



UNIVERSITY OF MACERATA

Department of education, cultural heritage and tourism

International Seminars' Week 2 – 6 December 2019

GUESTS LIST

Elena Borin / Burgundy School of Business, France

Galina Bakhtiarova / Western Connecticut State University, USA

Chiara Rinaldi / University of Gothenburg, Sweden

Francisco J. Garcia-Rodriguez / University of La Laguna, Spain

Carmen-Ines Ruiz de la Rosa / University of La Laguna, Spain

AGENDA

Monday 2 December - Department of education, cultural heritage and tourism

- 08.00 - 11.00 / Aula 6

Chiara Rinaldi (University of Gothenburg, Sweden)

“Food for sustainable place development”

- 11.00 - 14.00 / Aula 6

Elena Borin (Burgundy School of Business - BSB, France)

“Crowdfunding for culture: challenges and opportunities for a paradigm shift?”

- 14.00 – 17.00 / Aula 5

Galina Bakhtiarova (Western Connecticut State University, USA)

“Preservation of Cultural Heritage in Ecuador: Building National Identity and Promoting Tourism”





Tuesday 3 December - Department of education, cultural heritage and tourism

- 08.00 - 11.00 / Aula 5

Chiara Rinaldi (University of Gothenburg, Sweden)

“Food for sustainable place development”

- 11.00-14.00 / Aula 5

Elena Borin (Burgundy School of Business - BSB, France)

“Crowdfunding for culture: challenges and opportunities for a paradigm shift?”

- 14.00 – 17.00 / Aula 5

Galina Bakhtiarova (Western Connecticut State University, USA)

“Preservation of Cultural Heritage in Ecuador: Building National Identity and Promoting Tourism”

Thursday 5 December - Department of education, cultural heritage and tourism

- 17.00 - 19.00 / *Welcome Cocktail*

Friday 6 December - Department of education, cultural heritage and tourism

- 11.00 - 17.00 / Sala Consiglio
“Entrepreneurship Education and Sustainable Tourism”

Part 1 - *Francisco J. Garcia-Rodriguez (University of La Laguna, Spain)*

“Entrepreneurship education: contextualisation, challenges and examples”

11.00 – 14.00

Part 2 - *Carmen-Ines Ruiz de la Rosa (University of La Laguna, Spain)*

“Water management and tourism in Island destinations: the case of Tenerife”

14.00 – 17.00

Direzione e coordinamento scientifico / Management and scientific coordination: prof. Simone Betti

Comitato scientifico / Scientific Committee: prof. Alessio Cavicchi, prof.ssa Amanda Salvioni, prof.ssa Mara Cerquetti

