

Elisa Piva

Curriculum vitae

PERSONAL DATA

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 Nationality: Italian
 Date of birth: 06.05.1988
 Gender: Female

BIO AND EDUCATION

After a diploma at the Scientific High School Enrico Fermi of Arona (NO) and a Master Degree in Administration and Management (Address: Promotion of Tourism and Management) at the University of Eastern Piedmont, she is currently a PhD student at the University of Girona, Spain and a research fellow at the University of Eastern Piedmont, Novara, Italy. Her research focuses mainly on the issues of Tourism and Territorial Development, Project Management, Destination Management and Destination Branding.

UNIVERSITY CAREER

2016 -	PhD Student, University of Girona, Spain
2016 -	Research Fellow, Università del Piemonte Orientale (supervisor: Stefania Cerutti)
2015 - 2016	Research Fellow, Università del Piemonte Orientale (supervisor: Stefania Cerutti)
2013 - 2015	Research Fellow, Università del Piemonte Orientale (supervisor: Cesare Emanuel)
2012	Tutoring activities and teaching support for the geo-economic area of the Department of Business and Economic Studies, Università del Piemonte Orientale.

SCIENTIFIC POSITIONS

2016 -	Member of the Management Committee and Scientific Committee of the "International Religious Tourism and Pilgrimage Conference". Conference Coordinator of the 9th edition, June 2017.
2015 -	Cofounder, Member of the Management Committee, Scientific Committee and Conference Coordinator of the Global Management Perspectives International Annual Conference.

2015 -	Member of the working group of the Expert Workshop “Pilgrims in the digital age. Towards a map of the overlapping area among eTourism, eReligion, eLearning” Project, Università della Svizzera Italiana, Lugano, Svizzera.
2013 -	Member of the Organising Committee of “Alto Piemonte Tourist Destination” Project, representative of Università del Piemonte Orientale.

MAIN FIELDS OF INTEREST

1. Destination Management
2. Destination Branding
3. Project Management
4. Local Tourism Development

CURRENT ISSUES OF RESEARCH

1. Regional Destination and Brand Identity

Although over the last few years great attention has been paid to the concepts of place branding and destination branding, this research area is still in its infancy and presents several gaps that need to be addressed. While many aspects related to destination image and the demand perspective have been extensively analysed, little empirical work has been undertaken on the supply perspective. Furthermore, some reviews reveal that most of the studies on place branding are related to countries, whereas cases at the regional and sub-regional level remain very limited.

2. Branding a Tourist Destination through Events and Cultural festivals: the perspective of the visitors.

In recent years, cultural events have become a significant component within the strategies of destination branding of a place. Territories are increasingly using events and cultural festivals to enhance their image, to boost tourism development and to develop their own brand. Since a destination brand represents a dynamic interaction between the destination’s core assets and the way in which potential visitors perceive them, the visitors’ perspective is thus considered as fundamental in triggering processes of destination branding and needs further investigation.

3. The role of tourists’ feedback in the enhancement of religious tourism destinations

In recent years, the importance of online travel reviews has reached a strategic role in the management of tourist destinations. Tourists share their experiences mainly using the Internet, posting comments and opinions on social networks and on dedicated tourist platforms. Religious destinations should therefore take into account these feedbacks, adapting their offer according to the needs expressed by the visitors.

4. Religious Events And Event Management

Today, Religion and Spirituality are common motivations for travels and experiences, with many major tourist destinations having developed largely as a result of their connections to sacred people, places and events. In parallel to large-scale events of international significance, there has been a marked growth in niche events, such as local and themed festivals. In this perspective, the research focuses on the management of small and medium sized religious events and aims at demonstrating the necessity of a structured management approach to succeed in achieving the goals of local tourism development.

CURRENT FUNDED PROJECTS

PROGRAMME	FUNDED PROJECT
C.R.T. Foundation 2016	<p>SUMMER SCHOOL - <u>“Project Management in the Enhancement of Local Cultural and Gastronomic Resources”</u></p> <p>Organized by the Department of Business and Economic Studies (Università del Piemonte Orientale, Novara, Italy) in collaboration with Cesare Pavese Foundation of Santo Stefano Belbo (Asti, Italy) and Università di Scienze Gastronomiche of Pollenzo (Cuneo, Italy). The project aims to provide twenty selected students (Bachelor Degree in Promotion and Management of Tourism) with all the skills and tools that enable the construction and development of the gastronomic tourist offer.</p>
Cariplo Foundation 2015	<p>SACRE TOUR – <u>“Integrating Cultural and Tourism Offer for the Enhancement of Religious Resources in Cusio region, Piedmont, Italy”</u></p> <p>The purpose of the project is to enhance a cultural resource of great value, located in the municipality of Armeno (Piedmont, Italy), through its incorporation into a cultural and tourist proposal with a religious theme. To address the growing international competition, but also the opportunities offered by new markets, the project aims to design a very specialized and high quality tourist offer, in order to attract new tourist demand.</p>
POR FESR 2007/2013 Regione Piemonte	<p>PITAGORA – <u>“Piattaforma interoperabile tecnologica per l'acquisizione, la gestione e l'organizzazione dei dati ambientali”</u></p> <p>www.progettopitagora.it/</p> <p>The Pitagora project is located within the regional territory comprised in the basins of Lake Maggiore and Lake Orta. It involves the Public Administration, authorities, companies, associations, and local communities.</p>

	Based on ILBM (Integrated Lake Basin Management) notion, Pitagora proposes the collection and synthesis of all relevant data into a single system and on one platform. The unity will implement initiatives to correctly manage water resources, prevent emergencies, regulate ecological and environmental information, and encourage tourism and recreation.
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TOP FIVE PAPERS

1. Cerutti S and Piva E (2016) The Role of Tourists' Feedback in the Enhancement of Religious Tourism Destinations, *International Journal of Religious Tourism and Pilgrimage*, Vol. 4: Iss. 3, Article 4, 5-16.
2. Cerutti S, Piva E (2015) Tourism planning and local development: innovative projects in food and tourism in Adamo F. (ed) *Annali del turismo 2015, Geoprogress Journal*, Vol. 4 (1), 39-51.
3. Cerutti S, Piva E (2015) Il Sistema turistico/territoriale del bacino del Lago d'Orta in Candiotta R, *Sistemi di governance dei bacini lacustri basati su piattaforme tecnologiche. Il progetto PITAGORA*. Giappichelli: Torino.
4. Cerutti S, Piva E (2015), Religious Events And Event Management: An Opportunity for Local Tourism Development, *International Journal Of Religious Tourism And Pilgrimage*, vol. 3, 54-65.
5. Cerutti S, Piva E (2014) Gli eventi religiosi come leva di sviluppo turistico territoriale, *Ambiente Società Territorio - Geografia nelle Scuole*, n° 6, 20-25.