

Personalia**Giovanna Bertella**

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Nationality: Italian

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Current position

Associate Professor

School of Business and Economics, UiT- The Arctic University of Norway

Tromsø, Norway

Institutional webpage:

https://uit.no/om/enhet/ansatte/person?p_document_id=76891&p_dimension_id=226746

Research interests

Theoretical perspectives: Management (knowledge and collaboration), Marketing (experiential marketing, consumer culture theory), Entrepreneurship/Innovation (practice-based and institutional theory).

Research methods: qualitative methods, creative writing.

Fields of study: 1) Tourism and leisure studies 2) Food studies (food consumption from an animal ethics perspective, sustainability, rural entrepreneurship) 3) Futures studies.

Education

2008 – 2012: PhD degree

Department of Sociology, Political Science and Community Planning, University of Tromsø, Norway. Dissertation *A study about knowledge and learning in small-scale tourism in rural and peripheral areas*

1999 – 2006: Master degree in Educational Studies. Department of Education, University of Tromsø, Norway

1992 – 1998: Master degree in Business Administration. Faculty of Business Economics at University of Florence, Italy

1988 – 1992: High School degree in Classical Studies. Liceo Ginnasio Michelangiolo, Firenze, Italy

Previous positions	<p>January 2008 – February 2012: Research Fellow. Department of Engineering and Safety, University of Tromsø, Norway</p> <p>August 2000 – January 2008: University College Teacher. Tromsø University College, Engineering and Economics Department, Tromsø, Norway</p> <p>January 1999 – January 2002: Course Leader, Italian language. Folkeuniversitetet, Tromsø, Norway</p>
Visiting positions	Spring 2014, Spring 2016, Spring 2019: Università' di Macerata, Italy
Teaching and supervision	<p>2018 – present: PhD supervision, <i>New opportunities for added value through short food supply chains and sustainably</i> by Hilde Halland</p> <p>2017 – present: PhD supervision, <i>Sustainable Business Models in Tourism</i> by Samira Sahebalzamani</p> <p>2008 – present: Bachelor and Master courses and supervision: Marketing, Organizational studies, Method</p> <p>2000 – 2008: Bachelor courses and supervision: Marketing, Organizational studies, Method, Business Administration</p>
Institutional responsibilities	<p>Fall 2018 - present : leader of the research group REIS (Research on Entrepreneurship, Innovation and Sustainability)</p> <p>Spring 2016: organizer/coordinator REU 3-day seminar at the Università' di Macerata, (Italy)</p> <p>Spring 2016 and spring 2017: member of the organizational and scientific committee of the International Student Competition by the Università' di Macerata (Italy)</p> <p>2006 – 2008: team leader Business and Administration, Tromsø University College (bachelor study program development and administration), Norway</p>
Member of PhD scientific committees	2018: Università' di Cagliari (Italy). PhD dissertation: <i>Nascent entrepreneurs and the role of gender</i> by Luca Naitana

2018: Università di Macerata (Italy). PhD dissertation: *Food, symbolism and authenticity in the Italian-American migration process* by Alessandra Campanari

2018: Università di Macerata (Italy). PhD dissertation: *Sustainable tourism and value co-creation: challenges and opportunities in rural areas* by Eleonora Belletti

Member of PhD administrative committees

2018: UiT The Arctic University of Norway. PhD dissertation: *Embracing stakeholder engagement in sustainability-oriented innovation* by Babak Ghassim

2018: UiT The Arctic University of Norway. PhD dissertation: *Indulging in Premium versus Luxury products: Seeking justification to avoid regrets* by Sarah Joy Lyons

2016: UiT The Arctic University of Norway. PhD dissertation: *Exploring social influences on children's food attitudes and consumption* by Siril Alm

Member of PhD positions evaluation committees

2018: UiT The Arctic University of Norway. Evaluation of applications for PhD position in innovation and entrepreneurship

2016: UiT The Arctic University of Norway. Evaluation of applications for PhD position in innovation and entrepreneurship

2015: UiT The Arctic University of Norway. Evaluation of applications for PhD position in marketing

Reviewer

Current Issues in Tourism, Tourism Management, Tourism Planning and Development, International Journal of Contemporary Hospitality Management, International Journal of Hospitality Management, International Journal of Tourism Research, Journal of Ecotourism, International Food and Agribusiness Management Review, Sustainability

Research groups/ Projects/ Editorial boards

2018 – present: REIS (Research on Entrepreneurship, Innovation and Sustainability)

2016 – 2018: REU (Research on Entrepreneurial University), EMMI (Experiential Marketing Management and Innovation)

2015 – 2017: Opplevelser i Nord / Northern InSighths

2018 – present: Member of the Editorial Advisory Board of *Annals of Leisure Research*

2016 – present: Member of the Editorial Board of *Journal of Gastronomy and Tourism*

Scientific publications

Bertella, G., & Vidmar, B. (2019). Learning to face global food challenges through tourism experiences. *Journal of Tourism Futures*

Bertella, G., Tomasi, S., Donhie Legernes, M., & Andersen, M. (2019). Let's Zing: engaging tourism companies and tourists in ocean plastic clean-up. *Journal of Ecotourism*

Bertella, G., Fumagalli, M., & Williams-Grey V. (2019). Wildlife tourism through the co-creation lens. *Tourism Recreation Research*

Sahebalzamani, S., & **Bertella, G.** (2018) Business Models and Sustainability in Nature Tourism: A Systematic Review of the Literature. *Sustainability*, 10 (9)

Bertella, G. (2018). Sustainability in wildlife tourism: challenging the assumptions and imagining alternatives. *Tourism Review*

Bertella, G. (2018). Problematizing the ethical “taste” of authenticity. *Tourism and Gastronomy*

Bertella, G. and Droli, M. (2018). Creative practices of local entrepreneurs reinventing built heritage. In C. Palmer and J. Tivers (eds) *Creating Heritage for Tourism*. Routledge

Bertella, G., Cavicchi, A. and Santini, C. (2018). Bringing together tourism practices: experiences from the International Student Competition of Fermo (Italy). In H. Halkier, L. James and C. Ren (eds) *Practice Theory and Tourism*. Routledge

Bertella, G. (2018). Participatory action research and collaboration in CSR initiatives by DMOs, *Journal of Ecotourism*, DOI: 10.1080/14724049.2018.1482904

Cavicchi, A., Frontoni, E., Pierdicca, R., Rinaldi, C., **Bertella, G.**, Santini, C. (2018). Participatory location-based learning and ICT as tools to increase international reputation of a wellbeing destination in rural areas: a case study. In I. Azara, E., Michopoulou, F. Niccolini, B. D., Taff and A. Clarke (eds) *Tourism, Health, Wellbeing and Protected Areas*. Cabi. Pp. 82-94.

Bertella, G. (2018). Vegetarian for a day or two. In A., Hardy, A., Bennett and B. Robards (eds) *Neo-tribes: Consumption, Leisure and Tourism*. Palgrave. Pp. 33-50.

Bertella, G. (2018). Vegetarian Ecofeminism: emerging tourism practices by institutional entrepreneurs. In B. Grimwood, K., Caton and L. Cooke (eds). *New Moral Natures in Tourism*. Routledge. Pp. 86-98.

Bertella, G. (2018). Animals off the menu: how animals enter the vegan food experience. In C. Kline (ed) *Animals, Food and Tourism* (pp. 67–81). Oxon: Routledge.

Bertella, G. (2018). Dog walking in urban greenspaces. In C. M. Hall, Y. Ram and N. Shoval (eds.). *The Routledge International Handbook of Walking*. Routledge.

Bertella, G. (2017). An eco-feminist perspective on the co-existence of different views of seals in leisure activities. *Annals of Leisure Research* doi: [10.1080/11745398.2017.1415152](https://doi.org/10.1080/11745398.2017.1415152).

Bertella, G., Cavicchi, A., Bentini, T. (2017). The reciprocal aspect of the experience value: tourists and residents celebrating weddings in the rural village of Petritoli (Italy). *Anatolia: An International Journal of Tourism and Hospitality Research*. doi: 10.1080/13032917.2017.1381854.

Bertella, G. and Acquarone, M. (2017). Reply to ‘Swim encounters with Killer Whales (*Orcinus orca*) off Northern Norway: interactive behaviours directed towards Human Divers and Snorkelers obtained from opportunistic underwater video recordings¹. *Journal of Ecotourism*. doi: <http://dx.doi.org/10.1080/14724049.2017.1368272>.

Bertella, G. and Rossi Romanelli, C. (2017). Tourism initiatives developed through collaboration with foreign organizations: the emergence of responsible practices in Cuba. *Tourism Planning & Development*. doi: 10.1080/21568316.2017.1349688.

Bertella, G. (2017). Wedding tourism. In L. Lowery (ed). *The SAGE International Encyclopedia of Travel and Tourism*. Sage Publications. ISBN 9781483368948.

Bertella, G. (2017). Factors of peripherality: whale watching in Northern Norway. In Y.-S. Lee, D. Weaver and N. Prebensen (eds) *Arctic Tourism Experiences Production, Consumption and Sustainability*. CABI.

Bertella, G. (2017). Well-being in wildlife experiences: feeling good for the animals?. In N. Prebensen and J. Chen. *Nature-based Tourism*. Routledge

Bertella, G. (2017). The emergence of Tuscany as a wedding destination: the role of local wedding planners. *Tourism Planning & Development*, 4 (1): 1 - 14.

Bertella, G. and Cavicchi, A. (2017). From sharecroppers to “flying farmers”: new forms of tourism entrepreneurship in rural areas. *E-Review of Tourism Research*.

Bertella, G. (2016). Experiencing nature in animal-based tourism. *Journal of Outdoor Recreation and Tourism* 14: 22 – 26.

Bertella, G. and Vester, H. I. (2015). Whale watching in Norway caught between more traditional hunting canons and the lucrative promise of seismic airguns. *Tourism in Marine Environments* 11 (1). ISSN 1544-273X. Pp. 73 - 77.

Bertella, G. (2015). Celebrating the family abroad: the wedding tourism experience. *Annals of Leisure Research* 18 (3). ISSN 1174-5398. Pp. 397 - 413.

Bertella, G. (2014). Running, walking, wining and dining in the Chianti countryside: the development of an active eno-gastronomic event and the changing role of the stakeholders. In A. Cavicchi and C. Santini (eds) *Food and Wine Events in Europe*. Routledge. Pp. 100 - 109.

Bertella, G. (2014). The co-creation of animal-based tourism experiences. *Tourism Recreation Research* 39 (1). ISSN 0250-8281. Pp. 115 – 126.

Bertella, G. (2014). Designing small-scale sport events in the countryside. *International Journal of Event and Festival Management* 5 (2). ISSN 1785-2954. Pp. 132 – 145.

Bertella, G. (2014). The ethical and local dimensions of sustainable development in relation to small and medium-sized firms participating in tourism-relevant projects. *European Journal of Tourism, Hospitality and Recreation* 5. ISSN 2182-4916. Pp. 35 - 54.

Bertella, G. (2013). Northern lights chase tours. Experiences from Northern Norway. *Journal of Northern Studies* 7 (2). ISSN 1654-5915. Pp. 95 - 116.

Bertella, G. (2013). Photography and northern lights tourism in Tromsø, Norway. *Northern Review* 2013 (37). ISSN 0835-3433.

Bertella, G. (2013). Ethical content of pictures of animals in tourism promotion. *Tourism Recreation Research* 38 (3). ISSN 0250-8281. Pp. 281 – 294.

Bertella, G. (2012). A study about knowledge and learning in small-scale tourism in rural and peripheral areas. PhD thesis.

Bertella, G. (2011). Wildlife tourism and natural sciences knowledge: challenges and critical factors. *Scandinavian Journal of Hospitality and Tourism* Vol. 11 (1). ISSN 1502-2250. Pp. 97 - 114.

Bertella, G. (2011). Communities of practice in tourism: working and learning together. An illustrative case study from Northern Norway. *Tourism and Hospitality Planning & Development* 8 (4). ISSN 1479-053X. Pp. 381 - 397.

Bertella, G. (2010). Knowledge in food tourism: the case of Lofoten and Maremma Toscana. *Current Issues in Tourism* ISSN 1368-3500. Pp. 1 - 17.

Other publications

Bertella, G. (2019). Report about whale watching situation in Northern Norway. *Ocean Sounds Newsletter*.

Acquarone, M., Baker, R., & **Bertella, G.** (2016). Guidelines for whale watching activities. Visit Tromsø.

<https://www.visittromso.no/no/retningslinjer-hvalsafari>

Bertella, G., & Cavicchi, A. (2015.) Marchigiane families open their homes to tourists: sharing food and stories at the dinner table *Journal of Tourism and Gastronomy* 1 (1). ISSN 2169-2971. Pp. 69 – 70.

Talks

Tomasi, S., **Bertella, G.,** & Cavicchi, A. (2019). Tourism engagement and wellbeing from a learning perspective. AIEAA Tomorrow's food. Economic and social aspects of agritourism and its impact on the territory 2019-06-13 - 2019-06-14 2019.

Tomasi, S., **Bertella, G.,** Santini, C., & Cavicchi, A. (2017). The role of higher education learning communities in enhancing the attractiveness of rural areas. Culinary and Wine Tourism Conference, Krems, Austria, 18.-21.10.2017.

Sahebalzamani, S., & **Bertella, G.** (2017). Emerging Business Models and Sustainability in Whale-Watching: The case of Northern Norway. Encuentros/AIRTH 2017 t Innovation in Tourism and Hospitality Preparing for the Future AIRTH Conference, Portoroz, Slovenia, 23.-25.03.2017.

Bertella, Giovanna (2016). Innovating under the Tuscan sun: the emergence of a tour operator network re-inventing the tourism experience. ECONA bedriftsøkonomisk forening. Tromsø (Norway), November 2016.

Pierdicca, R., Cavicchi, A., Santini, C., Rinaldi, C., **Bertella, G.**, & Frontoni, E. (2016). Experiences from the first international student competition in Fermo (Italy) on “Place branding and Mediterranean Diet”. *Enhancing Sustainable Tourism in Adriatic-Ionian Region through co-creation: the role of Universities and Public-Private Partnerships*. Macerata (Italy), September 2016.

Droli, M., Panizza, M., & **Bertella, G.** (2016). Business model for the self-financing of erratic territorial development processes. A case study. *The XX International Interdisciplinary Conference: The Erratic Behavior of the Landscape-cultural Mosaic: Emotion, Energy, Experience*. Reggio Calabria (Italy), July 2016.

Bertella, G. (2016). The student competition as a temporary collective learning environment to foster communities of practice. *International Student Competition of Fermo, Italy*. Fermo (Italy), May 2016.

Bertella, G., & Droli, M. (2015). The Albergo Diffuso business model and the creation of community wellbeing. *6th Advances in Tourism Marketing Conference*. Joensuu (Finland), September 2015.

Bertella, G. (2015). Wellbeing in wildlife experiences: feeling good for the animals?. *6th Advances in Tourism Marketing Conference*. Joensuu (Finland), September 2015.

Bertella, G. (2015). Value creation in whale watching: the challenges of a growing sector. *Whale watching course Visit Tromsø*. Tromsø (Norway), January 2015.

Bertella, G. (2015). Value creation in whale watching: possibilities for a high quality responsible practice. *Whale watching course Visit Tromsø*. Tromsø (Norway), November 2015.

Bertella, G. (2014). Animals and adventure tourism activities in Northern Norway. *International Adventure Tourism Conference*. Sogndal (Norway), November 2014.

Bertella, G., & Cavicchi, A. (2014). From sharecroppers to "flying farmers" in Marche region: a multiple case study on new forms of tourism entrepreneurship in rural areas. *Consumer behavior in Tourism Symposium*. Brunico (Italy), December 2014.

Bertella, G. (2014). SMEs and the ethical and local dimensions of sustainable development. *II International Conference of Tourism, Hospitality and Recreation*. Lisbon (Portugal), May 2014.

Bertella, G. (2013). Sport events and destination image: running under the midnight sun in northern Norway. *International Tourism Congress_ Destination image and sustainability*. Pernice (Portugal), November 2013.

Bertella, G. (2013). Embodied tourism experiences and rural events: the case of Ecomaratona del Chianti. *Active Countryside Tourism Conference*. Leeds (UK), January 2013.

Bertella, G. (2012). Extraordinary and memorable experiences in the Arctic: photographic portraits under the northern light. *Tourism, Training and Innovation: Research and Experiences*. Lisbon (Portugal), November 2012.

Bertella, G. (2011). A knowledge-based model for the development of food tourism. *Wine and Food Tourism First European Conference*. Volterra (Italy), April 2011.

Bertella, G. (2011). Networks of small tourism actors going online: the case of the «Innovative Experiences» network. *Conference on Social Media in Hospitality and Tourism*. Verona (Italy), October 2011.

Bertella, G. (2010). Kunnskap og matturisme med utgangspunkt i Toscana og Lofoten. *Lofoten Internasjonale Matfest Svolvær* (Norway), August 2010.