

# Tourism Research Methods - Winter Scientific Retreat 2024

Prof. Dr. Serena Volo, PhD  
 Convenor of the [Tourism Research Methods](#)

Day 1 11th December	Day 2 12th December	Day 3 13th December	Day 4 14th December	Day 6 16th December	Day 7 17th December
BK main campus 1.02	9-12 BK NOI 3rd floor 3.24 13-18 BK main campus 1.03	BK main campus 1.03	9-12 BK library afternoon on the field	BK NOI 3rd floor 3.24	BK NOI 3rd floor 3.24
Introduction to the Winter Retreat Serena Volo	Meet and Greet Serena Volo (all participants)	Introduction to daily activities Serena Volo	Visuals in Tourism: contemporary topics Maria Lexhagen Serena Volo  Social Event Visit to local stakeholders  Wrap-up session Serena Volo	Meet and Greet Serena Volo (all participants)	Climate crisis in Alpine tourism: A mixed-method investigation through Visual Social Media Serena Volo
Visual representations of tourism activities Serena Volo Maria Lexhagen	Decision-making processes among Chinese Generation Z Lingling Huang Unveiling paradoxes and coping mechanisms in sustainable tourism: insights from small data Serena Lonardi	Methods of visual representations Serena Volo Maria Lexhagen Lingling Huang		Measuring coordination: an indicator system at tourism firm level Sonia Messori The economics of destination cards Sonia Messori	MAUDIT — Immagini e Immaginari nelle Alpi Letizia Bollini  Tell me why I don't like bank Mondays (do I?) Paolo Figini
Lunch Break 12:00-13:00	Lunch Break 12:00-13:00	Lunch Break 12:00-13:00	Day 5 15th December  Social Event Visit to local stakeholders  Wrap-up session Serena Volo  Social event: dinner (all participants)	Lunch Break 12:00-13:00	Lunch Break 12:00-13:00
The Visual Turn in Tourism, Hospitality & Leisure Studies Tijana Rakić Maria Lexhagen Serena Volo	Narratives in tourism studies: a framework-based SLR and thematic analysis Giulia Grillini Typology construction: what do we know from literature? Giulia Grillini	Big data and visual representations Serena Volo Maria Lexhagen		Exploring the Drivers of Willingness to Pay for Robot-Delivered Services in Hospitality: A Critical Reflection Review Yves Pouabe  Discussant Paolo Figini	The Impact of the pandemic on Tourism Expenditures: A Quasi-DiD Analysis Laura Vici The impact of thermal stress on tourism experience & destination image Lingling Huang
Wrap-up session Serena Volo	Wrap-up session Serena Volo	Wrap-up session Serena Volo		Wrap-up session Serena Volo	Wrap-up session Serena Volo
Q&A Serena Volo	Social Event: Visit to the Christmas Market (all participants)	Q&A Serena Volo		Social Event: Visit to the Christmas Market (all participants)	Conclusion of the Winter Retreat Serena Volo

Daily activities will start at 9am and conclude around 6pm Coffee Breaks will be announced daily. Lunch break is likely to be around noon.  
 Time: Central European Summer Time (CEST)