

Magda Antonioli (30-3-1951)

Degree in Economics at Bocconi University, Milan, with full mark (1973); Master in Science in Financial Economics at UCNW (UK) and post-degree specialization studies at London School of Economics and Political Science, UK. Associate Professor since 2003 for SECS P02 at Bocconi University, Milan; professor of Macroeconomic Scenarios and Tourism Economics at the Undergraduate Degree in Economics and Management in Arts, Culture and Communication (in Italian) and of the course in Tourism and Local Development at the Master of Science in Economics and Management in Arts, Culture, Media and Entertainment (in English).

From 1986 to 2008 Director, and since 2009 Coordinator of the Master in Tourism Economics at Bocconi University; since 1996 teaches Tourism Economics and Policy. Professor of Policy for Congress and Events Tourism at the Masters MIMEC, FF&B and MASP, Bocconi University.

Since 1985 permanently collaborates with the SDA Bocconi School of Management as a Senior Professor, since 2001 coordinates teaching activities in tourism (in particular as the responsible for the Executive Course in Hotel Management and for courses on destination management, wine & food tourism, local tourism systems and natural protected areas).

Responsible for the Tourism unit of CERTeT (Research Centre on Regional Economy, of Transportation and Tourism) at Bocconi University.

Visiting Professor, in different periods, at Kyoto University (Japan) in Environmental Economics; at Chulalongkorn University (Bangkok, Thailand) in Economics of the European Community; at ESADE (Barcelona, Spain) in Tourism Economics; at Universidad Tècnica Federico Santa Maria (Valparaiso, Chile) in Tourism Economics and Policy and at Singidunum University (Belgrade, Serbia).

Professor in Post-graduate courses on issues related to the technological innovation in SMEs, to environmental resources and to tourism policies at the Universities of Bergamo, Venezia (Cà Foscari), Palermo, Catania, Ancona, Salerno, Reggio Calabria, Firenze, Siracusa.

She has been a member of Ministerial and Regional Committees for research and studies on issues related to Industrial Economics and Policy (with particular regard to SMEs and to the crafts sector), and Tourism and Environmental Economics; member of the Scientific Committee of Formaper (special enterprise of the Chamber of Commerce of Milan), of the Technical-Scientific Committee of the Regional Observatory on Crafts and, subsequently, on Tourism.

Member of two Committees of the Ministry of Tourism for the education in the tourism sector and for the valorization of wine & food resources for the promotion of the Italian image (joint project with the Ministry of Agricultural Policies).

Head of delegation for a project in training and research of the ISLA institute, Bocconi University, held in collaboration with several Argentinean Universities; responsible for a feasibility study of training initiatives for human resources in joint venture between Russian and Italian operators, within the Leningrad International Management Institute; responsible for a training project for executives in the tourism and wine & food tourism field at Universidad Tècnica Federico SantaMaria, Santiago (Chile) and on Tourism Economics at the Funglode in Santo Domingo..

Director of several research projects conducted by Bocconi University for the European Union, the UN, UN- WTO, CNR (the Italian Council for Research), public administration (Ministries, Regions and Tourism Agencies) and private assignors on tourism-related issues, especially for

tourism data and statistics both at a general level and for specific segments, such as congress and wine & food tourism and for tourism policies. Chief of the Operative Unit for PRIN and CNR projects at Bocconi University.

Member, as an expert for Italy, in the EU's Committee on occupational issues in the tourism field (1998). In the 1998-2001 triennium participates to the Committee of the Province of Milan for the Introduction of Euro, as an expert. Research Director for Eurostat (2003-2004) within the definition of criteria for hotel classification and for the collection of tourism data, with particular regard to the implementation of Satellite Accounts. Member of the National Permanent Committee for Tourism Statistics at ISTAT and of the Technical-Scientific Committee of the Wine Routes of the Region Emilia Romagna. She chairs the Scientific Committee for the Observatory on Wine Tourism at Associazione Nazionale Città del Vino and is member of the Probiviri Committee of the National Tourism Wine Movement. From 2000 to 2005 she is a member of the Technical-Scientific Committee of ENBA (Bilateral National Organization for Crafts); in the 2002-2005 period is member of the Board of Directors of Fondazione del Buon Ricordo (Italian Touring Club). In 2001 takes part in the technical commission for the evaluation of management proposals within the privatization process of Società Terme di Montecatini.

Since 2001 she is member of the of the Scientific Committee of the International Symposium on Tourism at ESADE, Barcelona (Spain), where she participates to the evaluation commission of PhD thesis in Tourism Economics. In 2002, she is responsible for an internationalization project of Master courses on Tourism at Bocconi University within CEMS (Community European Management Schools) and of Focus on Tourism. In 2003 she has coordinated the bid for TED Quality Certification for the Master in Tourism Economics at Bocconi and its affiliation to UN-WTO (World Tourism Organisation).

Since 1995 she is member of AIEST (International Association of Tourism Experts) seated in Geneva (CH). From 2000 to 2005 she is member of the World Executive of ATLAS (Association for Tourism and Leisure Education) at Tilburg University (NL). Since 2002 member of the Education Council of UN-WTO, Madrid (Spain).

She has been a juror of some Literary Prizes (such as Castiglioncello ad Gowine) on tourism issues and member of the Scientific Committee of GIST (Italian Group of Tourism Press), besides taking in the Scientific Committee of several tourism magazines.

Author of many publication on Tourism Economy and Policy and Environmental Economics.