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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.