



## UNIVERSITY OF MACERATA

### Department of education, cultural heritage and tourism

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### *International Seminars' Week* 20 – 24 November 2017

#### GUESTS LIST

**Frank Lindberg** / Nord University, Norvegia

**Ghulam Mustafa Khawaja** / Central University Jammu, India

**Giuseppina Cardia** / University of Malta, Malta

**Jocey Quinn** / University of Plymouth, Inghilterra

**Katleen Vos** / Hogeschool PXL (PXL Media & Tourism), Belgio

**Lena Mossberg** / University of Gotheborg, Svezia

**Luciana F. De Almeida** / ESPM (Escola Superior de Propaganda e Marketing), Brasile

**Magdalena Florek** / University of Poznan, Polonia

**Rubén C. Lois González** / University of Santiago de Compostela, Spagna

**Sandra Jankovic** / University of Rijeka, Croazia

**Sonia Massari** / University of Illinois, Stati Uniti





## AGENDA

### Monday 20 November - Department of education, cultural heritage and tourism

- 11.00 - 14.00 / Aula 6

*Sonia Massari* - University of Illinois, Stati Uniti  
"Sustainability design thinking"

- 13.00-15,00 / Sala Consiglio II piano

*Rubén C. Lois González* - University of Santiago de Compostela, Spagna  
"Tourism and territorial planning"

- 15.00 - 18.00 / Aula 6

*Sonia Massari* - University of Illinois, Stati Uniti  
"Sustainability design thinking"

### Tuesday 21 November - Department of education, cultural heritage and tourism

- 09.00 - 13.00 / Aula 12

*Rubén C. Lois González* - University of Santiago de Compostela, Spagna  
"Saint James' Way: the economic reinvention in the XX-XXI century"

- **18.30 - 20.30 / *International Welcome Day***

**Caffè Venanzetti – Galleria Scipione, Via A. Gramsci 21/23, Macerata**

### Wednesday 22 November - Department of education, cultural heritage and tourism

- 08.00 - 11.00 / Aula 15

*Jocey Quinn* - University of Plymouth, Inghilterra  
"The Humanist University in a Post-human world"





- 14.00 - 15.00 / Sala Consiglio II piano

*Frank Lindberg* - Nord University, Norvegia

“Magic and challenges of experiences in nature-based tourism”

- 15.00 - 16.00 / Sala Consiglio II piano

*Lena Mossberg* - University of Gotheborg, Svezia

“Storytelling and food concepts development”

- 16.00 - 17.00 / Sala Consiglio II piano

*Magdalena Florek* - University of Poznan, Polonia

“Importance of experience in Food and Tourism affair”

- 17.00 - 18.00 / Sala Consiglio II piano

*Sandra Jankovic* - University of Rijeka, Croazia

“Benchmarking in Tourism”

## **Thursday 23 November - Department of education, cultural heritage and tourism**

- 08.00 - 11.00 / Aula 14

*Giuseppina Cardia* - University of Malta, Malta

“The Model Do-Di: An Emerging Methodology for the management of the Relation between Tourism, Culture and Development within the European Capitals of Culture”

- 11.00 - 14.00 / Aula 14

*Ghulam Mustafa Khawaja* - Central University Jammu, India

“Multicultural awareness for Hospitality and Tourism. Branding and Packaging in Religious and Medical Tourism”



- 15.00 - 18.00 / Aula 14

*Giuseppina Cardia* - University of Malta, Malta

“The Model Do-Di: An Emerging Methodology for the management of the Relation between Tourism, Culture and Development within the European Capitals of Culture”

### **Friday 24 November - Department of education, cultural heritage and tourism**

- 08.00 - 11.00 / Aula 5

*Katleen Vos* - Hogeschool PXL (PXL Media & Tourism), Belgio

“Trendy museums as tools for city marketing”

- 11.00 - 12.00 / Aula 5

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

“Historical and Cultural aspects of the Coffee production in Brazil”

- 12.00 – 15.00 / Aula 5

*Ghulam Mustafa Khawaja* - Central University Jammu, India

“Multicultural awareness for Hospitality and Tourism. Branding and Packaging in Religious and Medical Tourism”

- 15.00 - 18.00 / Aula 5

*Katleen Vos* - Hogeschool PXL (PXL Media & Tourism), Belgio

“Cultural heritage as a tool for rejuvenation of spatowns”

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

**Comitato scientifico / Scientific Committee:** prof. Alessio Cavicchi, prof. Enrico Domenico Giovanni Nicosia, prof.ssa Flavia Stara, prof. Gian Luigi Corinto, prof. Pier Giuseppe Rossi, prof. Simone Betti

