COURSE CALENDAR

Student-Led Interdisciplinary Course | Rethinking Destinations: Sustainable Governance, Territorial Resilience, and the Future of Place Management

See: TIME AND PLACE

21 October 2026 | 9:00-12:00 NEW
Room 10, Salvecchio
Lesson 1: What really governs a DMO? Territory, actors and complexity
- Dr. Roberta VALSECCHI
- Prof. Federica BURINI
- Prof. Flaminia NICORA

27 October 2026 | 9:00-12:00 NEW
Room 5, Tassis
Lesson 2: Planning and governance: who decides the future of a destination? |
- Prof. Richard AQUINO
- Dr. Roberta VALSECCHI

9 November 2026 | 14:00-17:00
Room 12, Pignolo
Lesson 3: Destination management and EU policies: to what extent is a DMO influenced in setting up its goals?
- Dr. Lorenzo CANOVA
- Dr. Elena VIANI
- Dr. Roberta VALSECCHI.

23 November 2026 | 9:00-12:00
Room Fornasa, Sant'Agostino
Lesson 4: Destination marketing and management: insights from a Swiss case
- Prof. Pietro BERITELLI
- Dr. Roberta VALSECCHI

25 November 2026 | 12:00-15:00
Room 10, Salvecchio
Lesson 5: Living Lab - Practitioners' debate on overtourism, local communities and multi-level destination governance
- Dr. Roberta VALSECCHI

10 December 2026 | 13:00-16:00
Room 4, Sant'Agostino
Lesson 6: Final presentations and collective reflection
- Dr. Roberta VALSECCHI