 Mayan tourist cooperatives in the Yucatan Peninsula: Ek Balam (Quintana Roo), Yaxunah (Yucatán), Nuevo Durango (Quintana Roo), El Hormiguero (Campeche), Conhuás (Campeche).
- ♦ Qualitative research activities in the field with participatory methodologies such as focus groups, informal and semi-structured interviews, and creation of community maps with local actors
- ♦ Organization of practical training courses aimed at co-creating new cultural tourism experiences and promoting their offers through online and offline channels
- ♦ Organization of conferences and seminars on community and sustainable tourism in regional universities and public institutions

Apr 2018 – Feb 2019 **Co-founder & Sustainable Tourism Advisor**

Echoes of the Journey -  www.echoesofthejourney.com

Freelance consulting services for about 40 tourism initiatives (private companies, public bodies, non-profit organizations, universities) in 10 Latin American countries (Argentina, Uruguay, Chile, Bolivia, Peru, Ecuador, Colombia, Panama, Costa Rica and Mexico)

- ♦ Management of sustainable tourism development projects and creation of new cultural tourism products
- ♦ Evaluation of the social, economic and environmental impact of tourism activities with respect to the main international sustainability certifications
- ♦ Integration of sustainability into the business model of private companies and NGOs
- ♦ Assessment of the skills gap to create training courses suited to the needs of the various initiatives
- ♦ Capacity building to local communities (especially rural and indigenous) in the development and marketing of responsible tourism experiences
- ♦ Development of online marketing and branding strategies to reach new markets
- ♦ Strengthening a network of stakeholders at local and regional level through participatory processes to improve tourism governance
- ♦ Identification of responsible tourism best practices in Latin America for the preparation of a summary report on the state of the art of the sector, the challenges, opportunities and potential for replicability
- ♦ Management of the Echoes of the Journey website; sharing of articles, interviews and good practices of sustainable and responsible tourism

Some collaborations and results achieved:

- ♦ "The path of the Apu Ausangate" (Andean Lodges, Peru): cultural and adventure route in the Peruvian Andes, part of the Qhapaq Ñan (vast Inca road network, UNESCO World Heritage Site). Analysis and suggestions of good practices in the management of cultural routes such as the Cultural Routes Program of the Council of Europe. Advice on strengthening the commercial network on European B2C markets; Creation of online and offline promotional and marketing material; informal interviews with the participants of the path to assess the level of satisfaction and propose opportunities for improvement
- ♦ Path to Ciudad Perdida - Lost City (Tour Operator Guías y Baquianos, Colombia): Evaluation of the sustainability of the cultural and adventure path in the forest of the Sierra Nevada de Santa Marta to get to the city founded by the indigenous Tayrona. Consultancy in the development of new activities, analysis of critical issues and opportunities to improve coordination between the groups that manage the journey (farmers, indigenous groups and local tour operators) to optimize the tourist experience; Analysis and suggestions of good practices in the management of cultural routes such as the Cultural Routes Program of the Council of Europe
- ♦ Monteverde Community Fund and Monteverde Chamber of Tourism (Costa Rica): Assistance in the development of the historical-cultural tour "Monteverde Footprints" by integrating various initiatives of the destination into the walking itinerary (first factory in the country, research center, women's cooperative, organic coffee producers, etc.) to benefit the local community; Involvement of private actors (hotels, local and national tour operators) in promoting the tour among their customers

- ♦ Zafra Private Nature Reserve and San Rafael Local Tourism Network (Colombia): Work with the network of local stakeholders through focus groups and other participatory processes for the development of the tourism offer; Creation of sustainable tourism experiences; Assistance on branding and positioning of the green destination
- ♦ Secretary of Tourism of Villa La Angostura (Argentina): Development of the sustainable tourism strategy at destination level through participatory processes and focus groups with local stakeholders; Seminar on sustainable tourism and sustainability criteria at the destination level
- ♦ Coclé Tourism and Villa Tavida Private Nature Reserve (Panama): Development of the destination and tourist offer of the Coclé region; strengthening of the network of stakeholders for the development of local projects and sustainable tourist itineraries
- ♦ Expediciones Sierra Norte (Mexico): adventure tourism and ecotourism company created by six indigenous communities of Oaxaca, recognized by the Tourism for Tomorrow Award as the best community project in the world in 2016. Support in the creation of promotional and marketing material; connection with international tour operators to reach new markets
- ♦ Huasquila Ecolodge (Ecuador): Example of regeneration of the Amazon rainforest in an area dedicated to cattle breeding. Comparative analysis of the sustainable practices implemented with respect to the main sustainable tourism certifications and consultancy for the achievement of an international eco label
- ♦ Jocotoco Foundation (Ecuador): Application of sustainable practices in the network of private nature reserves that manages the foundation; Programming of tourist itineraries for their Tour operator, Jocotours, connecting the different nature reserves

Jun 2017 – Nov 2017 **Sustainable Tourism Advisor**

Green Destinations, Leiden, The Netherlands

Certification body accredited by the GSTC (Global Sustainable Tourism Council) for tourist destinations and regions on their path towards sustainability

- ♦ Sustainability assessment and destination coaching through the Green Destinations online platform
- ♦ Preselection of the Top 100 Green Destinations by applying the criteria of the Green Destinations standard to choose the most sustainable destinations in the world
- ♦ Research activities and interviews with local actors to evaluate the applications for the Top 100 competition
- ♦ Mapping of the main stakeholders of sustainable tourism on a global level and identification of good responsible tourism practices
- ♦ Organization of the international events of Green Destinations in Portugal (Greenfest) and in Italy (Festival of responsible tourism IT.A.CA Rimini). Identification of speakers, preparation of the event program, logistics, sending newsletters and promotional materials
- ♦ Networking activities with private actors of sustainable and cultural tourism to promote the offer of green destinations

Jan 2017 – Jun 2017 **Communication & Research Assistant**

Center for Advanced Studies in Tourism (CAST) University of Bologna, Rimini, Italy

Research and advanced training in the field of sustainable tourism

- ♦ Research and management of European projects related to the development of cultural and sustainable tourism
- ♦ Assistance in the organization of the intensive course "Economics for Tourism Development", part of the ERASMUS+ Project HERITAG (Higher Education Interdisciplinary Reform in Tourism management and Applied Geo-information curricula), aimed at the integration of geographic information technologies (GIS) applied to the documentation of cultural heritage, tourism management and entrepreneurship
- ♦ Implementation of the communication strategy and involvement of the main stakeholders and decision makers
- ♦ Organization of the events hosted by the Center: ITACA Festival of Responsible Tourism Rimini, Green Destinations International Event, IATE Conference (International Association for Tourism Economics), Euro Enviro Workshop. Identification of speakers, preparation of the program, logistics, sending of newsletters and promotional materials

- ♦ Collaboration in the creation of the tourism section of the Report "Reviving the Economy of the Mediterranean Sea", published by WWF Med in 2017 in collaboration with CAST, developing case studies on the regeneration of coastal mass tourism destinations through sustainable tourism actions

Jun 2016 – Nov 2016 **Online Marketing & Communication Associate**
Lol Travel, Rimini, Italia

Online Tour Operator offering flights and hotels worldwide

- ♦ Management of affiliate marketing platforms, awareness raising, traffic generation to the Lol Travel website and new sales
- ♦ Development of alliances with new partners in the Spanish and British markets
- ♦ Creation of content for social media channels (Facebook, Instagram, corporate blog)
- ♦ Results analysis and monitoring through Google Analytics
- ♦ Development of international B2B markets
- ♦ Market research activities
- ♦ Commercial KPI monitoring, reporting and financial analysis
- ♦ Development of online marketing and communication plans; Management of promotional campaigns on international markets

Nov 2011 – Dec 2014 **Food & Beverage Team Leader**
Four Points by Sheraton Hotel and Traders Hotel by Shangri-La, Brisbane, Australia

4-star corporate hotel with over 200 rooms in Brisbane's business district

- ♦ Supervision of the daily operations of the restaurant and hotel room service
- ♦ Personnel management, continuous training and evaluation of their performance
- ♦ Assistance to the F&B Manager for the development of Standard Operating Procedures, essential for evaluating staff performance and training new employees
- ♦ Ensuring high standard of service, customer and employee satisfaction

Jun 2010 – Oct 2011 **Conference & Events Attendant**
Crowne Plaza Hotel, Queenstown, New Zealand

4-star hotel located in New Zealand's most famous ski resort

- ♦ Organization of conferences, corporate and entertainment events
- ♦ Management of the daily activities of the F&B department, including catering for events, Restaurant and Room Service
- ♦ Support in the training of new employees

May 2006 – May 2009 **Educational Programmes Coordinator**
TIJE Travel, Buenos Aires, Argentina

Tour Operator specialized in educational trips for young people, work programs and study courses abroad

- ♦ Organization of Work & Travel / Internship programmes and language courses in the United States, Europe and Oceania
- ♦ Identification of candidates and recruitment to participate in the programme
- ♦ Direct contact with suppliers abroad and organization of "Job Fairs" in Buenos Aires
- ♦ Management of the complete process, from enrolment, assessment of English level, interviews with employers / schools, to the management of the work / study visa and logistics for travel (air ticket reservations, medical assistance, hotel)
- ♦ Participation in Fam Trips to learn about the Work & Travel programme and international sponsors (Miami and New York, United States, 2007-08)

**ADDITIONAL ACTIVITIES
(PRO BONO)**

- Apr 2018 – Dec 2021 **Freelance Writer**
 Travindy Spain - <https://travindy.es>
 Online magazine specialized in sustainable and responsible tourism
- ♦ Writing of opinion articles and interviews on responsible tourism projects and actors from different countries of Latin America and Europe
- Jan 2020 – Mar 2020 **Italian Translator GSTC Criteria**
 Global Sustainable Tourism Council
- ♦ Translation into Italian of the global sustainable tourism criteria for destinations and travel companies in the tourism sector
- Jan 2019 – Nov 2019 **Local Programme Coordinator**
 Sustainable Travel International – Cozumel Island, Mexico
- NEMO (Natural Environment Marine Observer) is an innovative citizen-science movement that seeks to involve travellers and tour operators in the conservation of the Mesoamerican coral reef
- ♦ Raising awareness of potential partners in the tourism industry (hotels, local tour operators, tour guides), involving them as NEMO ambassadors to promote the program among their guests
 - ♦ Capacity building and program presentations at different events to the main stakeholders of the destination
 - ♦ Creation of strategic alliances with representatives of the public, private and non-profit sectors
 - ♦ Assistance in fundraising locally and through crowdfunding campaigns

EDUCATION AND TRAINING

- Jan 2023 – October 2023 **Carlos V European Award**
 European and Ibero-American Academy of Yuste Foundation, Spain
 Beneficiary of a research and mobility grant on European studies, addressed to researchers who are working on their doctoral thesis on the topic of Cultural Routes of the Council of Europe
- Nov 2021 – Present **PhD Candidate in Economic Geography**
 Life Quality Sciences Department, University of Bologna, Rimini Campus, Italy
- Sep 2015 – Mar 2018 **Master's Degree in Tourism Economics and Management**
 University of Bologna, Faculty of Economics, Management and Statistics, Rimini Campus
- ♦ Graduation mark 110/110 (CUM LAUDE)
 - ♦ Thesis: *"Sustainable tourism indicators as policy-making tools: Lessons from ETIS implementation at destination level"* (awarded as one of the three best Master's theses of the TEaM programme 2015-2018). Available on Research Gate. DOI: 10.13140 / RG.2.2.15192.14085
 - ♦ Main subjects studied: Economics of tourism, sustainable tourism, management, marketing, finance, design of cultural tourism products, local development and Cultural Routes
 - ♦ Field research in Trieste on the initiative of the University of Bologna and the start-up Sea Ways to contribute to the development of new cultural products for nautical tourism: interviews with key stakeholders, design and administration of questionnaires to tourists and residents, analysis of results and development of new itineraries
- Oct 2017 – Nov 2017 **Scholarship for Thesis Research abroad**
 University program aimed at research for thesis abroad - Zuid Limburg, Netherlands
- ♦ Semi-structured interviews with 18 key players involved in the implementation of a system of sustainable tourism indicators in the region
 - ♦ Realization of online interviews with other key actors and policy-makers at national and European level
 - ♦ Direct observation in the field
 - ♦ Bibliographic desk research at the University of Maastricht
- Nov 2011 - May 2012 **Diploma of Business**
 Shafston College, Brisbane, Australia
- ♦ Main subjects studied: Business management, marketing, human resource management, sustainability

- Mar 2006 - Nov 2009 **Bachelor's Degree in Tourism**
National University of Lanús, Buenos Aires, Argentina
- ♦ Graduation mark 8.29 (out of 10)
 - ♦ Specialization in tourism planning
 - ♦ Thesis: Development of a business plan for an ecotourism resort in Colon, E.R., Argentina
 - ♦ Main subjects studied: strategic planning, cultural tourism, tourism policy, ecotourism, marketing, management
- Mar 2003 - Dec 2005 **Major in Tourism and Travel Services Management**
Vocational Education Center N°1, Buenos Aires, Argentina
- ♦ Graduation mark 9.25 (out of 10)
 - ♦ Specialization in the management of travel agencies
 - ♦ Main subjects studied: business management, accounting, human resources, geography, marketing, tourism product design, law, Portuguese language
- Professional Certificates **GIS Course (Full Immersion)**
Italian Geographical Society (Online); 2023
- ♦ Full immersion, basic training course on Geographical Information Systems (GIS) and the use of the suite ESRI Italia (Arcgis Pro) including the creation of cartograms, thematic maps, story maps, etc.
- School of Research Methods: Qualitative approaches**
British Academy of Management, Italian Societies of Marketing and Management (Siena, Italy); 2023
- ♦ Training course on qualitative research methodologies, including ethnography, netnography and grounded theory
- Summer School in Geography**
Italian Association of Geographers (Santa Cesarea Terme, Italy); 2022
- ♦ Training course for young researchers in geography, including epistemological and methodological foundations
- Introduction to Regenerative Tourism**
Global Initiative of Regenerative Tourism (online); 2021
- ♦ Principles of regenerative development, design of regenerative tourism experiences
- Travelife Auditor-Advisor Training Course**, Travelife (online); 2021
- ♦ Introduction to the Travelife criteria for tour operators, coaching and auditing techniques to grant the sustainability certification
- Co-operative Entrepreneurship in Education**
You coope, Santander International Entrepreneurship Centre (CISE) and Bantani Education (online); 2021
- ♦ Principles to introduce co-operative entrepreneurial learning in secondary and higher education courses, including the cooperative model, the EntreComp (European Entrepreneurship Competence) framework, methodologies and techniques to implement this approach in classroom
- PM4R-Agile (Agile Project Management for Social Impact Projects)**
Inter-American Development Bank, United States (online); 2020
- ♦ Program focused on the implementation of Agile methodologies in the management of social impact projects for NGOs and civil society organizations. Based on the PM4R (Project Management for Results), Scrum and PMI-ACP methodology of the Inter-American Development Bank
 - ♦ Principles of the Agile methodology, tools, roles, steps to implement the methodology focused on results, development and implementation of an Agile action plan
- Systems Practice**
Acumen Academy, The Omidyar Group, United States (online); 2020
- ♦ Application of system thinking processes for social innovation and systemic change in complex environments
 - ♦ Identification of problems, definition of the intermediate and final goal, mapping of the system to identify main leverage points, development of the intervention strategy

[Inclusive Mindset](#), Linked in Learning certification (online); 2020

[Green Destinations Auditor-Advisor Training Course](#), Green Destinations (online); 2017

[Responsible Tourism Training Course](#), AITR – Italian Association of Responsible Tourism, Pisa, 2016

[Wordpress Course](#), CESCOT – Center for Development, Commerce and Tourism, Rimini, 2016

Publications

- ♦ Gasparini, M.L. Review of the Book *Landscape as Heritage*. International Critical Perspectives, Pettenati, G. (Ed) for the Rivista Geografica Italiana (3), 2023.
- ♦ Gasparini, M.L.; Mariotti, A. *Multi-stakeholder governance for religious tourism and pilgrimage routes in Europe*. Chapter in forthcoming book: *A Research Agenda for Religious Tourism*, Shinde, K. & Cheer, J. (Eds.). Edward Elgar.
- ♦ Gasparini, M.L. *European Cultural Routes: Between sustainable local development and transnational cooperation tools*. Chapter in forthcoming book: *Culture, Heritage, History and Memory for the promotion of European values, integration and peace*. European and Ibero-American Academy of Yuste Foundation. Peter Lang.
- ♦ Gasparini, M.L. (2022). “*Cultural routes and Sustainable Tourism: Reflecting on the lessons learned from three transnational cooperation projects*” in: *Cultural Routes of the Council of Europe: Cultural Heritage, Landscape and Tourism*. DIST Teaching Project, Torino, Politecnico di Torino, 2022, pp. 30 – 33.
- ♦ Ribeiro de Almeida, C., Martins, J.C., Gonçalves, A.R., Quinteiro, S., Gasparini, M.L. (2022) *Handbook of Research on Cultural Tourism and Sustainability*, Hershey, IGI Global, pp. 509 (ADVANCES IN HOSPITALITY, TOURISM AND THE SERVICES INDUSTRY (AHTSI) BOOK SERIES).
- ♦ Gasparini, M.L.; Villalobos, V. (2022). *Monitoring Sustainability Along Cultural Routes: The MED Sustainable Path and Cultural Route Model*, in: *Handbook of Research on Cultural Tourism and Sustainability*, Hershey, IGI Global, pp. 104 - 130 (ADVANCES IN HOSPITALITY, TOURISM AND THE SERVICES INDUSTRY (AHTSI) BOOK SERIES)
- ♦ Bignante, E. and Puttilli, M. (chairs) et al. (2022). *Where does this image take you? A visual tale from a workshop on geographical imaginations*, «J-READING-JOURNAL OF RESEARCH AND DIDACTICS IN GEOGRAPHY», 2, pp. 211 – 218.
- ♦ Gasparini, M.L.; Mariotti, A. (2021). *Sustainable tourism indicators as policy making tools: lessons from ETIS implementation at destination level*, «JOURNAL OF SUSTAINABLE TOURISM», 31, pp. 1719 - 1737
- ♦ Randone et al. (2017). *Report "Reviving the Economy of the Mediterranean Sea: Actions for a Sustainable Future"*. WWF Mediterranean Marine Initiative. Rome, Italy. 64 pp. Contributed with case studies on tourism as part of the CAST team - University of Bologna <http://bit.ly/2RQrk63>

Affiliations

- ♦ Member of the Expert Commission on Culture. Organización de los Estados Iberoamericanos para la Educación, la Ciencia y la Cultura (OEI), from 2023 until 2026.
- ♦ Member of the Alumni Network of the European and Ibero-American Academy of Yuste Foundation, Spain.
- ♦ Review editor for ecotourism, *Journal Frontiers of Sustainable Tourism*, from 2023.
- ♦ Reviewer, *Journal of Sustainable Tourism*, from 2022.
- ♦ Member of the University Network of the Council of Europe Cultural Routes Studies
- ♦ External evaluator for the Council of Europe Cultural Routes programme
- ♦ Advisory Board Planeterra Foundation, Community tourism advisor for Europe, from 2021
- ♦ Advisory Board Master in Tourism Economics and Management (TEaM) and International Tourism and Leisure Industries (ITALI), University of Bologna, from 2021
- ♦ Researcher at the Center for Advanced Studies in Tourism (CAST), University of Bologna, from 2021
- ♦ Member of the international consultancy network PLANET 4 PEOPLE, from 2019

Seminars and Lectures

- ♦ Lecturer on the Course *Valorizzazione Turistica e Promozione del Paesaggio*. Topic: “*Territorial Governance of walking routes*”. Università di Padova. December 2023.
- ♦ Lecturer on the Course *Storia Economica del Turismo*. Topic: “*European Cultural and Pilgrimage routes*”. Università di Trento. November, 2023
- ♦ Lecturer on the Course *Valorizzazione Turistica e Promozione del Paesaggio*. Topic: “*Territorial Governance of walking routes*”. Università di Padova. November 2022.

- ♦ Lecturer, Students workshop on “*Cultural Routes of the Council of Europe: Cultural Heritage, Landscape and Tourism*”. DIST Politecnico di Torino. Turin, July – September 2022.
- ♦ Lecturer, Capacity building seminar “*Hacia un modelo sostenible de rutas culturales en el Mediterráneo*”. Consejería de Turismo, Junta de Andalucía. June, 2022 (online).
- ♦ Lecturer, Course “*Designing and promoting sustainable tourism itineraries: hiking and cycling routes*”. Bologna Metropolitan City and Demetra Formazione. February, 2022 (online).
- ♦ Lecturer, Rural and cultural tourism management course. Facilitation in English of the training course for representatives of tourist authorities of ASEAN countries - Association of Southeast Asian Nations. University of San Marino. December 9-13, 2019.

Participation in Conferences

- ♦ Presentation at the 2nd Cultural Routes Academic Workshop, organised by the European Institute of Cultural Routes in cooperation with the University Network for Cultural Routes Studies. Session 4 “Addressing challenges and shaping the future of cultural routes through cooperation and innovative approaches” with the presentation “Towards a European Governance Framework for pilgrimage routes: challenges, opportunities and recommendations”. December, 2023 (online).
- ♦ Participation at the VIII Iberoamerican Congress of Culture and presentation of the Expert Commission on Culture from the Organización de los Estados Iberoamericanos para la Educación, la Ciencia y la Cultura (OEI). Lisbon, Portugal, November 2023.
- ♦ Participation and Best PhD Paper Award at the 14th International Religious Tourism and Pilgrimage Conference. Presentation “Towards a European governance framework for pilgrimage routes”. Medjugorje, Bosnia and Herzegovina, June 2023.
- ♦ Participation at the Conference “Patrimonio dell’Umanità: A cinquant’anni dalla Convenzione UNESCO: prospettive e riflessioni nei Campus dell’Alma Mater Studiorum”. Presentation “Pilgrimage Routes: Fostering cooperation through UNESCO and Council of Europe labels”. Rimini Campus, November 2022.
- ♦ Invited speaker at the transnational conference “Sustainable Tourism and Culture: Building new opportunities”. Presentation “Creative storytelling along European pilgrimage routes: the case of rurAllure”. Creatures Project (Interreg ADRION), Trieste, October 2022.
- ♦ Co-chair at IGU Tourism, Leisure and Global Change Commission session on “Tourism and Routing: Exploring the Economic, Cultural and Political Dimensions of Walking Routes” with Professors Alessia Mariotti, Chiara Rabbiosi and Szilvia Gyimothy. International Geographic Union’s Centennial Congress, Paris, 18-22nd July 2022.
- ♦ Invited speaker at Foro Todo Turismo: Perspectivas 2022, Jujuy, Argentina. Presentation “Itinerarios de Turismo sostenible: el Turismo a pie y en bicicleta como motor de desarrollo rural”. June, 2022 (Online).
- ♦ Invited speaker at the 9th Training Academy for Cultural Routes of the Council of Europe, session “How to better position the Cultural Routes of the Council of Europe in the heart of the territories”. Fontainebleau, France, 31st May-3rd June 2022.
- ♦ Invited speaker at the BEST MED & DestiMED PLUS Policy Conference “For a better governance of tourism: towards a more resilient sector respecting the environment and the host communities of Mediterranean territories”. Presentation “Data management and organisation: Towards Common Standards and Tools”. June, 2022 (online).
- ♦ Participation at the “Encuentro Universitario Iberoamericano sobre Patrimonio Cultural y Natural”. Presentation of the CAST experience in supporting European Cultural Routes through EU-funded projects. Universidad Autónoma de Zacatecas, Organización de Estados Iberoamericanos, European Institute of Cultural Routes, EU-LAC Foundation, UNESCO, May, 2022 (online).
- ♦ Invited speaker at the training course “Towards a governance framework for Southern Via Francigena”, organized by Lazio Region in the framework of BEST MED project. March, 2022 (online).
- ♦ Presentation at the XI Edition of the Society for Geographical Studies Conference “Beyond Globalisation”,

Tourism session on “Tourism along value chains”. Presentation “Pilgrimage and policies: the state of the art of policies on pilgrimage and walking routes in Europe”. Naples, December 2021.

- ♦ Presentation at the 1st Cultural Routes Academic Workshop, organised by the European Institute of Cultural Routes in cooperation with the University Network for Cultural Routes Studies. Session 1 “Digital technology meets Cultural Routes” with the presentation “MED S&C Path Model: Linear Cultural Routes and Sustainability”. December, 2021 (online).
- ♦ Invited speaker at the Joint Seminar BEST MED and SMARTMED projects “Good practices exchange and synergies building”. Presentation of the “Med S&C Path model: tools, scalability and transferability of the model”. December, 2021 (online).
- ♦ Invited speaker at the Joint Seminar BEST MED and SMARTMED projects “Perspectives on new models of governance for sustainable tourism in the Mediterranean”. Presentation of the preliminary results of both Interreg Med Strategic projects. April, 2021 (online).
- ♦ Facilitator BEST MED Policy Learning Seminars. Two online seminars organized by CAST and Lazio Region with policy makers and key stakeholders to discuss the issues and needs to develop sustainable tourism along the Southern Via Francigena in the Lazio Region. March-April, 2021.
- ♦ Invited speaker - BEST MED Project - Online Technical Workshop on “*Data Management for Sustainable Tourism - Moving towards a network of tourism observatories for a better governance in the Mediterranean*”. Presentation in English of the first draft of the MED S&C Path Model (Sustainable Path & Cultural Routes Model) to promote the management of cultural itineraries and walking routes based on the principles of sustainability. December 9-10, 2020.
- ♦ Invited speaker - Digital conference “*Visión 2030: Retos y Oportunidades del sector turístico para la próxima década*”. Universidad Rey Juan Carlos, Madrid (Spain). Round table in Spanish with industry experts to discuss the challenges and opportunities for tourism in the next decade, with a special focus on professional opportunities for students of the International Master in Tourism Direction. November, 2020.
- ♦ Invited speaker - Digital conference “*Diálogo para Acuerdos: Refundar el turismo post pandemia en Jujuy, Argentina*”. Presentation in Spanish on the sustainable management of tourist destinations. Organized by Todo Turismo TV and NGO Brindar. September, 2020.
- ♦ Invited speaker - Virtual training course in “*regenerative development and tourism*”. Event in Spanish, part of the Training Program for Colombian tourism entrepreneurs organized by the Colombian Tourism Promotion Agency PROCOLOMBIA. June, 2020.
- ♦ Invited speaker at the online Workshop “*Measuring Sustainable Tourism at EU destinations*” with sustainability and tourism experts to discuss and propose solutions to the European Commission to improve the process of implementation of sustainable tourism indicators in European destinations. Organized by the University of Surrey in collaboration with the European Commission. May, 2020
- ♦ Invited speaker - Digital Conference “*Redes y alianzas en el turismo de base comunitaria*”. Komú, Mexico. Round table in Spanish on community tourism in Latin America with industry experts. April, 2020.
- ♦ Invited speaker - Digital conference “*La respuesta del turismo ante la crisis del Covid-19*”. Travindy, Spain. Round table in Spanish on the challenges and opportunities for sustainable tourism post covid-19. March, 2020.
- ♦ Invited speaker - Presentation of the “*citizen-science movement NEMO*” (Natural Environment Marine Observer) at the conference “*Sciences in Protected Natural Areas*” organized by the Mexican conservation authority CONANP - National Commission for Natural Protection. Cozumel Island, Mexico. November, 2019.
- ♦ Invited speaker - Conference “*Turismo Comunitario para un desarrollo regenerativo*” representing Totonal Viajes, for students of the Degree in Tourism Management. Universidad de Oriente, Valladolid, Yucatan, Mexico. October 2019.
- ♦ Participation in the international conference “*Turismo que transforma*” on the role of tourism in peace processes and nature protection in Colombia. San Carlos, Colombia. September, 2018

- ♦ Presentation on sustainable tourism and the "Echoes of the Journey" initiative to the students of the Degree in Tourism of the Instituto Profesional INACAP, Headquarters of Valparaiso, Chile. June 2018.
- ♦ Participation in the international conference "Our People, our world, our future" organized by the World Travel and Tourism Council (WTTC - World Travel & Tourism Council). Buenos Aires, Argentina. April, 2018.
- ♦ Invited speaker - Agri & Slow Travel Expo. Market Intelligence round table and round table on Climate Change, Biodiversity and Sustainable Tourism, representing the Green Destinations organization. Bergamo, Italy. February, 2018.
- ♦ Invited speaker - Seminar "*Policies for sustainable tourism in the 2030 agenda*". Presentation of the progress of my research thesis on sustainable tourism indicators. Forum PA. Rome, Italy, May, 2017.
- ♦ Invited speaker - Seminar "*Discover Italy from the sea: Promoting new cultural tourism products for the nautical tourism sector*". Presentation of field research as part of the "Innovation in Cultural Tourism" subject of the Master's Degree in Tourism Economics and Management. Organized by Sea Ways and CAST - Center for Advanced Tourism Studies. Rimini, March 2017.

SKILLS AND COMPETENCES

Mother Tongue Other languages

	Spanish				
	UNDERSTANDING		SPEAKING		WRITTEN
	Listening	Reading	Interaction	Oral production	
English	C2	C2	C2	C2	C2
<i>IELTS (Level 8 out of 9)</i>					
Italian	C2	C2	C2	C2	C2
Portuguese	B2	B2	A2	A2	A2

Communication skills

- ♦ Excellent communication skills (both verbal and written), problem solving and teamwork skills, acquired through work as a consultant and researcher, interacting with different stakeholders
- ♦ Intercultural skills, as a result of having lived and worked in different countries, with people of different backgrounds

Organizational/ managerial skills

- ♦ Highly organized with excellent time management, planning and prioritization skills
- ♦ Leadership and training skills, acquired through experience as a team leader
- ♦ Ability to work well under pressure, thanks to work in fast paced environments such as hotels and restaurants

Professional skills

- ♦ Project management; development of tourist products and destinations
- ♦ Rural and community-based tourism development
- ♦ Capacity building, training and stakeholder engagement
- ♦ Extensive work and field research experience
- ♦ Monitoring and evaluation of sustainability

Digital skills

Information elaboration	Communication	Content Creation	Security	Problem solving
Advanced	Advanced	Intermediate	Intermediate	Intermediate

- ♦ Advanced knowledge of the Office package (word processor, spreadsheet, presentation software)
- ♦ Communication, web and design software: Google Analytics, Wordpress, Mailchimp, Event Brite, Canva, Mural, Miro, Trello, Click Up
- ♦ Social media management tools: Instagram, Facebook Business Manager, Linktree
- ♦ Statistics Software: Stata

ADDITIONAL INFORMATION

Driving Licence

B

Interests

- ♦ Sustainable tourism, travel and intercultural exchanges; foreign languages; biking; trekking; photography and writing

REFERENCES

- ♦ Alessia Mariotti, Associate Professor, University of Bologna alessia.mariotti@unibo.it
- ♦ Mónica García Alonso, Dirección General de Cultura, Organización de Estados Iberoamericanos (OEI) monica.garcia@oei.int

Further references available at:

<https://echoesofthejourney.com/testimonials/>

Autorizzo il trattamento dei miei dati personali ai sensi del Decreto Legislativo 30 giugno 2003, n. 196 "Codice in materia di protezione dei dati personali".

8/12/2023



Maria Laura Gasparini