


Name and address of university	<p>Università della Svizzera italiana Via Giuseppe Buffi 13, 6900 Lugano, Switzerland www.usi.ch</p>
Contact	 <p>Dr. Silvia De Ascaniis silvia.de.ascaniis@usi.ch</p>
Short description of university	<p>Università della Svizzera italiana (USI) is one of the 12 certified public universities in Switzerland and a member of swissuniversities. It is organised in six faculties and is active in several study and research areas, among which: architecture, communication sciences, computational science, data science, economics, health studies, humanities, informatics, law, medicine and biomedicine. It is the only Italian-speaking university in Switzerland, located in the canton of Ticino.</p>
Relevant Faculty/ department	<p>Institute of Digital Technologies for Communication (ITDxC) https://search.usi.ch/en/organisational-units/19/institute-of-digital-technologies-for-communication</p>
Study programme(s) in (sustainable) tourism	<p>Master's in international Tourism</p> <ul style="list-style-type: none"> - Minor eTourism - Minor Sustainability <p>https://www.usi.ch/en/education/master/international-tourism</p>
Duration and ECTS of programme(s)	<p>2 years, 120 ECT</p>
Language(s) of instruction	<p>English</p>
Keywords describing programme(s)	<p>Tourism economics, consumer behavior, sustainable tourism development, intercultural communication in tourism, accounting, digital transformation, eTourism, digitalization, cultural tourism, destination management, heritage, event management, crisis communication</p>
(Sustainable) tourism research/transfer institute (if any)	<p>UNESCO Chair in ICT to develop and promote sustainable tourism in World Heritage Sites https://www.unescochair.usi.ch/</p>
Research/transfer topics	<ul style="list-style-type: none"> - ICTs for Development - Effective communication of World Heritage Sites

	<ul style="list-style-type: none"> - Sustainable Tourism Development - Cultural Sustainability - Tourism Training and Education
<p>Selected research projects on sustainable tourism</p>	<p>AUDITORIUM – cultural sUstainability inDIcaTors fOr heRItage toUrism Management (2020 – 2022)</p> <p>This research aimed to develop a model of cultural sustainability indicators for the management of tangible and intangible heritage, mainly in tourist places enlisted among the World Heritage Sites List. A partnership between the UFMG – Federal University of Minas Gerais (Brazil) and the Chair was established. A concept of cultural sustainability for tourism through literature review and application of online surveys and interviews with heritage managers was developed.</p> <p>Machu Picchu – Seen through the eyes of Fernando Astete (2019 – 2022)</p> <p>“Machu Picchu Seen Through the Eyes of Fernando Astete” is an international and interdisciplinary project for the creation of a website and photo archive, designed to increase awareness of the cultural and natural values of the World Heritage Site Machu Picchu and to allow tourists to get a deeper understanding of the richness and complexity of the management of such a site.</p> <p>The official website has the aim of witnessing, through storytelling, the experience of Fernando Astete, a Peruvian anthropologist and archaeologist, who, as Chief of the National Archaeological Park of Machu Picchu from 1994 to 2019 dedicated more than thirty years of his life to the research, preservation, and conservation of the site. Fondo Fernando Astete, developed in collaboration with USI’s Iconoteca dell’Accademia di Architettura Mendrisio, is a collection of slides constituting the historical archive of Fernando and representing his efforts in safeguarding the collective memory of the archaeological and cultural identity of Peru.</p> <p>The initiative was carried out in collaboration with the UNESCO Chair in Anthropology of Health (Biosphere and Systems of Heal) at the University of Genoa and Museum of Ethnomedicine A. Scarpa, and the Dirección Desconcentrada de Cultura de Cusco. Its main goals are to document Fernando’s experience, unveiling the secrets of the site, and telling stories about the mystic and fascinating place of Machu Picchu.</p> <p>Erasmus+ “ICTs for Sustainable Tourism Development” (2019 – 2022)</p>

	<p>Together with Wyższa Szkoła Informatyki i Zarządzania w Rzeszowie in Rzeszow (Poland, project leader), Univerzitet u Novom Sadu in Novi Sad (Serbia) and Hochschule für nachhaltige Entwicklung Eberswalde in Eberswalde (Germany), the UNESCO Chair in ICT to develop and promote sustainable tourism in World Heritage Sites of USI –Università della Svizzera italiana, ran the Erasmus+ project “Information and Communication Technologies for Sustainable Tourism Development”. The goal of the project was to enhance the skill set and expertise of (tourism) students of the four academic institutions, while also meeting current labour market requirements. This was done by developing several innovative, new course formats (university courses, Summer Schools, MOOCs) on the usage of ICTs in sustainable tourism development. Moreover, project outcomes included an educational board game, a casebook, a teacher toolkit, a student guidebook on the topic as well as scientific publications. The project’s results are available as Open Educational Resources. The Erasmus+ project served as an excellent example of European cooperation and international knowledge exchange in the emerging fields of eTourism and Sustainable Tourism.</p>
<p>Transfer activities with the tourism industry (with selected examples)</p>	<p>Established in September 2013, the USI UNESCO Chair is committed to researching and teaching how Information and Communication Technologies (ICTs) and digital media more broadly can effectively develop and promote sustainable tourism at World Heritage Sites (WHSs). Its scope encompasses eTourism, eLearning, and ICT4D (ICT for Development) fields. The chair aims to facilitate the flow of best practices among WHSs and provide guidance on effectively communicating WHSs online.</p> <p>Currently in its third mandate, the USI UNESCO Chair has undertaken several activities to fulfil its commitment, including organizing Summer and Winter Schools for researchers and practitioners, MOOCs, local and international research projects, social media awareness campaigns, studies on the online presence of WHSs, and mobile application development. All these activities were made possible thanks to the collaboration of colleagues and friends around the world, who joined the Chair during visiting periods or contributed to specific projects or studies.</p> <p>More information here: https://www.unescochair.usi.ch/</p>
<p>Network of partners in the field of sustainable tourism</p>	<p>Networks (amongst others)</p> <p><i>UNITWIN-UNESCO Network “Culture, Tourism, Development”</i></p> <p>In June 2014, the Chair became a member of the UNITWIN-UNESCO Network “Culture, Tourism, Development” led by Université Paris1 Panthéon-Sorbonne. The UNITWIN Network</p>

promotes international inter-university cooperation and networking to enhance institutional capacities through knowledge sharing and collaborative work in the field of tourism and culture.

<https://chaire-unesco-culture-tourisme.panthonsorbonne.fr/reseau-unitwin-unesco-culture-tourisme-et-developpement>

Cultural Routes of the Council of Europe

Launched by the Council of Europe in 1987, the Cultural Routes demonstrate, through of a journey through space and time, how the heritage of the different countries and cultures of Europe contributes to a shared and living cultural heritage.

<https://www.coe.int/en/web/cultural-routes>

Our World Heritage

OWH is constituted as a new global platform (network) that brings together heritage voices to generate new perspectives, new points of view and new sensibilities about our world's heritage. Dialogue, respect for diversity and the desire for natural and cultural heritage to be the new structuring axis of global balances are the reasons that move our steps. Our interests are to advance new practices of governance and transfer of knowledge from place to place from one generation to the next to promote continuous growth based on the conservation of past heritage, the *mettre en valeur* of present heritage and the construction of future heritage.

<https://www.ourworldheritage.org/2021debate-theme/tourism>

HEIs (amongst others)

- HNEE – Hochschule für nachhaltige Entwicklung (Germany)
- UFMG – Federal University of Minas Gerais (Brazil)
- University of Pisa (Italy)
- Trisakti School of Tourism (Indonesia)
- University of Turku (Finland)
- University of Namibia (Namibia)
- University of Genoa (Italy) + UNESCO Chair of Anthropology and Health
- Wyższa Szkoła Informatyki i Zarządzania w Rzeszowie (Poland)

- Cyprus University of Technology (Cyprus) + UNESCO Chair on Digital Cultural Heritage at Cyprus University of Technology

IGOs (amongst others)

- UNESCO Switzerland

NGOs (amongst others)

- Tourism Watch – Brot für die Welt

DMOs (amongst others)

- Switzerland Tourism
- Ticino Turismo
- Bellionese e Alto Ticinese Turismo
- Mendrisiotto e Basso Ceresio