

Summer School Program

Sunday 28.08	Monday 29.08	Tuesday 30.08	Wednesday 31.08	Thursday 01.09	Friday 02.09	Saturday 03.09
Arrival	08.30-11.30 Introduction	08.30-11.30	08.30-11.30	08.30-11.30	08.30-11.30	9.00-13.00 Guided visit to the island of Saint Julius
	Lecture: eTourism Communication Prof. L. Cantoni	Lecture: eTourism Communication Prof. L. Cantoni	Lecture: ICT for story-telling Prof. E. Sutinen	Lecture: ICT for story-telling Prof. E. Sutinen	Lecture: Analysis of User Generated Content Dr. Silvia De Ascaniis	
	11.30-12.30 Recap*	11.30-12.30 Recap	11.30-12.30 Recap	11.30-12.30 Recap	11.30-12.30 Recap	
	13.00-14.30 Lunch	13.00-14.30 Lunch	13.00-14.30 Lunch	13.00-14.30 Lunch	13.00-14.30 Lunch	
	14.30 – 16.00 Hands-on seminar: Theories and practical projects on augmented reality and tourism related applications Dr. Elena Marchiori					
18.00 Welcome Aperò	16.00-16.30 Coffee break	16.00-16.30 Coffee break	16.00-16.30 Coffee break	16.00-16.30 Coffee break	16.00-16.30 Coffee break	Swimming pool / Free time
	16.30-17.30 eLearning 4 tourism Dr. N. Kalbaska	16.30-17.30 eTourism MOOC Jingjing Lin	16.30-17.30 Gamification: the case of WHACY Prof. L. Cantoni Dr. Silvia De Ascaniis	16.30-17.30 ICT for religious tourism and pilgrimage Dr. Silvia De Ascaniis	16.30-17.30 A new Swiss UNESCO Chair presentation Dr. E. Ruoss	
	IFITT Presentation Dr. N. Kalbaska		Classical music concert (optional)	{After dinner: PhD posters presentation}	Dinner at a local farm	
					Blues concert in Orta (optional)	

- Group discussion and lecture recap.

Summer School- ICT4CulT
 Armeno (NO), Italy, August 29-September 9, 2016

Week 2

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
04.09	05.09	06.09	07.09	08.09	09.09	10.09
09.00-12.30 Nordic walking with guide / Swimming pool	08.30-11.30 Lecture: Intercultural communication in tourism Prof. M. Danesi 11.30-12.30 Recap	08.30-11.30 Lecture: Intercultural communication in tourism Prof. M. Danesi 11.30-12.30 Recap	08.30-11.30 Lecture: eTourism Communication Prof. L. Cantoni 11.30-12.30 Recap	08.30-11.30 Lecture: Communication of sacred heritage Prof. M. Aeschliman 11.30-12.30 Recap	08.30-11.30 Lecture: Sustainable Tourism Dr. M. Garbelli 11.30-12.30 Recap	Departure
	13.00-14.30 Lunch	13.00-14.30 Lunch	13.00-14.30 Lunch	13.00-14.30 Lunch	13.00-14.30 Lunch	
Guided visit to the Sacred Mount of Orta	14.30 – 16.00 Project work and participants presentation Tutors				14.30-17.30 Projects presentation	
	16.00-16.30 Coffee break	16.00-16.30 Coffee break	16.00-16.30 Coffee break	16.00-16.30 Coffee break		
	16.30-17.30 St. Augustine's conversion: The evolving ego Prof. P. Seele	16.30-17.30 Social media and counter-narratives: #faces4heritage Dr. S. De Ascaniis	16.30-17.30 Localization E. Mele	16.30-17.30 Reaction workshop J. Lin & P. Ayu Permatasari		
Classical music concert (optional)			Cooking session and dinner at the local hospitality museum		18.00-20.00 Farewell Aperò	