



## Serena Lonardi

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Date of birth: 09/03/1993 | **Nationality:** Italian | **Gender:** Female |  
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Hofburg, Barockstiege, TOP 018, 6020, Innsbruck, Austria

About me:

Research interests: cultural tourism, intangible cultural heritage, minority communities, minority languages, sustainable tourism

### ● WORK EXPERIENCE

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03/06/2019 – CURRENT – Innsbruck, Austria

#### **PRE-DOC RESEARCH ASSISTANT – UNIVERSITÄT INNSBRUCK - SMES AND TOURISM DEPARTMENT**

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Research, teaching of bachelor courses, supervision of bachelor and master thesis, conference organization (Student 4 Student Summerschool, Obergurgl, Austria, 5.-9.-09.-2022)

<https://www.uibk.ac.at/smt/kmu-tourismus/team/index.html.de>  
<https://www.imc2022.info/summerschool/>

25/09/2021 – 31/12/2021 – Trento, Italy

#### **RESEARCH ASSISTANT – TSM-TRENTINO SCHOOL OF MANAGEMENT**

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Scuola di management del turismo e della cultura

21/05/2018 – 20/06/2018 – Trento, Italy

#### **PROJECT ASSIGNMENT – UNIVERSITÀ DEGLI STUDI DI TRENTO**

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Conducting and transcribing 8 semi-structured interviews with key players involved in the ski lift system and in the local DMOs in some areas of the Trentino region about innovation and sustainability. Assignment supervised by Prof. Federica Buffa (University of Trento)

Trento, Italy

02/05/2018 – 31/05/2018

#### **PROJECT ASSIGNMENT – UNIVERSITÀ DEGLI STUDI DI TRENTO**

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Conducting, transcribing and analysing 8 narrative interviews in Giazza and in the area of the Sette Comuni (Verona, Italy), role of the Cimbrian language in the tourism development of the area. Assignment supervised by Prof. Umberto Martini and Patrizia Cordin (University of Trento)

Trento, Italy

28/10/2018 – 31/05/2019 – San Pietro in Cariano (VR), Italy

#### **FRONT & BACK OFFICE – IAT VALPOLICELLA**

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Tourists assistance both on site and through e-mails and phone calls, translations from Italian into English and German, management of the destination websites in Italian, English and German, event management (wine tasting classes)

## EDUCATION AND TRAINING

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01/10/2018 – CURRENT

**PHD MANAGEMENT - DP TOURISM AND LEISURE IN MOUNTAIN REGIONS** – Universität Innsbruck

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### Field(s) of study

◦ Management

**Thesis:** Tourism experiences and minority languages

01/09/2017 – 15/12/2017 – Kamloops, BC, Canada

**THESIS RESEARCH** – Thompson Rivers University

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Thesis entitled 'Educating the tourist through language preservation: the case of Quaaout Lodge and Nk'Mip Cellars'

Mixed methodology: 12 semi-structured interviews and content analysis of TripAdvisor reviews

09/2015 – 03/2018 – Trento, Italy

**MASTER - LINGUISTIC MEDIATION FOR TOURISM AND CULTURE** – Università degli Studi di Trento

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09/2014 – 07/2015 – Regensburg, Germany

**ERASMUS** – Universität Regensburg

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09/2012 – 12/2015 – Trento, Italy

**BACHELOR - APPLIED LINGUISTICS** – Università degli Studi di Trento

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## LANGUAGE SKILLS

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Mother tongue(s): **ITALIAN**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	C2	C2	C2	C2	C2
<b>GERMAN</b>	C1	C1	C1	C1	C1
<b>SPANISH</b>	B1	B1	B1	B1	B1

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*

## ● PUBLICATIONS

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### Book chapters

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Lonardi, S.; Martini, U., Hull, J. S. (2021): Positive impacts of sustainable tourism: Preservation of historical languages and practices. In: Giudici, E.; Della Lucia, M.; Pettinao, D.: *Shaping a humanistic perspective for the tourism industry*. Routledge Publisher.

Martini, U.; Buffa, F.; Lonardi, S. (2019): The Challenges of Sustainability in the Management of Ski Resorts: The Experience of the Dolomites. In: Pröbstl-Haider, U.; Richins, H.; Türk, S.: *Winter Tourism: Trends and Challenges*. Wallingford [u.a.]: CAB International Publishing (= CABI series in tourism management research), 324 - 338. ISBN 978-1-78639-520-7.

### Research Note

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Lonardi, S., Martini, U., & Hull, J. S. (2020): Minority languages as sustainable tourism resources: From Indigenous groups in British Columbia (Canada) to Cimbrian people in Giazza (Italy). *Annals of Tourism Research*, 102859.

### Full papers

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Lonardi, S., & Unterpertinger, Y. (2022). The Relevance of Intangible Cultural Heritage and Traditional Languages for the Tourism Experience: The Case of Ladin in South Tyrol. *Sustainability*, 14(5), 2729.

Lonardi, S. (2021). Minority languages and tourism: a literature review. *Journal of Heritage Tourism*, 1-15.

## ● CONFERENCES AND SEMINARS

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### Conferences

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Lonardi, S. (2021). From destination attractiveness to language preservation: The Cimbrian community of Luserna (Italy). ATLAS Annual Conference, Online, 7.-10.-09.-2021.

Lonardi, S. (2021). Minority languages and tourism: the example of Luserna / Lusérn (Trento, Italy). *Sinergia SIMA Management Conference 2021*, Online, 09.-11.06.2021.

Lonardi, S. (2020). Sustainable tourism and intangible cultural heritage: The Cimbria language in Luserna/ Lusérn and Giazza, Italy. *WIT Transactions on Ecology and the Environment*, 248, 51-63.

Lonardi, S.; Martini, U.; Hull, J., S.; Cordin, P. (2019). Can tourism help preserve minority languages? A study on Cimbrian in Giazza. *Langue et Territoire 4 / Language and Territory 4*, Trento, 28.06.2019.

Lonardi, S.; Martini, U.; Buffa, F. (2019). The challenges of sustainability in the management of ski offer. The Dolomites. *Tourism Naturally Conference*, Buxton, 04.06.2019.

Lonardi, S. (2018). Educating the tourist through language preservation: the case of Quaaout Lodge and Nk'Mip Resort in BC. *Tourism Naturally Conference*, 16-18/05/2018, Zell am See (Kaprun, Austria)

## ● PROJECTS

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### Bachelor thesis

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Summer semester 2021:

- Intangible heritage: Die Rolle von Lokalgastonomie in Skihütten und Skigebieten (*Intangible Cultural Heritage: the role of local gastronomy in huts and skiing destinations*)

Summer semester 2020:

- Dialekt als Marke: Analyse der touristischen Destination Südtirol (*dialect as branding element: analysis of the tourism destination South-Tyrol*)
- Immaterielles Kulturerbe und destination attractiveness: eine Literatur Review (*Intangible Cultural Heritage and destination attractiveness: a literature review*)

### Master thesis

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2021:

- The relevance of traditional languages for the tourism experience

2022:

- Destination authenticity: a content analysis of destination websites in South-Tyrol
- The use of dialects on destination websites: a case study of South Tyrol