Elisa Piva

Curriculum vitae

BIO AND EDUCATION

She graduated in Administration and Management (Promotion and Management of Tourism) in July 2012 at the University of Piemonte Orientale with a mark of 110 cum laude and academic mention. She obtained an international PhD in Tourism from the University of Girona (Spain) in July 2019. After several academic experiences as a research fellow in "Economic and Political Geography" (M-GGR/02), she is currently a researcher (RTDA) at the University of Piemonte Orientale, Department of Business and Economic Studies, Novara, Italy. Since 2023, she obtained the National Scientific Habilitation for the role of Associate Professor in the scientific sector 11/B1 (Geography).

UNIVERSITY CAREER

2022 – to date	Researcher (RTDA), Università del Piemonte Orientale, Novara, Italy
2019 - 2021	Research fellow, Università del Piemonte Orientale, Novara, Italy
2017 - 2018	Research fellow, Università della Valle d'Aosta, Aosta, Italy
2013 - 2017	Research fellow, Università del Piemonte Orientale , Novara, Italy
2011 - 2012	Tutoring activities and teaching assistance, Università del Piemonte Orientale

SCIENTIFIC POSITIONS/RESEARCH PROJECTS

2023 - to date	Participation in the activities of the research group "Mountains: Geographical Question and Beyond" of the Association of Italian Geographers (AGEI).
2022 - to date	Participation in the activities of the research group "Geography of Transport and Logistics" of the Association of Italian Geographers (AGEI).
2015 - to date	Participation in the activities of the international research group "Religious Tourism and Pilgrimage". Coordinated by: prof. Kevin Griffin (Technological University Dublin, Ireland), prof. Razaq Raj (Leeds Beckett University, United Kingdom) and Prof. Carlos Fernandes (Polytechnic Institute of Viana do Castelo, Portugal).
2020-2021	Participation in the activities of the "Italian Mountain Lab research group - Research and Innovation for the environment and mountain territories". Coordinated by: prof. Anna Giorgi (UniMONT, University of Milan, Italy), prof. Cesare Emanuel (University of Piemonte Orientale, Italy), prof. Gianluca Piovesan (University of Tuscia, Italy).
2016-2019	Participation in the activities of the international research group "Organizational Networks, Innovation and Development of Strategies and Tourist Products (ONIT)". Coordinated by: prof. Lluis Prats and prof. Jaume Guia (University of Girona, Spain).
2018	Research assignment entrusted by the Piedmont Region and *DMO Piemonte Turismo* for the drafting of the Piedmont Region's policy document and

	participation in the work of the General States of Tourism that led to the drafting of the Strategic Tourism Plan for the Piedmont Destination.
2016	Research assignment entrusted by the "Alto Piemonte Turismo Consortium" to analyse the tourism potential of the provinces of Novara, Vercelli, Biella and Verbano-Cusio-Ossola and to examine their identity elements for the creation of a new tourism brand for the "Alto Piemonte Destination".
2016	Research assignment entrusted by Novareckon and the "Casa dei Padri Association" of Armeno (NO) to create a mapping of the tourist resources of the Lake Orta area and to propose some possible tourist itineraries.
2015	Participation in the international working group "Expert Workshop - Pilgrims in the digital age. Towards a map of the overlapping area among eTourism, eReligion, eLearning". Coordinated by: prof. Lorenzo Cantoni and prof. Silvia De Ascaniis (University of Italian Switzerland, Lugano, Switzerland).
2015	Participation in the activities of the research group "Pitagora Project - Definition of a governance system based on the Integrated Lake Basin Management model (ILBM) for the Lake Orta basin". Coordinated by: prof. Roberto Candiotto (University of Piemonte Orientale, Novara, Italy).

MAIN FIELDS OF INTEREST

1. Governance of tourist destinations
2. Local tourism development
3. Green logistics
4. Mountain
5. Religious tourism

CURRENT ISSUES OF RESEARCH

1. Regional Destination Branding

The research aims to explore the brand development process of regional destinations in-depth, focusing on the supply-side perspective and the concept of brand identity, as well as the perceptions of stakeholders involved in the governance of tourist destinations.

2. Green logistics

The importance of minimizing the environmental impact of the supply chain and the product throughout its life cycle has gradually emerged (from design to post-consumer waste disposal). Hence, investments in the so-called "green logistics" have grown in recent years to develop actions aimed at making two opposing needs coexist: growing flexibility of the service and reduction of environmental impacts. In this light, this study has the general objective of investigating the further actions that can be pursued to make logistics more sustainable and, therefore, to establish the path of green logistics.

3. Mountain geography and tourism development

The research aims to shed light on the concept of mountain, underlining the importance of interpreting mountains as a baseline for the development of territorial policies. Although mountains are traditionally recognized as marginal areas, tourism and planning they have been recognized as important vectors for countering the effects of marginalization and for the revitalization of these areas. Thus, the study also aims to analyse the current project initiatives in the Italian mountains, highlighting the different configurations assumed in the Alpine and Apennine contexts.

CURRENT FUNDED PROJECTS

2023-2025 Principal investigator and responsible for the research project "Green logistics: sustainable solutions and interdependencies with production and territorial structures" – SSGL - Sustainable Solutions for Green Logistics, funded by BANDO UPO 2022, contribution granted €44,500.

TOP TEN PUBLICATIONS

1. Piva E. (2022). Progetti di sviluppo turistico per il superamento della marginalità nelle aree montane. Linee guida e casi di best practice, in Amato F., Amato V., de Falco S., La Foresta D., Simonetti L. (a cura di), Catene/Chains, Società di studi geografici, Memorie geografiche Nuova serie, Vol. 21, pp. 147-150. ISBN: 9788894690118.
2. Piva E., Tadini M. (2021). La geografia della montagna tra interpretazioni, progettualità e percorsi di sviluppo turistico, Semestrale di Studi e Ricerche di Geografia, XXXIII, 2, pp. 117-133.
3. Piva E., Pioletti A.M., Prats L. (2021). La Comunicazione Dell'identità Turistica Nelle Aree Montane: Il Caso Valle d'Aosta, Semestrale di Studi e Ricerche di Geografia, XXXIII, 1, pp. 101-120.
4. Piva E. (2020). Regional Destination Branding. An Integrated Stakeholders Perspective, Collana Route. Geografia dei trasporti e del turismo, Tab Edizioni, Roma. ISBN: 978-88-31352-71-0.
5. Tadini M., Piva E. (2020). Impatto del covid-19 su trasporto aereo e turismo: possibili scenari evolutivi, Documenti Geografici, Vol. 1, pp. 565-578.
6. Piva E. (2020). Assessing residents' perception for a sustainable co-creation of brand identity in regional destinations, J-READING Journal of Research and Didactics in Geography, Vol. 1, pp. 149-165.
7. Piva E. (2020). Oltre i confini: rilevanza della governance nelle destinazioni turistiche transfrontaliere, In Zilli S., Modaffari G. (a cura di), Confin(at)i/Bound(aries), Società di studi geografici, Memorie geografiche Nuova serie, Vol. 18, pp. 583-589. ISBN 9788890892660.

8. Piva E., Cerutti S., Raj R. (2019). Managing the Sacred: a Governance Perspective for Religious Tourism Destinations. In: Griffiths M., Wiltshier P. (eds), Managing Religious Tourism, 10-21. Wallingford: CABI international. ISBN-13: 978-1786393197.

9. Piva E. (2019). Governance partecipata per lo sviluppo dei marchi turistici territoriali. Il ruolo dei residenti. In Cerutti S., Tadini M. (a cura di), Mosaico/Mosaic, Società di studi geografici. Memorie geografiche Nuova serie, Vol. 17, pp. 741-747. ISBN 9788890892653.

10. Piva E., Cerutti S., Prats L., Raj R. (2017). Enhancing Brand Image through Events and Cultural Festivals: the Perspective of the Stresa Festival's Visitors, Almatourism, Vol 8, n° 15, 99-116.