

Miriam Edith SCAGLIONE

Chemin de Mornex 5 A

1003 Lausanne

Private telephone: + 41 21 320 15 81

Mobile telephone: + 41 76 346 07 36

Email : mes@citycable.ch
miriam.scaglione@hevs.ch

Google scholar: <http://scholar.google.ch/citations?user=oadtFvgAAAAJ&hl=fr>

Researchgate: http://www.researchgate.net/profile/Miriam_Scaglione

HES-So Valais: <https://www.hevs.ch/fr/rad-instituts/institut-tourisme/collaborateurs/professeure-hes/scaglione-785>

Nationality : Argentina/Italy/Switzerland

Place of birth : Buenos Aires (AR)

Date of birth : 6 January 1959



EDUCATION

Sep-30-1999	Master in Statistics. University of Neuchâtel, Switzerland
Sep-20-1996	Docteur of Sciences (PhD). University of Neuchâtel, Switzerland.
Dec-9-1993	Data Base certificate. <i>École polytechnique fédérale de Lausanne</i> (EPFL), Switzerland
Oct-19-1990	Master in Cognitive Sciences. <i>École des hautes études en sciences sociales</i> , Paris, France.
Aug-8-1983	Bachelor in Computer Sciences. Faculty of Sciences, University of Buenos Aires, Argentina.
Oct-23-1981	Bachelor of Science in Mathematics. Institute of Higher Education Joaquin V. González, Buenos Aires, Argentina.
1972-1976	Graduated from High School. <i>Nuestra Señora de la Misericordia.</i> Buenos Aires, Argentina

CURRENT ACADEMIC POSITION -University of Applied Sciences and Arts Western Switzerland Valais (HES-SO Valais)

From 2009	Professor HES and Senior researcher at Institute of Tourism Full time
From 2009	Professor HES of <i>Research Methods</i> (qualitative and quantitative) in Marketing courses, Bachelor of tourism

ACADEMIC EXPERIENCE IN EUROPE SINCE 2000

Nov. 2008 - Feb. 2015	Teaching multivariate analysis MBA -HES-SO, Switzerland
Sep 2004 - Oct. 2008	Senior researcher – Institute of Economics & Tourism HES-SO Valais
2001-2004	Professor at <i>École hôtelière de Lausanne</i> (EHL)
1997 - 2001	Senior Researcher, IDHEAP, Chavannes-près-Renens, Switzerland.

LANGUAGE SKILLS

Spanish: Mother tongue	English: Excellent skills	French: Excellent skills	Italian: Good skills
German: Basic skills			

DISTINCTIONS SINCE 2010

2018	Best research paper - 4th Advance in Destination Management Forum-St Gallen June 13-18 2018. Co-authors : Baggio, Rodolfo http://www.advances-destinationmanagement.com/about-adm/
2018	Third Prize at Enter 2018. Co-authors Johnson, Colin; Favre, Pascal
2017	Second Prize at Enter 2017. Co-author: Baggio, Rodolfo
2016	Prize Aiest category applied research co-authors Steiner, Thomas.; Baggio, Rodolfo; Favre, Pascal
2014	Third Prize at Enter 2014 Co-author: Schegg, Roland
2013	Chair of the evaluation panel for Research Field 1 (economic and social sciences) in the International Assessment Committee at the Mid Sweden University, Sweden
2013	Co-editor of the special issue “Flash Indicators”- <i>International Journal of Forecasting</i> , 4(29), 642-643
2012	Prix Emerald best research in tourism Aiest
From 2011	President of the Swiss Chapter of the IFITT <i>International Federation for Information Technology and Travel & Tourism</i>
2010	General Chair of the 7th IIF Workshop on Flash indicators at Verbier, Switzerland

SAMPLE OF PROJECTS AS TEAM LEADER (SINCE 2015)

Begin	Name (duration)	Grant / Customer / Research partners	Funds Sfr	Description
2015	Economical contribution tourism on Fribourg Canton (6 months)	<i>Union fribourgeoise du Tourisme</i>	30'000	Estimation of the economic impact on the Canton of Fribourg
2015	Economical contribution tourism on Val de Charmey (FR) (6 months)	<i>Commune de Val de Charmey</i>	32'000	Estimation of the economical contribution on local taxes by cable car companies
2015	<i>Traveller behaviour deep dive</i> (18 months)	Fund: RCSO <i>Economie & Management</i> HES-SO. Sectorial /industrial partners : <i>Leukerbad Tourismus</i> , the <i>Union fribourgeoise du Tourisme</i> . Research partners HEG-GE (HES-SO Geneva), Bocconi University -Milan (IT)	99'690	Exploitation in pseudo-real time of geo-localised data in order to analyze the consumption behavior of tourists
2017	Evolution prix hôtellerie CH (3 months)	<i>Hotelleriesuisse</i>	7'680	Analysis of room rates evolution in the last 20 years as a support for the so called <i>Bischof law</i> .
2017	Economical contribution tourism on Fribourg Canton Part II (12 months)	<i>Union fribourgeoise du Tourisme</i>	33'000	Estimation of the economic impact on the Canton of Fribourg
2017	Notoriété Casino de Montreux (3 months)	Casino de Montreux	9'600	Collect information and analyze the reputation of the Casino Barrière Montreux in the Lake Geneva area

RESTRICTED LIST OF PUBLICATIONS RELEVANT FOR THE PROJECT in bold since 2015

- Baggio, R., & Scaglione, M. (2018). Strategic visitor flows and destination management organization. *Information Technology & Tourism*, 18(1), 29-42. doi:10.1007/s40558-017-0096-1**
- Croushore, D., Ruiz, E., & Scaglione, M. (2013). Introduction to Flash Indicators. *International Journal of Forecasting*, 4(29), 642-643.
- Falk, M., & Scaglione, M. (2018). Effects of ski lift ticket discounts on local tourism demand. *Tourism Review*, preview(0), null. doi:doi:10.1108/TR-08-2017-0133**
- Marchiori, E., Scaglione, M., Schegg, R., & Cantoni, L. (2018). Research Agenda for Analysing Online Climate and Weather Information in the Process of Vacation Planning. *e-Review of Tourism Research*, 9(, ENTER 2018 Conference on Information and Communication Technologies in Tourism RESEARCH NOTES (JANUARY)).**
- Scaglione, M., Giovannetti, E., & Hamoudia, M. (2015). The diffusion of mobile social networking: Exploring adoption externalities in four G7 countries. *International Journal of Forecasting*, 31(4,October–December 2015), 1159–1170. doi:<http://dx.doi.org/10.1016/j.ijforecast.2015.03.005>
- Scaglione, M., Johnson, C., & Favre, P. (2018). When “Last-Minute” Really Is “Last Minute”. In B. Stangl & J. Pesonen (Eds.), *Information and Communication Technologies in Tourism 2018* (pp. 501-514). Cham: Springer International Publishing.
- Scaglione, M., & Schegg, R. (2015). The Impact of Attribute Preferences on Adoption Timing of Hotel Distribution Channels: Are OTAs Winning the Customer Race? In I. Tussyadiah & A. Inversini (Eds.), *Information and Communication Technologies in Tourism 2015* (pp. 681-693): Springer International Publishing.
- Scaglione, M., & Sloboda, B. W. (2017). Productivity Convergence Across US States in the Public Sector. An Empirical Study. In I. Rojas, H. Pomares, & O. Valenzuela (Eds.), *Advances in Time Series Analysis and Forecasting. Selected Contributions from ITISE 2016* (pp. 257-270). Switzerland: Springer Nature

Major scientific achievements

This section gives an overview of the research output and management experience of the main project applicant. Dr. Miriam Scaglione is researcher and professor at an UAS and Arts Western Switzerland Valais (HES-SO Wallis/Valais). She maintains parallelly **teaching, consulting and research activities**. She is **teaching** Marketing at the School of Management & Tourism in the degree program of Tourism. She also participates in the course of Management Destination, Sports & Tourism and e-tourism.

She taught a doctoral seminar at the Universitat Rovira i Virgili (Spain) in 2017 and master courses at the Mid Sweden University in 2016. She was also appointed as a professor at the European IFITT Masterclass on e-tourism in Berlin September 2018 (https://einfach-kommunikationsdesign.de/ifitt_masterclass/). She is a member of the thesis jury of Mr Francesco Maria Cimmino and she currently hosts at the Institute Tourism Mr Antoni Domènech, a PhD student from the Universitat Rovira i Virgili (Spain) for 3 months thanks to a scholarship of the Spanish government.

In terms of **consulting activity** Miriam Scaglione have led and leads important projects, some of the examples, limited to the last 5 past year, are the following. The impact study of the *hôtellerie* sector in the Canton of Geneva (budget 40'640 CHF customer: *Société des Hôteliers de Genève*), economical contribution of tourism in Fribourg Canton (budget 40'640 CHF). In Val de Charmey she led the project about the economical contribution of tourism mainly focused on the local cable car company (budget 32'000 CHF). Both projects in Fribourg that have *the Union fribourgoise du Tourisme* as customer were granted partially by the cantonal funds of the *Nouvelle politique régionale*.

In terms of scientific projects, Miriam Scaglione led the project *Monitour* (funded by RCSO Economie & Management HES-SO, 139'920 CHF) in collaboration with HEG-GE (HES-SO Geneva) and HES-SO Fribourg having Swisscom as an industrial partner (the resume of the project is included in this file). Another project *Traveller behaviour* also founded by RCSO Economie & Management HES-SO, 99'690 CHF) in collaboration with Professor Rodolfo Baggio - Bocconi University -Milan Italy.

She has been the Chair of the evaluation panel for Research Field 1 (economic and social sciences) in the International Assessment Committee at the Mid Sweden University, Sweden in 2013. She was mandated by *Hotelleriesuisse* for the analysis of room rates evolution in the last 20 years as a support for the so-called *Bischof law* which was adopted on September 18, 2017 by the Swiss Parliament. These examples show her capability for management projects and the relevance of her know-how to customers both in semi-public (i.e. *Union fribourgoise du Tourisme*) and private (i.e. *Société des Hôteliers de Genève*) sectors. Additionally, they also show that Miriam Scaglione has fluent contacts to the local stakeholders and the tourism industry, moreover she is member of the team of the Walliser Tourismus Observatorium (<https://www.tourobs.ch/de/>) in charge of statistical/big data methods.

Her **research** interests are based on forecasting methods in tourism and transportation and big data analysis. In the field of e-tourism, Miriam Scaglione has developed an expertise in diffusion innovation methods. In terms of forecasting methods, Miriam Scaglione is the co-editor of the special section: Flash Indicators. Nowcasting at the *International Journal of Forecasting* in 2013. In 2011 she published with Marut Doctor a paper with Marut Doctor on the impact, percentage of turnover loss, of inaccurate weather forecasts on Cable-car use Scaglione and Doctor (2011), also Falk and Scaglione (2018) about the discount effect on overnights

Technological innovation is another field of interest, she (with Jamie Murphy) won the Prix Emerald best research in tourism AIEST 2012 with a study about the heterogenous propensity of adoption of websites across different tourism sectors and countries (Scaglione & Murphy, 2012). Using the same methods she co-authored the paper about the adoption of social networks across four G7 countries (Scaglione, Giovannetti, & Hamoudia, 2015). Since 2009 and in collaboration mainly with Prof. Dr Roland Schegg and other international scholars she studies the adoption of web 1 and web 2 and the impacts on the turnover in the hotel sector (Scaglione, Schegg, & Murphy, 2009). The works on the forecasting of different generation of innovation in collaboration with Roland Schegg have earned the Third Prize at Enter 2014 (Schegg & Scaglione, 2013). Finally, the works on Big Data applied to mobile geo-localization deserved some prizes or recognition. Steiner, Baggio, Scaglione, and Favre (2016) earned the Prize AIEST 2016 category applied research. Baggio and Scaglione (2017) earned the second prize Second Prize at Enter 2017 and an updated version of this was published at Information Technology & Tourism (Baggio & Scaglione, 2018a). Baggio and Scaglione (2018b) earned the prize of the best research paper at 4th ADM conference this year. Scaglione, Johnson, and Favre (2018) have earned the Third Prize at Enter 2018. This short notice shows that the experience of Miriam Scaglione is valuable, not only at the practitioner level and raising fund capabilities, which is the main vocation of UAS, but also that it has academic research relevance. Her participation as expert in PhD projects shows her capability to conduct this kind of research. Moreover, her UAS professor position allows her to have experience, not only in research, but also in consulting oriented projects. She has always had the goal to fill the gap between pure academic and applied research.

References

- Baggio, R., & Scaglione, M. (2017). Strategic Visitor Flows (SVF) analysis using mobile data *Information and Communication Technologies in Tourism 2017* (pp. 145-158): Springer International Publishing.
- Baggio, R., & Scaglione, M. (2018a). Strategic visitor flows and destination management organization. *Information Technology & Tourism*, 18(1), 29-42. doi:10.1007/s40558-017-0096-1
- Baggio, R., & Scaglione, M. (2018b). *Visitor mobility and length of stay in a tourism destination*. Paper presented at the 4th Advance in Destination Management Forum, St. Gallen (Switzerland).
- Falk, M., & Scaglione, M. (2018). Effects of ski lift ticket discounts on local tourism demand. *Tourism Review, preview(0)*, null. doi:doi:10.1108/TR-08-2017-0133
- Scaglione, M., & Doctor, M. (2011). The Impact of inaccurate weather forecasts on Cable-car use. In K. Weiermair, H. Pechlaner, A. Strobl, M. Elmi, & M. Schuckert (Eds.), *Coping with Global Climate Change. Strategies, Policies and Measures for the Tourism Industry* (pp. 61-76). Innsbruck, Austria: Innsbruck University Press,.
- Scaglione, M., Giovannetti, E., & Hamoudia, M. (2015). The diffusion of mobile social networking: Exploring adoption externalities in four G7 countries. *International Journal of Forecasting*, 31(4, October–December 2015), 1159–1170. doi:<http://dx.doi.org/10.1016/j.ijforecast.2015.03.005>
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- Scaglione, M., & Murphy, J. (2012). *Modeling Internet Diffusion across Tourism Sectors*. Paper presented at the AIEST Conference 2012, Khon Kaen/Thailand.
- Scaglione, M., Schegg, R., & Murphy, J. (2009). Website Adoption and Sales performance in Valais' Hospitality Industry. *Technovation*, 29(9), 625-631.
- Schegg, R., & Scaglione, M. (2013). Substitution Effects Across Hotel Distribution Channels. In Z. Xiang & I. Tussyadiah (Eds.), *Information and Communication Technologies in Tourism 2014* (pp. 801-812): Springer International Publishing.
- Steiner, T., Baggio, R., Scaglione, M., & Favre, P. (2016). *Implementing Lean Destination Management with Strategic Visitor Flow (SVF) analysis*. Paper presented at the AIEST International 2016 Conference, Malta.