

## LECTURERS AND SUBJECTS

**Maria Garbelli (scientific director) - Sustainable Tourism and (In)Tangible Heritage**

Università degli Studi di Milano-Bicocca (Milan, Italy)

**Lorenzo Cantoni - eTourism: Online Promotion and Communication**

Chair-holder of UNESCO chair in ICT to develop and promote sustainable tourism in WHSs (USI - Università della Svizzera italiana, Lugano, Switzerland)

**Roberto Comneno d'Otranto - Tourism Development**

Università degli Studi di Milano-Bicocca (Milan, Italy)

**Silvia de Ascaniis - Tourism and Religion**

USI - Università della Svizzera italiana (Lugano, Switzerland)

**Christian Garavaglia - EXPO2015 and Food Sustainability**

Università degli Studi di Milano-Bicocca (Milan, Italy)

**Nadzeya Kalbaska - eLearning in Tourism**

USI - Università della Svizzera italiana (Lugano, Switzerland)

**Elena Marchiori - Online Reputation**

USI - Università della Svizzera italiana (Lugano, Switzerland)

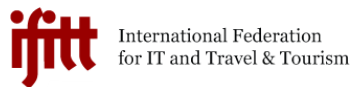
**Rayvistic Mutinda Ndivo - UNESCO World Heritage Sites and Tourism**

Kenyatta University (Nairobi, Kenya)

**Iliara Suffia - Heritage Conservation**

Università degli Studi di Milano-Bicocca (Milan, Italy)

## PARTNERS



CIVIDATE CAMUNO

Arte rupestre  
della Valle Camonica  
Sito Unesco n. 94



## PRACTICAL INFORMATION



Università degli Studi di Milano-Bicocca  
Piazza dell'Ateneo Nuovo, 1  
20126, Milano (Italy)



summerSchoolICTsustainabletourism@unimib.it



www.unimib.it  
www.unescochair.usi.ch



Tuition: 660€



Housing at the University Campus: single  
bed: from 170€ per week



5 ECTS credits

## HOW TO APPLY

Please fill up the online application form and  
upload one file including both **one-page CV** and  
a **motivation letter** on the website:

[http://bit.ly/HowToEnrol\\_SummerSchool](http://bit.ly/HowToEnrol_SummerSchool)

before **March 31, 2015**

## FOR MORE INFORMATION



**deadline has been extended !**



MILANO 2015

NUTRIRE IL PIANETA  
ENERGIA PER LA VITA

NOURRIR LA PLANETE  
ENERGIE POUR LA VIE

FEEDING THE PLANET  
ENERGY FOR LIFE

## SUMMER SCHOOL

### ICTs to Promote Sustainable Tourism

Tangible and Intangible Heritage  
between Cultural, Leisure, and  
Gastronomic Tourism

**AUGUST 24 – SEPTEMBER 4, 2015**

**UNIVERSITÀ DEGLI STUDI DI  
MILANO-BICOCCA (ITALY)**

In collaboration with :

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



United Nations  
Educational, Scientific and  
Cultural Organization

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

# UNESCO 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:

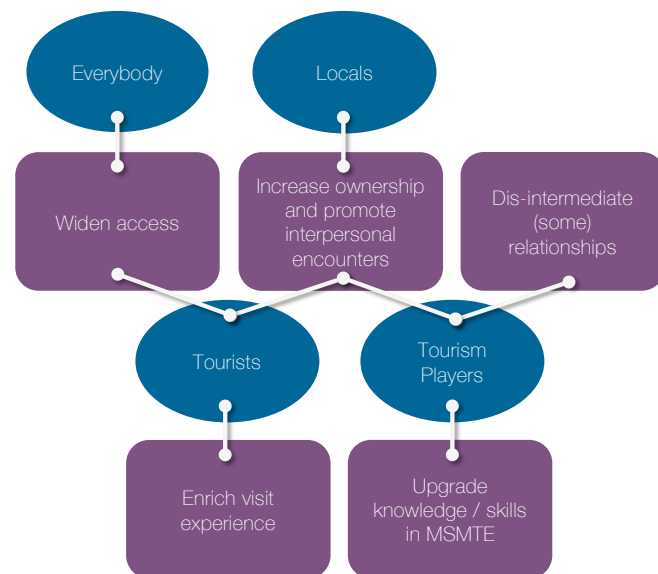
**eTourism, eLearning, and ICT4D (ICT for Development)**

The chair attempts to facilitate the flow of best practices and state-of-art information among WHSs when it comes to online communication and presence.

For its commitment, UNESCO chair sustains this Summer School as scientific partner.

## APPROACH

Five main areas of intervention for ICT



# UNIVERSITY OF MILANO-BICOCCA

The University of Milano-Bicocca is organizing with the patronage of EXPO Milan 2015 and The Scientific Committee for Expo 2015 24 International Summer School Programs dedicated to the theme of EXPO Milan 2015.

Situated in Milan (Italy), one of the chief economic drivers in Europe, the University of Milano-Bicocca profits from its stimulating environment as a great opportunity for personal growth, study, and work. Young, dynamic, and multi-disciplinary, this University has created an extensive network that includes several world-famous universities, research centers and top corporations. Among its qualities, the University of Milano-Bicocca offers 71 different academic programs (Bachelor, Master, PhD) within the fields of Economics and Statistical Sciences, Law, Medicine, Psychology, Sociology, Natural Sciences, and Educational Sciences.



## 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 the seminars with renown instructors
- Share and enhance the state-of-art research and case studies
- Meet and network with academics and practioners around real cases
- Get academic credits
- Experience the multicultural and interdisciplinary environment of EXPO2015 and of Milan, Italy