



# International Seminars' Week

FROM TUESDAY 13  
TO FRIDAY 16  
DECEMBER  
**2016**

**OPEN DAY**  
TUESDAY,  
DECEMBER 13  
2016

**H 16.00**  
AULA MAGNA  
/ P.LE BERTELLI, 1  
/ C.DA VALLEBONA  
/ MACERATA

## Why?

To promote the internationalization policies to provide an intercultural opportunity both for students and scholars to stimulate debates concerning research approaches and perspectives.

## We expected guest teachers from

Jawaharlal Nehru University  
/ INDIA  
University of Stenden  
/ NETHERLANDS  
University of Umea  
/ SWEDEN  
University of Leicester  
/ ENGLAND  
University of Aberdeen  
/ SCOTLAND  
Turku University of applied  
sciences  
/ FINLAND  
Gothenburg University  
/ SWEDEN



**UNIVERSITY OF MACERATA**  
**Department of education, cultural heritage and tourism**

*International Seminars' Week*  
13 – 16 December 2016

**GUESTS LIST**

- Elena Cavagnaro* / University of Stenden, Netherlands  
*Massimo Giovanardi* / University of Leicester, England  
*Rolf Hugoson* / University of Umea, Sweden  
*Milla Järvipetäjä* / Turku University of applied sciences, Finland  
*Ghulam Mustafa Khawaja* / Jawaharlal Nehru University, India  
*Lorna Philip* / University of Aberdeen, Scotland  
*Chiara Rinaldi* / University of Gothenburg, Sweden

**AGENDA**

**Tuesday 13 December - Department of education, cultural heritage and tourism**

- 08.00 - 12.00 / Aula 1

*Lorna Philip (University of Aberdeen, Scotland)*

“Understanding the digital implications of ‘remote rural’ for home-based businesses”.

- 12.00 - 14.00 / Aula 1

*Rolf Hugoson (University of Umea, Sweden)*

“Changing territorial attachments”

- 16.00 - 18.30 / *International Seminars Week Open Day*

**Aula Magna, Dipartimento di Scienze della formazione, dei beni culturali e del turismo, P.le Luigi Bertelli n. 1, Contrada Vallebona**





## Wednesday 14 December - Department of education, cultural heritage and tourism

- 08.00 - 10.00 / Sala Consiglio

*Rolf Hugoson (University of Umea, Sweden)*  
"Changing territorial attachments"

- 11.00-13.00 / Aula 1

*Chiara Rinaldi (University of Gothenburg, Sweden)*  
"Food and gastronomy as leverage for local development"

- 15.00 - 17.00 / Aula 1

*Elena Cavagnaro (University of Stenden, Netherlands)*  
"Being human: sustainability from the inside out"

- 17.00 - 19.00 / Aula 1

*Massimo Giovanardi (University of Leicester, England)*  
"Principles and Practices of Destination Marketing and Branding"

## Thursday 15 December - Department of education, cultural heritage and tourism

- 08.00 - 10.00 / Aula 1

*Massimo Giovanardi (University of Leicester, England)*  
"Principles and Practices of Destination Marketing and Branding"

- 10.00 - 12.00 / Aula 1

*Elena Cavagnaro (University of Stenden, Netherlands)*  
"Change as a benefit from travel: for me, for me & you or for all? An exploratory study among Dutch students"





- 12.00 - 14.00 / Aula 1

*Milla Järvi* (Turku University of applied sciences, Finland)

“Creating Event Concepts”

- 15.00 - 17.00 / Laboratorio Informatico 216

*Milla Järvi* (Turku University of applied sciences, Finland)

“Creating Event Concepts”

## **Friday 16 December - Department of education, cultural heritage and tourism**

- 08.00 - 10.00 / Aula 1

*Massimo Giovanardi* (University of Leicester, England)

"Principles and Practices of Destination Marketing and Branding"

- 10.00 - 12.00 / Laboratorio Informatico 216

*Milla Järvi* (Turku University of applied sciences, Finland)

“Creating Event Concepts”

- 12.00 - 14.00 / Aula 1

*Ghulam Mustafa Khawaja* (Jawaharlal Nehru University, India)

“Tourism in the context of Multi-Cuturalism”

- 15.00 - 19.00 / Aula 1

*Ghulam Mustafa Khawaja* (Jawaharlal Nehru University, India)

“Tourism in South Asia”

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

**Comitato scientifico / Scientific Committee:** prof. Simone Betti, prof. Alessio Cavicchi, prof.ssa Mara Cerquetti, prof. Gian Luigi Corinto, prof.ssa Alessandra Fermani, prof.ssa Flavia Stara

