

Position Title	Associate Professor
Name of Expert:	Alessia Mariotti
Country of Citizenship/Residence	Italy/Italy

About Alessia

Alessia Mariotti was the head of the Center for Advanced Studies in Tourism (Rimini Campus) between 2014 and 2018 and is Associate professor in Economic Geography at the University of Bologna. She is currently the Director of the Master Degree in Wellness Culture: Sport, Health And Tourism. Her main research interest are: cultural heritage as drivers for regional development, participatory processes in local tourism development, territorial partnership strategies and territorial promotion policies for sustainable tourism development, management plans and monitoring indicators for World Heritage sites, cultural routes and cultural itineraries. She teaches Geography of Sustainable Tourism, Local Development and Cultural Routes, Cultural Geography of Local Development, Tourism and Sport Geography. She is a member of the PhD doctoral committee in "ARCHITECTURE, DESIGN, PLANNING" - University of CAMERINO and Responsible for the University of Bologna of UNESCO/UNITWIN Network "Culture, Tourism, Development". She was an invited speaker at the first G20 Tourism Working Group in March 2021.

Education

2003 – 2006: Post-doc research allowance on "Local tourism systems and territorial development", Alma Mater Studiorum, University of Bologna, seat of Rimini
2000 – 2003: PhD in "Environment quality and regional economic development" at the Department of Economics –University of Bologna, Italy.
1993 – 1999: Master degree in Economics, University of Bologna, Italy.

Certificates confirming these qualifications are available on request.

In addition, Alessia was an intern in the following institutions:

2003: Internship at the World Monuments Fund Europe, Paris.

2002: Internship at the Arab States Unit of the World Heritage Centre, UNESCO Headquarter in Paris.

Employment

Period	Title / employing organisation	Country	Summary of activities performed
03/16- Date	University of Bologna	Italy	<p>Position: Associate Professor</p> <p>Description of the role: As in any other University, the role of Associate Professors is to develop research activities and to manage the assigned teaching load. The first activity leads to article writing and submission to national and international scientific journals. Alessia is included in a non bibliometrical discipline, hence, since her affiliation to the University of Bologna, she has contributed to increase the body of knowledge around cultural heritage and tourism with around 60 “research products” (articles, book chapters, books and short essays). As far as teaching is concerned, she has in average 150 students per year (both Bachelor and Master degree) in her classrooms and she supervises in average 15 final dissertations or master degree thesis. Furthermore, consultancy research contracts are among the possible duties of Professors, together with research outreach activities and administrative roles. She has been doing all of this in the last 14 years.</p>
10/06 – 02/16	University of Bologna	Italy	<p>Position: Assistant Professor</p> <p>Description of the role: within the Italian academic regulation, Assistant Professors should have less teaching than Associate Professors. In Alessia’s case during her whole career she has been teaching the same amount of hours in both positions. The same for the other activities, which are above described (academic Cv and publication list available here: https://www.unibo.it/sitoweb/alessia.mariotti/)</p>
02/2014 – 07/2018	University of Bologna	Italy	<p>Position: Head of Center for Advanced Studies in Tourism (CAST)</p> <p>Description of the role: The Centre of Advanced Studies in Tourism (CAST) was established in February 2014 at the Rimini Campus of Bologna University. Its goal is to coordinate and strengthen research, dissemination and lifelong learning in the field of tourism. Alessia has directed the center since its birth with multiple duties: administration, fundraising, project development, dissemination and coordination of research activities. Around 50 scholars from a large array of disciplines, but all sharing tourism as a research field, participate in CAST’s activities. During the four years under Alessia’s direction the Center was able to position itself in the national and international research and consultancy arena and to become a point of reference in EU projects development with external funding for 2.5 million Euro. Center webpage: http://www.tourism.unibo.it/en</p>
01/2021 – 12/2023	EU - DG Research	Spain, Italy, Hungary, Norway, Portugal, Slovakia	<p>Title of the project: RURALLURE - Promotion of rural museums and heritage sites in the vicinity of European pilgrimage routes</p>

			<p>Position: Head of Unit (scientific coordinator) for Unibo</p> <p>Description of the role: Alessia will coordinate the research, coordination and support action foreseen in the project, with a focus on the Italian pilot (the three pilgrimage trails leading to Rome and crossing France, Germany, Austria and Slovenia). In particular the Unibo research unit will be in charge of the mapping of existing cultural heritage and natural sites along the three paths in order to develop better coordination among them and support the design of additional cultural tourism products and services to be added on the rurALLURE platform and made available for final users.</p>
10/2020 – 09/2022	National Agency for Erasmus +	Italy, Spain, Luxembourg, Greece, Germany	<p>Title of the project: FabRoutes - THE FAB ROUTES: DIGITAL SKILLS TO PROMOTE EU CULTURAL ROUTES</p> <p>Position: Head of Unit (scientific coordinator) for Unibo</p> <p>Description of the role: Alessia will coordinate the Unibo Unit research team, which has the scientific coordination of the whole project. Being a lifelong learning program, Unibo Unit will develop teaching materials and the overall Fab Routes methodology. Furthermore, open online courses will be developed, using a peer to peer approach to Cultural Routes of the Council of Europe, enhancing the capability of local route's managers to implement the program and support job creation through sustainable cultural tourism activities.</p>
03/2020 – 07/2020	Association "La Rotta dei Fenici/COSME EU secretariat	Italy	<p>Title of the project: TRAMES - Smart TouRism Across the Mediterranean Sea</p> <p>Position: Consultant</p> <p>Description of the role: Alessia has developed the WP3 deliverable related to the territorial analysis and results of capacity building actions undertaken by project partners during the first year of the project. TRAMES project is part of the strategy for the implementation of a series of "Smart Ways" in the Mediterranean basin: paths of excellence where local communities are involved in the improvement of "quality" cultural tourism offer, but also in the development of forms of sustainable, responsible, accessible, slow, creative and experiential tourism.</p>
09/2020 – 09/2021	Lazio Region	Italy	<p>Title of the project: BestMED - BEYOND EUROPEAN SUSTAINABLE TOURISM MED PATH</p> <p>Position: Member of the research team</p> <p>Description of the role: BEST MED project is being implemented in nine Mediterranean countries (Spain, Portugal, France, Italy, Croatia, Slovenia, Greece and Montenegro) with the general objective of enhancing Mediterranean Governance, being the main challenges to fight against seasonality and lack of effective cooperation among main tourism actors, including the citizen active participation on the policies design. It aims to have a new integrated and sustainable touristic planning aiming at the mitigation of seasonality in the MED area. Alessia is part of the Unibo research team in charge of WP3 studying tasks: to set up suitable methodology to enhance the use of data management suitable for evaluating the economic weight of cultural routes in the hinterland of coastal tourism destinations. Main duty: coordinating junior researcher, report writing.</p>
03/2019 – 03/2021	Italy- Croatia Joint Secretariat and managing Authority	Italy and Croatia	<p>Title of the project: RECOLOR - Reviving and Enhancing artworks and Landscapes Of the Adriatic</p> <p>Position: Member of the research team</p> <p>Description of the role: The general goal of the RECOLOR project is to enhance the tourism potential of urban and natural landscapes in Croatia and Italy, often not fully exploited and not included yet in traditional tourist circuits.</p>

			<p>Project RECOLOR intends to contribute to the diversification of tourism products and services through by promotion of relevant and less known artworks, creating specific itineraries, developing new tourist offers and promoting a season adjustment of tourist flow. Alessia is part of the Unibo research team in charge of setting the WP3 participatory process and local community empowerment. Alessia's role has been to develop the participatory and focus group activities in three Italian partner areas and to coordinate the action of Croatian partners through specific training on the methodology.</p>
03/2019 – 03/2021	Italy- Croatia Joint Secretariat and managing Authority	Italy and Croatia	<p>Title of the project: EXCOVER - EXPERIENCE, DISCOVER & VALORISE HIDDEN TREASURE TOWNS AND SITES OF THE ADRIATIC AREA Position: Member of the research team Description of the role: The main goals of EXCOVER is to identify innovative ways for solving the constraints on the tourist development of small towns with relevant local assets but with poor tourist flows. The core aspect of EXCOVER is the involvement of the local communities: only the participation of the residents in the small towns will create a Tourist Supply Chain based on the single under-exploited resources instead of the usual heavy investments in accommodation and transport. Alessia is part of the Unibo research team in charge of setting the WP3 participatory process and local community empowerment. Alessia's role has been to develop the participatory and focus group activities in three Italian partner areas and to coordinate the action of Croatian partners through specific training on the methodology.</p>
10/2019 – 12/2019	European Institute for Culutral Routes	Italy	<p>Title of the project: Periodical evaluation for the Cultural Routes of the Council of Europe Position: External evaluator Description of the role: The Council of Europe's Cultural Routes program requires a three years evaluation of the Cultural Routes awarded with the Council of Europe's label. An external evaluation process is put in place in order to check the correspondence of the activities with eligibility criteria and priority fields of action. Alessia has acted as external evaluator for Via Francigena, a pilgrimage trail crossing England, France, Switzerland and Italy.</p>
09/2019 – 09/2021	Emilia Romagna Region	Italy	<p>Title of the project: MISTRAL - Mediterranean Innovation STRATEGY for transnational activity of clusters and networks of the Blue Growth Position: Member of the research team Description of the role: MISTRAL aims to strengthen a transnational partnership made up of 8 countries (2 Ministries, 8 Regions, 5 Clusters, 3 RTOs and other organizations) in order to: make marine knowledge and sustainable innovation the key drivers for Blue Growth; support MED clusters to become an excellent intermediary of knowledge for increasing blue economy; design and implement sustainable development trajectories harmonized with the MED regions Smart Specialization Strategies. Alessia's role has been: report writing on innovation potentials in the fields of Blue Growht for Italy; structuring and developing two Toolkits on matchmaking events and business plan competitions in the Vlue Growth sector.</p>

07/17 – 07/19	Fondazione Palazzo Ducale Genova per la Cultura	Italy	<p>Title of the project: Updating the Management Plan of the “Genoa, le Strade Nuove and the System of the Palazzi dei Rolli”</p> <p>Position: Scientific coordinator for CAST research team</p> <p>Description of the role: Ten years after the inscription on the World Heritage List, the city of Genoa has obtained national funding from the Ministry of Culture in order to update the management plan of the property. Alessia has written the project for the funding request and developed the updating activities related to sustainable tourism development in the historic urban area in which the property is embedded in cooperation with Fondazione Santagata – Economia della Cultura.</p>
01/2018 – 12/2020	ADRION Joint Secretariat and Managing Authority	Italy, Slovenia, Croatia, Albania, Bosnia Herzegovina, Greece	<p>Title of the project: InnoXenia - Innovation in Tourism in the Adriatic-Ionian Macroregion</p> <p>Position: Co-head of Unit for Unibo</p> <p>Description of the role: The project network the transnational ADRION quadruple helix tourism community into an Adriatic Ionian Tourism Technology Platform with active involvement. A Tourism Innovation Observatory provides a platform for modeling ADRION innovative tourism, equipped with a Tourism Innovation Decision Support System providing the ability to evaluate the impact of potential interventions on the competitiveness and sustainability of tourism destinations, structures and services. Alessia has acted as co-head of Unit for Unibo, with main tasks were related to dataset building, train to trainer activities, methodology and Big Data for tourism development.</p>
08/2018 – 12/2018	Municipality of Santarcangelo	Italy	<p>Title of the project: Santarcangelo - Per una analisi del sistema turistico santarcangiolo: conoscere il presente per pianificare il futuro.</p> <p>Position: Scientific coordinator for CAST research team</p> <p>Description of the role: The Municipality of Santarcangelo contracted CAST for a research on the local tourism system, with the aim of publishing a report on the state of the art, trends of the last 10 years and possible future developments for the sector in the area and beyond. Alessia acted as research coordinator, setting the outcomes of the research on three axes: official statistics analysis, social media positioning of the destination, measurement of the socio cultural carrying capacity of tourism in the destination.</p>
06/2018 – 12/2021	EU - DG Research	14 EU Countries	<p>Title of the project: RURITAGE - “Cultural regeneration and systemic heritage led approach for rural growth”</p> <p>Position: Member of the research team</p> <p>Description of the role: The RURITAGE project aim is to turn rural areas into laboratories to demonstrate natural and cultural heritage as an engine for regeneration. Led by the Department of architecture of the Bologna University, the project has involved many expertises. Alessia’s role is to define the relevant variables for the tourism development analysis, to perform the analysis and to develop training modules for the replicators.</p>
04/2018 – 04/2020	Riccione Municipality and local seaside entrepreneurs cooperative	Italy	<p>Title of the project: “Identità di Spiaggia. Processi di costruzione identitaria e consolidamento degli usi culturali dell’arenile a Riccione. Per una candidatura degli usi della spiaggia a patrimonio immateriale UNESCO.”</p>

			<p>Position: Scientific coordinator for CAST research team (for the second year of activities)</p> <p>Description of the role: The project aim is to develop a feasibility study on the candidature of Riccione's beach practices on the UNESCO intangible heritage list. Alessia's role has been to coordinate and design the research of the second year, related to community empowerment and raising awareness on the values of beach uses and practices as intangible heritage. Alessia developed a project for involving the high school pupils in the project, she has performed interviews mainly using participatory action research.</p>
01/2018 – 06/2019	ATRIUM Association	Italy	<p>Title of the project: ATRIUM Plus - Architecture of the Totalitarian Regimes of the XX° Century in Urban Management PLUS: support for the construction of a school tourism product "ATRIUM"</p> <p>Position: Member of the research team</p> <p>Description of the role: Stemming from the ATRIUM project, which aim was to develop a cultural route recognised by the Council of Europe on the Architecture of Totalitarian regimes in Urban Management, ATRIUM Plus aim was to develop a sustainable school tourism product. Alessia's role as member of the research team has been to coordinate training actions for tourist guides and develop the contents of the ATRIUM + Toolkit.</p>
01/2018 – 12/2020	EU DG Research	11 EU Countries	<p>Title of the project: SOCLIMPACT - Downscaling climate impacts and decarbonisation pathways in EU islands, and enhancing socioeconomic and non-market evaluation of Climate Change for Europe, for 2050 and beyond.</p> <p>Position: Member of the research team</p> <p>Description of the role: The aim of this H2020 project is to test different econometrics and Big Data models to evaluate the contribution and the impact of climate change on Islands economies in the Mediterranean. Alessia's role in the project has been qualitative data gathering through focus group involving local policy makers in Sardinia.</p>
01/2018 – 03/2020	AICS – Agenzia Italiana Cooperazione allo Sviluppo	Italy and priority cooperation Countries	<p>Title of the project: NEST – Network di Educazione alla Sostenibilità Turistica.</p> <p>Position: Member of the research team and scientific committee</p> <p>Description of the role: NEST has been developed in cooperation with the Italian Agency for development cooperation and was mainly concerning residential training in Italy through summer and winter schools for international officers of developing countries. Alessia has been involved in the design of the project, in the activities of the Scientific Committee of the project and in teaching during the training events.</p>
04/2017	Climate KIC	Italy	<p>Title of the project: CLIMATHON – Climate Hackathon, local challenge on Rimini Parco del Mare project – Case Studies and Education/Knowledge products</p> <p>Position: Scientific coordinator for CAST Head of Unit for Unibo</p> <p>Description of the role: Climate KIC organises every year a one day 24h international "hackaton style" event on climate change. Alessia's role has been to organise the event in Rimini both under a scientific and practical point of view.</p>
12/2016	Climate KIC	Italy	<p>Title of the project: SUST TOUR – Innovative solutions for sustainable tourism. Ideator (pathfinder) project</p>

			<p>Position: Scientific coordinator for CAST Head of Unit for Unibo</p> <p>Description of the role: Among the duties of Climate KIC, there is the organisation of pathfinder projects for the KIC partners. Within this framework, Alessia as head of CAST has developed and organised an ideation workshop for gathering innovative solutions for tourism with the aim to foster research and cooperation in the fight against climate change.</p>
09/2015	Association “La Rotta dei Fenici”	Italy	<p>Title of the project: “Sicilia Mare Natura”</p> <p>Position: Consultant</p> <p>Description of the role: Within the framework of the above mentioned project, Alessia developed a research based report on today’s intangible heritage of Phoenician’s culture origine, as a possible focus for a future candidature on the UNESCO intangible heritage list titled: “Verso una candidatura della koinè mediterranea come patrimonio intangibile dell’UNESCO. Concetti strumenti e ipotesi di lavoro”.</p>
01/2015 – 12/2015	AICS – Agenzia Italiana Cooperazione allo Sviluppo	Italy and Myanmar	<p>Title of the project: Tourism capacity building in Myanmar – University Training on tourism development and Tourist Services Quality in the Republic of the Union of Myanmar.</p> <p>Position: Member of the research team and of the project scientific committee</p> <p>Description of the role: Tourism capacity building in Myanmar has been developed in cooperation with the Italian Agency for development cooperation and was mainly concerning residential training in Italy through summer and winter schools for Myanmar public and private stakeholders. Alessia has been involved in the design of the project, in the activities of the Scientific Committee of the project and in teaching during the training events.</p>
11/2015 – 04/2016	FILSE SpA	Italy	<p>Title of the project: Management plan for the UNESCO Property “Portovenere, 5 Terre e Isole di Palmaria, Tino e Tinetto”</p> <p>Position: Scientific coordinator for CAST</p> <p>Description of the role: The regional development agency of Liguria Region (FILSE) in cooperation with the Italian Ministry of Cultural heritage and Tourism has launched a project aiming at identifying the best possible institutional structure of the managing body for the UNESCO Property “Portovenere, 5 Terre e Isole di Palmaria, Tino e Tinetto”. Alessia has been appointed the scientific coordination of the CAST research team, developing the sustainable development of tourism in the UNESCO designated area. In this respect she has specifically worked on the participatory process to identify the needs and challenges for tourism development.</p>
12/2015 – 12/2017	Erasmus + Spanish National Agency	Spain, Italy, Azerbaijan, Armenia, Georgia	<p>Title of the project: “HERITAG - Higher Education interdisciplinary Reform In Tourism management and Applied Geoinformation curricula”. E+ Capacity building</p> <p>Position: Member of the research team</p> <p>Description of the role: E+ capacity building general aim is to foster higher education cooperation in designing training courses suitable to be developed in specific countries. HERITAG country focus was Caucasus and the core topic the development of tourism curricula with a specific focus on cultural tourism. Alessia has been part of the CAST research team contributing to the development of the intellectual outputs and in international teaching activities.</p>

12/2014 – 12/2016	Erasmus + Luxembourg National Agency	Italy, Spain, France, Luxembourg	<p>Title of the project: “HECTOR – Heritage and Cultural Tourism Open Resource”. E+ Strategic Partnership</p> <p>Position: Scientific coordinator for CAST research team</p> <p>Description of the role: Under the leadership of the European Institute of Culutral Routes base din Luxembourg, Alessia coordinated the Unibo Unit involved in this strategic partnership. She developed several intellectual outputs, a green paper on the contribution of Open Educational Resources in the fields of culture and tourism and several training sessions for higher education students and lifelong learners.</p>
04/2013 – 09/2014	Province of Rimini	Italy, Croatia, Slovakia, Bulgaria, Romania	<p>Title of the project: “Danuble Limes Brand – DLB”</p> <p>Position: Scientific coordinator for CAST</p> <p>Description of the role: The Province of Rimini was one of the parters of a South East Europe Interreg funded project aiming at developing a transnational action and management plan for the roman Danube Limes. The Province appointed CAST an external expertise in order to develop such plan. Alessia was the Scientific coordinator for Management and marketing Action Plan for the tourism product relate to the “Danuble Limes Brand – DLB” project.</p>
10/2013	SIPRO SpA	Italy	<p>Title of the project: “Atmosfera Creativa a Ferrara”</p> <p>Position: Consultant</p> <p>Description of the role: The development agency of the province of Ferrara appointed Fondazione Santagata for the development of a report and analysis of the Creative atmosphere of the Ferrara Province. Alessia was in charge of the “Creative tourism chapter of the research.</p>
11/2012 – 06/2013	Forli Municipality	Italy, Romania, Croatia, Bulgaria, Slovenia, Albania	<p>Title of the project: “ATRIUM – Architecture of Totalitarian Regimes in Urban Management”</p> <p>Position: Scientific coordinator for CAST</p> <p>Description of the role: The Municipality of Forli was the Lead partner of a South East Europe Interreg funded project aiming at developing atransnational cultural route on the conservation and interpretation of the architecture of totalitarian regimes. The Municipality appointed CAST an external expertise in order to develop the tourism development feasibility study for the cultural route. Alessia was the Scientific coordinator of the research team involved in the project.</p>
06/2012 – 06/2013	Council of Europe	Italy, Luxembourg	<p>Title of the project: “Step by step guide to the CoE Cultural Routes”</p> <p>Position: Consultant</p> <p>Description of the role: The Council of Europe appointed Alessia for writing, together with Eleonora Berti, a guidebook for both managers and future managers of cultural routes labelled after the CoE.</p>
06/2011 – 07/2012	COSME EU Agency	France, England, Italy	<p>Title of the project: "Via Francigena and the Pilgrimage Ways. This is Europe" PER VIAM - Pilgrims' Routes in Action</p> <p>Position: Member of the research team</p> <p>Description of the role: Alessia has been part of the Unibo research team involved in building a network of universties and research centers contributing to the scientific enhancement of the Via Francigena Cultural Route of the Council of Europe. Her main role was of coordination of young researchers collecting data for building new cultural tourism products along the trail.</p>

05/2011 – 12/2012	TEMPUS EU Action	Italy, Kosovo, Albania, Montenegro	<p>Title of the project: CHTMBAL – Network for Postgraduate Masters in Cultural heritage and Tourism Management in the Balkan Countries</p> <p>Position: Member of the research team</p> <p>Description of the role: Alessia has been part of the Unibo Unit, contributing to the project with abroad teaching and training for trainers of the focus countries of this international cooperation project on education. She has been working on the design of teaching units and on two chapters of a handbook for the promotion of higher education training modules on cultural tourism in the Balkan area.</p>
2011	Società Geografica Italiana	Italy	<p>Title of the project: “Recognition, analysis and evaluation of territorial promotion models in Italy and abroad, identification of best practices”</p> <p>Position: Consultant</p> <p>Description of the role: Alessia wrote a report on the current state of the art of regional promotion models for tourism in Italy, also comparing them with international models.</p>
2011	Fondazione Florence	Italy	<p>Title of the project: International Biennial on Cultural and Natural Heritage</p> <p>Position: Consultant</p> <p>Description of the role: Alessia wrote a report on the “The industry of taste in Italy” to be included in the proceedings of the Biennial with a “Creative atmosphere” approach.</p>
06/2008 – 12/2008	Palazzo Ducale Fondazione per la Cultura	Italy	<p>Title of the project: Monitoring indicators for the World Heritage Site Management Plan of “Genoa, Strada Nuova and the Rolli Palaces”</p> <p>Position: Project coordinator</p> <p>Description of the role: Alessia was contracted by the managing authority of the Genoa UNESCO property to complete an evaluation about the state of the art of actions included in the management plan developed for the inscription of the site and to develop a set of indicators for the self evaluation process to be implemented in the following years.</p>
06/2008 – 12/2008	Sanmarinolab	San Marino Republic	<p>Title of the project: Tourism system in the San Marino Republic</p> <p>Position: Consultant</p> <p>Description of the role: Alessia was contracted as a junior expert to contribute to a research analyzing the economic contribution of the tourism industry and its characteristics on the San Marino Republic.</p>
01/2008 – 06/2008	IGEAT – ULB and DG Regio	Belgium	<p>Title of the project: “Vulnerability to globalisation”</p> <p>Position: Consultant</p> <p>Description of the role: Alessia wrote, with two university colleagues, the Italian case studies on the textile industrial cluster performances with a regional development approach and dealt with the Carpi case study.</p>
01/2008 – 04/2008	Tecnovia Srl. And Istituto per il Credito Sportivo	Italy	<p>Title of the project: Executive project for the creation of the National Observatory of the Sport System</p> <p>Position: Consultant</p> <p>Description of the role: Alessia, together with two colleagues was contracted to produce an executive project related to the development of a national observatory of the Sport System. She performed both qualitative and quantitative analysis and organized a focus group with relevant institutions in order to test the proposed executive project.</p>

03/2007 – 07/2007	Hydea Srl	Ethiopia	<p>Title of the project: World Bank Ethiopia Cultural Heritage Project</p> <p>Position: Consultant</p> <p>Description of the role: Expert in charge of the Assessment of the tourism development opportunities of Gondar's cultural heritage sites. The main objectives of the consultancy service were: Assist relevant regional and zonal offices to carry out conservation planning and management activities; Improve the experience of visitors through the provision of a richer understanding of all aspects of the cultural heritage sites; Improve community involvement and participation in heritage activities; Improve the state of conservation of archeological sites; Provide some key inputs (inventory and site planning) to a master planning exercise, identified as priority by the community and relevant institutions. Capacity building and institutional development through training in conservation and interpretation to enable local cultural authorities to plan and manage the heritage sites.</p>
07/2006	ECCOM for the Ater Formazione Foundation.	Italy	<p>Title of the project: Feasibility study for the creation of a fund raising centre for cultural institutions</p> <p>Position: Consultant</p> <p>Description of the role: Expert in charge of building the taxonomy of cultural project developed in the Emilia-Romagna Region thanks to EU funding.</p>
06/2006	Associazione per l'Economia della Cultura	Italy	<p>Title of the project: Tourism management plan for the cultural district of the rocky habitat in Basilicata (Italy),</p> <p>Position: Consultant</p> <p>Description of the role: Expert in charge of the development of a tourism management plan for the cultural district of the rocky habitat in Basilicata. Alessia's duties were to design the main sections of the plan and to develop a list of possible actions to be included after approval by local stakeholders.</p>
01/2006	BBT	Italy	<p>Title of the project: Territorial, social and economic impacts of the construction of the Basis Brenner Tunnel</p> <p>Position: Consultant</p> <p>Description of the role: Alessia was contracted with other three colleagues in order to perform a territorial analysis concerning the economic and social impacts related to the building activities of the BBT.</p>
04/2005	UNESCO WHC	Benin	<p>Title of the project: Regional project on cultural tourism for African World Heritage Sites</p> <p>Position: Consultant</p> <p>Description of the role: Alessia was contracted by the UNESCO WHC as a consultant on the Italian WH Fund in Trust in order to develop, after a two weeks field research, a project on cultural tourism development also suitable to be extended at the regional (West Africa) scale. She was also asked of analyse the possible uses of tourism for enhancing heritage conservation, with the aim to avoid the inscription of Abomey on the World Heritage List in Danger.</p>
01/2005	Italcom S.p.A.	Italy	<p>Title of the project: Development of the tourism economy and juridical profile of the use of the collective geographical</p>

			<p>label of the Monferrato</p> <p>Position: Consultant</p> <p>Description of the role: Alessia was among the consultants involved in the analysis of public investments for culture and tourism on the region. She developed a report on the impact of public funding policies in the construction of regional cultural tourism labels.</p>
12/2004	University of Catanzaro	France, Italy	<p>Title of the project: Impact analysis of public policies on the culture and tourism sector. Review of the cluster dynamics in some African countries</p> <p>Position: Consultant</p> <p>Description of the role: Alessia performed a desk research supporting the research team in identifying the main economic drivers of public policies on the culture and tourism sectors in the Maghreb area.</p>
04/2004	A.R.S. Progetti – Ambiente Risorse e Sviluppo	Italy	<p>Title of the project: World Bank within the project of redefinition of the agency for the Medina of Fès ADER-FES</p> <p>Position: Consultant</p> <p>Description of the role: Alessia was contracted to develop a Synthesis on the most meaningful experiences of management of the Italian historical centers through mixed public private societies.</p>
02/2004	A.R.S. Progetti – Ambiente Risorse e Sviluppo	Indonesia (East Java)	<p>Title of the project: “Indonesia–East Java regional Sector Development and Reform Program–Overview of Urban Sector Policies, Economic Development and Cultural Industries”</p> <p>Position: Consultant</p> <p>Description of the role: As a junior expert, Alessia was in charge of Cultural tourism section of the program, supporting the ARS team on the cultural tourism aspects of the report. Alessia travelled twice to Surabaya and the surroundings in order to interview relevant stakeholders and visit local cultural tourism attractions to be included in an integrated promotion and coordination plan.</p>
01/2004	Municipality of Genoa/ECCOM	Italy	<p>Title of the project: Management plan of the historical centre in Genoa, for the application of the Rolli Palais to the UNESCO World Heritage List</p> <p>Position: Consultant</p> <p>Description of the role: As a junior expert, Alessia developed the cultural tourism section of the management plan for the candidature of the Genoa “Palazzi dei Rolli system” on the World Heritage list. Her main duties were related to Research, data elaboration and editing</p>
10/2003	Associazione Arcobaleno	Senegal	<p>Title of the project: Feasibility study for a tourism development project on the Gorée Island</p> <p>Position: Consultant</p> <p>Description of the role: As a junior expert, Alessia performed a territorial analysis and a feasibility study for the development of a cultural tourism project involving migrant senegalese groups resident in Italy, and willing to settle back in their country with a cultural tourism start up</p>
05/2003	University of Catanzaro	Italy	<p>Title of the project: Project financing and economical evaluation methods of cultural projects.</p> <p>Position: Consultant</p> <p>Description of the role: Alessia performed a s junior expert an impact analysis of public policies and a compared view of several excellence case studies in the Mediterranean area.</p>

Experience in international environment

Alessia has worked in a wide variety of developing countries to develop cultural heritage and tourism development plans and upgrading including: Senegal, Benin, Ethiopia, Indonesia.

Recent countries of work experience includes: France, Spain, Albania, Croatia, Slovenia, Slovakia, Bulgaria, Macedonia, Greece, Romania.

Language skills

Language	Reading	Writing	Speaking
Italian	Native	Native	Native
French	Excellent	Excellent	Excellent
English	Good	Good	Good
German	Good	Good	Acceptable

Publications

For full list of publications see:
<https://www.unibo.it/sitoweb/alessia.mariotti/>

Membership in Professional Associations:

- Since 2018 representative of the University of Bologna in NECSTour – Network of European Regions for Sustainable and Competitive Tourism.
- Since 2017 representative of the University of Bologna within the coordination body of the Agreement related to the Parco del mare Project and Rimini Tourism Innovation Square.
- Since 2017 member of the University Thematic Group on SSH and for the Tourism pillar within the MARE group.
- Since 2017 member of the Scientific Committee related to the urban lab of the “Ex Santarelli” in Forlì.
- Since 2016 representative for the University of Bologna for the UNESCO/UNITWIN Network “Culture, Tourism, Development”.
- Since June 2014 member of the scientific committee of AITR – Associazione Italiana Turismo Responsabile.

- Since June 2014 member of the scientific committee of “ATRIUM – Architecture of Totalitarian regimes of XX Century in European Urban memory” Cultural Route of the Council of Europe.
- January 2013 - June 2020 member of the scientific committee and coordinator of the Universities network of the “Phoenician’s Route” Cultural Route of the Council of Europe.
- Since 2013 member of the Universities Network of Cultural Routes of the Council of Europe Studies.
- Since November 2011 member of the expert’s panel on Training for Managers of Cultural Routes, European Institute for Cultural Itineraries, Luxembourg.
- Since June 2011 member of the Scientific Committee of the Centro Studi Silvia Santagata – Ebla Center, now Fondazione Santagata per l’Economia della Cultura
- Since 2011: member of the editorial board of “Vi@” Journal of Tourism studies (first issue January 2012).
- Since 2008: member of the editorial board of “ALMA Tourism – Journal of Tourism, Culture and Territorial Development”
- Since 2008 member of the Integrated Research Team AlmaHeritageScience

Teaching and other Academic commitments

For full academic CV and full list of teaching, conferences and outreach activities see:

<https://www.unibo.it/sitoweb/alessia.mariotti/>

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience.

Alessia Mariotti