

Dr. Konstantina Zerva has been an associate professor in the Faculty of Tourism of the University of Girona (UdG) since 2009, and is currently the Director of the Master Degree in Cultural Tourism of the UdG and Co-coordinator of UNIMED's Mediterranean Tourism SubNetwork.

Currently, she is a member of the consolidated research group recognized by the Generalitat de Catalunya, Multidisciplinary Laboratory for Research in Tourism (LMRT). She has participated as a member in the competitive national research project named Gestión de la experiencia turística en espacios urbanos congestionados a través del uso de drones (GESTURDRON) (2016-2019), as well as the Project Actividades en el Medio Natural, motor de desarrollo sostenible en los territorios transfronterizos pirenaicos de montaña (NATTUR), financed by the European Commission (2018-2021). Currently she is member of the the competitive national research project named CICONIA, Social processes of lifestyle migration (LSM) in Spain. Tourism dynamics, urban processes and gender perspective (2021-2025).

Her main lines of research are related to consumer behavior towards products or contexts of social conflicts. Working at the Faculty of Tourism, Dr. Zerva has directed her interest in social conflict between the tourism market and its relationship with the local community within urban spaces, such as Los Angeles, Amsterdam and Barcelona. The qualitative study of phenomena such as dark tourism (which represents the desire to visit places related to death), the tourist offer of drugs and prostitution, and 'tourism-phobia' in the city of Barcelona have resulted in the publications in JCR and SJR journals, such as Tourism Management, Tourism Management Perspectives, Tourism Geographies, Bulletin of the Association of Spanish Geographers, and Journal of Tourism and Cultural Change.