

Tourism Research Methods - Winter Scientific Retreat 2025

Prof. Dr. Serena Volo, PhD *Convenor of the* [Tourism Research Methods](#)

Bruneck November 30th – Restricted Meeting* 11.00 - Meet & Greet* 17:30 – Business Dinner* 19.30

1 st of December	2 nd of December	3 rd of December	4 th of December
9:00 Introduction to the Winter Retreat Serena Volo	8:30 Popular Culture & Tourism Experiences* Maria Lexhagen	9:00 Climate crisis in Alpine tourism: A mixed-method investigation through Visual Social Media Serena Volo & Letizia Bollini	Restricted meeting*
9:15 Social media discourse of glacier visitors in European Alps: the interplay between visuals & text Irene Pinto & Lingling Huang Discussant: Tijana Rakić	10.30 The Taste Trap: How Consumer Reviews Distort Quality Investment Alessandro Fedele Discussant: Paolo Figini	9:30 The iconography of climate crisis in mountain landscapes Lingling Huang & Irene Pinto Discussant: Letizia Bollini	
10:30 Compensation expectations for robot failures in restaurants: a mind perception lens Yves Pouabe Discussant: Paolo Figini	11.15 An experimental study of visual-verbal redundancy effects: evidence from glaciers retreat Lingling Huang Discussant: Paolo Figini	10:45 The Narratives of Green Travel Influencers: Between Hedonia and Eudaimonia Irene Pinto Discussant: Maria Lexhagen & Tijana Rakić	
Lunch Break 11:45-13:00	Lunch Break 11:45-13:00	Lunch Break 11:45 – 13.00	Visit to local stakeholders*
13:00 Blessing and curse of sun-kissed tourism destinations: Investigating climate change's impact on repeat visits Paolo Figini Discussant: Maria Lexhagen	13:00 Marketing and Data Analysis: Insights through Photography and Artificial Intelligence Sofia Blanco Moreno Discussant: Serena Volo	13:00 Slow storytelling in agritourism: insights on the design of coherent destination narratives Giulia Grillini Discussant: Maria Lexhagen	Conclusion of the Winter Retreat* Serena Volo Stakeholders' event
14:15 Exploring the Financial Perspective in Sustainability Strategies: The Case of the Tourism Industry Laura Vici Discussant: Alessandro Fedele	14:15 Creative research methods and public engagement: insights from a Being Human Festival Hub in Leicester Tijana Rakić Discussant: Irene Pinto & Serena Volo	14:15 The Visual Turn in Tourism, Hospitality & Leisure Studies Tijana Rakić & Maria Lexhagen & Serena Volo	
15.30 Break		Planning for the Summer School 2026	
16:00 Green nudging and transformative experiences* Maria Lexhagen	Wrap-up session Serena Volo	Wrap-up session Serena Volo	
18.00 Social Event: Visit to the Christmas Market * 19:30 Social event: Dinner*	19:00 Social event: Dinner*	19:00 Social event: Dinner*	

Location: BK NOI 3rd floor 3.24 – except for sessions and activities marked with * - further details will follow

30.11.2025 at 11:00 Restricted Meeting Visual Turn: Volo- Lexhagen- Rakić – location to be announced

30.11.2025 at 17:30 Meet and Greet: all participants at the Hotel Blitzburg

30.11.2025 at 19:30 Business Dinner: all participants – location to be announced