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

# Curriculum Vitae: Prof. Lorenzo Cantoni, PhD
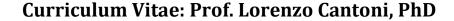
Lorenzo Cantoni graduated in Philosophy and holds a PhD in Education and Linguistics. He is full professor at the Faculty of Communication Sciences, Università della Svizzera italiana (USI), and Dean of the Faculty (2010-2014). L. Cantoni is also director of the Institute of Technologies for Communication, and scientific director of eLab: eLearning Lab, NewMinE – New Media in Education Lab, and webatelier.net.

Università della Svizzera italiana (USI) is a Swiss cantonal university, ruled by a law of Canton Ticino. The Faculty of Communication is the only faculty of communication in Switzerland, and offers Bachelor, Master and PhD programs, as well as executive education. It collaborates with the Faculty of Economics in running a Master in International Tourism, which attracts about 40 students every year, from more than 20 different nationalities.

**Research**

L. Cantoni's research interests are where communication, education and new media overlap, ranging from computer-mediated communication to usability, from eLearning to eTourism, from ICT4D to eGovernment. He has conducted several researches in the fields covered by the UNESCO Chair, namely the use of ICT in the tourism field (eTourism), learning assisted by ICT (eLearning), and ICT4D.

When it comes to **ICT and online communication** in general, he has studied especially semiotic aspects (Cantoni & Paolini, 2001; Tardini & Cantoni, 2005; Cantoni & Schulz, 2006; Cantoni et al, 2009e), usability (Cantoni et al, 2003; Cantoni et al., 2007a; Inversini & Cantoni, 2009; Inversini, Cantoni & Bolchini, 2011), and user requirements' elicitation (Cantoni et al, 2009a; Cantoni et al, 2009e), offering a quite comprehensive overview on online communication (Cantoni & Tardini, 2006; Cantoni & Tardini, 2009; Cantoni & Danowski, forthcoming).

In **eTourism**, he has studied especially user generated contents (Inversini & Cantoni, 2011; Marchiori et al, 2011), online reputation (Mandelli & Cantoni, 2010; Marchiori et al, 2010; Inversini et al, 2010; De Ascaniis et al, 2011; Marchiori & Cantoni, 2012), and DMO communication (Cantoni, Kalbaska & Inversini, 2009; Inversini, Cantoni & Buhalis, 2009; Inversini et al, 2012), moreover, he has designed a maturity model to be applied to the field (Marchiori et al, 2012). Recently, L. Cantoni has started a research line to study the overlapping area between eLearning and eTourism, approaching it from the viewpoint of informal learning and mobile technologies (Cantoni, Inversini and Rega, 2008), offering a map of it (Cantoni,

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Kalbaska & Inversini, 2009; Cantoni & Kalbaska, 2010a, 2010b), editing a special issue of the Journal of information technology & tourism, fully devoted to eTourism and eLearning (Cantoni, 2012). He has also conducted a first global pilot survey on Travel Agents' Perceptions of eLearning Courses on Tourism Destinations (Kalbaska & Cantoni, 2011). In this field he has been board member of IFITT, the International federation of IT in Travel and Tourism, overall chair of ENTER2011 Conference, among the most important conferences on eTourism, research co-chair of ENTER2012 (Fuchs et al, 2012), and research chair of ENTER 2013 (Cantoni & Xiang, 2013).

In **eLearning**, he has studied quality issues (Cantoni et al, 2003; Succi & Cantoni, 2005; Botturi et al, 2007), instructional design (Cantoni & Botturi, 2005; Botturi, Cantoni & Tardini, 2006; Botturi et al, 2006; Botturi et al, 2009), acceptance and adoption (Succi & Cantoni, 2006; Succi & Cantoni, 2008a; Succi & Cantoni, 2008b; Cantoni & Succi, 2010), the issue of so-called GenY (Cantoni et al, 2010; Cantoni & Tardini, 2010; Rapetti & Cantoni, 2010), offering a quite comprehensive overview on the subject at stake (Cantoni et al, 2007a; Cantoni & Rega 2012). In this field, he has served as co-chair of the EDMEDIA 2004 Conference (Cantoni & McLaughlin, 2004), and has recently organized the RED-INK Conference (Cantoni, Dillembourg & Euler, 2011). L. Cantoni has been scientific director of the doctoral school Red-Ink: Rethinking Education in The Knowledge Society, and is currently scientific director of the doctoral school Cross-Field: Cross-FertilizatIon between formal and informal Learning through Digital technologies, both Schools run in collaboration with the Federal Politecnic of Lausanne (EPFL) and the University of St. Gallen.

In the **ICT4D and eGovernment** fields, he has studied applications in the healthcare sector (Bachmann et al, 2006, 2009, 2010), and in developing contexts (Cantoni & Rega, 2006; Cantoni et al, 2007; Cantoni et al, 2007b, 2009, 2009c, 2009d; Rega et al, 2009; Fanni et al, 2010). Within ICT4D, he is testing a strategy to use photographic materials in order to better analyze the meaning attached to community multimedia centres, which was presented in the workshop in ICTD2012 conference in Atlanta. Related to this, also eReligion has been tackled, studying adoption and integration of ICT by religious congregations and ministrants (Cantoni & Zyga, 2007; Cantoni, Arasa & Ruiz, 2010; Cantoni et al, 2012). In this area, L. Cantoni is member or the board of KFPE: the Swiss Commission for Research Partnerships with Developing Countries, part of the Swiss Academy of Science.

Research activities are done in the framework of the Institute of Technologies for Communication, within three labs, where L. Cantoni serves as scientific director: eLab: eLearning Lab, NewMinE: New Media in Education Lab, and webatelier.net. The first two ones are devoted to research and development in the eLearning and ICT4D areas, while the third one is devoted to research and development in the eTourism field. As of now, about 20 collaborators are involved in the labs' activities.

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