

Personal data

Date of birth: 15th January 1985

Nationality: Italian

Business address: Institute for Economic Research (IRE), Università della Svizzera italiana, Via Maderno 24, 6904
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Education

August 2016 – PhD at Università della Svizzera Italiana, Lugano (Switzerland). Thesis title: "Understanding the impact of risk perception in leisure tourism-related decisions and the role of attitudes and preferences"

March 2010 – Master Degree in International Trade and Stock Markets at the University of Trieste. Thesis title: "Non-linearities and heterogeneity in estimation models applied to freight transport"

March 2008 – Three-year Bachelor Degree in International Trade and Stock Markets at the University of Trieste.

Employment experiences

September 2016-present – Research Fellow at the Institute of Economic Research (IRE), Lugano (Switzerland)

February 2011-present – Tourism Observatory (O-Tur) collaborator at the Institute of Economic Research (IRE) in Lugano (Switzerland)

June 2010-January 2011 – Stage at the Trieste Province's statistics office with tasks of data collection and elaboration and reports writing (demographic observatory, prices observatory, immigration observatory, labor market observatory)

June-December 2010 – Researcher at the University of Trieste, Faculty of Economics. Collaborator to UNIMOB research project which dealt with mobility and home-university route modal choice with tasks of optimal survey design elaboration, direct data collection, data estimation and analysis of discrete choice modeling results

April-May 2010 – Contribution to a study on choice behaviors in a context of discrete choices applied to freight transport demand, Faculty of Economics at University of Trieste

Teaching experiences

2014-2019: **Economics of transport and mobility in tourism** (Undergraduate course, in Italian)

Adjunct Faculty / Assistant

Fondazione Campus di Lucca (Italy) - University of Pisa

2019-2020: **Statistics for tourism studies** (Undergraduate course, in Italian)

Adjunct Faculty / Assistant

Fondazione Campus di Lucca, University of Pisa – Lucca (Italy)

2018-2021: **Microeconomics** (Undergraduate course, in Italian)

Adjunct Faculty / Assistant

Università della Svizzera italiana – Lugano (Switzerland)

Research interests

- ❖ Tourist behavior with particular attention to risk perception in the tourism experience
- ❖ Analysis of tourists' attitudes, perceptions and preferences
- ❖ Limited dependent variables modeling
- ❖ Latent variables modeling

Academic publications

- Sarman, I., and Czarnecki, A. (2020). **Swiss second-home owners' intentions of changing housing patterns.** *Moravian Geographical Reports*, (28)3: 208–222
- Pellegrini, A., Sarman, I., and Maggi, R. (2020). **Understanding tourists' expenditure patterns: A stochastic frontier approach within the framework of multiple discrete–continuous choices.** *Transportation*, first published online 6th February 2020. <https://doi.org/10.1007/s11116-020-10083-2>
- Sarman, I., Curtale, R., and Hajibaba, H. (2020). **Drivers of travel insurance purchase.** *Journal of Travel Research*, 59(3): 545–558
- Sarman, I., Scagnolari, S., and Maggi, R. (2016). **Acceptance of life-threatening hazards among young tourists: A stated choice experiment.** *Journal of Travel Research*, 55(8): 979-992
- Pilotti, L., Apa R., Toschi-Tedeschi A., and Sarman I. (2013). **La competitività dinamica degli ecosistemi territoriali. Il caso degli eco-sistemi turistici multilocali tra Italia e Svizzera.** *Sinergie – rivista di studi e ricerche*, 91: 83-102. (in Italian)
- Rotaris, L., Danielis R., Sarman I., and Marcucci E. (2012). **Testing non-linearities and heterogeneity in discrete choice models.** *European Transport / Trasporti Europei*, 50/XVII

Working papers

- Curtale, R., and Sarman, I. **Children's preferences as drivers for family leisure choices.**
- Curtale, R., Sarman, I., and Evler J. **Traffic congestion in rural tourist areas and sustainable mobility services. The case of Ticino (Switzerland) valleys.**

Proceedings at conferences

- Sarman, I. **Integrating push-pull factors and destination attachment in a latent variable model for second-homeowners' intention to move.** Paper presented at 6th International Association for Tourism Economics conference 2017, Rimini (Italy) – May 2017

- Sarman, I. **Checking the nonlinear impact of children's satisfaction in the choice of family attraction: an SP experiment with hybrid choice-modeling.** Paper presented at 5th International Choice Modeling Conference 2017, Cape Town (South Africa) – April 2017
- Sarman, I. **How attitudes and preferences influence tourists' hazard-induced travel deterrence.** Paper presented at ATLAS 2015 Conference "Risk in Travel and Tourism: geographies, behaviours and strategies", Lisbon (Portugal) – October 2015
- Sarman, I. **Risk perception concerning different hazards: A stated choice model applied to travel decisions.** Paper presented at 21st Asia Pacific Tourism Association (APTA) Conference, Kuala Lumpur (Malaysia) – May 2015
- Sarman, I. **Terrorist act, natural catastrophe, political uprising, epidemic or my couch - what do I prefer? A stated choice experiment considering leisure travel decisions.** Poster presentation at Symposium on the Integration of Attitude and Preference Research of the Graduate School of Decision Sciences (GSDS), University of Konstanz (Germany) – December 2014
- Sarman, I. **Swiss second-home owners' intention to move to their dwelling: an integrated ordered logit model with latent variables.** Paper presented at New Perspectives on Second Homes Conference, Stockholm (Sweden) – June 2014
- Sarman, I., Scagnolari S., and Maggi R. **Acceptance of life-threatening hazards among young tourists: a stated choice experiment.** Paper presented at 3rd International Choice Modeling (ICM) Conference, Sydney (Australia) – July 2013
- Sarman, I. **Leisure travels choice characterized by personal safety hazard: a stated preference framework.** Research project presented at 62nd International Association of Scientific Experts in Tourism (AIEST) Conference, Khon Kaen (Thailand) – August 2012

Industry reports (main)

- Pellegrini A., Scagnolari S., Curtale R., and Sarman I. (2019). **Cicloturismo in Ticino: caratteristiche e opportunità di un settore in ascesa.** O-Tur – Institute for Economic Research, Lugano (in Italian)
- Sarman, I., and Scagnolari S. (2018). **Accoglienza, modalità di prenotazione e mobilità dei turisti che soggiornano in case e appartamenti di vacanza ticinesi.** O-Tur – Institute for Economic Research, Lugano (in Italian)
- Curtale R., Scagnolari S., Sarman I., and Pellegrini A. (2018). **Il turismo della terza età.** O-Tur – Institute for Economic Research, Lugano (in Italian)
- Sarman, I., and Scagnolari S. (2017). **Inchiesta su case ed appartamenti di vacanza in Ticino.** O-Tur – Institute for Economic Research, Lugano (in Italian)
- Tretyakevich N., Sturm C. S., Sarman I., and Scagnolari S. (2014) **Il Ticino turistico - Rapporto Destinazione 2014.** O-Tur – Institute for Economic Research, Lugano (in Italian)
- Sarman, I., and Scagnolari S. (2014). **Inchiesta sugli eventi nella Regione Lago Maggiore e Valli: rapporto conclusivo.** O-Tur – Institute for Economic Research, Lugano (in Italian, unpublished document)
- Sarman, I., Sturm C.S., and Scagnolari S. (2014). **Inchiesta sulle case secondarie nella Regione Lago Maggiore e Valli: abitudini e comportamenti dei proprietari.** O-Tur – Institute for Economic Research, Lugano (in Italian)

- Sarman, I., Zoltan J., and Scagnolari S. (2014). **Ticino Discovery Card – Analisi sull'utilizzo della carta turistica, stagione estiva 2012**. O-Tur – Institute for Economic Research, Lugano (in Italian, unpublished document)
- Sarman, I., and Maggi R. (2012). **Valutazione destinazione Ticino: Rapporto Source Markets – il mercato tedesco**. O-Tur – Institute for Economic Research, Lugano (in Italian)
- Spiezia, N., and Sarman I. (2010). **Annuario demografico della provincia di Trieste - anno 2009**. A cura dell'Ufficio Statistica della Provincia di Trieste (in Italian)
- Spiezia N., and Sarman I. (2010). **Gli stranieri nel mercato del lavoro e nell'imprenditoria della provincia di Trieste – I semestre 2007-I semestre 2010**. A cura dell'Ufficio Statistica della Provincia di Trieste (in Italian)