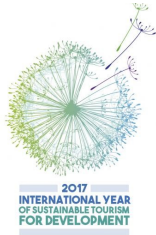


# Concept

The United Nations 70<sup>th</sup> General Assembly has made 2017 as the International Year of Sustainable Tourism for Development.



It is a unique opportunity to raise awareness on the contribution of information and communication technologies (ICTs) to sustainable tourism for development in public and private sector decision-makers and the public, while mobilizing all stakeholders to work together in making tourism a catalyst for positive change.

# Location

Hangzhou is the capital city of Zhejiang Province in China, renowned for its historic relics and natural beauty. It is known as one of the most beautiful cities in China. One of Hangzhou's most popular sights is West Lake, a UNESCO World Heritage Site. It comprises numerous temples, pagodas, pavilions, gardens and ornamental trees, as well as causeways and artificial islands.

# Organizers

The UNESCO Chair in ICT to develop and promote sustainable tourism in World Heritage Sites at USI–Università della Svizzera italiana (Switzerland) is committed to perform extensive research and teaching on how ICT can be effectively exploited to develop and promote sustainable tourism at WHSs. This year it has partnered with ZJU–Zhengjiang University (Hangzhou city, Zhengjiang, China), which was established in 1897 and is one of top three universities in China.

# Practical Information

## SUMMER SCHOOL COMMITTEE

**Prof. Lorenzo Cantoni**  
USI – Università della Svizzera italiana  
Chair-holder of the UNESCO  
Scientific Co-Chairman

**Prof. Lingqiang Zhou**  
ZJU – Zhejiang University  
Dean of the Department of Tourism Management  
Scientific Co-Chairman

**Jingjing Lin, PhD Student (USI)**  
Project Manager (Switzerland side)

**Qiuchen Zhu, PhD Student (ZJU)**  
Project Manager (China side)

## HOW TO APPLY

Please send a complete CV and a one-page motivation letter to [unescochair@usi.ch](mailto:unescochair@usi.ch) by April 28, 2017.  
Acceptance will be notified by May 15, 2017.  
Full payment needs to be done by June 30, 2017.

## FEE

| PRICE (RMB)                                        | STUDENT* | NON-STUDENT | NON-STUDENT but IFITT MEMBER |
|----------------------------------------------------|----------|-------------|------------------------------|
| Participate in Week 1 & 2 (about 25 participants)  | 6800     | 8900        | 7800                         |
| Participate only in Week 2 (about 60 participants) | 900      | 1400        | 1100                         |
| Participate only in Virtual Summer School          | 700      | 1200        | 900                          |
| Participate only in IFITTtalk @Hangzhou            | 200      | 200         | 200                          |

\*Student discounts apply only to FULL-TIME students with a certificate from their home University  
Cancel policy: free cancellation before July 15, 2017, or else 50% payment will be charged.

## BOARD & LODGING

For people attending Week 1 & 2, accommodation and meals are included in the fee. For people only attending Week 2, accommodation and meals are not included in the fee.

Università della Svizzera italiana



# Summer School ICT2ST4D

The contribution of ICTs to Sustainable Tourism for Development

Website: [www.unescochair.usi.ch](http://www.unescochair.usi.ch). (scan below)

**AUGUST 14 - AUGUST 25, 2017**  
HANGZHOU, CHINA



## Summer School Structure

The Summer School is divided into two weeks, learners can apply either for both weeks, or just for the second one. It will be also possible to participate only in the IFITTalk@Hangzhou.

## IFITTalk@Hangzhou

Sponsored by IFITT, IFITTalk@Hangzhou is a one-day event to be held on 21<sup>st</sup> August, 2017 (second week of Summer School) gathering academics and industry players together to share and discuss around the topic of smart tourism and big data.



## Virtual Summer School

It is designed as a virtual space for people, who are not able to physically attend this Summer School but would like to access materials and resources, and communicate with other participants.

## Languages

During the Summer School, English will be used as main language, while IFITTalk@Hangzhou will be held in Chinese.

For Virtual Summer School, English will be the instruction language.

## Speakers (Provisional list)

| Content Area                                    | Instructor                                |
|-------------------------------------------------|-------------------------------------------|
| <b>World Heritage Sites</b>                     |                                           |
| eTourism and WHS                                | Prof. Lorenzo Cantoni<br>USI, Switzerland |
| WHS in China                                    | Prof. Lingqiang Zhou<br>ZJU, China        |
| <b>Communication Technologies</b>               |                                           |
| eTourism and technologies                       | Dr. Liang Wang<br>ZJU, China              |
| MOOCs in tourism and hospitality                | Jingjing Lin<br>USI, Switzerland          |
| Marketing and Social Media in Tourism           | Dr. Markus Schuckert<br>PolyU, Hong Kong  |
| <b>Smart Tourism</b>                            |                                           |
| Smart Tourism and Big Data                      | Dr. Zheng Xiang<br>Virginia Tech, USA     |
| Tourism Technology Management                   | Dr. Dan Wang<br>PolyU, Hong Kong          |
| Smart Tourism in Tourism Development            | Prof. Bihu Wu<br>PKU, China               |
| Tourist Behavior in the Digital Era             | Dr. Maoying Wu<br>ZJU, China              |
| <b>Sustainable Tourism</b>                      |                                           |
| Sustainable Tourism and Destination Management  | Dr. Tianyu Ying<br>ZJU, China             |
| Web-based Tourism Innovation and Sustainability | Dr. Jiaying Lü<br>ZJU, China              |
| Authenticity of Cultural Tourism                | Qiuchen Zhu<br>ZJU, China                 |

## 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 seminars by renowned instructors
- Connect to state-of-the-art research and case studies
- Present your own relevant research and receive feedbacks
- Network with academics and practitioners
- Experience various Chinese traditional cultures and World Heritage Sites
- Understand smart tourism in supporting and enriching World Heritage Sites