



## UNIVERSITY OF MACERATA

### Department of education, cultural heritage and tourism

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#### *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, 6<sup>th</sup> 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, 7<sup>th</sup> 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, 8<sup>th</sup> 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, 9<sup>th</sup> 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