

CURRICULUM VITAE



Valeria CROCE

Current address: rue du Trône, 91 – Bruxelles (Belgium)

Permanent address: v. L. Montaldo, 22/67, 16137 Genova (Italy)

tel. (current) +32 47 06 65 190, (permanent) +39 34 98 73 74 24

e-mail valeria.croce@gmail.com

Born: March 3, 1976 in Italy

Civil status: single, 2 children

Nationality: Italian

EDUCATION

2008 – to date	Vienna University of Business Administration (AT). PhD candidate in Social and Economic Sciences	Dissertation topic: Forecasting Support Systems for Judgment-Based Forecasting
2003 - 2005	University of Lugano (CH). Studies in Economic and Communication Sciences, Major in International Tourism	Master of Arts Final grade: 9/10
1994 - 1999	University of Pavia (IT). Studies in Political Sciences – Major in Economics	Bachelor of Science Final grade: 110/110
1989 – 1994	Language School, Voghera (IT)	Diploma; Final grade: 46/60

WORK EXPERIENCE

2012 – to date	European Travel Commission (BE) – www.etc-corporate.org Head of Research and Development
2010 – 2012	UN World Tourism Organization (ES) - www.unwto.org As External Collaborator Tasks: for the Tourism Trends and Marketing Strategies Programme, perform data analysis and interpretation for the preparation of UNWTO long-term forecast study on tourism development; for UNWTO.Themis, develop a Tourism Market Intelligence module for an online master course and lecture a course on Tourism Market Intelligence in a postgraduate programme in Destination Management. As Internal Collaborator for the Tourism Trends and Marketing Strategies Programme Tasks: Data analysis and interpretation for the preparation of monitor studies and reports; Project management (concept, supervision and revision) for the publication of ad-hoc studies, the most recent being a study on the impacts of the global crisis on vulnerable populations ¹ ; Preparation of online and in-class trainings; Preparation of and participation in seminars; Dissemination of results through conferences and traditional communication channels.
2007 -2010	MODUL University Vienna (AT) – www.modul.ac.at Tourism and Hospitality Management Department.

¹ <http://www.unglobalpulse.org/projects/rivaf-research-economic-crisis-tourism-decline-and-its-impact-poor>.

Tasks: Lecturing (Tourism Economics, Marketing Research, Operational Analysis); Research in the field of regional and city tourism statistics; Permanent member of the Information Management System TourMIS² Development Team, of the European City Visitors' Report³, and member of ad-hoc research projects.

2004 - 2007

Università di Lugano (CH)

Institute of Economic Research - www.ire.eco.unisi.ch

Tasks: Project management of local and international projects on regional economics (e.g. a monitoring system for the regional tourism sector).

2004

Touring Club Italiano (IT) – www.touringclub.it

Centre for Tourism Studies.

Tasks: Data collection and analysis for the observatory of bed-and-breakfasts; Collaboration to a demand impact study for Pollino National Park; Organization of round tables; In-class training.

2001 – 2003

Vodafone (IT) – www.vodafone.it

Marketing Intelligence and Consumer Insight Division.

Tasks: Management of quantitative and qualitative studies in the areas of brand, image, communication and web usability; Market intelligence support to the company's marketing and communication departments.

2000 – 2001

DOXA/Gallup (IT) – www.doxa.it

B2B Marketing Research Department.

Tasks: Management of quantitative surveys, such as studies on demand (actual and potential, segmentation), customer satisfaction and usage and attitude studies; Reporting.

LANGUAGE SKILLS (spoken and written)

Italian	Native	German	Full working knowledge
English	Fluent	Spanish	Basic working knowledge
French	Fluent	Portuguese	Minimal working knowledge

IT SKILLS

Operating Systems	MS/MAC OS	Advanced skills (English and German)
Office Software Suites	MS Office	Advanced skills (English and German)
Statistic Software	R ⁴ /PASW (SPSS)	Advanced Skills
Web Survey Software	Sawtooth, SurveyMonkey, Formstack	Good skills
Web Software/Language	Dreamweaver/HTML/SQL	Basic skills
Learning Platforms	MOODLE	Good skills

OTHER INTERNATIONAL EXPERIENCES

2009 – to date	Member of UN World Tourism Organization Panel of Experts
2008 – to date	Member of the European Travel Commission's Market Intelligence Group ⁵
2008 – to date	Member of ISNART (Italian Institute for Research in Tourism) Panel of Experts
2007 – 2010	Member of the Research & Statistics Group of European Cities Marketing ⁶

² TourMIS is an online platform for the acquisition, analysis and dissemination of tourism statistics (raw data, analysis and reports) in Europe (www.tourmis.info), funded by international organizations. TourMIS was awarded with the UNWTO Ulysses Prize for enhancing innovation in tourism enterprises (2008).

³ Report on the European City Tourism Market, realized by European Cities Marketing (www.visiteuropeancities.com).

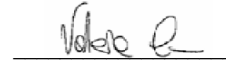
⁴ Programming language for the statistical analysis and graphic representation of data, www.r-project.org.

⁵ Active forum facilitating knowledge sharing and serving as platform to stimulate discussion on relevant issues.

⁶ Leading association of tourism offices and convention bureaus in Europe (www.visiteuropeancities.com), the network facilitates the implementation of joint projects and knowledge-sharing.

I CERTIFY THAT ALL INFORMATION STATED IN THIS RESUME IS TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE.
I AUTHORIZE THE RECEIVER TO VERIFY THE INFORMATION PROVIDED IN THIS RESUME.

Brussels, 21 October 2013



PUBLICATIONS

- Kester, J. and Croce V. (2011) "Tourism Development in Advanced and Emerging Economies: What Does the Travel & Tourism Competitiveness Index Tell Us?" in *Travel and Tourism Competitiveness Report 2011*, Blanke, J. and Chiesa, T. (eds), Geneva: World Economic Forum.
- Croce V. and Wöber, K. (2011) "Judgmental Forecasting Support Systems in Tourism" in *Tourism Economics*, 17(4): 709-724.
- Croce V. and Wöber, K. (2010) "City Tourism Seasonality" in *Analyzing International City Tourism*, J.A. Mazanec and K. Wöber, (eds.), Vienna-New York: Springer.
- Croce V. and Maggi, R. (2007) "From the *ideal* to the real destination: tourists' location choice for holiday experience" in *Productivity in Tourism*. Keller, P. and Bieger, T. (eds), Berlin: ESV.
- Croce, V. and Maggi, R. (2005) "A Competitiveness Indicator for City Tourism Destinations in Europe" in *The Future of City Tourism in Europe*. Madrid: UNWTO.

CONFERENCES (selection of):

- Croce, V. "UNWTO World Tourism Performance 2011 and Outlook 2012". 19th World Travel Forum Meeting, Pisa (IT), 3-4.11.2011
- Croce, V. "Demographic Change and Tourism". UNWTO & ETC Joint International Seminar on Demographic Change and Tourism, Vienna (AT), 17.09.2010
- Croce, V. "Tourism Monitoring and Information Systems". 6th Snow and Mountain World Tourism Congress, Ordino (AND), 13. -14.04.2010
- Croce, V. and Wöber, K. "A Conceptual Outline of a Judgmental Forecasting System in Tourism". 45th Tourism Research Center, Vienna (AT), 25. -28.03.2010
- Croce, V. „My Best Estimate A Collaborative Short-Term Forecast Tool for Tourism". Sitzung des Fachbeirat für Statistik des Tourismus, Statistik Austria, Vienna (AT), 03. 12. 2009
- Croce, V. "Judgmental Forecasting Support Systems – An Application to Tourism". 2nd JITT Workshop. San Sebastian (ES), 18. -19.11.2009
- Croce, V. "Aging population – effects on tourism". 17th World Travel Forum Meeting. Pisa (IT), 4. - 5.11.2009
- Croce, V. "Assessing Seasonality in Tourism" and "City Break Shopping Barometer". European Tourism Council & European Cities Marketing TourMIS Workshop. Vienna (AT), 3. - 4.09.2009
- Croce, V. "City Break Shopping Barometer - Implementations". Annual Meeting, European Cities Marketing. Gotheborg (SE), 17.-20.06.2009
- Croce, V. "Usage and implementation of the Management Information System TourMIS". Market Intelligence Group, European Tourism Council. Ljubljana (SI), 11.-13.02.2009
- Croce, V. "Assessing Seasonality in Tourism". European Tourism Council, UNWTO and European Cities Marketing TourMIS Workshop. Vienna (AT), 10. - 11.09.2008
- Croce, V. "Cooperation: Information Sharing in Tourism". EURAC Seminar on Co-operation within Cities. Bolzano (IT), 29.05.2008
- Croce, V. "Improving Efficiency in the Management of Tourism Statistics Information". 1st Meeting of the European Commission's Network on Sustainable and Competitive Tourism. Barcellona (ES), 14.-15.2. 2008

Croce, V. "International tourism statistics: the TourMIS and EUROSTAT datasets". European Tourism Council and European Cities Marketing TourMIS Workshop Vienna (AT), 19.-21. 09. 2007

Croce, V. and Maggi, R. "From the ideal to the real destination: tourists' location choice for holiday experience". 57th Aiest Congresso, Pontresina (CH), 19.-23.08. 2007

Croce, V. and Maggi, R. "A Competitiveness Indicator for City Tourism Destinations in Europe". UNWTO Seminar on the Future of City Tourism in Europe, Coimbra (PT), 18.-20.05. 2005