

CONCEPT

Besides representing a wide segment of the tourism market, cultural tourism is an opportunity for territorial development and cultural promotion. It points out, in fact, the very goal of tourism: to exit known territories in order to enter new spaces and encounter different human communities, cultures and lifestyles.

In particular, sacred heritage needs to be considered, since it constitutes a major part within every culture. Information and Communication Technologies might play key roles in supporting and enriching cultural tourism, promoting a sustainable approach and enhancing the understanding of different cultures and traditions.

LOCATION

Casa dei Padri is a historic residence in Armeno, a small town in the Italian region of Piedmont, about 100 kilometres northeast of Turin. It has been recently restructured, aiming at becoming a hub for local development and heritage promotion activities.

It is located nearby the *Sacri Monti* of Piedmont and Lombardy, a UNESCO World Heritage Site. «The nine Sacri Monti (Sacred Mountains) of northern Italy are groups of chapels and other architectural works created in the late 16th and 17th centuries and dedicated to different aspects of the Christian faith» (UNESCO WHC).

PRACTICAL INFORMATION

ORGANIZATION

Prof. Lorenzo Cantoni

USI – Università della Svizzera italiana,
chair-holder of the UNESCO Chair
Scientific Director

Silvia De Ascaniis, PhD (USI)

Director

Asta Adukaite (USI)

Coordinator

Elisa Cristina (Casa dei Padri)

Board and lodging manager

HOW TO APPLY

Please send a complete CV and one-page motivation letter to unescochair@usi.ch by April 30, 2016.

Acceptance will be notified by mid-May 2016.

For more information visit: www.unescochair.usi.ch

FEE

1000 EUR, which includes tuition fee, meals, lodging and social activities. IFITT members can apply for a scholarship to cover the tuition fee (175 EUR for one week or 350 EUR for two weeks), while board and lodging are at own expenses.

BOARD & LODGING

Included in the fee.

Lodging is in double room, for single room the fee is subject to adjustment. Please, contact Elisa Cristina for any logistic information: elisa@casadeipadri.it

Università
della
Svizzera
italiana



Summer School ICT4Cult

Information and Communication
Technologies for Promotion and
Development of Sustainable Tourism
at Cultural and Religious Heritage Sites

The case of the UNESCO
World Heritage Sites

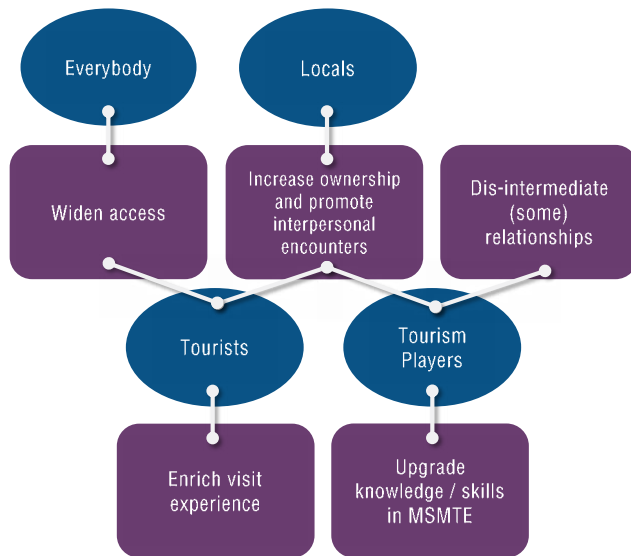
AUGUST 29 - SEPTEMBER 9, 2016
CASA DEI PADRI, ARMENO (NO), ITALY



ORGANIZERS

The UNESCO Chair in ICT to develop and promote sustainable tourism in World Heritage Sites at USI — Università della Svizzera italiana (Lugano, Switzerland) is committed to perform extensive research and teaching on how ICT can be effectively exploited to develop and promote sustainable tourism at WHSs. The diagram below depicts the Chair philosophy.

Five main areas of intervention for ICT



IFITT — International Federation for IT and Travel & Tourism is the leading independent global community for the discussion, exchange and development of knowledge about the use and impact of ICT in the travel and tourism industry and experience.

IFITT mission is to share knowledge, experience, and a true passion for ICT in travel and tourism, being relevant for the industry and responsible for society at large, as well as ensuring scientific excellence.

2016 IFITT Summer School coincides with the first week of this Summer School (until Sunday), more focused on eTourism.

PROGRAMME OUTLINE

The program includes lectures by leading international scholars, applied skills seminars lead by expert researchers, case studies, visits to local heritage sites, poster presentations, networking activities. In addition, participants will develop a group-work project.

Content Area	Instructor
focus: Communication Technologies	
eTourism Communication	Prof. Lorenzo Cantoni USI
ICT for Storytelling	Prof. Erkki Sutinen Univ. of Turku, Finland
Digital Technologies for Pilgrimage Routes	Gianluca Bambi, PhD Univ. of Florence, Italy
eLearning & Tourism	Nadzeya Kalbaska, PhD USI
Augmented Reality & other eTourism applications	Elena Marchiori, PhD USI
Gamification & Tourism	Asta Adukaite USI
The #eTourismMOOC experience	Jingjing Lin USI
focus: Cultural and Religious Tourism	
Communication of Sacred Heritage	Prof. Michael Aeschliman Boston University, USA
Intercultural Communication in Tourism	Prof. Marcel Danesi Univ. of Toronto, Canada
Online Travel Reviews & Religious Tourism	Silvia De Ascaniis, PhD USI
Sustainable Tourism	Maria Garbelli, PhD Univ. of Milan Bicocca, Italy
Localization of Online Tourism Content	Emanuele Mele USI

PARTICIPANTS

RESEARCHERS

Advanced Master students
PhD candidates
Post Doc

PRACTITIONERS

World Heritage Site managers
Destination managers
Interested tourism professionals



WHY TO PARTICIPATE

- Strengthen your knowledge through seminars with **renowned** instructors
- Share and enhance **state-of-the-art** research and case studies
- Meet and **network** with academics and practitioners
- Experience a **multicultural** and **interdisciplinary** environment
- Learn how to **practically apply** various digital tools