



UNIVERSITY OF MACERATA

Department of education, cultural heritage and tourism

International Week **5 – 9 November 2018**

GUESTS LIST

Luciana F. De Almeida

*ESPM (Escola Superior de Propaganda e Marketing)
Brazil*

Miriam Scaglione

*University of Applied Sciences and Arts
Western Switzerland
Switzerland*

Roberto Pierdicca

*Marche Polytechnic University
Italy*

Tutti i seminari previsti dalla International Week sono accreditati per gli studenti delle classi L1-L15, LM-89 e LM-49 e per i dottorandi dei cicli XXXIV°, XXXIII°, XXXII° del Corso di dottorato in HUMAN SCIENCES, curriculum EDUCATION e curriculum PSYCHOLOGY.



AGENDA

Tuesday, 6th November - Department of education, cultural heritage and tourism

- **14.30 - 17.30 / Aula 6**

Roberto Pierdicca – Marche Polytechnic University, Italy

“The role of ICT for tourism management: theory, applications and use cases”

Wednesday, 7th November- Department of education, cultural heritage and tourism

- **10.00 - 13.00 / Aula 8**

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

“Marketing food and authenticity: study cases in Brazil”

- **14.30 - 17.30 / Aula 8**

Roberto Pierdicca – Marche Polytechnic University, Italy

“The role of ICT for tourism management: theory, applications and use cases”

Thursday, 8th November - Department of education, cultural heritage and tourism

- **09.00 - 12.00 / Aula 5**

Miriam Scaglione – University of Applied Sciences and Arts Western Switzerland, Switzerland

“Innovation diffusion models”



Friday, 9th November - Department of education, cultural heritage and tourism

- **09.00 - 12.00 / Aula 1**

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

"Marketing food and authenticity: study cases in Brazil"

- **14.00 - 17.00 / Aula 1**

Miriam Scaglione – University of Applied Sciences and Arts Western Switzerland, Switzerland

"Visitors flows and Destination Management Organization"

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

Comitato scientifico / *Scientific Committee*: prof. Alessio Cavicchi, prof. Simone Betti