Tourism Research Methods Summer School 2025

Visual Research Methods for Tourism

Prof. Dr. Serena Volo, PhD
Convenor of the Tourism Research Methods Summer School

	Day 1 7th July 2025	Day 2 8th July 2025	Day 3 9th July 2025	Day 4 10th July 2025
09:00-9:30	**Introduction to the Summer School** **Serena Volo**	**Introduction to daily activities** **Serena Volo** **Maria Lexhagen**	**Introduction to daily activities** **Serena Volo** **Tijana Rakić & Maria Lexhagen**	**Introduction to daily activities** **Serena Volo** **Lyndon Nixon**
9:30-12:00	**Analysis of drawings in destination image research** **Xavier Matteucci**	**Instagramming tourism experiences: qualitative approaches** **Maria Lexhagen**	**Innovative visual methodologies in event studies** **Tijana Rakić & Maria Lexhagen**	**Quantitative AI-based methods for visual data analysis** **Lyndon Nixon**
12:00-13:00	Lunch Break	Lunch Break	Lunch Break	Lunch Break
13:00-16:00	**Photo elicitation: exploring tourist experiences with researcher-found images** **Xavier Matteucci**	**Instagramming tourism experiences: qualitative approaches** **Maria Lexhagen**	**Topical issues in Visual Research** **Maria Lexhagen & Tijana Rakić**	**Quantitative AI-based methods for visual data analysis** **Lyndon Nixon**
16:00-16:30	**Discussion & Wrap-up session** **Xavier Matteucci** **Serena Volo**	**Discussion & Wrap-up session** **Maria Lexhagen** **Serena Volo**	**Publishing Tips for Visual Researchers** **Serena Volo** **Tijana Rakić & Maria Lexhagen**	**Discussion & Wrap-up session** **Lyndon Nixon & Serena Volo** **Q&A** **Lyndon Nixon & Serena Volo**
16:30-17:00	**Q&A** **Xavier Matteucci & Serena Volo**	**Q&A** **Maria Lexhagen & Serena Volo**	**Q&A** **Tijana Rakić & Maria Lexhagen**	**Conclusion of the Summer School** **Serena Volo**

Coffee Breaks will be announced by each Professor 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 12.00 to 12.30 and after 17:00. Further instructions will be provided on the first day.