

**Intensive Course in Economics for Tourism Development
(DRAFT)
Rimini, March 20-31, 2017**



HERITAG

561555-EPP-1-2015-1-ES-EPPKA2-CBHE-JP

Date	Day	Time	Training Topics	Responsible Teacher
March 19 th	Sunday			
March 20 th	Monday	9-13	Creative industries and tourism	Patrizia Battilani
		14-16	Creative industries and tourism	Patrizia Battilani
March 21 st	Tuesday	9-13	Economics of Tourism	Laura Vici
		14-16	Economics of Tourism	Laura Vici
March 22 nd	Wednesday	9-13	Cultural economics	Francesco Angelini
		14-16	Cultural economics	Francesco Angelini
March 23 rd	Thursday	9-13	Big data in Tourism	Paolo Figini
		14-16	Visit to DIRI (BOLOGNA) and Bologna Welcome	Licia Proserpio
March 24 th	Friday	9-13	Business model generation focused on tourism, value proposition and customer development	Oscar Morant
		14-16	VISIT – Roman Ruins in Rimini	Enzo Finocchiaro
March 25 th	Saturday		Visit – Republic of San Marino	Davide Bagnaresi
March 27 th	Monday	9-13	Culture and tourism for local sustainable development	Alessia Mariotti
		14-16	Culture and tourism for local sustainable development	Alessia Mariotti
March 28 th	Tuesday	9-13	Uncertainty and Tourism	Maurizio Mussoni
		14-16	VISIT - Innovation square	
March 29 th	Wednesday	9-13	Human resource management and Organization of Tourism Enterprises	Francesco M. Barbini
		14-16	Human resource management and Organization of Tourism Enterprises	Francesco M. Barbini
March 30 th	Thursday	9-13	Web reputation and performance measurement systems in the tourism industry	Selena Aureli
		14-16	VISIT - Ravenna	Cristina Bernini
March 31 st	Friday	9-13	Strategies in the tourism industry	Marco Corsino
		15-17	VISIT	



Possible visits in the afternoons:

- APT servizi: www.aptservizi.com
- Piano strategico – Rimini Tourism
Innovation Square: <http://www.riminiinnovationsquare.com>
- iSuite hotel: www.i-suite.it
- ATRIUM- Forlì (one of the European cultural routes) : www.atriumroute.eu
- Rimini Fiera: www.riminifiera.it
- Casa Artusi: www.casartusi.it
- Visitor Center "ARimini Caput Viarum" :www.riminiromana.it
- Surgenon's house : www.domusrimini.com