

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
Lugano, Switzerland

Mobile phone: +41 76 222 8659

Office phone: +41 58 666 4790

E-mail: igor.sarman@usi.ch

Internet: www.ire.eco.usi.ch, www.otur.usi.ch

Educational qualifications

August 2017 – 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, final grade 110/110 *cum laude*. 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, final grade 110/110.

Employment experiences

September 2016-present – PostDoc researcher 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

2014-2017: **Economics of transport and mobility in tourism** (Undergraduate Course)

Adjunct Faculty / Assistant

Fondazione Campus di Lucca (Italy) - University of Pisa

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

Publications

- Sarman, I., Scagnolari, S., and Maggi, R. (2015) **Acceptance of Life-Threatening Hazards among Young Tourists: A Stated Choice Experiment**. Journal of Travel Research, Published online before print December, 9, 2015, DOI: 10.1177/0047287515612595.
- 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, n.91 May-August 2013: 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 (2012), 50/XVII.

Working Papers

- Pellegrini, A., Sarman, I., and Maggi, R. **"Stochastic frontier estimation of holiday budgets for multiple discrete-continuous extreme value model: An application to tourist expenditure analysis"**
- Sarman, I., Hajibaba, H., and Curtale, R. **"Drivers of travel insurance purchase"**
- Sarman, I., and Czarnecki, A. **"Integrating push-pull factors and destination attachment in a latent variable model for second-homeowners' intention to move"**
- Curtale, R., and Sarman, I. **"Children's preferences as drivers for family leisure choices"**

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

- Sarman, I., and Scagnolari S. (2017). **Inchiesta su case ed appartamenti di vacanza in Ticino.** O-Tur – Institute for Economic Research, Lugano (in Italian)
- Sarman, I., Pellegrini A., and Scagnolari S. (2015). **Turismo alberghiero in Ticino: Rapporto Trend – Anno turistico 2014.** O-Tur – Institute for Economic Research, Lugano (in Italian)
- Tretyakevich N., Sturm C. S., Sarman I., and Scagnolari S. (2014) **II 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)
- Masiero, L., Sarman I., and Guglielmetti G. (2012). **Turismo alberghiero in Ticino: Rapporto Trend - Stagione invernale 2012.** O-Tur – Institute for Economic Research, Lugano (in Italian)
- Masiero, L., Tretyakevich N., and Sarman I. (2012). **Valutazione destinazione Ticino: Benchmark Report - Anno turistico 2010.** O-Tur – Institute for Economic Research, Lugano (in Italian)
- Masiero, L., Sarman I., and Guglielmetti G. (2012). **Turismo alberghiero in Ticino: Rapporto Trend - Stagione estiva 2011.** 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)

PhD courses/workshops/summer schools attended

- ✓ *July 2016 - Advanced Choice Modeling.* University of Leeds' Choice Modelling Centre (London, UK). Lecturers: Prof. Stephane Hess, Dr. Thjis Dekker
- ✓ *August 2015 - Multilevel Structural Equation Modeling.* Social Science Methods Swiss Summer School 2015 (Lugano, Switzerland). Lecturer: Prof. Elmar Schlüter
- ✓ *August 2015 - Grant proposal writing as Grant proposal writing as a social and argumentative process.* Social Science Methods Swiss Summer School 2015 (Lugano, Switzerland). Lecturer: PhD Benedetto Lepori
- ✓ *July 2015 - Quantitative methods for public policy evaluation.* Graduate Summer School of Economics (Barcelona, Spain). Lecturer: Prof. Stephan Litschig
- ✓ *July 2015 - Dynamic and non-linear panel data.* Graduate Summer School of Economics (Barcelona, Spain). Lecturer: Prof. Sergi Jimenez
- ✓ *March 2014 - Discrete Choice Analysis - Predicting demand and market shares.* Course at EPFL (Lausanne - Switzerland). Lecturers: Prof. Moshe Ben-Akiva, Prof. Michel Bierlaire, Prof. Joan Walker, Prof. Daniel McFadden.
- ✓ *June 2013 - Structural Equation Models.* Summer school in Empirical Research Methods (University of St. Gallen - Switzerland). Lecturer: Prof. Douglas Baer.
- ✓ *June 2013 - Experimental Design for Behavioral Science.* Summer school in Empirical Research Methods (University of St. Gallen - Switzerland). Lecturer: Prof. Gerald Heubl.
- ✓ *May 2013 - Empirical Methods for Microeconomics Applications.* Summer school (USI - Lugano, Switzerland). Lecturers: Prof. William Greene, Prof. Patrick Gagliardini.
- ✓ *January 2013 - ZICE2013: Zurich Initiative in Computational Economics.* (University of Zurich - Switzerland). Lecturers: Prof. Kenneth Judd, Dr. Todd Munson, Prof. John Rust, Prof. Karl Schmedders, Prof. Sevin Yeltekin, Prof. Felix Kubler.
- ✓ *September 2012 - Topics in microeconometrics with application to energy and environmental economics.* Summer school, CIDE course in econometrics (Palermo - Italy). Lecturers: Prof. Matteo Manera, Prof. Barbara Chizzolini, Prof. Marzio Galeotti.
- ✓ *August 2012 - Bayesian econometrics and its applications.* Summer school (Gerzensee Study Centre Bern - Switzerland). Lecturer: Prof. John Geweke.
- ✓ *May 2012 / June 2012 - Time series econometrics.* PhD course (USI - Lugano, Switzerland). Lecturers: Prof. Patrick Gagliardini, Prof. Fabio Trojani
- ✓ *February 2012 / April 2012 - Bayesian methodology and MCMC simulation.* PhD course (USI - Lugano, Switzerland). Lecturer: Prof. Antonietta Mira
- ✓ *November 2011 / January 2012 - Econometrics.* PhD course (USI - Lugano, Switzerland). Lecturer: Prof. Patrick Gagliardini
- ✓ *October / December 2011 - Advanced Microeconomics.* PhD course (USI - Lugano, Switzerland). Lecturer: Prof. Mario Jametti
- ✓ *September 2011 - Advances in discrete choice models and experimental design for stated choice data in energy and environmental resources.* Summer school (University of Padua - Italy). Lecturers: Prof. Jordan Louviere, Prof. Riccardo Scarpa, Dr. Terry Flynn, Dr. Christine Eckert.

- ✓ *July 2011 - Experimental Auctions: theory and applications in marketing and consumer preferences analysis.* Summer school (University Centre of Bertinoro - Italy). Lecturers: Prof. Rodolfo M. Nayga, Prof. Jayson L. Lusk, Prof. Andreas Drichoutis.

Statistical/econometric software and programming

- ✓ Limdep: base skills
- ✓ Biogeme and PythonBiogeme: extensive use
- ✓ Ngene: limited use
- ✓ R: limited use
- ✓ SPSS: extensive use
- ✓ Stata: base skills