

LECTURERS AND SUBJECTS

Maria Garbelli (scientific director) - Sustainable Tourism and (In)Tangible Heritage

Università degli Studi di Milano-Bicocca (Milan, Italy)

Lorenzo Cantoni - eTourism: Online Promotion and Communication

Chair-holder of UNESCO chair in ICT to develop and promote sustainable tourism in WHSs (USI - Università della Svizzera italiana, Lugano, Switzerland)

Roberto Comneno d'Otranto - Tourism Development

Università degli Studi di Milano-Bicocca (Milan, Italy)

Silvia de Ascaniis - Tourism and Religion

USI - Università della Svizzera italiana (Lugano, Switzerland)

Christian Garavaglia - EXPO2015 and Food Sustainability

Università degli Studi di Milano-Bicocca (Milan, Italy)

Nadzeya Kalbaska - eLearning in Tourism

USI - Università della Svizzera italiana (Lugano, Switzerland)

Elena Marchiori - Online Reputation

USI - Università della Svizzera italiana (Lugano, Switzerland)

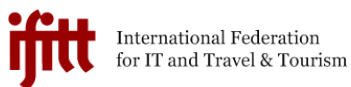
Rayviscic Mutinda Ndivo - UNESCO World Heritage Sites and Tourism

Kenyatta University (Nairobi, Kenya)

Ilaria Suffia - Heritage Conservation

Università degli Studi di Milano-Bicocca (Milan, Italy)

PARTNERS



CIVIDATE CAMUNO

Arte rupestre della Valle Camonica
Sito Unesco n. 94



PRACTICAL INFORMATION



Università degli Studi di Milano-Bicocca
Piazza dell'Ateneo Nuovo, 1
20126, Milano (Italy)



summerSchoolICTsustainabletourism@unimib.it



www.unimib.it
www.unescochair.usi.ch



Tuition: 660€



Housing at the University Campus: single
bed: from 170€ per week



5 ECTS credits

HOW TO APPLY

Please fill up the online application form and upload one file including both **one-page CV** and a **motivation letter** on the website:

http://bit.ly/HowToEnrol_SummerSchool

before March 31, 2015

FOR MORE INFORMATION



MILANO 2015

NUTRIRE IL PIANETA
ENERGIA PER LA VITA

NOURRIR LA PLANETE
ENERGIE POUR LA VIE

FEEDING THE PLANET
ENERGY FOR LIFE

SUMMER SCHOOL

ICTs to Promote Sustainable Tourism

Tangible and Intangible Heritage
between Cultural, Leisure, and
Gastronomic Tourism

AUGUST 24 – SEPTEMBER 4, 2015

UNIVERSITÀ DEGLI STUDI DI
MILANO-BICOCCA (ITALY)

In collaboration with :

UNESCO chair in ICT to develop and promote sustainable
tourism in World Heritage Sites (USI – Università della
Svizzera italiana, Lugano, Switzerland)



UNESCO CHAIR

The UNESCO Chair in ICT to develop and promote sustainable tourism in World Heritage Sites is committed to perform extensive research and teaching on how ICT can be effectively exploited to develop and promote sustainable tourism at the World Heritage Sites (WHSs), with a special emphasis on the southern hemisphere. Its scope touches and overlaps on the following fields:

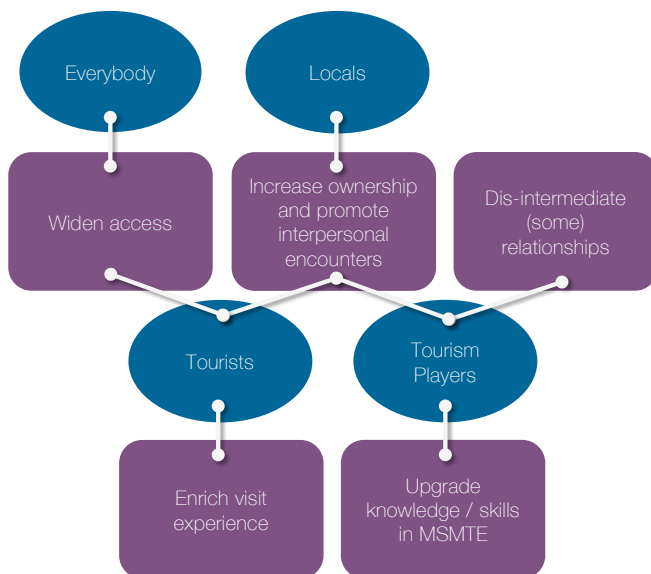
eTourism, eLearning, and ICT4D (ICT for Development)

The chair attempts to facilitate the flow of best practices and state-of-art information among WHSs when it comes to online communication and presence.

For its commitment, UNESCO chair sustains this Summer School as scientific partner.

APPROACH

Five main areas of intervention for ICT



UNIVERSITY OF MILANO-BICOCCA

The University of Milano-Bicocca is organizing with the patronage of EXPO Milan 2015 and The Scientific Committee for Expo 2015 24 International Summer School Programs dedicated to the theme of EXPO Milan 2015.

Situated in Milan (Italy), one of the chief economic drivers in Europe, the University of Milano-Bicocca profits from its stimulating environment as a great opportunity for personal growth, study, and work. Young, dynamic, and multi-disciplinary, this University has created an extensive network that includes several world-famous universities, research centers and top corporations. Among its qualities, the University of Milano-Bicocca offers 71 different academic programs (Bachelor, Master, PhD) within the fields of Economics and Statistical Sciences, Law, Medicine, Psychology, Sociology, Natural Sciences, and Educational Sciences.

PROGRAM OUTLINE

The Summer School links three elements qualifying EXPO2015 – **Italian land, the development of the related resources in a responsible way, and ICT**, as a condition of global development, for its ability to go through space and time, and to improve reputation and image while increasing awareness of a place.

The Summer School is committed to discovering the natural and cultural places we live in, and intends to offer an overview of some excellences in the Lombardy region (Italy) and in the Ticino region (Switzerland), with a particular focus on **sustainable tourism and UNESCO World Heritage Sites**.

A combination of lectures, cases, site visits (including EXPO2015), workshops and group-works will be provided, so to ensure high engagement and retention by all participants.



PARTICIPANTS

Researchers

- Advanced Master students
- PhD candidates
- Post Docs

Practitioners

- World Heritage Site managers
- Destination managers
- Interested tourism professionals

WHY TO PARTICIPATE

- Strengthen your knowledge through the seminars with renown instructors
- Share and enhance the state-of-art research and case studies
- Meet and network with academics and practioners around real cases
- Get academic credits
- Experience the multicultural and interdisciplinary environment of EXPO2015 and of Milan, Italy