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UNIVERSITY OF MACERATA

DEPARTMENT OF
EDUCATION, CULTURAL HERITAGE AND TOURISM

HR EXCELLENCE IN RESEARCH

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 Järvipetäjä (Turku University of applied sciences, Finland)
“Creating Event Concepts”

- 15.00 - 17.00 / Laboratorio Informatico 216

Milla Järvipetäjä (Turku University of applied sciences, Finland)
“Creating Event Concepts”

PIAZZALE LUIGI BERTELLI, 1
C.DA VALLEBONA
62100 MACERATA MC
T. (+39) 0733 258.5929
F. (+39) 0733 258.5927
PI 00177050432
sfbct@unimc.it
www.unimc.it

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-Cuturalism"

- 15.00 - 19.00 / Aula 1

Ghulam Mustafa Khawaja (Jawaharlal Nehru University, India)
"Tourism in South Asia"

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