

# Tourism Research Methods Summer School 2024

## Visual Research Methods for Tourism

**Prof. Dr. Serena Volo, PhD**

*Convenor of the [Tourism Research Methods Summer School](#)*

	<b>Day 1 8<sup>th</sup> July 2024</b>	<b>Day 2 9<sup>th</sup> July 2024</b>	<b>Day 3 10<sup>th</sup> July 2024</b>	<b>Day 4 11<sup>th</sup> July 2024</b>	<b>Day 5 12<sup>th</sup> July 2024</b>
09:30-9:45	<b>Introduction to the Summer School</b> Serena Volo	<b>Introduction to daily activities</b> Serena Volo Maria Lexhagen	<b>Introduction to daily activities</b> Serena Volo Tijana Rakić	<b>Introduction to daily activities</b> Serena Volo Lyndon Nixon	<b>Publishing Tips for Visual Researchers &amp; Topical issues in Visual Research</b> Serena Volo  <b>Conclusion of the Summer School</b>
9:45-12:00	<b>Analysis of drawings in destination image research</b> Xavier Matteucci	<b>Instagramming tourism experiences: qualitative approaches</b> Maria Lexhagen	<b>Innovative visual methodologies in event studies</b> Tijana Rakić	<b>Quantitative AI-based methods for visual data analysis</b> Lyndon Nixon	
12:00-13:00	Lunch Break	Lunch Break	Lunch Break	Lunch Break	
13:00-15:00	<b>Photo elicitation: exploring tourist experiences with researcher-found images</b> Xavier Matteucci	<b>Instagramming tourism experiences: qualitative approaches</b> Maria Lexhagen	<b>Innovative visual methodologies in event studies</b> Tijana Rakić	<b>Quantitative AI-based methods for visual data analysis</b> Lyndon Nixon	
15:00-15:30	<b>Wrap-up session</b> Xavier Matteucci	<b>Wrap-up session</b> Maria Lexhagen	<b>Wrap-up session</b> Tijana Rakić	<b>Wrap-up session</b> Serena Volo	
15:30-16:00	<b>Q&amp;A</b> Xavier Matteucci Serena Volo	<b>Q&amp;A</b> Maria Lexhagen Serena Volo	<b>Q&amp;A</b> Tijana Rakić Serena Volo	<b>Q&amp;A</b> Lyndon Nixon Serena Volo	

Coffee Breaks will be announced day by day according to the daily activities.

Time: Central European Summer Time (CEST)

Participants, upon prior request, will have the opportunity to schedule individual meetings with the convenor and speakers between 9:00 and 9:30, or 12.00 to 12.30 and after 16:00. Further instructions will be provided on the first day.