CONCEPT

Besides representing a wide segment of the tourism market, cultural tourism is an opportunity for territorial development and cultural promotion. It points out, in fact, the very goal of tourism: to exit known territories in order to enter new spaces and encounter different human communities, cultures and lifestyles. In particular, sacred heritage needs to be considered, since it constitutes a major part within every culture. Information and Communication Technologies might play key roles in supporting and enriching cultural tourism, promoting a sustainable approach and enhancing the understanding of different cultures and traditions.

LOCATION

Casa dei Padri is a historic residence in Armeno, a small town in the Italian region of Piedmont, about 100 kilometres northeast of Turin. It has been recently restructured, aiming at becoming a hub for local development and heritage promotion activities. It is located nearby the Sacri Monti of Piedmont and Lombardy, a UNESCO World Heritage Site. «The nine Sacri Monti (Sacred Mountains) of northern Italy are groups of chapels and other architectural works created in the late 16th and 17th centuries and dedicated to different aspects of the Christian faith» (UNESCO WHC).

PRACTICAL INFORMATION

ORGANIZATION
Prof. Lorenzo Cantoni
USI – Università della Svizzera italiana, chair-holder of the UNESCO Chair
Scientific Director
Silvia De Ascaniis, PhD (USI)
Director
Asta Adukaite (USI)
Coordinator
Elisa Cristina (Casa dei Padri)
Board and lodging manager

HOW TO APPLY
Please send a complete CV and one-page motivation letter to unescochair@usi.ch by April 30, 2016. Acceptance will be notified by mid-May 2016. For more information visit: www.unescochair.usi.ch

FEE
1000 EUR, which includes tuition fee, meals, lodging and social activities. IFITT members can apply for a scholarship to cover the tuition fee (175 EUR for one week or 350 EUR for two weeks), while board and lodging are at own expenses.

BOARD & LODGING
Included in the fee. Lodging is in double room, for single room the fee is subject to adjustment. Please, contact Elisa Cristina for any logistic information: elisa@casadeipadri.it
THE UNESCO Chair in ICT to develop and promote sustainable tourism in World Heritage Sites at USI — Università della Svizzera italiana (Lugano, Switzerland) is committed to perform extensive research and teaching on how ICT can be effectively exploited to develop and promote sustainable tourism at WHSs. The diagram below depicts the Chair philosophy.

Five main areas of intervention for ICT

IFITT — International Federation for IT and Travel & Tourism is the leading independent global community for the discussion, exchange and development of knowledge about the use and impact of ICT in the travel and tourism industry and experience. IFITT mission is to share knowledge, experience, and a true passion for ICT in travel and tourism, being relevant for the industry and responsible for society at large, as well as ensuring scientific excellence. 2016 IFITT Summer School coincides with the first week of this Summer School (until Sunday), more focused on eTourism.

The program includes lectures by leading international scholars, applied skills seminars lead by expert researchers, case studies, visits to local heritage sites, poster presentations, networking activities. In addition, participants will develop a group-work project.

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**WHY TO PARTICIPATE**

- Strengthen your knowledge through seminars with renowned instructors
- Share and enhance state-of-the-art research and case studies
- Meet and network with academics and practitioners
- Experience a multicultural and interdisciplinary environment
- Learn how to practically apply various digital tools

**RESEARCHERS**

Advanced Master students
PhD candidates
Post Doc

**PRACTITIONERS**

World Heritage Site managers
Destination managers
Interested tourism professionals