

**UNIVERSITY OF MACERATA**  
Department of Education, Cultural Heritage and Tourism

***Tourism and destinations in turbulent times***

*8th International Seminars' Week*

30 November – 4 December 2020

Link to the virtual room: <http://bct.unimc.it/it/webinar>

\*note for UNIMC students: students are kindly asked to indicate their name, surname and registration number when joining the virtual room

**GUEST LIST**

**Professor Anita Talaja** | University of Split, Faculty of Economics, Business and Tourism (Croatia)

**Dr. Bharti Gupta** | Assistant Professor | Central University of Jammu, Department of Tourism & Travel Management (India)

**Dr. Tomislav Ivanjko** | Assistant Professor | University of Zagreb, Department of Information and Communication Sciences, Faculty of Humanities and Social Sciences (Croatia)

**Dr. Diane Dodd** | President | International Institute of Gastronomy, Culture, Arts and Tourism (Spain)

**AGENDA**

**Monday 30 November 2020**

9 am – 11 am | *Strategic management in tourism: context and content*

**Professor Anita Talaja** | University of Split (Croatia)

11 am – 1 pm | *Understanding the Basics of Conducting Qualitative Research in Tourism Studies*

**Dr. Bharti Gupta** | Central University of Jammu (India)

4.30 pm - 7.30 pm | *Artificial intelligence, blockchain, Open and Linked data, Crowdsourcing and gamification: the impact of evolving disruptive technologies on heritage sector and private lives – topics 1-2*

**Dr. Tomislav Ivanjko** | University of Zagreb (Croatia)

## Tuesday 1 December 2020

9 am – 12 am | *Artificial intelligence, blockchain, Open and Linked data, Crowdsourcing and gamification: the impact of evolving disruptive technologies on heritage sector and private lives – topics 3-4*

**Dr. Tomislav Ivanjko** | University of Zagreb (Croatia)

4 pm – 6 pm | *Strategic management in tourism: context and content*

**Professor Anita Talaja** | University of Split (Croatia)

## Wednesday 2 December 2020

11 am – 1 pm | *Understanding the Basics of Conducting Qualitative Research in Tourism Studies*

**Dr. Bharti Gupta** | Central University of Jammu (India)

3 pm – 5 pm | *Building a new sustainable tourism offer based on intangible heritage, gastronomy, culture and creative experiences*

**Dr. Diane Dodd** | International Institute of Gastronomy, Culture, Arts and Tourism (Spain)

## Thursday 3 December 2020

9 am – 11 am | *Strategic management in tourism: context and content*

**Professor Anita Talaja** | University of Split (Croatia)

11 am – 1 pm | *Understanding the Basics of Conducting Qualitative Research in Tourism Studies*

**Dr. Bharti Gupta** | Central University of Jammu (India)

3 pm – 5 pm | *Building a new sustainable tourism offer based on intangible heritage, gastronomy, culture and creative experiences*

**Dr. Diane Dodd** | International Institute of Gastronomy, Culture, Arts and Tourism (Spain)

## Friday 4 December 2020

3 pm – 5 pm | *Building a new sustainable tourism offer based on intangible heritage, gastronomy, culture and creative experiences*

**Dr. Diane Dodd** | International Institute of Gastronomy, Culture, Arts and Tourism (Spain)

Direzione e coordinamento scientifico/ *Management and scientific coordination*: prof. Simone Betti, prof. Alessio Cavicchi  
Comitato scientifico / *Scientific Committee*: prof. Alessio Cavicchi, prof.ssa Flavia Stara, prof.ssa Mara Cerquetti, prof. Pierluigi Feliciati