

## Personal information

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Position	PhD student, Faculty of Economics, USI Università della Svizzera italiana
Affiliations	Institute for Economic Research (IRE); Tourism Observatory Canton of Ticino (O-Tur)
Institutional address	Via Giuseppe Buffi 6, 6900 Lugano, Switzerland
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LinkedIn	<a href="http://www.linkedin.com/in/evavroegop">www.linkedin.com/in/evavroegop</a>
Date of birth	22/06/1989
Citizenship	Dutch (Swiss permanent residence permit holder)

## Education

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- 03/2015 – present      **PhD student in Economics (30 ECTS)**  
*USI Università della Svizzera italiana, Lugano, Switzerland*
- Dissertation title: “What remains from holidays? Willingness to pay, post-trip emotions, and revisit intention” (thesis defense on 30/03/21)
  - Thesis committee:
    - Prof. Rico Maggi, *supervisor*, USI
    - Prof. Gianluca Colombo, *internal examiner*, USI
    - Prof. Christian Laesser, *external examiner*, University of St.Gallen
    - Prof. Joar Vittersø, *external examiner*, UiT The Arctic University of Norway
- 09/2011 – 10/2013      **MA in Economics and Communication, major in International Tourism (120 ECTS)**  
*USI Università della Svizzera italiana, Lugano, Switzerland*
- Final grade: summa cum laude (average grade: 9.13/10)
  - Master thesis title: “Tipping the balance? Exploring the relevance of coaching activities in organised water sport travels” (grade: 10/10)
  - Thesis committee:
    - Prof. Rico Maggi, *supervisor*, USI
    - Prof. Gianluca Carnabuci, *second reader*, USI
  - Electives: Corporate Social Responsibility; Entrepreneurship; Business Planning; Human Resource Management; Advertising and Branding
  - Selected for participation in CREATETALENT tourism mentoring programme
- 02/2011 – 07/2011      **Exchange semester in Tourism (30 ECTS) in addition to Bachelor’s degree**  
*Victoria University of Wellington, Wellington, New Zealand*
- Final grade: A (9.5/10)
    - Introduction to Tourism | Prof. Karen Smith (graded: A)
    - Business Environment of Tourism | Prof. Heike Schänzel (graded: A)
    - Principles of Tourism Management | Prof. Schänzel/Prof. Yeoman (graded: A)
  - Received invitation letter to top students from Victoria Management School
- 09/2007 – 07/2011      **BA in Administrative Law and Public Administration (180 ECTS)**  
*Tilburg University, Tilburg, the Netherlands*
- Final grade: with distinction
  - Elective: Cultural Psychology (language: English)
  - Obtained Challenge Programme certificate for extracurricular commitments

### **Holiday memories are valuable: Empirical evidence from spontaneously remembered vacations**

*Eva Vroegop, Rico Maggi*

Memories are important, and the literature suggests that in a context of tourism, memorable vacation experiences influence behaviour, i.e. revisit intention and word of mouth. Hence, there is ample evidence for the behavioural relevance of holiday memories on ex-post (subsequent) behaviour. However, if memories are relevant, then rational individuals will be aware of this and hence will seek for memorable experiences ex-ante. The question we are therefore seeking to answer in this research is whether this translates into willingness to pay for memorability of a vacation trip. Based on a representative sample of 1003 observations from a standing panel of the Swiss population, we derive marginal willingness to pay for memorability from a cross-sectional model of vacation expenditure.

*Keywords: memorability; vacation expenditure; willingness to pay; quantile regression*

### **How do you feel when you think of a past holiday? Exploring the role of novelty and intrinsic pleasantness in post-trip emotions**

*Eva Vroegop*

In spite of the growing literature showing a strong link between tourists' on-site emotions and Memorable Tourism Experiences (MTEs), a research gap exists for travellers' post-trip emotions. Drawing on recent advances in cognitive psychology, which emphasize the importance of retrospection for influencing emotions and decisions today, the present study addresses this lacuna by examining how today's appraisal of holiday experience-related novelty and intrinsic pleasantness affects emotions. Results from a representative sample of the German and French-speaking Swiss adult population ( $N = 1003$ ) demonstrate that recalled experiences appraised as best surprising or best expected trip moments elicit intense and positive emotions in the here and now as compared to moments evaluated as neutral, which graphically produces a "smile". This study contributes to the tourism literature by differentiating the novelty argument as also expectedness may elicit intense emotions depending on cross-cultural variation in appraisals and emotions. Findings are consistent with cognitive appraisal theory and reveal major implications for tourism industry stakeholders.

*Keywords: post-trip experience; emotions; autobiographical memories; cognitive appraisal theory (CAT)*

### **Rethinking past holidays: The gender-specific role of emotions for revisit intention**

*Eva Vroegop*

In recent years, Memorable Tourism Experiences (MTEs) and emotions have received much scholarly attention. Yet, their relationship with behavioural implications such as revisit intention remains poorly understood due to contradictory evidence, possibly caused by the decision structure of behaviourally different groups. Enquiring holiday trips that freely come to mind, this cross-sectional study based on a representative sample of the Swiss population approximates actual intention to repeat the holiday experience as closely as possible and examines the influence of the various determinants. This investigation adds to the literature by clarifying the gender-specific link between *post-trip* emotions and intention to repeat the same experience (IRE) in the near future. Results of a path analysis with two competing models not only reveal that post-trip emotions play a direct role in IRE only for women, but also support the mediating role of post-trip satisfaction for females. Interestingly, the decision structure of men is simpler, as their revisit intentions depend on trip characteristics only. Findings have important implications for tourism service providers.

*Keywords: memorable tourism experiences; revisit intention; emotions; tourist satisfaction*

*\* The first and third paper are ready to be submitted, while the second one is a working paper*

## Awards

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- 2020      **Academic Social Media winner**  
*USI Università della Svizzera italiana, Lugano, Switzerland*
- Awarded for the best academic social media posts (LinkedIn, Instagram, Facebook) about online learning experiences during the COVID-19 #USIlearning campaign
  - Awarded to the USI Master in International Tourism team consisting of our student assistant Viola Kola and myself
- 2019      **Best Conference Paper Award**  
*Consumer Behavior in Tourism Symposium (CBTS) 2019, Brunico-Bruneck, Italy*
- Awarded for the paper: “Is it all about smiles? Exploring the role of vacation memories in post-trip emotions”
  - Organized by the Centre in Tourism Management and Tourism Economics (TOMTE), Free University of Bozen-Bolzano
  - Conference chairs: Prof. Oswin Maurer and Prof. Serena Volo
- 2019      **USI Shadowing Grant 2019 (CHF 4000)**  
*USI Università della Svizzera italiana, Lugano, Switzerland*  
Grant awarded for working with Prof. Noel Scott at the Sustainability Research Centre (SRC) of the University of the Sunshine Coast (USC) in Queensland, Australia
- 2013      **Highest distinction for Master’s Degree in International Tourism (Summa Cum Laude)**  
*USI Università della Svizzera italiana, Lugano, Switzerland*
- Final grade: 9.13/10
  - Completed the Master (120 ECTS) within four semesters without retaking any exams
- 2011      **Victoria Management School (VMS) invitation to top students (First-Class Level)**  
*Victoria University of Wellington, Wellington, New Zealand*
- Final semester grade: A (9.5/10)
  - Achieved a first-class level in at least three courses during 2011 (I took three courses during one exchange semester with a credit load of 10 ECTS each)
- 2009      **International Student Exchange Scholarship (CHF 1100)**  
*Tilburg University, Tilburg, the Netherlands*
- Selected for exchange place with the Victoria University of Wellington, New Zealand

## Research experience

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- 07/2020 – present      **Researcher**  
*Tourism Observatory of the Canton of Ticino (O-Tur), Lugano, Switzerland*
- Delivered qualitative analysis of blogs and news articles for the study “International tourism trends before and induced by COVID-19”
  - Study on MICE education in Ticino (in progress)
- 07/2019 – 09/2019      **Visiting researcher**  
*University of the Sunshine Coast (USC), Queensland, Australia*
- Invited by Prof. Noel Scott at the Sustainability Research Centre (SRC)
  - Visited Griffith Institute for Tourism (ranked #3 in the world in 2020)

06/2018 – 09/2018      **Field researcher**  
*Tourism Observatory of the Canton of Ticino (O-Tur), Lugano, Switzerland*  
External research project commissioned by the UNESCO World Heritage Benedictine Convent of St. John at Müstair, Switzerland

- Created a visitor survey together with Prof. Rico Maggi
- Collected data on-site in English, Italian, (Swiss) German, and French
- Obtained 640 completed questionnaires within 4 days (36.9% response rate)

08/2008 – 08/2010      **Research assistant**  
*Department of Public Law and Governance, Tilburg University, the Netherlands*

- Conducted qualitative data analysis, wrote literature reviews, and prepared presentations for Prof. Frank Hendriks
- Edited and proofread Prof. Frank Hendriks' book "Vital Democracy" (English)

#### Invited talks

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16/04/2021      **"Exploring the role of novelty and intrinsic pleasantness in post-trip emotions"**  
*Centre for Tourism and Leisure Research (CeTLER), Dalarna University, Falun, Sweden*

Fall 2020      **Public seminar on sustainability and tourism** (postponed due to COVID-19)  
*Consulate of Switzerland in Venice, Venice, Italy*  
Invited talk on sustainable tourism at the Consulate of Switzerland in Venice (in Italian)

#### Conference papers presented

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12/2019      "Is it all about smiles? Exploring the role of vacation memories in post-trip emotions"  
**Consumer Behavior in Tourism Symposium (CBTS), Brunico-Bruneck, Italy**

09/2019      "What remains from vacations? Relevance and value of vacation memories"  
**International Association for Tourism Economics (IATE), La Plata, Argentina**

05/2019      "What remains from vacations? Relevance and value of vacation memories"  
**Swiss Transport Research Conference (STRC), Monte Verità Ascona, Switzerland**

12/2018      "Evaluating vacation memories in space and time"  
**Consumer Behavior in Tourism Symposium (CBTS), Brunico-Bruneck, Italy**

12/2017      "What remains from vacations?"  
**Consumer Behavior in Tourism Symposium (CBTS), Brunico-Bruneck, Italy**

06/2017      "The present value of the past: Evidence of vacation memories and satisfaction with life"  
**International Association for Tourism Economics (IATE), Rimini, Italy**

12/2016      "What remains from a holiday?"  
**Consumer Behavior in Tourism Symposium (CBTS), Brunico-Bruneck, Italy**

12/2015      "What remains from a holiday?"  
**Consumer Behavior in Tourism Symposium (CBTS), Munich, Germany**

## Teaching experience

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- 06/2014 – present      **Programme coordinator interfaculty USI Master in International Tourism (full-time)**  
*USI Università della Svizzera italiana, Lugano, Switzerland*  
*Faculty of Economics and Faculty of Communication, Culture and Society*  
I coordinated a two-year interdisciplinary Master's programme (120 ECTS) involving 75 enrolled students (20 to 25 students per class from 12 different countries) and 20 professors.  
Teaching: each academic year, I organized the following graduate courses:
- Sustainable Tourism Colloquium | Prof. Rico Maggi
  - Tourism Economics | Prof. Rico Maggi
  - Architecture and Tourism | Prof. Rico Maggi
  - Tourism Field Project | Prof. Erik Larsen
  - Study Tour | Prof. Rico Maggi
- Online marketing: made the website of our Master ([www.usi.ch/mt](http://www.usi.ch/mt)) into the 2<sup>nd</sup> most visited webpage of all university programmes based on integrated marketing strategy  
Logistics: organized 20+ international study trips for our Master students to Venice (Architecture and Tourism course) and numerous European city destinations  
Programme development: developed *Sustainable Tourism Colloquium* course with Prof. Rico Maggi; *Tourism Career Lab* with Prof. Lorenzo Cantoni; *Tourism Field Project* with Prof. Erik Larsen; *Master Thesis coaching* with Prof. Rico Maggi; developed Minor in Sustainable Management and Minor in eTourism; set up exchange agreement with MODUL University Vienna  
Quality assurance: enhanced student learning by proposing course updates to teachers for 25 tourism Master courses based on student feedback each semester
- 08/2008 – 08/2010      **Teaching assistant (part-time)**  
*Department of Public Law and Governance, Tilburg University, the Netherlands*  
Each academic year, I organized three undergraduate courses (in Dutch):
- Atelier on Mediocracy | Prof. Frank Hendriks
  - Networks and Institutions in Public Administration | Prof. Frank Hendriks
  - Public Administration Colloquium on Globalisation | Prof. Paul van Seeters

## Industry experience

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- 07/2013 – 11/2013      **Research intern**  
*Leisure Economy Team, Department of Economy and Sustainability, Province of Zeeland, Middelburg, the Netherlands*
- Conducted face-to-face interviews with 25+ ocean sailing stakeholders
  - Presented exploratory study based on an international benchmark for repositioning the seaside resort of Breskens (NL) as an ocean sailing hub
- 03/2009 – 07/2009      **Research intern**  
*House of Representatives of the Netherlands, The Hague, the Netherlands*
- Studied a recurrent mobility policy issue from an interdisciplinary perspective
  - Presented report discussing strategies how to deal with the policy issue

## Industry conferences

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2019	Global Summit	<i>Association for Corporate Travel Executives</i>	Amsterdam (NL)
2019	G20s Summit	<i>Association of Italian Beach Destinations</i>	Castiglione d.P. (IT)
2019	WORLD.MINDS	<i>WORLD.MINDS Foundation</i>	Belgrade (SRB)
2018	Swiss Tourism Forum	<i>SECO Swiss State Secretariat for Economic Affairs</i>	Bern (CH)
2018	Global Summit	<i>Association for Corporate Travel Executives</i>	Paris (FR)
2018	G20s Summit	<i>Association of Italian Beach Destinations</i>	Bibione (IT)
2017	Global Summit	<i>Association for Corporate Travel Executives</i>	London (UK)
2016	Global Summit	<i>Association for Corporate Travel Executives</i>	Amsterdam (NL)
2016	Schweizer Ferientag	<i>Switzerland Tourism</i>	Lugano (CH)
2015	Global Summit	<i>Association for Corporate Travel Executives</i>	Paris (FR)
2015	Schweizer Ferientag	<i>Switzerland Tourism</i>	Zermatt (CH)
2014	Global Summit	<i>Association for Corporate Travel Executives</i>	Copenhagen (DK)

## PhD courses

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		ECTS	grade
2020	<b>Content Analysis and Natural Language Processing in R</b> <i>Swiss Social Science Methods Summer School</i> Prof. Thomas Hills, University of Warwick, Coventry, United Kingdom	3	N/A
2020	<b>Behavioural Economics</b> <i>University of Toronto, Canada</i> Prof. Dilip Soman	4.5	9.5/10
2018	<b>Academic Teaching of Economics, Management, and Communication</b> <i>USI Università della Svizzera italiana, Lugano, Switzerland</i> Prof. Lorenzo Cantoni, Dr. Stefano Tardini	3	N/A
2018	<b>Design Thinking for Research</b> <i>Swiss Social Science Methods Summer School</i> Dr. Sebastian Kernbach, University of St.Gallen, Switzerland	3	N/A
2017	<b>Analysis of Variance</b> <i>Swiss Social Science Methods Summer School</i> Prof. Duncan Guest, Nottingham Trent University, United Kingdom	3	N/A
2017	<b>Big Data and Research</b> <i>USI Università della Svizzera italiana, Lugano, Switzerland</i> Prof. David Lyon, Queen's University, Canada	1.5	N/A
2017	<b>Research Policy and Grant Proposal Writing</b> <i>USI Università della Svizzera italiana, Lugano, Switzerland</i> Prof. Benedetto Lepori	1.5	N/A
2017	<b>Quantitative Methods</b> <i>USI Università della Svizzera italiana, Lugano, Switzerland</i> Prof. Annegret Hannawa	3	N/A
2017	<b>Legal and Ethical Aspects of Research</b> <i>USI Università della Svizzera italiana, Lugano, Switzerland</i> Prof. Bertil Cottier, Prof. Peter Seele	1.5	N/A

2016	<b>Qualitative Research Methods</b> <i>USI Università della Svizzera italiana, Lugano, Switzerland</i> Prof. Jeanne Mengis, Prof. Michael Gibbert	3	N/A
2015	<b>Latent Variable Modelling and Structural Equation Modelling</b> <i>London School of Economics and Political Science, London, UK</i> Prof. Irini Moustaki	3	A

## Workshops

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2020	<b>Stress Resilience and Wellbeing in Academia</b> <i>USI Università della Svizzera italiana, Lugano, Switzerland</i> Dr. Desiree Dickerson, academic mental health and wellbeing expert		
2019	<b>Eye-tracking with Tobii Studio Eye-tracker</b> <i>USI Università della Svizzera italiana, Lugano, Switzerland</i> Prof. Lorenzo Cantoni		
2019	<b>Positive Psychology and Life Coaching Applications in Education and Academia</b> <i>International Coach Federation (ICF) Switzerland, Ticino Chapter, Lugano, Switzerland</i> John Williams, MCC		
2018	<b>Winter School in Consumer Behavior and Tourism Analytics</b> <i>Free University of Bozen-Bolzano (UNIBZ), Brunico-Bruneck, Italy</i> Prof. Serena Volo, Prof. Noel Scott, Prof. Giampaolo Viglia		
2017	<b>Happiness and Choice Models</b> <i>Institute for Economic Research (IRE), Lugano, Switzerland</i> Prof. Maya Abou Zeid, American University of Beirut (AUB)		
2016	<b>Swissnex Digital Campus</b> <i>USI Università della Svizzera italiana, Lugano, Switzerland</i> Julia Kuhn Mirza, Swissnex San Francisco		
2015	<b>Quest for Meaning on Holiday: Future Trend? ("Sinnsuche im Urlaub: Reisetrend der Zukunft?")</b> <i>EURAC Research, Bozen-Bolzano, Italy</i> Prof. Harald Pechlaner		
2010	<b>Intercultural Communication</b> <i>Tilburg University, Tilburg, the Netherlands</i> Madde Willemsen, Yvonne Fijneman		

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Peer reviewing	Journal impact factor
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2018	Tourism Economics	1.819
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## Community service

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### 2020 **Jury member of the online Hackathon “The Future of Tourism in Ticino” (www.fu-turismo.ch)**

*Impact Hub Ticino, Lugano, Switzerland*

- Invited to evaluate 12 projects that explored the potential of positive transformation that tourism can bring for a better quality of life of local residents, tourism workers, and tourists
- Project themes: tourism and nature, inclusive tourism, transformative tourism, enogastronomy and tourism, industrial heritage, and year-round tourism

### 2019 **Project member USI Quality Assurance Service**

*USI Università della Svizzera italiana, Lugano, Switzerland*

- As a result of the ideas I presented during meetings of programme coordinators, the USI Quality Assurance Service asked me to map workflows and roles in each process in our Master
- Project goal: convert the knowledge I gained over the years as a programme coordinator of the USI Master in International Tourism into institutionalised behaviour

### 2018 **Conference volunteer**

*Regional Studies Association (RSA), London, United Kingdom*

I supported the organization throughout the four-day annual conference in Lugano, Switzerland

### 2012 **Tour leader bushcraft and kayak trip to Tiveden National Park, Västergötland, Sweden**

*Outline Travel in collaboration with SIEGURD.nl, Veenendaal, the Netherlands*

- Responsible for coaching 15 adolescents (16-20 years old) during 10-day backcountry trip
- Received 3 days of didactic training and certificate for safely driving 9-person vans with trailer

## Research interests

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Well-being: nature-based tourism and sustainable tourism

Cognitive and positive psychology approaches to understanding tourist behaviour

Travel products focusing on personal development

Design thinking and tourism experience design

Talent development in higher tourism education

Tourism economics (utility, preferences, constraints)

## Hard skills

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STATA

R

SPSS

LaTeX

Qualtrics

Microsoft Office

WordPress

HTML

Google Ads

Google Analytics

NVivo

Tobii Pro Studio Eye-tracker

Blackboard and Moodle

Mentimeter

Turnitin

## Soft skills

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Writing

Organising

Complex and creative problem solving

Intercultural communication

Mentoring (I guided 7 student assistants from 7 different countries each for one year)



## Languages

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Dutch	native language
English	fluent
Italian	fluent
(Swiss) German	fluent
French	intermediate

## Professional development

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- 03/2019 – 03/2020     **Mentee**  
*USI Università della Svizzera italiana, Lugano, Switzerland*
- Mentored by Prof. Daniela Mondini, then Pro-Rector for Research in the Humanities and Equal Opportunities
  - Received guidance and advice to embark on the academic career path
- 01/2019 – 01/2020     **Mentee**  
*365 Dagen Succesvol (“365 Days of Success”), Amsterdam, the Netherlands*
- 1-year programme focusing on tools for professional and personal growth
  - Completed online exercises each day and during 5 weekend seminars on-site
- 10/2012 – 04/2013     **Mentee**  
*CREATETALENT tourism mentoring programme, Lugano, Switzerland*
- Received career guidance from Stephen Schwer, a tourism industry professional based in Australia