

	25 JULY MON	26 JULY TUE	27 JULY WED	28 JULY THU	29 JULY FRI	30 JULY SAT
CREATIVE AND SUSTAINABLE TOURISM						CREATIVE AND SUSTAINABLE TOURISM
						WINE, FOOD AND SUSTAINABLE TOURISM
9.30 – 10.30	<i>Creative and Sustainable Tourism. Genesis and development</i>	<i>Environmental Tourism</i>	<i>Cultural Tourism. The making of a Cultural Event.</i>	<i>New tourism hosting solutions</i>	<i>Consumers and typical products. The Sensory Science</i>	Guided tour and testimonials
10.30 – 11.30	<i>Creative and Sustainable Tourism. Development of a Creative Tourism project</i>	<i>Cultural and Environmental Mass Tourism: opportunities and risks</i>	<i>Cultural Tourism Case study and project work</i>	<i>Host Communities and the Greening of Tourism</i>	<i>Consumers and typical Products. The Sensory Science</i>	Guided tour and testimonials
11.30 – 11.45	BREAK					
11.45 – 12.30	<i>Creative and Sustainable Tourism. Case study and project work</i>	<i>Environmental Tourism Case study and project work</i>	<i>Local, National and European Funds</i>	<i>Host Communities and the Greening of Tourism Case study and project work</i>	<i>Consumers and typical Products. The Sensory Science</i>	Guided tour and testimonials
12.30 - 13.15	<i>Creative and Sustainable Tourism Marketing. From Identity to Branding via Storytelling</i>	<i>Institutional Actors and Territorial cohesion</i>	<i>Local, National and European Funds</i>	<i>Interpreting and Translating in the field of Creative Tourism</i>	<i>Food Economics and Marketing</i>	Guided tour and testimonials
13.15 – 14.15	BREAK					
						CREATIVE AND SUSTAINABLE TOURISM

14.15 – 15.15	<i>Creative and Sustainable Tourism marketing Case study and project work</i>	<i>Institutional Actors and territorial cohesion Case study and project work</i>	<i>Managing Destination Images and Destination Branding</i>	<i>Integrated Territorial planning</i>	<i>Food Economics and Marketing</i>	<i>Sharing Economy</i>
15.15 – 16.15	<i>Wine, Food and Sustainable tourism</i>	<i>Tourism Project Fundraising</i>	<i>Managing Destination Images and Destination Branding Case study and project work</i>	<i>Development of internal Areas The LAGs and Cultural Districts</i>	<i>Food Economics and Marketing Case study and project work</i>	<i>Sharing Economy Case study and project work</i>
16.15 – 16.30	BREAK					
WINE, FOOD AND SUSTAINABLE TOURISM						
16.30 – 17.30	<i>Main theoretical approaches</i>	<i>International Food Cities Networks and Food Clusters</i>	<i>Investing in innovation in the field of agro-food Social Networks, Food, Wine and Sustainable Tourism.</i>	<i>Destination and Country Branding</i>	<i>Foodies and Food Tourism: International Trends</i>	<i>Evaluation of project work Exams and delivery of certificates</i>
17.30 - 18.30	<i>Italy and Foodies</i>	<i>Slow Food Marketing</i>	<i>Social Networks, Food and Wine and Sustainable Tourism.</i>	<i>Destination and Country Branding</i>	<i>Foodies and Food Tourism. WINE TASTING!</i>	<i>Evaluation of project work Exams and delivery of certificates</i>
<i>Evening visits to companies in the industry are scheduled</i>						