

LECTURERS

Lorenzo Cantoni

Chair-holder of UNESCO chair in ICT to develop and promote sustainable tourism in WHSs and Dean of the Faculty of Communication Sciences at Università della Svizzera italiana (Lugano, Switzerland).

Marcel Danesi

Director of the Program in Semiotics and Communication Theory at Victoria College, University of Toronto, Canada.

Xavier Font

Director of Studies of the International Centre for Responsible Tourism, Leeds Metropolitan University, UK.

John Traxler

Professor of Mobile Learning, Director of the Learning Lab at the University of Wolverhampton (UK) and Associate Editor of the International Journal of Mobile and Blended Learning and of Interactive Learning. Environments.

PRACTICAL INFORMATION

USI – Università della Svizzera italiana
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HOW TO APPLY

Please send your CV and a one-page motivation letter to unescochair@usi.ch until March 31, 2014.

TUITION FEE

Tuition is 1989 CHF (early birds until May 31, 2014: 1450 CHF)

BOARD & LODGING

Board and lodging are not included in the tuition fee. You might find useful information on the official website by Lugano Tourism and on airbnb.com; in addition, the University itself has a canteen, where to have lunch at a quite affordable cost.

The Summer school is supported by the Swiss Commission for Research Partnerships with Developing Countries (KFPE).



Università
della
Svizzera
italiana



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

Summer School IDEAL Tourism

Information and communication technologies for promotion and development of sustainable tourism around cultural and natural destinations

The case of the UNESCO
World Heritage Sites

AUGUST 25 - SEPTEMBER 5, 2014
UNIVERSITÀ DELLA SVIZZERA ITALIANA
USI LUGANO, SWITZERLAND



THE CHAIR

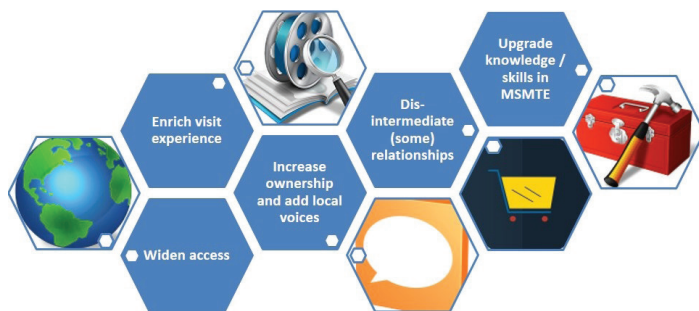
The UNESCO Chair in ICT to develop and promote sustainable tourism in World Heritage Sites is committed to perform extensive research and teaching on how ICT can be effectively exploited to develop and promote sustainable tourism at the World Heritage Sites (WHSs), with a special emphasis on the southern 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-the-art information among WHSs when it comes to online communication and presence.

APPROACH

Roles of digital technologies in developing and promoting sustainable tourism in World Heritage Sites



PROGRAMME OUTLINE

The Summer School will blend online activities with a two-week residential seminar.

Online activities will start two months before the residential seminar, and will comprise preparatory readings and discussion activities.

The residential seminar will feature lectures by leading international scholars, as well as applied skills seminars on research methods lead by expert post-doc researchers. In addition, participants will develop a group-work project.

English is the official language of the Summer School.



| Content Area | Professor | Related seminar topic | Seminar leader |
|--|--|--|---------------------------|
| eTourism | Lorenzo Cantoni Lugano, Switzerland | Reputation in online media and quantitative approaches | Elena Marchiori USI |
| Semiotics and intercultural communication in tourism | Marcel Danesi Toronto, Canada | Argumentation in user-generated content & social media | Silvia de Ascaniis USI |
| ICT in developing contexts | John Traxler Wolverhampton, UK | Photo-elicitation and social meaning in developing contexts | Sara Vannini USI |
| Sustainable tourism development | Font Xavier Leeds, UK | Digital storytelling and local players' involvement in tourism communication | Amalia Sabiescu 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 the seminars with renowned instructors
- Share and enhance state-of-the-art research and case studies
- Meet and network with academics and practitioners
- Get academic credits
- Experience the multicultural and interdisciplinary environment in sunny Lugano