Management of Territorial Tourism Development

As part of the INCULTUM Pilot about San Pellegrino in Alpe, in the frame of the Executive Master Management of Territorial Tourism Development organised by Fondazione Campus and Touring Club Italiano, the INCULTUM project was presented and discussed with the students and teachers participating in the master.

The INCULTUM team coordinated by Prof. Enrica Lemmi discussed the project during a lesson, looking at the partnerships established and the ideas born to develop an innovative tourism offer based on the use of Don Luigi Pellegrini Museum and the surrounding area of the high Valley of Garfagnana. Dr. Pirrone, as community manager of the INCULTUM pilot project, introduced also the topic of the academic courses developed under the leading of University of Pisa, which will be soon ready to be uploaded on the INCULTUM Training Portal.

The students were very interested in the topic and a productive dialogue developed within the lesson.

Further information about the the master is available in Italian at:
https://www.touringclub.it/news/touring-e-fondazione-campus-lanciano-la-quarta-edizione-del-master-in-management-dello-sviluppo

Some pictures from the lesson about the INCULTUM project: