

International Winter School

New Frontiers in Sustainable Tourism: Trends, Innovations and Practices

An exclusive 5-day Winter School designed to deepen the knowledge of sustainable tourism practices and emerging trends. An immersive learning experience in hospitality and destination management, with a special focus on sustainable tourism development worldwide and in the Lake Como area.

November 17-21, 2025

University of Insubria
Saint Abbondio's Campus, Como



Participation is **free of charge** thanks to the sponsorship of:

- Insubria International Summer/ Winter School - IISS
- PNRR NODES

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INSUBRIA INTERNATIONAL SUMMER SCHOOL

NODES
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Registration at:

<https://forms.office.com/e/6nq6x2Eha6>

Day 1: Monday, November 17, 2025

11:00-17:00

New Generations and Market Dynamics in Sustainable Hospitality:

Key topics: Lake Como transformation, Gen Z and sustainability; AI and tourism, sharing economy and traditional hotel accommodation

Day 2: Tuesday, November 18, 2025

11:00-13.30

Hiding sustainability, missing opportunities: greenhushing explained

14.00-18:30

Sustainable Tourism and EU policies

Key topics: EU tourism policy, implicit sustainability, funding programmes

Day 3: Wednesday, November 19, 2025

11:00-19:00

Regenerative Hospitality and Resilient Climate change communication

Day 4: Thursday, November 20, 2025

10:00-11:30

European Film Festivals, Industrial cultural heritage

Day 5: Friday, November, 2025

11:00-14:00

Sustainable Destinations and Brand Management

International Winter school "New Frontiers in Sustainable Tourism: Trends, Innovations and Practices" 17-21 November 2025

Day 1-Monday, November 17

h. 11.00-11.15 room S.2.8

Opening and introduction

Gen Z and perception of sustainability, Roberta Minazzi, University of Insubria

h. 11.15-12.00 room S.2.8

A Decade of Change: The Evolution of Tourism and Overtourism on Lake Como (2013-2024),

Daniele Grechi, Michela Segato, Hospitality Professional and Host

h. 12.15-13.00 room S.2.8

Substitution effect between sharing economy and traditional hotels, Martina Denti, Hospitality Professional and Host

h. 14.00-17.00 room S.2.3

AI and Tourism: Generative Intelligence for Sustainable Destination Promotion, Roberta Boggi, University of Insubria

Day 2-Tuesday, November 18

h. 11.00-13.00 room S.2.3

Hiding sustainability, missing opportunities: greenhushing explained, Marta Nieto-Garcia, University of Portsmouth, University of Salamanca

h. 14.00 -14.15 room S.1.3

A brief overview of EU tourism policy: recent trends, Giulia Tiberi, University of Insubria

h. 14.15-16.00 room S.1.3

Sustainable tourism from the EU policies and strategies to the management and measurement tools, Cinzia De Marzo, EU legal advisor, Former Expert at EU Commission DGROW-Tourism Unit

h. 16.10-18.30 room S.1.3

A journey into EU project design.

EU funding programmes suitable for sustainable tourism project proposals, Ilaria Rudisi, Nami Evolution

Day 3-Wednesday, November 19

h. 11-13.00 room S.1.3

Regenerative Hospitality, Amélie Keller, EHL Hospitality Business School

h. 14.00-16.30 room S.0.6

Supporting Sustainability through Resilient Climate Communications, Paul Adams, University of Texas

h. 17.00-19.00 room S.2.3

Hospitality that Heals: How Words Shape Sustainable Futures in Hospitality, Eliane Nortey, University of Insubria

Day 4-Thursday, November 20

h. 10.00-12.30 room S.2.3

Sustainability in the Making: Developing Green Discourses and Practices at European Film Festivals, Dianora Hollmann, Ca' Foscari University, Venice

h. 12.45-13.30 room S.2.3

Industrial cultural heritage and the Ruhr Area: the example of the Ruhrtriennale, Valentina Lori, LL.M., Expert in culture and media management, Berlin

Day 5-Friday, November 21

h. 11.00-14.00, room S.2.8

Sustainable Destinations and Brand Management: Strategies, Case Studies and Practice, Haana Hosman, Bournemouth University (UK)

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<https://forms.office.com/e/6nq6x2Eha6>



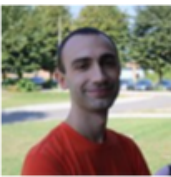
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Organizing Committee



Roberta Minazzi,
Professor of Destination
Management and Marketing,
University of Insubria, Como



Daniele Grechi,
Professor of Data analysis for
Destination Development,
University of Insubria, Como



Michela Segato,
Research Fellow, Management
and Data Analysis, University of
Insubria, Como

Insubria Faculty



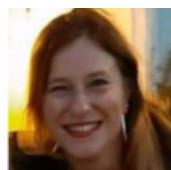
Deborah Toschi,
Professor of Media studies,
University of Insubria, Como



Giulia Tiberi,
Professor of Public Law For
sustainable tourism, University of
Insubria, Como



Valentina Albanese,
Professor of Sustainable Tourism
Geography, University of Insubria,
Como



Roberta Bogni,
AI Consultant for Legal & Language
Professionals, Lecturer University
of Insubria



Eliane Nortey
Senior Lecturer, University of
Insubria, Como

Guests Professors and Experts



Paul Adams
Professor and Director of Urban
Studies at the Department of
Geography and the Environment at
University of Texas at Austin



Hanaa Osman
Head of The Business School
Bournemouth University (UK)



Cinzia De Marzo
EU legal advisor, project manager &
sustainable tourism expert. Former
Seconded National Expert at the European
Commission - DGROW - Tourism Unit



Amélie Keller
Project Manager Regenerative
Hospitality project, EHL Hospitality
Business School



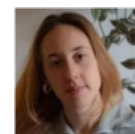
Marta Nieto-Garcia
Senior Lecturer, University of
Portsmouth, University of Salamanca



Ilaria Rudisi,
CEO Nami Evolution - Eu and
international grant advisors



Valentina Lori,
LL.M. Expert in culture and media
management, Berlin



Dianora Hollmann,
PhD. Ca' Foscari University, Venice,
Expert in Film Festival Studies



Martina Denti,
Hospitality Professional and Host