

## CURRICULUM VITAE ET STUDIORUM

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### Marcello Atzeni

**Date and place of birth:** 12 July 1981, Oristano, OR, Italy  
**Place of residence:** Via San Saturnino 58/b, 09127, Cagliari (CA), Italy  
**E-mail:** [matzeni1@uniss.it](mailto:matzeni1@uniss.it) - marcelloatzeni@icloud.com  
**Mobile Phone:** +39 329 34 87 012

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#### BIO

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I'm Research Fellow at the Department of History and Human Science at the University of Sassari (Italy). I achieved my Phd in Marketing at University of Cagliari in 2016, discussing my doctoral research on authenticity in tourism destinations. My research interests include tourism marketing, sustainability, consumer behaviour, cultural tourism, heritage tourism, sport tourism and authenticity in tourism.

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#### CAREER HISTORY

<b>From 2020</b>	Research fellow at the Department of History and Human Science at the University of Sassari (Italy). Teaching activities: "Management of cultural firms"	Sassari (Italy)
<b>2019</b>	Adjunct Professor of "Tourism economics" at the Department of Economics and Business" at the University of Cagliari (Italy)	Cagliari (Italy)
<b>2018</b>	Teaching activities: "Management of Cultural Firms" at the Postgraduate Course in Archaeological Heritage, University of Sassari (Italy)	Oristano (Italy)
<b>2017-2019</b>	Post-hoc Researcher, University of Cagliari (Italy)	Cagliari (Italy)

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#### EDUCATION AND TITLES

<b>2016</b>	University of Cagliari Department of Economics and Business Research <b>Ph.D. in Economics and Business</b>	Cagliari (Italy)
<b>2014</b>	University of Calabria <b>Summer School in Structural Equation Modeling</b>	Rende (Italy)
<b>2010</b>	LUISS University <b>M.Sc. in Marketing Management and Consumer Behavior</b> (110/110 cum laude)	Roma (Italy)

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#### PHD SCHOOL SEMINARIES

<b>2019</b>	Seminary "Qualitative methods – Laddering: theory and practice" – Phd course in "Economics and Business" – University of Cagliari (Italy)	Cagliari (Italy)
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#### TUTORING ACTIVITIES

<b>2012 - 2015</b>	<b>-Tourism Marketing (B.A.)</b> (Teaching Assistant) Responsible Instructor: Prof. Giuseppe Melis Department of Business and Economics, University of Cagliari	Cagliari and Oristano (Italy)
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**-Organization of tourism and hospitality Industry (B.a.) (Teaching Assistant)**

Responsible Instructor: Prof. Dante Zaru

Department of Business and Economics, University of Cagliari

**-Marketing (B.A.) (Teaching Assistant)**

Responsible Instructor: Prof. Giuseppe Melis

Department of Business and Economics, University of Cagliari

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**TRAINING ACTIVITIES**

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<b>2019</b>	Teaching units “Promozione della struttura ricettiva” – Lariso Soc. Coop.	Nuoro (NU)
	Teaching units “Marketing turistico” – AIGAE/Evolvere S.r.l.	Cagliari (CA)
	Teaching units “Da sviluppo a turismo sostenibile” – Evolvere S.r.l.	Cagliari (CA)
	Teaching units “Economia e Management del turismo sostenibile” and “ Politiche di sviluppo per il turismo sostenibile” – Proforma Confcommercio Sardegna S.c.a.r.l.	Nuoro (NU)
<b>2018</b>	Teaching units “Marketing turistico” – AIGAE/Evolvere S.r.l.	Cagliari (CA)
	Teaching units “ L’analisi di marketing per la pianificazione dell’organizzazione di vendita” - Evolvere S.r.l.	Cagliari (CA)
	Teaching units “Metodologia per l’analisi del territorio in chiave turistica” - Evolvere S.r.l.	Cagliari (CA)
<b>2017</b>	Teaching units “Marketing turistico” – AIGAE/Evolvere S.r.l.	Cagliari (CA)
	Teaching units "Economia delle Aziende Turistiche" e "Marketing del Turismo" – UniNuoro	Gavoi (NU)
	Teaching units “Gestione delle prenotazioni e delle attività di segreteria amministrativa” – Evolvere S.r.l.	Cagliari (CA)
<b>2016</b>	Teaching units “Tourism Marketing”;”Metodi statistici per le ricerche socio-economiche”– Evolvere S.r.l.	Gadoni (NU)
<b>2015</b>	Teaching units “Marketing turistico” – AIGAE/Evolvere S.r.l.	Cagliari (CA)
<b>2014</b>	Teaching units “Tourism Marketing” – Ial Sardegna	Olbia (OT)
<b>2013</b>	Teaching units “Marketing” – Lariso Soc. Coop	Nuoro (NU)
	Teaching units “Marketing dei prodotti agricoli”; “Principi di controllo di gestione” – Antea S.a.s.	Arborea (OR)

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**PUBLICATIONS**

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<b>2020</b>	Del Chiappa G., Pung, J.M., Atzeni, M. & Sini, L. (2020). What prevents consumers that are aware of Airbnb from using the platform? A mixed methods approach. Forthcoming in International Journal of Hospitality Management.
	La Manna, G., Melis, G., Rako-Gospic, N., Basta, J., Mackelworth, P., Holcer, D., ... & Leeb, K. (2020). Sustainable dolphin watching tours as a tool to increase public awareness of marine conservation—a comparative analysis between two Mediterranean destinations and implications for management. Journal of Ecotourism, 1-17.
	Del Chiappa, G., Sini, L., & Atzeni, M. (2020). A motivation-based segmentation of Italian Airbnb users: an exploratory mixed method approach. European Journal of Tourism Research, 25, 1-20.

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2019

- Del Chiappa, G., Atzeni, M., Pung, J., & Risitano, M. (2019). Residents' views on cruise tourism in Naples Profiles and insights from a Mediterranean home-port destination. *European Journal of Tourism Research: Volume 23*, 23, 71-85. ISSN 1994-7658
- Del Chiappa, G., Atzeni, M., & Pung, J.M. (2019). Profiling Italian street travel agencies based on their attitudes towards social media. *Piccola Impresa / Small Business*, [S.l.], n. 1, lug. 2019. ISSN 0394-7947.
- Del Chiappa G., Atzeni M., & Gallarza M. (2019). Collaborative Policy Making and Stakeholder Engagement: A Resident-Based Perspective. In: Kozak N., Kozak M. (eds) *Tourist Destination Management. Tourism, Hospitality & Event Management*. Springer, Cham. DOI: [https://doi.org/10.1007/978-3-030-16981-7\\_11](https://doi.org/10.1007/978-3-030-16981-7_11)
- Del Chiappa, G., Pinna, M., & Atzeni, M. (2019). Barriers to Responsible Tourist Behaviour: A Cluster Analysis in the Context of Italy. In I. Management Association (Ed.), *Sustainable Tourism: Breakthroughs in Research and Practice* (pp. 314-332). Hershey, PA: IGI Global. ISSN 2327-3429 - DOI:10.4018/978-1-5225-7504-7.ch017
- Napolitano, E., Atzeni, M., & Del Chiappa, G. (2019). Wine tourism segmentation: memorability, satisfaction and behavioural intentions of winery visitors in Australia, *Proceedings of the 2019 Annual Conference of Sinergie-SIMA "Management and Sustainability: Creating shared valued in the digital era"*, 20-21 June, Sapienza University, Rome, Italy2019
- Errichiello, L., Micera, R., Atzeni, M., & Del Chiappa, G. (2019). Exploring the implications of wearable virtual reality technology for museum visitors' experience: A cluster analysis. *International Journal of Tourism Research*. Vol. 21(5), 590-605. ISSN 1522-1970 - DOI: <https://doi.org/10.1002/jtr.2283>
- Del Chiappa, G., Napolitano, E., & Atzeni, M. (2019). Perceived Authenticity, Satisfaction and Behavioural Intentions at Wineries. *Micro & Macro Marketing*, Vol. 28(1), 117-138. ISSN: 1121-4228 - DOI: 10.1431/93019
- Del Chiappa G., Atzeni M., Usai S., & Cocco A. (2019). Sustainable Tourism Development and Climate Change: A Supply-Side Perspective, in *Tourism Sustainability: Insights and Reflections*, Linda Osti (Edited by), Aracne, 2019
- Atzeni, M., Pung J., & Sini L. (2019). Constraints and profiles of Airbnb non-users: a mixed methods approach. In *Proceedings of the XVI Annual Conference of Società Italiana di Marketing (SIM) "Marketing 4.0. Le sfide della multicanalità"*, 24-25 Ottobre 2019, Piacenza. ISBN978-88-943918-3-1 [Article in Conference Proceedings]. **Paper vincitore del premio "Best Paper sessione Tourism Culture & Arts Marketing"**.
- Napolitano E., & Atzeni M. (2019). A memorability-based segmentation applied to wineries' visitors in Australia. In *Proceedings of the XVI Annual Conference of Società Italiana di Marketing (SIM) "Marketing 4.0. Le sfide della multicanalità"*, 24-25 Ottobre 2019, Piacenza. ISBN978-88-943918-3-1 [Article in Conference Proceedings].

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2018

- Atzeni, M., Del Chiappa, G., & Melis, G. (2018). La definizione del concetto di autenticità nelle destinazioni turistiche. *Micro & Macro Marketing*, 27(1), 85-108. ISSN: 1121-4228
- Del Chiappa, G., Atzeni, M., & Ghasemi, V. (2018). Community-based collaborative tourism planning in islands: A cluster analysis in the context of Costa Smeralda. *Journal of destination marketing & management*, Vol. 8, 41-48. ISSN: 2212571X
- Pinna, M., Del Chiappa, G., & Atzeni, M. (2018). Emotions and satisfaction at the hospital: A comparison between public and private health providers in Italy. *International Journal of Pharmaceutical and Healthcare Marketing* Vol.12(2), 126-145
- Del Chiappa G., Atzeni M. & Loriga S. (2018). Satisfaction and behavioural intentions towards food and beverage services at airports. In *Proceedings of the XV Annual Conference of Società Italiana di Marketing (SIM) "I percorsi identitari nel marketing"* 18-19 Ottobre 2018, Bari. ISBN978-88-9433918-2-4. [Article in Conference Proceedings].
- Del Chiappa G., Usai S., Cocco A., & Atzeni M. (2018). Sustainable tourism development and climate change: a supply-side perspective. In *Proceedings of the XV Annual Conference of Società Italiana di Marketing (SIM) "I percorsi identitari nel marketing"* 18-19 Ottobre 2018, Bari. ISBN978-88-9433918-2-4. [Article in Conference Proceedings].
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- 2017**
- Del Chiappa, G., Melis, G., & Atzeni, M. (2017). Turismo crocieristico e percezioni della popolazione residente: i risultati di un'analisi cluster. *SINERGIE*, Vol. 35(104), 135-154. ISSN: 0393-5108
- Pinna, M., Del Chiappa, G., & Atzeni, M. (2017). Do Consumers Really Care about Food Quality Labels?. *Quality-access to success*, Vol. 18(160). ISSN: 15822559
- Del Chiappa, G., Melis, G., e Atzeni, M. (2017). User-Generated Content and Its Influence on Tourists' Choices: How Do the Spanish Make Hotel Reservations Online?. In *Handbook of Research on Holistic Optimization Techniques in the Hospitality, Tourism, and Travel Industry* (pp. 168-190). IGI Global. Doi: 10.4018/978-1-5225-1054-3.ch007.
- Del Chiappa, G., Melis, G. & Atzeni, M. (2017). Driving first time spectators and repeat spectators to cultural events. In A. Correia et. al. (eds) "Co-Creation and Well-Being in Tourism (pp.47-59). Springer, Cham. ISBN 978-3-319-44107-8 DOI: [https://doi.org/10.1007/978-3-319-44108-5\\_4](https://doi.org/10.1007/978-3-319-44108-5_4)
- Atzeni M., Del Chiappa G. e Melis G. (2017). Destination authenticity: developing and testing a measurement scale. In *Proceedings of the IX Annual Conference of Società Italiana di Marketing (SIM) "Il Marketing di successo. Imprese, enti e persone, 26-27 Ottobre 2017, Bergamo. ISBN978-88-907662-9-9*. [Article in Conference Proceedings].
- Del Chiappa, G. Sini, L. Atzeni, M. (2017). Analysing motivations driving Italians to use Airbnb: a factor-cluster approach. In *Proceedings of the IX Annual Conference of Società Italiana di Marketing (SIM) "Il Marketing di successo. Imprese, enti e persone, 26-27 Ottobre 2017, Bergamo. ISBN978-88-907662-9-9*. [Article in Conference Proceedings].
- Del Chiappa, G., Usai, S. Cocco, A. e Atzeni, M. (2017). Sostenibilità e competitività delle destinazioni turistiche: la visione degli operatori Turistici. In *Proceedings of the IX Annual Conference of Società Italiana di Marketing (SIM) "Il Marketing di successo. Imprese, enti e persone, 26-27 Ottobre 2017, Bergamo. ISBN978-88-907662-9-9*. [Article in Conference Proceedings].
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- 2016**
- Del Chiappa, G. Atzeni, M. Ghasemi, V. Community-based collaborative tourism planning in islands: A cluster analysis in the context of Costa Smeralda, Forthcoming in *Journal of Destination Marketing and Management (ISI WEB OF SCIENCE)*
- Del Chiappa, G. & Atzeni, M. The role of emotions in a sport event, forthcoming in *Tourismos*.
- Del Chiappa G., Pinna M., Atzeni M. (2016). Young tourists' perceptions of hotel disintermediation. Evidence from Italy. In Vasant P., "Holistic Optimization Techniques in the Hospitality, Tourism and Travel Industry". IGI Global, Hershey, Pennsylvania (USA) [Book Chapter].
- Del Chiappa G., Pinna M., Atzeni M. (2016). Barriers to Responsible Tourist behavior: a cluster analysis in the context of Italy. In Camilleri A., "CSR 2.0 and the New Era of Corporate Citizenship". IGI Global, Hershey, Pennsylvania (USA) [Book Chapter].
- Pinna M., Atzeni M., Del Chiappa G. (2016). Comparing patient satisfaction in public and private hospitals. In J.C. Andreani & U. Collesei (Eds). *Proceedings of the XV International Conference Marketing Trends, 2016, Paris-Venice: Venice - Marketing Trends Association. (ISBN 978-2-9532811-2-7)* [Article in Conference Proceedings].
- Giacomo Del Chiappa, Šárka Velčovská & Marcello Atzeni (2016). Hotel Disintermediation and User Generated Content in the Czech Republic: Perceptions of Students from Generation Y, in M. Kozack and N. Kozack (Eds.). *Tourist Behavior. International Perspectives*. Newcastle, UK: Cambridge Scholars Publishing.
- Atzeni M., Melis G. & Del Chiappa G., (2016). La definizione del concetto di autenticità nelle destinazioni turistiche: un'approccio fondato sul laddering. XIII Annual Conference of the Italian Marketing Association, University of Urbino, 20-21 October 2016 [Article in Conference Proceedings].
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- 2015**
- Del Chiappa, G., Melis, G. & Atzeni, M. Driving first time spectators and repeat spectators to cultural events: "Sa Sartiglia" Carnival, Sardinia (Italy). In Pesonen, J. & Komppula, R. (Eds). *Tourism Engagement: co-creating weel-being. Proceedings of the 6th Advances in Tourism Marketing Conference, Joensuu, Finland, 8-10-2015*, pp. 152-156. ISBN: 978-952-61-1861-1
- Del Chiappa, G., Ghasemi, V. Atzeni, M. A community-based collaborative approach to policymaking in islands: a cluster analysis in the context of Costa Smeralda. In Pesonen, J. &

Komppula, R. (Eds). *Tourism Engagement: co-creating well-being*. Proceedings of the 6th Advances in Tourism Marketing Conference, Joensuu, Finland, 8-10-2015, pp. 157-160. ISBN: 978-952-61-1861-1

Del Chiappa, G. and Atzeni, M. Collaborative policy making: a community-based perspective in the context of Sardinia's Maddalena Archipelago, Italy. In Gursoy, D., Saayman, M. and Sotiriadis, M. (Ed.), *Collaboration in Tourism Businesses and Destinations: A Handbook*, Bingley: Emerald. ISBN: 9781783508112.

Melis G., Atzeni M., Pettinao D., & Cabiddu F., Emotions in cultural events: a cluster analysis. XII Annual Conference of the Italian Marketing Association, University of Torino, 22-23 October 2015 [Article in Conference Proceedings].

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<b>2014</b>	Del Chiappa, G., Melis, G. e Atzeni, M. Le emozioni come variabile di segmentazione e fattore di moderazione della soddisfazione in ambito museale, <i> Mercati &amp; Competitività</i> , 4, 19-38. Melis G., Carrus P.P., Atzeni M., Marras F., - "La percezione della territorializzazione di una marca – Il caso Ichnusa" XI Annual Conference of the Italian Marketing Association, University of Modena, 22-23 October 2014 [Article in Conference Proceedings].
<b>2013</b>	Del Chiappa G., Melis G., Atzeni M - "Cruise tourism Impact – A cluster Analysis" – Paper presentato al Consumer Behavior in Tourism Symposium 2013 – Brunick - Brunico Pettinao D., Atzeni M., Melis G. - "La rilevanza delle variabili di contesto, motivazionali e socio-demografiche nel livello di soddisfazione dei partecipanti ad un evento culturale: il caso Sartiglia" X Annual Conference of the Italian Marketing Association, University of Milano "Bicocca", 21-22 October 2013 [Article in Conference Proceedings].

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#### **WORKING PAPER - PRESENTATIONS**

<b>2020</b>	ITALIAN MARKETING ASSOCIATION ANNUAL CONFERENCE Presenter: Atzeni M. <b>Il ruolo dell'autenticità nell'ambito dell'heritage tourism</b> WORKSHOP ITALIAN MARKETING ASSOCIATION Presenter: Atzeni M. <b>Il comportamento di viaggio durante il Covid-19: uno studio nel contesto italiano</b>	On-line (Italy)  On-line (Italy)
<b>2019</b>	ITALIAN MARKETING ASSOCIATION ANNUAL CONFERENCE Presenter: Atzeni M. <b>Atzeni, M., Pung J., &amp; Sini L. - Constraints and profiles of Airbnb non-users: a mixed methods approach – Best paper session "<u>Tourism, culture &amp; arts Marketing</u>"</b> ITALIAN MARKETING ASSOCIATION ANNUAL CONFERENCE Presenter: Atzeni M. <b>Napolitano E., Atzeni M. - A memorability-based segmentation applied to wineries' visitors in Australia</b>	Piacenza (Italy)  Piacenza (Italy)
<b>2018</b>	TOURMAN CONFERENCE 2018 Presenter: Atzeni M. <b>Del Chiappa G., Atzeni M., Usai S., &amp; Cocco A. - Sustainable tourism development and climate change: a supply-side perspective</b> ITALIAN MARKETING ASSOCIATION ANNUAL CONFERENCE Presenter: Atzeni M. <b>Del Chiappa G., Usai S., Cocco A., &amp; Atzeni M. - Sustainable tourism: evidence from Villasimus and Sanary-Sur-Mer</b>	Rodi Island (Greece)  Bari (Italy)
<b>2017</b>	ITALIAN MARKETING ASSOCIATION ANNUAL CONFERENCE Presenter: Atzeni M. <b>Atzeni M., Del Chiappa G. e Melis G. - Destination authenticity: developing and testing a measurement scale</b>	Bergamo (Italy)

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2015	ADVANCES IN TOURISM AND MARKETING CONFERENCE Presenter: Del Chiappa G. & Atzeni M. <b>Del Chiappa G., Atzeni M., &amp; Melis G. - Driving first time spectators and repeat spectators to cultural events: "Sa Sartiglia" Carnival, Sardinia (Italy).</b>	Joensuu (Finland)
	ADVANCES IN TOURISM AND MARKETING CONFERENCE Presenter: Del Chiappa G. & Atzeni M. <b>Del Chiappa G., Atzeni M., &amp; Gasemi V. - A community-based collaborative approach to policymaking in islands: a cluster analysis in the context of Costa Smeralda.</b>	Joensuu (Finland)
	ITALIAN MARKETING ASSOCIATION ANNUAL CONFERENCE Presenter: Atzeni M. <b>Melis G., Atzeni M., Pettinao D., &amp; Cabiddu F. - Emotions in cultural events: a cluster analysis .</b>	Turin (Italy)
2014	ITALIAN MARKETING ASSOCIATION ANNUAL CONFERENCE Presenter: Atzeni M. <b>La percezione della territorializzazione di una marca – Il caso Ichnusa</b>	Modena (Italy)
2013	ITALIAN MARKETING ASSOCIATION ANNUAL CONFERENCE Presenter: Atzeni M. <b>Melis G., Carrus P.P., Atzeni M., Marras F. - La rilevanza delle variabili di contesto, motivazionali e socio-demografiche nel livello di soddisfazione dei partecipanti ad un evento culturale: il caso Sartiglia</b>	Milan (Italy)
	CONSUMER BEHAVIOR IN TOURISM SYMPOSIUM Presenter: Atzeni M. <b>Del Chiappa G., Melig G. &amp; Atzeni M. - Cruise tourism Impact – A cluster Analysis</b>	Brunick (IT)

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#### RESEARCH GRANTS AND SCHOLARSHIPS

2017 - 2019	University of Cagliari <b>Post-hoc researcher</b> Research Project: “STRATUS - Strategie Ambientali per un Turismo Sostenibile”, Priorità di Investimento 3D. Progetto STRATUS – PC IFM 2014-2020 - I Avviso per progetti semplici e strategici integrati tematici e territoriali per gli Assi prioritari 1-2-3 – progetto cofinanziato dal <b>Programma internazionale Italia-Francia Marittimo 2014- 2020</b> , CUP F76D17000000005
2012 -2015	University of Cagliari and Sassari <b>Research Scholarship</b> Research Project: Monitoring and evaluation the economic impact of cultural and sport events on the local and regional economy
2012 - 2014	University of Cagliari <b>Research Scholarship</b> Research Project: Fabrica Europa 2020 - Developing Innovation in the Agricultural Sector
2012 - 2015	University of Cagliari <b>Doctoral Scholarship</b> Research Project: Authenticity in tourist destination: a consumer based model to measure and study the degree of authenticity of a tourist destination

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#### PERSONAL SKILLS

Languages	<b>Italian</b> - Mother tongue <b>English</b> – Independent user <b>French</b> - Independent user
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Computer skills      **Statistical Software (R-Cran, SPSS, Lisrlel, Ladderux, Stata)**

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**ADDITIONAL INFORMATION**

**2013 - until now      Italian Marketing Association (SIM) affiliation**

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Cagliari, November 18, 2020