

## Dr. Alessandro Inversini

Alessandro Inversini holds a **PhD in Communication Science** (2010) from the Università della Svizzera italiana (Lugano - Switzerland) and a **postgraduate in Higher education practices** from the Bournemouth University (2013).

His professional career has always been linked to innovation in tourism industry. Nowadays he is lecturer of **Marketing and Media Communication for Events and Leisure** at Bournemouth University (School of Tourism) since September 2012 for the courses Events Marketing and Digital Communication, Mobile Communication and Mobile Marketing.



In January 2012 Alessandro was elected as **Board member of the IFITT** (International Federation of IT in Travel and Tourism), where he is currently responsible for: communication, Social media, Membership, IFIT Doctoral Summer School and IFIT ICT4D Scholarship.

From 2009 to 2011 Alessandro has been **project manager** and then **executive director of webatelier.net** (Università della Svizzera italiana), a research and development lab dedicated to the topic of new media in tourism communication. In January 2011, Alessandro was appointed as **managing director of Ticinoinfo SA**, a public-private company active in the field of technological innovation, ePromotion and eMarketing in tourism (i.e. The New Media in Tourism Competence Center) at regional level (Ticino region, Southern Switzerland).

As an honorable researcher, Alessandro has published many books, journals and other documents about new media in tourism, online communication, online reputation, eTourism for development and many other innotouristic areas. <http://beanbol.com/>