



Vincenzo Asero is Assistant professor at University of Catania, Department of Political and Social Sciences, where he currently teaches Economics, Regional Economics, and Heritage and Tourism Development. He is also Academic Member of the TEMA+ European Territories: Heritage and Development, Erasmus Mundus Joint Master's Degree. He is specialized in Regional Economics with 30 years of experience in tourism and local development research.

During his academic career, he has been Visiting Researcher at CRPEE (Centre Régional de la Productivité et des Etudes Economiques), University of Montpellier I, France, and Visiting Lecturer at University of Malta, FEMA (Faculty of Economics, Management and Accountancy), Tourism Studies Unit, where he taught Regional Tourism Development. From 2006 to 2009, he was also Project Manager for the Science and Technology Park of Sicily (PSTS).

His research interests cover Tourism, Local Development, Regional Economics, and Business Networks. On these topics, he is actively involved as consultant and has published articles, book chapters and edited books.

He is a member of the editorial board of Eastern European Business and Economics Journal, the Italian journal Scienze e Ricerche, and the book series on Mediterranean Studies. He is an active reviewer for several international journals on tourism: Athens Journal of Tourism; Tourism Management; Current Issues in Tourism; Tourism Geographies; African Journal of Business Management; Journal of Urban Technology; International Journal of Tourism Research; Sage *Open*; Anatolia; Heliyon; Journal of Sustainable Tourism; International Journal of Wine Business Research.

PUBLICATIONS:

Books

- **V. ASERO**, R. D'Agata, V. Tomaselli (Eds.) (2012), "Turismo e territorio: analisi empiriche ed approcci metodologici", McGraw-Hill Education.
- **V. ASERO**, R. D'Agata, V. Tomaselli (Eds.) (2011), "TURISTI PER CASO?...Il turismo sul territorio: motivazioni e comportamenti di spesa", Bonanno Editore.

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- **V. ASERO**, V. Tomaselli (2020), "Evaluating the impact of a tourist event on a destination", in: D. Batabyal (Ed.), "Global Entrepreneurial Trends in the Tourism and Hospitality Industry", Hershey, PA: IGI Global.
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- **V. ASERO**, S. Patti (2010), “L’enoturismo in Sicilia: un’analisi empirica della domanda”, *Rassegna Economica*, Quaderni di Ricerca, vol. 19. ISSN: 1720-2515
- **V. ASERO**, S. Gozzo (2010), “La qualità nel settore turistico: un’analisi empirica”, *Rivista Italiana di Economia Demografia e Statistica*, vol. LXIV, n.1/2. ISSN: 0035-6832
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- **V. ASERO** (2009), “Tourism Development and the ‘Hidden’ Phenomenon”, in *The Annals of “Dunărea de Jos” University of Galati, Fascicle I, Economics and Applied Informatics, Year XV*. ISSN 1584-0409
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- **V. ASERO** “In Search of „Authenticity“ in Film Tourism Experience”, in: *Symposium on the Current and Future State of the Hotel and Locals Hospitality “Philoxenia”*, 7 March 2020. ATINER, The Athens Institute for Education and Research, ISBN: 978-960-598-310-9

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- **V. ASERO** (with D.M. Ponton) “In search of ‘Vigata’: rebranding Sicilian towns in a tourism perspective”, in: NAMING, IDENTITY and TOURISM, International Conference-Book of abstracts, 3-5 May 2018, University of Basilicata
- **V. ASERO** “Partnerships and business network among tourism enterprises: the case of Italy”, in: 11th Annual International Conference on Global Studies: Business, Economic, Political, Social and Cultural Aspects, Athens 18-21 December 2017. ATINER, The Athens Institute for Education and Research, ISBN: 978-960-598-171-6
- **V. ASERO** (with D.M. Ponton) “How sustainable is the concept of ‘sustainability’ in the tourism market?”, in: 6th Critical Approaches to Discourse Analysis Across Disciplines Conference. CADAAD 2016-Book of abstracts, 5–7 September, 2016, University of Catania
- **V. ASERO** (with S. Patti) “Wine tourism experience and consumer behaviour: the case of Sicily”, in: Consumer Behaviour in Tourism Symposium 2009-Collection of Abstract. Bruneck, South Tyrol, Italy, 15-19 December 2009, TOMTE/Free University of Bozen
- **V. ASERO** “Territorial Intensive Products and Quality Tourism Experiences”, in: 3rd IRT International Scientific Conference, Integrated Relational Tourism – Territories and Development in the Mediterranean Area –, Egypt, 24-26 October 2009, Gulotta Editore, 2009. ISBN 88-88276-16-5
- **V. ASERO** (with R. D’Agata & V. Tomaselli) “Comportamento del consumatore e domanda turistica in Sicilia: dalle motivazioni alle tipologie”, in: Mobilità del turismo regionale incoming. Aspetti socio-economici dei comportamenti e delle motivazioni, Convegno conclusivo PRIN 2007 - Palermo, 4-5 November 2010, Antipodes, Palermo. ISBN: 978-88-96926-04-8

Working papers

- **V. ASERO**, S. Patti, “From Wine Production to Wine Tourism Experience: the case of Italy”, Working paper N. 52, AAWE, American Association of Wine Economists.