

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

July 8-10, 2025

University of Insubria
Saint Abbondio's Campus, Como

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

Day 3: Thursday, July 10, 2025

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

