

Spoke 6 iNEST Annual Meeting 2025

**Monday 24 February
2025 | 10.00-16.30**

**Silos di Ponente - Aula SPB,
Via Cantarane 24
University of Verona**

Zoom link
bit.ly/3CMaYpm

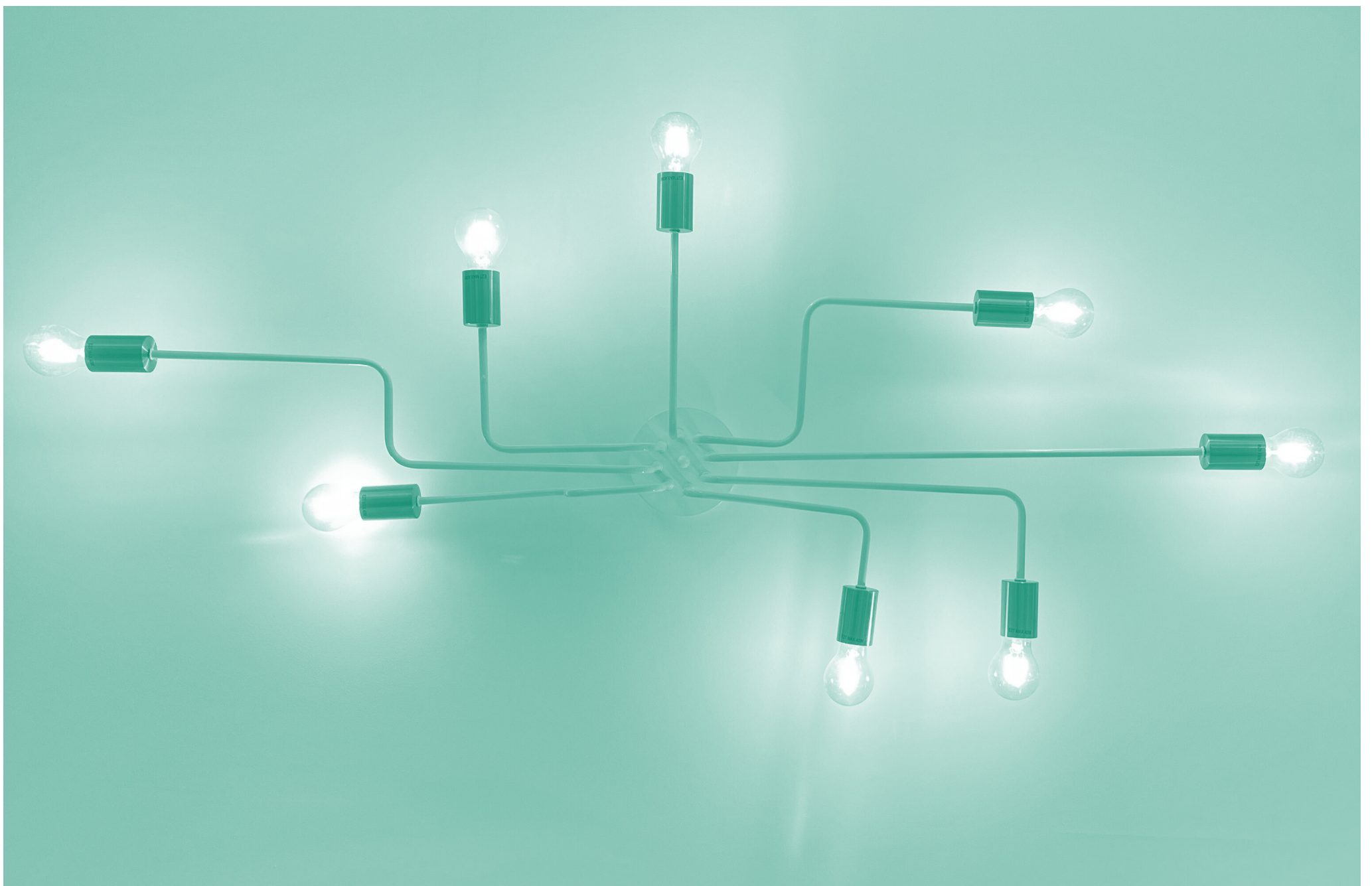


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Spoke Leader



**Università
Ca' Foscari
Venezia**

Affiliates



Spoke 6 Annual Meeting 2025 | Programme

24 February 2025

10.00 Welcome

Opening speech: Prof. Fabrizio Panozzo
Spoke 6 Coordinator, Università Ca' Foscari Venezia

Proff. Andrea Albarelli, Ilenia Confente, Maria Della Lucia and Serena Volo, Spoke 6 RT and Local Coordinators.

10.30

RTI NEW DIGITAL TECHNOLOGIES

Andrea Albarelli, Università Ca' Foscari Venezia

10.30-10.50

RT1.1 Augmented, virtual reality, gamification for interactive user experiences of cultural tourism

"Esperienze digitali immersive per il patrimonio culturale: il caso studio del Forte di Fortezza"

Authors: Alessandro Luigini, Maria Menendez Blanco, Roberta Cuel, Giuseppe Nicastro, Francesca Condorelli, Michela Ceracchi

Presenter: **Alessandro Luigini**

10.50-11.10

RT 1.2 User-generated content, big data and machine learning for a smarter tourism industry

"Promoting Sustainable Tourism by Recommending Sequences of Attractions with Deep Reinforcement Learning"

Authors: Anna Dalla Vecchia, Sara Migliorini, Elisa Quintarelli, Mauro Gambini, Alberto Belussi

Presenter: **Sara Migliorini**

11.10-11.30

RT 1.3 Data platforms to support strategic decision-making and empower travellers and visitors

"Semantic trajectories for tourism mobility and sustainability"

Authors: Giulia Rovinelli, Davide Rocchesso, Marta Simeoni, Esteban Zimányi, Alessandra Raffaetà

Presenter: **Giulia Rovinelli**

11.30

RT2 DATA ANALYTICS

Ilenia Confente, Università degli Studi di Verona

11.30-11.50

RT 2.1 Creation of dashboards of indicators for the governance and regulation of smart places tourist ecosystems

"Tourism and Cultural Productions in Veneto Destinations: investigating synergies through a quantitative spillover analysis"

Authors: Andrea Baldin, Nicola Camatti, Giulia Carallo, Selma Vaska

Presenter: **Giulia Carallo**

11.50-12.10

RT 2.2 Destination marketing strategies based on big data analytics and online and offline content analysis

"A novel methodological approach for tracking and analysing tourists' real behaviours for more sustainable destinations"

Authors: Ilenia Confente, Valentina Mazzoli, Nicola Camatti, Dario Bertocchi

Presenters: **Valentina Mazzoli** and **Nicola Camatti**

12.10-12.30

RT 2.3 Mapping cultural and creative resources to support evidence-based tourism policies and strategies

"Promotion of tourism and enhancement of cultural resources. The Valdalpone: natural resources and Unesco candidature. The municipalities of Lake Garda between overtourism and sustainability"

Authors: Fabio Saggioro, Elisa Lerco, Emanuela Bullado, Silvia Bellomo

Presenters: **Emanuela Bullado** and **Fabio Saggioro**

12.30-12.50

RT 2.4 Governing tourism flows to tackle overtourism and improve the livelihood of places

"Visitor Management Measures: a variety of contexts and solutions"

Authors: Sofia Bombonati, Anna Moretti, Michele Tamma

Presenter: **Sofia Bombonati**

13.00-14.00

Lunch Break (self-managed)

14.10

RT3 Sustainable Business

Maria Della Lucia, Università di Trento

14.10-14.30

RT 3.1 Sustainable experience design for circular economy in the heritage city and accessible, diverse and inclusive places

"Enhancing the understanding of consumer well-being in Urban and Rural Environments: A Transformative Service Research Perspective"

Authors: Muhammad Junaid Shahid Hasni, Maria Della Lucia, Erica Santini, Silvia Sacchetti

Presenter: **Muhammad Junaid Shahid Hasni**

14.30-14.50

RT3.2 Produzioni culturali e interventi artistici per promuovere destinazioni turistiche più autentiche

"Artistic Interventions: expanding cultural business models for sustainable tourism in the heritage city"

Authors: Margherita De Luca, Chiara Carolina Donelli, Fabrizio Panozzo

Presenters: **Margherita De Luca** and **Fabrizio Panozzo**

14.50-15.10

RT3.3 Sustainable business model design for the sharing and community-based economy of places

"Hybrid organizations as drivers of social innovation in tourism: insights from a systematic literature review and fieldwork analysis"

Authors: Maurizio Busacca, Olga Tzatzadaki

Presenters: **Maurizio Busacca** and **Olga Tzatzadaki**

15.10-15.30

RT3.4 Cultural and creative regeneration of natural and built environments for sustainable development of places and meaningful experiences

"Social sustainability of tourism destinations: The role of community-based enterprises"

Authors: Stefania Escobar, Massacesi Chiara, Linda Osti, Paola Rovelli, Federica Viganó

Presenter: **Stefania Escobar**

15.30

RT 4 NEW NARRATIVES AND COMMUNICATION STRATEGIES

Serena Volo, Libera Università di Bolzano

15.30-15.50

RT 4.1 Positioning and re-positioning narratives and images of destinations in contemporary trans-media tourism discourses

"Transmedia Communication and Responsible Tourism. New Narratives for New Scenarios"

Authors: Eliana Saracino, Roberto Gigliotti

Presenter: **Eliana Saracino**

15.50-16.10

RT 4.2 Conceptualization, design, and creation of novel communications strategies for destinations

"I viaggi degli eroi. Per un nuovo paradigma turistico"

Authors: Alessandro Cinquegrani

Presenter: **Alessandro Cinquegrani**

16.10-16.30

RT 4.3 Mindful communication and cultural mediation for more sustainable, accessible, diverse, and inclusive places

"Improving Cultural Inclusivity: Translating Venetian Museum Content for Chinese-speaking Visitors"

Authors: Fei Xu

Presenter: **Fei Xu**

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