

## Summer school on ICT to promote sustainable tourism



For 2015 the **UNESCO Chair in ICT to develop and promote sustainable tourism in World Heritage Sites** (Università della Svizzera italiana - Lugano, Switzerland) has partnered with the **University of Milano-Bicocca (Milan, Italy)** under the **patronage of EXPO Milan 2015** to organise its Summer School.

The Summer School links three elements qualifying EXPO2015: **Italian land**, the **development of the related resources in a responsible way** and **ICT** (as a condition of global development, for its ability to go through space and time and to improve reputation and image while increasing awareness of a place).

The Summer School is committed to discovering the natural and cultural places we live in, and intends to offer an overview of some excellences in the **Lombardy region** (Italy) and in the **Ticino region** (Switzerland), with a particular focus on sustainable tourism and UNESCO World Heritage Sites.

A combination of lectures, cases, site visits (including EXPO2015), workshops and group-works will be provided, so to ensure high engagement and retention by all participants.

### Subjects overview:

**Sustainable Tourism and (In)Tangible Heritage**

**Online Promotion and Communication**

**Tourism Development**

**Tourism and Religion**

**EXPO2015 and Food Sustainability**

**eLearning in Tourism**

**Online Reputation**

**UNESCO World Heritage Sites and Tourism**

**Heritage Conservation**

### Participants:

- Researchers: Advanced Master students, PhD candidates, Post Docs
- Practitioners: World Heritage Site managers, Destination managers, interested Tourism professionals

**Partners:**

the Summer School is organised in collaboration with the **EXPO2015** and the **Università degli Studi di Milano Bicocca**; it is supported by **IFITT** ? International Federation for IT and Travel & Tourism, the **Apindustria Brescia, Incubatore di Imprese di Valcamonica, Comunità Montana di Valcamonica** and **Confagricolture Lombardia**.



Download the Summer School flyer [here](#)!

For more information visit [the organisers' website](#).