Dario
Bertocchi

DATE OF BIRTH:
27/03/1987

CONTACT

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ABOUT ME

IL sottoscritto Dario Bertocchi, consapevole che le dichiarazioni false comportano l'applicazione delle sanzioni penali previste dall'art. 76 del D.P.R. 445/2000, dichiara che le informazioni riportate nel seguente curriculum vitae, redatto in formato europeo, corrispondono a verità.

WORK EXPERIENCE

13/09/2021 – CURRENT

Teaching Assistant Senior – M-GGR/02

Ca' Foscari University of Venice

University teaching assistant senior for the course FINANCIAL-POLITICAL GEOGRAPHY, Department of Economics of Ca' Foscari University of Venice.

3/09/2020 – CURRENT – Venice - Treviso, Italy

Adjunct Professor

Ca' Foscari University of Venice

University professor of the BA degree course of International Trade and Tourism, course of E-Tourism of the Department of Economics of Ca' Foscari University of Venice.

The e-tourism course addresses the evolutionary steps of the tourism sector through the use of web technologies and technological innovation in general. The course combines the themes related to the theories of the traveller experience and the tourism production chain with those related to the internet and the revolution that occurred thanks to the advent of web 2.0, social networks and ICTs (Information and Communication Technologies).

Every main features of the tourism sector (e.g. transport, accommodation, reception, promotion, sales, creation of tourism services, etc.) will be analysed by studying the main changes related to technologies.

Here more info about the course https://www.unive.it/data/course/315510

Education

11/2020 – 10/2021 – Venice, Italy

Research Fellow (Post-Doc) - Horizon2020 Project "SmartCulTour"

Ca' Foscari University of Venice

SmartCulTour aims at supporting regional development in all European regions with important tangible and intangible cultural assets, including those located in rural peripheries and the urban fringe, through sustainable cultural tourism. Specific activities:

- Redefine the phenomenon of Cultural Tourism;
- Describe and deploy a set of adequate and innovative indicators to quantify a) Demand; b) Supply and c) Impact of Cultural Tourism;
- Develop a DSS that monitors and that helps to manage sustainable tourism development at the NUTS3 level;
- Create and critically evaluate the instruments for sustainable cultural tourism development through desk-research;
- Develop living-labs in which novel ways of managing sustainable cultural tourism development will be implemented, tested and evaluated through experiments, serious games, arts-based methods, service or social design techniques to enhance collaboration between the cultural sector and the tourism industry, in order to facilitate a process of capacity building;
- Identify best- and worst practices, and factors determining failure

and success that may become an inspiration for destinations of cultural tourism at large, and that together make up a toolkit that allows these destinations to safeguard cultural tourism's contribution to sustainable development.

11/2019 – 10/2020

Research Fellow (Post-Doc)

Ca' Foscari University of Venice - UNESCO Dolomites Foundation

The research is developed with the aim to study and calculate different levels of tourism carrying capacity (natural, social and economic) for the UNESCO heritage site of the Dolomites using as a case study the two natural attractions of Lake Braies and the Tre Cime of Lavaredo. Application of big data analysis using TELCO data and Social Media Data to study tvisitors mobility and behavior. The study is focused on the capability of the mountain's enlarged territory and the tourism impacts on the natural environment and to the host population (residents and local stakeholders). The report is composed of the following sections: carrying capacity, visitor behavior, impacts on the territory, and quality of the experience. Each section developed tries to carry forward the guidelines of the overall management strategy, especially by developing an in-depth analysis of the operational areas concerning tourism and mobility, the development and conservation of the area, and the promotion of the territory and natural heritage.

12/09/2019 – 24/09/2019

Summerschool "Turismo e regolamentazione" Teacher

University IUAV of Venice and Ca' Foscari University of Venice

Summerschool "Turismo e regolamentazione" Nona scuola di alta formazione di sociologia del territorio.

Venice, Italy

04/04/2019 – 03/10/2019

Research Fellow (Borsa di Ricerca - Veneto Region Project)

Ca' Foscari University of Venice

Research on online presence and web reputation of the museums and the cultural attractions on regional scale of the Veneto Region for the improvement of the destination marketing plan. Study ofthe profile and clusterization of the cultural tourists of one of the most attractive Italian destination.

Venice, Italy

01/01/2018 – 30/09/2019

European Project Collaborator - Interreg Italy-Croatia "Blutoursystem"

Ca' Foscari University of Venice

Elaboration of regional indicators measuring different tourism performances (sustainability levels, competitiveness ranking, web reputation insights) of Italian and Croatian tourist destinations. Creation of a tourism observatory to monitor economic and social levels at different geographical scales: National (NUTS1), Regional (NUTS2), and municipal level (NUTS3). Creation of an operative methodology to transfer the value extract from the data to tourism stakeholders. ICT manager of Blutoursystem project and indicators development.

see: https://www.italy-croatia.eu/web/blutoursystem

Venice, Italy

01/04/2018 – 31/03/2019

Research Fellow (Post-Doc)

Ca' Foscari University of Venice

Analysis of the different tourist contexts of Italian and Croatian destinations with a particular focus on coastal and non-coastal

destinations. Understanding the economic pillars on tourism development and sustainability. Study and creation of an operative methodology to support innovation in tourism and sustainable development of a destination through a data-driven model. Research connected to the European project Interreg Italy-Croatia "Blutoursystem".

01/2017 – 04/2018

European Project Collaborator - Interreg MED "ShapeTourism"

Ca' Foscari University of Venice

Design and development of a tourism observatory regarding the performance of a tourism destination measuring the key aspect of tourism marketing as competitiveness, attractiveness, and sustainability (using open data) and web reputation (using social network data). The official indicators (built with official data)were regionalized for all the European regions from the Travel and Tourism Competitiveness Index elaborated by the World Economic Forum at the national scale. Creation of not-conventional indicators based on User Generated Contents (reviews, visitors' experiences) collected from the web via web-scraping techniques to create also a level of economical and quality performance of territories involving customers and visitors, in assistance to a Destination Support System (DSS) co-creation.

See: sito del progetto

Venezia, Italy

09/2016 – CURRENT

University and professional teaching

Ca' Foscari University of Venice - Cescot Veneto

Lectures about tourism and destination management, destination marketing, new tourism trends, digital marketing, revenue management, external and internal business analysis, online marketing. European FSE projects

Padua

12/2016 – 04/2018

European Project Collaborator - Interreg MED "AlterEco"

University Ca' Foscari of Venice

Support to the elaboration of a model, based on fuzzy goal programming, for the analysis of the tourism carrying capacity in destinations affected by overtourism, tourism negative externalities, and social over-capacities. Elaboration of indicators on the economic and social sustainability of the impact of tourism on urban areas and scattered territories, with a particular case of Mediterranean historical cities and coastal destinations.

See: project website

Venezia, Italy

01/04/2017 – 31/03/2018

Research Fellow (Post-Doc)

Ca' Foscari University of Venice

Elaboration and theorization of methodologies, analysis and case studies to identify the social, economic and environmental sustainability of a tourism destination and its carrying capacity. Research connected to the European projects Interreg MED "AlterEco" and "Shapetourism".

Venezia, Italy

02/2018 – 05/2018

Teacher - Veneto Regional project FSE "Vitamina D"

Cescot Veneto

Lectures about tourism and destination management and marketing, new tourism trends, revenue management, external and internal business analysis,online marketing

Padova, Italy

07/2017 – 01/2018

Data Specialist

Numerico

Junior project manager and data specialist for projects on user mobility (citizens and tourists) in cities, tourist destinations and territories with a focus on visiting behavior. Use and re-elaboration of data from TELCO, Airports, social networks.

see: www.numerico.tech

Amsterdam, Netherlands

12/2016 – 12/2016

College / University teaching professional

Fondazione Ca' Foscari Venezia

Classes about smart city pillars and application regarding the second level Master "Master P.A. Master in Pubblica Amministrazione A.A. 2015-2016"

09/2016 – 12/2016

Big Data Analyst and Teacher

Collective Sensing Research

Analysis of data on people's behavior (mobility, tourism, retail, event) using data from telephone companies. Lessons on analysis models and software for the representation of results, data management and spatial/geographical analysis of data.

see: www.collectivesensing.org

Amsterdam, Netherlands

07/2014 – 12/2015

Teacher - "Smart Tourism Location" project

Territory and Tourism IQ s.r.l.

Frontal lectures about the tourism sector to hoteliers, tour guides, tourism consortia, and destination marketing organizations. Topics:new technology for the territory and the tourism promotion, smartphone apps, semantic analysis of a destination, social networks.

Mestre - Venezia, Italy

08/2013 – 12/2015

ICT Project Manager - Development of digital content and tools for destination promotion

Territory and Tourism IQ s.r.l.

Management of three projects concerning new technologies for cities to promote, market, and communicate the cultural heritage and the tourist facilities of the destinations. Creation of mobile applications, websites, and ICT infrastructure for the cities.

Creation of a destination image on the web and branding.

See Android App: Le Delizie della Brenta; Terra dei Tiepolo.

See: terradeitiepolo.com

Mestre - Venezia, Italy

05/2015 – 06/2015

Teacher "Inventour" Project - Innovative tourist Networks

Sive Formazione srl

Focus on smart tourism, smart tourism destination, destination

marketing and gamificationVenice, Italy

04/2015 – 05/2015

Teaching activities "Mobile application developer" course

Co.Ge.S. Società Cooperativa sociale

From the idea to the publication of a mobile app in the market. Development, marketing, target analysis, and best practices

Mestre-Venice, Italy

04/2015 – 04/2015

Higher education teaching professional

Cescot Veneto Ente di Formazione Confesercenti

Teaching in courses and workshops of SMART TOURISM LOCATION project (FSE project of Veneto Region, Italy). Main audience: hotels, restaurants, destination management organizations, travel offices, travel agencies.

Padova, Italy

10/2013 – 12/2013

Teaching professional

CO.GE.S Società Cooperativa Sociale

Basic course of Italian language for foreigners

Mestre - Venezia, Italy

05/2012 – 04/2013

Junior developer of the design and of the contents of a tourism recommender system "Trans-national

Marco Polo System G.E.I.E.

The project "TECH -TOUR Technology and Tourism: Augmented Reality for Promotion of Roman and Byzantine Itineraries" aims to promote two historical trans-national EU cultural routes exploiting developed ICT tools and exploring new media potential in the promotion of cultural heritage. Retracing the history of influences, exchanges, and developments of two great empires, Roman and Byzantine, which shaped the cultural landscape of Europe, the project aims at defining the common thread that links places and regions and helps represent the richness and uniqueness of European cultural identity.

See more: techcooltour

Mestre - Venezia, Italy

EDUCATION AND TRAINING

01/2014 – 06/2017 – Venezia, Italy

PhD - Doctorate in Urban Planning. Curriculum in new technology for the city and the environment

University IUAV of Venice

Cities and Smart Community in a tourism destination (Smart Tourism). Working on Big Data in tourism as a new tool to understand and manage a destination.
New technologies and tourism and the use of different kinds of data analytics to extract new information and value from the data to improve the management of a tourism destination and the tourist experience

10/2015 – 06/2016 – Leuven, Belgium

Visiting Scholar Geography Department

University KU Leuven - Department of Social Geography

Visiting period at the University of Leuven (KU Leuven) Department of Environmental Sciences, Division of Geography and Tourism working on the analysis of user-generated content, and the way this can contribute to a data-driven decision in tourism.

External Lecturer about mobile marketing, e-tourism, and destination management

09/2009 – 03/2013 – Venice, Italy

Master degree in Economics and Management of cultural heritage

Ca' Foscari University Venice

Thesis: Mobile Application as a Destination Management System interface
Final grades: 110/110 cum Laude

04/2011 – 07/2011 – Vila Seca - Tarragona, Spain

Visiting period in Spain - VIU (Venice International University) Globalization Program

PCT - Parc Científic i Tecnològic de Turisme i Oci (Science and Technology Park for Tourism and Lei

Studying new technologies for travel and leisure, mobile marketing, recommender systems in tourism, GIS, mobile application, destination management

09/2010 – 12/2010 – Venezia, Italy

Fall Semester Venice International University

VIU - Venice International University

Semester od classes regarding cultural heritage, ICT, social networks, new technologies.

All the lectures, workshops and exams were in English by international professors

09/2006 – 09/2009 – Venice, Italy

Bechelor Degree in Economics and Management of Arts and Cultural Activities

Ca' Foscari University of Venice

Thesis: Managing and experiencing video art in Italian contemporary art museums
Final Grades: 104/110

LANGUAGE SKILLS

MOTHER TONGUE(S): Italian

OTHER LANGUAGE(S):

English

Listening	Reading	Spoken production	Spoken interaction	Writing
C1	C1	C1	C1	C1

Spanish

Listening	Reading	Spoken production	Spoken interaction	Writing
A2	A2	A2	A2	A2

DIGITAL SKILLS

GIS software ArcGIS QGIS / Tableau (data analysis) / Microsoft Excel / Microsoft Powerpoint / Microsoft Office / Zoom / Social Media / STATA (Basic)

Publications

List of Publications:

- Dario Bertocchi, Nicola Camatti, Jan van der Borg; "Tourism Peaks on the Three Peaks. Using big data to monitor where, when and how many visitors impact the Dolomites UNESCO World Heritage Site" Settembre 2021, RIVISTA GEOGRAFICA ITALIANA –

- Nicola Camatti; Bertocchi Dario; Puia Arianna *Business ecosystem, economia circolare e turismo sostenibile: relazioni, sinergie e campi d'applicazione* in ECONOMIA & AMBIENTE, vol. in stampa (ISSN 1593-9499)

- Bertocchi Dario; Camatti Nicola; *The contribution of sharing economy to the development of peripheral areas. The Airbnb case in the territory of the Dolomites* in JOURNAL OF TOURISM AND HOSPITALITY MANAGEMENT, vol. 9 (ISSN 2372-5125)

- Bertocchi, Dario; Ferri, Camilla FAR FROM GENTRIFICATION AND TOURISTIFICATION? Residents' Perception of Displacement on Murano Island. 2021, SHIMA, Vol. 16 Number 1, pp. 168-187

- Dario Bertocchi; Lisa Zecchin; Angelica Guzzon; Nicola Camatti; Jan van der Borg *All Beaches Should Have One. Online Reputation Analysis on G20S Network of Italian Seaside Destinations* , vol. No. 2021: 14 (ISSN 1827-3580) *(Working paper)*

- Nicola Camatti; Dario Bertocchi; Hrvoje Carić; Jan van der Borg; A digital response system to mitigate overtourism. The case of Dubrovnik. in JOURNAL OF TRAVEL & TOURISM MARKETING, vol. 37 (ISSN 1054-8408)

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- Ferri, Camilla; Lusiani, Maria; Bertocchi, Dario Public Discourse and Category Formation: A Topic Modelling Exploration of 'Historical Shops' on Italian Media in PUNTOORG, vol. 5, pp. 99-134 (ISSN 2499-1333)

- Bertocchi, Dario; Camatti, Nicola; Van der Borg, Jan Tourism Observatories for monitoring MED destinations performance. The case of ShapeTourism project in TOURISM, vol. 68, pp. 466-481 (ISSN 1332-7461)

- Dario Bertocchi, Nicola Camatti, Silvio Giove, Jan van der borg Veni ce and overtourism. Simulating sustainable development scenarios through Tourism Carrying Capacity model in SUSTAINABILITY, vol.12 (ISSN 2071-1050)

- Albarea Andrea; Bertocchi Dario ; Camatti Nicola; Jan van der Borg Assessing crucial variables for consumer choice in Sharing Economy accommodation sector. Airbnb in north east Italy in INTERNATIONAL JOURNAL OF DIGITAL CULTURE AND ELECTRONIC TOURISM, vol. XX (ISSN 1753-5212)

- Bertocchi Dario; Visentin Francesco "The Overwhelmed City": Physical and Social Over-Capacities of Global Tourism in Venice in SUSTAINABILITY, vol. 11, pp. 6937-6955 (ISSN 2071-1050)

- Visentin Francesco; Bertocchi Dario Venice: An Analysis of Tourism Excesses in an Overtourism Icon , Overtourism: Excesses, discontents and measures in travel and tourism, Wallingford, CABI, pp. 18-38 (ISBN 978 1 78639 982 3)

- Van der Zee, E., & Bertocchi, D. (2018). Finding patterns in urban tourist behaviour: a social network analysis approach based on TripAdvisor reviews. Information Technology & Tourism, 20(1-4), 153-180.

- Van der Zee, Egbert; Bertocchi, D.; Vanneste, D., 2018 Distribution of tourists within urban heritage destinations: a hot spot/cold spot analysis

of TripAdvisor data as support for destination management in
CURRENT ISSUES IN TOURISM, 2018;

◦ Nobre Pereira, Margarida Santos, Dario Bertocchi, Nicola Camatti,
Jan Van der Borg, Tourism Observatories 3.0: A
Trasnational Experiement in the Med area. 2018

◦ Oxoli, D.; Prestifilippo, G.; Bertocchi, Dario; Zurbaràn, M. Enabling
spatial autocorrelation mapping in QGIS: The Hotspot Analysis Plugin in
GEAM. GEOINGEGNERIA AMBIENTALE E MINERARIA, vol. 151 (2)
(ISSN 1121-9041)

◦ Van der Borg, Jan; Camatti, Nicola; Bertocchi, Dario; Albarea, Andrea
The Rise of the Sharing Economy in Tourism: Exploring AirbnbAttributes
for the Veneto Region

OTHER SKILLS

Review activities and Conferences

List of scientific journal collaboration

◦ Reviewer for "Rivista Geografica Italiana" (0035-6697) journal from
2021 (ANVUR A JOURNAL)

◦ Reviewer for "Journal of sustainable tourism" (1747-7646) journal
from 2020 (ANVUR A JOURNAL)

◦ Reviewer for "SHIMA" journal (1834-6049) from 2020 (ANVUR B
JOURNAL)

List of last conferences and seminars

◦ XLII **Annual Scientific Conference of Italian Association of
Regional Sciences** (A.I.S.Re). Territorial challenges in the post-covid
era. Web Conference, 8-10 September 2021. Paper: "Overtourism
before and after Covid-19. A big data analysis for a social carrying
capacity assessment in Dolomite UNESCO site"

◦ 60th **ERSA Congress**. Territorial Futures – Visions and scenarios for
a resilient Europe. Paper: "Overtourism before and after Covid-19. A
big data analysis for a social carrying capacity assessment in Dolomite
UNESCO site"

◦ The **European Tourism Convention** (12 October 2020) -
Workshop on "Tourism Powered by Data". European Commission

◦ **III CETT Smart Tourism Congress Barcelona,** November
11-12th, 2020 - "Smart Tourism Tools in the Mediterranean
Destinations"

◦ **A.I.S.RE XLI Conferenza Scientifica Annuale, Web Conference,
2-4 settembre 2020 - Regioni tra sfide e opportunità inattese,**
SHARING ECONOMY AND HOSPITALITY IN COVID-19 TIMES. FROM
OVERTOURISM TO POTENTIAL CRISIS: THE CASE OF VENICE
Bertocchi Dario, Camatti Nicola, van der Borg Jan

◦ **59th ERSA Congress - Cities, regions and digital
transformations: opportunities, risks and challenges** 27 – 30
August 2019, Lyon, France. Paper presentation: The contribution
of the sharing economy to the development of peripheral areas.
The Airbnb case in the territory of the Veneto Dolomites. Some
lessons from the BluTourism Project (ITA-CRO EU Programme)

◦ **6th International Workshop on the Sharing Economy,** Utrecht
28-29 June 2019 – Paper presentation, Location, location, location,
or is there more? Uncovering the spatiality of Airbnb in Utrecht

with dr. Egbert van der Zee

- ◦ **Mediterranean Sustainable Tourism Convention**, Barcelona 5-7 June 2019 – Seminar about Data and knowledge-based management of tourist destinations

- ◦ **Research seminar invitation at the Faculty of Economics,** University of Ljubljana, Ljubljana 2018. Title of the presentation "The impacts and externalities of Airbnb on tourist destinations: a data analytic approach"

- ◦ **A.I.S.Re, Convegno**: Le regioni d'Europa tra identità locali, nuove comunità e disparità territoriali, Bolzano 2018. Two paper presentation.