

Finanziato dall'Unione europea NextGenerationEU



Ministero dell'Università e della Ricerca







Spoke 3 Industria del turismo e della cultura





International Workshop on Sustainable Destination Development

Exclusive 3-day seminar, jointly organized with Governors State University (USA)

An immersive learning experience in the field of destination management, with a special focus on sustainable tourism development

Day 1: Tuesday, July 8, 2025

- 2:00 PM Welcome Session / Meet the Students
- **3:00 PM** Innovative Tools and Strategies for Sustainable Tourism Development
- 5:00 PM Networking Aperitivo & Hands-On Activities

Day 2: Wednesday, July 9, 2025

- 10:00 AM Destination Management
- 12:30 PM Lunch Break
- 2:00 PM 5:00 PM Cultural Heritage for Destination Development & Exploring Lake Como

July 8-10, 2025

University of Insubria Saint Abbondio's Campus, Como

Day 3: Thursday, July 10, 2025

- 10:00 AM Lake Como Case Studies & Group Discussion
- 12:00 PM Farewell & Closing Remarks



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