



UNIVERSITY OF MACERATA

Department of education, cultural heritage and tourism

International Seminars' Week **20 – 24 November 2017**

GUESTS LIST

Frank Lindberg / Nord University, Norvegia

Ghulam Mustafa Khawaja / Central University Jammu, India

Giuseppina Cardia / University of Malta, Malta

Jocey Quinn / University of Plymouth, Inghilterra

Katleen Vos / Hogeschool PXL (PXL Media & Tourism), Belgio

Lena Mossberg / University of Gotheborg, Svezia

Luciana F. De Almeida / ESPM (Escola Superior de Propaganda e Marketing), Brasile

Magdalena Florek / University of Poznan, Polonia

Rubén C. Lois González / University of Santiago de Compostela, Spagna

Sandra Jankovic / University of Rijeka, Croazia

Sonia Massari / University of Illinois, Stati Uniti



AGENDA

Monday 20 November - Department of education, cultural heritage and tourism

- 11.00 - 14.00 / Aula 6

Sonia Massari - University of Illinois, Stati Uniti
"Sustainability design thinking"

- 13.00-15,00 / Sala Consiglio II piano

Rubén C. Lois González - University of Santiago de Compostela, Spagna
"Tourism and territorial planning"

- 15.00 - 18.00 / Aula 6

Sonia Massari - University of Illinois, Stati Uniti
"Sustainability design thinking"

Tuesday 21 November - Department of education, cultural heritage and tourism

- 09.00 - 13.00 / Aula 12

Rubén C. Lois González - University of Santiago de Compostela, Spagna
"Saint James' Way: the economic reinvention in the XX-XXI century"

- **18.30 - 20.30 / *International Welcome Day***

Caffè Venanzetti – Galleria Scipione, Via A. Gramsci 21/23, Macerata

Wednesday 22 November - Department of education, cultural heritage and tourism

- 08.00 - 11.00 / Aula 15

Jocey Quinn - University of Plymouth, Inghilterra
"The Humanist University in a Post-human world"





- 14.00 - 15.00 / Sala Consiglio II piano

Frank Lindberg - Nord University, Norvegia

“Magic and challenges of experiences in nature-based tourism”

- 15.00 - 16.00 / Sala Consiglio II piano

Lena Mossberg - University of Gotheborg, Svezia

“Storytelling and food concepts development”

- 16.00 - 17.00 / Sala Consiglio II piano

Magdalena Florek - University of Poznan, Polonia

“Importance of experience in Food and Tourism affair”

- 17.00 - 18.00 / Sala Consiglio II piano

Sandra Jankovic - University of Rijeka, Croazia

“Benchmarking in Tourism”

Thursday 23 November - Department of education, cultural heritage and tourism

- 08.00 - 11.00 / Aula 14

Giuseppina Cardia - University of Malta, Malta

“The Model Do-Di: An Emerging Methodology for the management of the Relation between Tourism, Culture and Development within the European Capitals of Culture”

- 11.00 - 14.00 / Aula 14

Ghulam Mustafa Khawaja - Central University Jammu, India

“Multicultural awareness for Hospitality and Tourism. Branding and Packaging in Religious and Medical Tourism”



- 15.00 - 18.00 / Aula 14

Giuseppina Cardia - University of Malta, Malta

“The Model Do-Di: An Emerging Methodology for the management of the Relation between Tourism, Culture and Development within the European Capitals of Culture”

Friday 24 November - Department of education, cultural heritage and tourism

- 08.00 - 11.00 / Aula 5

Katleen Vos - Hogeschool PXL (PXL Media & Tourism), Belgio

“Trendy museums as tools for city marketing”

- 11.00 - 12.00 / Aula 5

Luciana F. De Almeida - ESPM (Escola Superior de Propaganda e Marketing), Brasile

“Historical and Cultural aspects of the Coffee production in Brazil”

- 12.00 – 15.00 / Aula 5

Ghulam Mustafa Khawaja - Central University Jammu, India

“Multicultural awareness for Hospitality and Tourism. Branding and Packaging in Religious and Medical Tourism”

- 15.00 - 18.00 / Aula 5

Katleen Vos - Hogeschool PXL (PXL Media & Tourism), Belgio

“Cultural heritage as a tool for rejuvenation of spatowns”

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

Comitato scientifico / *Scientific Committee*: prof. Alessio Cavicchi, prof. Enrico Domenico Giovanni Nicosia, prof.ssa Flavia Stara, prof. Gian Luigi Corinto, prof. Pier Giuseppe Rossi, prof. Simone Betti