

SUMMER SCHOOL – SUSTAINABLE TOURISM THROUGH ICT

Summer School Program

Monday 24.08	Tuesday 25.08	Wednesday 26.08	Thursday 27.08	Friday 28.08	Saturday 29.08	Sunday 30.08
9.30-11.00 Welcome and introduction Dr. Maria Garbelli Prof. Lorenzo Cantoni	9.00-11.00 Lecture Prof. L. Cantoni eTourism: an introduction	9.00-11.00 Lecture Dr. Ray Mutinda UNESCO World Heritage and Tourism. The case of Ethiopia and Kenya	9.00-11.00 Lecture Prof. L. Cantoni Intercultural online communication	9.00-11.00 Cases by participants & project work	Visit to EXPO2015, and participation to an event by the Swiss UNESCO Commission (10.30). Offered by Fondazione Monte San Giorgio	Free time
11.00-13.00 Lecture Dr. M. Garbelli Sustainability and sustainable tourism: an overview	11.00-13.00 Lecture Prof. L. Cantoni eTourism: online communication and promotion	11.00-13.00 Lecture Dr. M. Garbelli Sustainable tourism and (in) Tangible Heritage	11.00-13.00 Lecture Prof. L. Cantoni Webanalytics	11.00-13.00 Lecture Dr. Silvia de Ascanis Tourism and religion. Some cases		
13.00-14.00 Lunch	13.00-14.00 Lunch	13.00-14.00 Lunch	13.00-14.00 Lunch	13.00-14.00 Lunch		
14.00-16.00 Introduction to the project work Dr. M. Garbelli & tutors	14.00-16.00 Lecture Prof. L. Cantoni eTourism: online communication and promotion	14.00-16.00 Cases by participants & project work	14.00-16.00 Cases by participants & project work	14.00-16.00 Lecture – Prof. PMariani, Dr. C. Garavaglia Consumers willingness to pay for PDO products: the case of dry-cured ham		

Monday 31.08	Tuesday 01.09	Wednesday 02.09	Thursday 03.09	Friday 04.09	Saturday 05.09	Sunday 06.09
9.00-11.00 Lecture Dr. M. Garbelli On line sustainability of a WHS in Northern Italy. The case of Rock art of the Camonica valley 10.00-11.00 Lecture – Dr. I. Suffia Conservation and development of an Industrial Heritage Site at UNESCO. The case of Sesto San Giovanni	Visit to Valcamonica:	9.00-10.00 Lecture Dr. Elena Marchiori Online Communication of Food and Gastronomy	9.00-11.00 Lecture – Dr. Comneno d'Otranto The development of a touristic area in Lombardia - tools and outputs	9.00-11.00 Project work	A Visit organized by the Erasmus Student Network	Free time and departure
11.00-13.00 Lecture Dr. Nadzeya Kalbaska eLearning in Tourism		11.00-13.00 Lecture Dr. Elena Marchiori Online reputation	11.00-13.00 Lecture Asta Adukaite eTourism, informal learning and gamification	11.00-13.00 Project work		
13.00-14.00 Lunch		13.00-14.00 Lunch	13.00-14.00 Lunch	13.00-14.00 Lunch offered by Confagricoltura Lombardia		
(Leaving for Valcamonica) Visit to Apindustria		14.00-16.00 Project work	14.00-16.00 Project work	14.00-16.00 Project Presentations + farewell apero		