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

International Seminars’ Week
FROM TUESDAY 13 TO FRIDAY 16 DECEMBER 2016

OPEN DAY
TUESDAY, DECEMBER 13 2016
H 16.00
AULA MAGNA / P.LE BERTCELLI, 1 / C.DA VALLEBONA / MACERATA
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 Järvi-petäjä / 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”
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 Järvipetäjä (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-Culturalism”

- 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