



UNIVERSITY OF MACERATA

Department of education, cultural heritage and tourism

International Week **16 – 20 April 2018**

GUESTS LIST

Elena Borin / Burgundy School of Business of Dijon, France

Federico Belloni / University of Barcelona, Spain

Irina Petkova / Varna University of Management, Bulgaria

Jesús Conde Jiménez / Universidad Loyola Andalucía, Spain

Johanna Bernadette Flemming / Sea chefs Companies, Switzerland

Johnson Colin / San Francisco State University, USA

Katarzyna Biernacka-Licznar / University of Wrocław, Poland

Michael Tomlinson / University of Southampton, United Kingdom



AGENDA¹

Monday, 16th April - Department of education, cultural heritage and tourism

- **08.00 - 11.00 / Aula 3** (*Seminario accreditato per le classi L1-L15, LM-49, LM-89*)

Johnson Colin – San Francisco State University, USA

“Food, wine and gastronomic tourism – an American perspective”

- **11.00-14.00 / Aula 3** (*Seminario accreditato per le classi L1-L15, LM-49, LM-89*)

Irina Petkova – Varna University of Management, Bulgaria

“Corporate Social Responsibility of Accommodation Establishments”

- **16.00 - 19.00 / Aula 3** (*Seminario accreditato per le classi L1-L15, LM-49, LM-89*)

Michael Tomlinson - University of Southampton, United Kingdom

“Higher Education and the World of Work: issues, perspectives and concepts”

Tuesday, 17th April - Department of education, cultural heritage and tourism

- **09.00 - 10.00 / Aula 3**

Jesús Conde Jiménez - University of Loyola Andalusia, Spain

“The achievement of digital competences and the creation of learning environments as indicators to evaluate ICT educational policies”

- **14.00 - 17.00 / Aula 13**

Katarzyna Biernacka-Licznar - University of Wrocław, Poland

“La ricezione dei classici della letteratura per l’infanzia prodotta in Italia nell’Ottocento in Polonia”

¹ Tutti i seminari previsti dalla International Week sono accreditati per i cicli XXXIII°, XXXII° e XXXI° del Corso di dottorato Human Sciences, Curriculum Education.



- **16.00 - 19.00 / Aula 8** (*Seminario accreditato per le classi L1-L15, LM-49, LM-89*)

Michael Tomlinson - University of Southampton, United Kingdom

"Graduate Capital and Resources: exploring the idea of career readiness"

Wednesday, 18th April - Department of education, cultural heritage and tourism

- **08.00 - 11.00 / Aula 2** (*Seminario accreditato per le classi L1-L15, LM-49, LM-89*)

Irina Petkova – Varna University of Management, Bulgaria

"Corporate Social Responsibility of Accommodation Establishments"

- **15.00 - 18.00 / Aula 5** (*Seminario accreditato per le classi L1-L15, LM-49, LM-89*)

Johnson Colin – San Francisco State University, USA

"Food, wine and gastronomic tourism – an American perspective"

Thursday, 19th April - Department of education, cultural heritage and tourism

- **08.00 - 14.00 / Sala del Consiglio** (*Seminario accreditato per le classi L1-L15, LM-49, LM-89*)

Johanna Bernadette Flemming – Sea chefs Companies, Switzerland

"Human resource management in the cruise industry"

- **16.00 - 19.00 / Sala del Consiglio** (*Seminario accreditato per le classi L1-L15, LM-49, LM-89*)

Elena Borin – Burgundy School of Business of Dijon, France

"Cooperation and ecosystem thinking in the arts and cultural sector"



Friday, 20th April - Department of education, cultural heritage and tourism

- **08.00 - 11.00 / Sala del Consiglio** (*Seminario accreditato per le classi L1-L15, LM-49, LM-89*)

Elena Borin – Burgundy School of Business of Dijon, France

“Cooperation and ecosystem thinking in the arts and cultural sector”

- **11.00 - 14.00 / 15.00 - 18.00 Sala del Consiglio** (*Seminario accreditato per le classi L1-L15, LM-49, LM-89*)

Federico Belloni – University of Barcelona, Spain

“Guerrilla Marketing: unconventional ways to promote efficiently hospitality and tourism destinations”

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

Comitato scientifico / *Scientific Committee*: prof. Alessio Cavicchi, prof.ssa Anna Ascenzi, dott.ssa Gigliola Paviotti, prof. Juri Meda, prof.ssa Mara Cerquetti, prof. Pier Giuseppe Rossi, prof. Simone Betti