Smart tourism in a digital age

Participants' guide

imagination planning governance tools

INTERNATIONAL SMART CITIES SCHOOL

Norcia 22 September – 26 September 2025

Formare per ricostruire

Università per Stranieri di Perugia

Comune di Norcia

Camera di Commercio dell'Umbria

Scuola Umbra

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	Sunday 21	Monday 22	Tuesday 23	Wednesday 24	Thursday 25	Friday 26	Saturday 27
09:00-10:00	*Arriving in Norcia*	Welcome and introduction to the summer school (**Mundula**)	Role of smart tourism technology in cultural tourism (**Duda-Seifert**)	Discovering the territory: Rafting	Cultural Heritage and Technology:digital twins (**Pineda**)	Translating Tourism in the Digital Era (**Tatar**)	*Homecoming*
10:00-11:00		Discovering the territory: Orienteering					
11:00-12:00			Personalization of the cultural experience. (**Ferretti**)		Digital visual methods for tourism strategies design (**Pizzi**)	Co-Working Lab: Communication	
12:00-13:00							
13:00-14:00		Lunch	Lunch	Lunch	Lunch	Lunch	
14:00-15:00							
15:00-16:00		Smartness: definitions and indicators (**Mundula**)	Innovative business models (**Grotz**)	Smart and sustainable destinations. Issues, trends and potential (**Santos**)	Policies and governance for Smart Tourism (**Ramos**)	Co-Working Lab: Prokect work presentation	
16:00-17:00							
17:00-18:00		Co-Working Lab: Territorial Analysis	Co-Working Lab: Ideation	Emotional Tourism (**De Salvo**)	Co-Working Lab: Development		
18:00-19:00						Co-Working lab: Award Cerimony	
19:00-20:00	International integration	International integration	International integration	International integration	International integration	International integration	
20:00-21:00							
21:00-22:00	Welcome Dinner	Dinner	Dinner	Dinner	Dinner	Farewell Dinner	
22:00-23:00							

Information about your staying

Essentials

- Laptop
- Smartphone + earphones
- Swimwear
- Trainers or hiking shoes
- Slippers
- Technical gym shirt

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Trip to Norcia

A bus will take you (students and teachers) from

- **Fiumicino airport to Norcia (21 of September)**
- **Norcia to Fiumicino Airport (27 of September)**

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Fiumicino Airport is located 200 km far from Norcia. Trip from/to the airport takes 2 hours and 30 minutes. The first option is 1) to take a train to Termini station, then 2) a train to Spoleto and finally 3) the bus E401 to P. Romana Norcia. Train timetables are available on **Trenitalia website** and bus timetables on **FSbusitalia website**.

Alternatively, you can take a taxi.

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Accommodation

Casa Bianconi

Via Cesare Battisti, 7 - 06046 Norcia (PG)

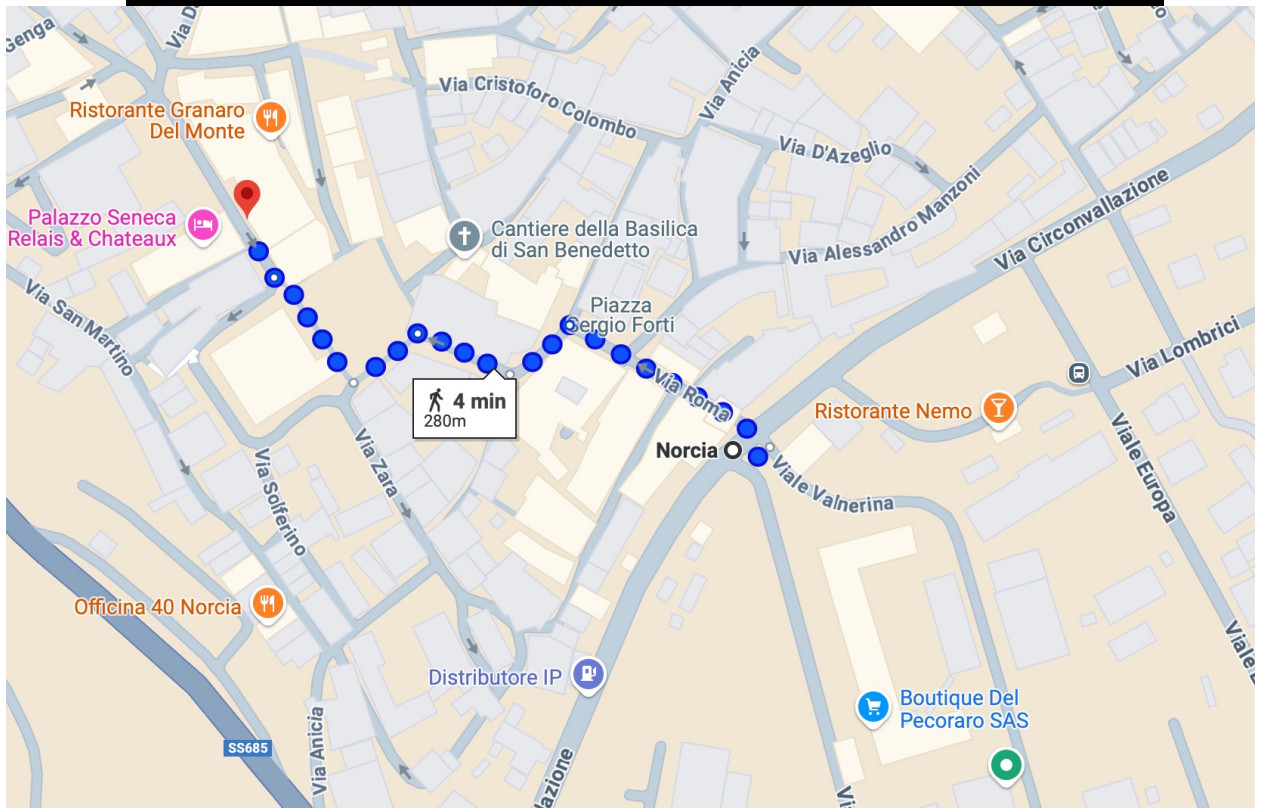
T +0743 816513

F +39 070 650240

info@casabianconi.com

Mini bar products are not included and, if used, will have to be paid for

4 minute walking from the bus stop



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Venue

Digipass

Via Solferino,

06046 Norcia

From the Casa Bianconi

by walking (1 minute)

Breakfast, lunch and dinner are included in the room tariffs (students do not have to pay). At lunch and dinner only water is provided as a drink. Extras like coffee, wine or soft drinks must be paid.

Eating

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Information about didactic activities

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CoWorking Lab

Co-working laboratories are conceived as moments of interdisciplinary design and planning between participants and experts and will be organized dividing participants in 5 teams each as diversified as possible in terms of competence and nationality. The aim of each team will be to define a «smart» proposal (technical, social, governance, etc. solutions) to tackle tourism issues in the case of Norcia municipality.

International Integration

Each day, **from 7 to 8 p.m.,** the students, divided by university of origin, must present the language, traditions and curiosities of their country to the other participants (also with a power point).

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Detailed Calendar

21 September 19:00 – 20:00

ITALY

INTERNATIONAL INTEGRATION

The Italian students present their language, traditions, typical dishes, etc.

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21 September

Welcome Dinner

21:00

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22 September 9:00 – 10:00

Institutional welcome

Chiara Biscarini
University for Foreigners of Perugia
Coordinator of Fenice project

Giuliano Boccanera
Municipality of Norcia
Major

Luigi Mundula
University for Foreigners of Perugia
ISCiS Summer School Director

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22 September 10:00 – 13:00

Discovering the territory: Orienteering

The activity will be carried out by a qualified guide who will provide all the necessary equipment (compasses, maps, marker board and lanterns) before starting and will introduce the students to the ancient discipline of orienteering. The meaning of orienteering, how to use navigation tools, the technique of map orientation with magnetic north, azimuth and how to read a map will be explained. Using the tools provided, the students will have to find their way back. At the end, a ranking will be drawn up with the scores obtained.

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22 September 15:00 – 17:00

Luigi Mundula
University for Foreigners of Perugia

Smartness: definitions and indicators

The lesson aims to introduce the concept of urban smartness, meaning the set of strategies and innovative solutions adopted by cities to become more efficient, sustainable, and inclusive through the use of digital technologies. In the first part of the session, we will explore the meaning of "smart city," illustrating its main dimensions: from smart mobility to citizen participation, from energy efficiency to digital governance. Subsequently, the focus will shift to the relationship between digitalization and urban tourism, through the analysis of concrete case studies—such as Barcelona, Amsterdam, and Singapore—to encourage a critical discussion on the various ways technology can influence the development of urban tourism.

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22 September 17:00 – 19:00

COWORKING LAB

Territorial analysis

The students will work, helped by teachers, on the territorial analysis tools and methods in order to describe Norcia by considering one of the sets of the smartness indicators described in the first lecture.

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22 September 19:00 – 20:00

CROATIA

INTERNATIONAL INTEGRATION

The Croatian students present their language, traditions, typical dishes, etc.

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23 September 9:00 – 11:00

Magdalena Duda-Seifert
University of Wrocklaw

Role of smart tourism technology in cultural tourism

Digital tools enhance the tourist experience and increase the attractiveness of the cultural heritage of the destination for both its residents and visitors. Personalised, context-aware and location-based information assists in the promotion of heritage attractions on the tourist market. Capitalizing on this can lead to Smart Tourism Destinations. The lecture focuses on Smart Tourism Technology (STT) attributes such as accessibility, informativeness, interactivity, and personalisation in digital communication of cultural attractions. It offers a short recognition of the published literature and selected case studies.

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23 September 11:00 – 13:00

Sara Ferretti

University of Perugia

Personalization of the cultural experience

The lecture aims to introduce university students to the use of large language models (LLMs) and the Retrieval-Augmented Generation (RAG) architecture as innovative tools for enhancing the value of historical and artistic heritage. In an era in which artificial intelligence is transforming the ways we access and interact with information, it is crucial to understand how these technologies can be applied in the cultural domain to increase accessibility, usability, and the personalization of content

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23 September 15:00 – 17:00

Sonia Grotz

PAR University of Applied Science

Innovative business models

Innovative business models are crucial for smart cities' sustainable and scalable development.
Success depends on combining technological innovation with new forms of collaboration, financing, and citizen engagement, tailored to the unique challenges and opportunities of each urban context

- The Evolution of Smart City Business Models
- Key Archetypes of Smart City Business Models
- Sector-Specific Applications
- Enablers and Barriers
- Real-World Examples of Successful Smart City Business Models

23 September 17:00 – 19:00

COWORKING LAB

Ideation

The students will work, helped by teachers, on the ideation of the tourism project for Norcia through:

- brainstorming on project idea carachteristics
- technological solutions to be adopted
- stakeholders to be involved
- etc.

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23 September 19:00 – 20:00

POLAND

INTERNATIONAL INTEGRATION

The Polish students present their language, traditions, typical dishes, etc.

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24 September 09:00 - 13:00

Discovering the territory: Rafting

The activity will help the students to look at the territory from a different point of view: the water. From the 'Rafting Umbria' venue in Serravalle di Norcia, you will embark on an easy rafting descent with all possible safety precautions. Corners of unspoilt nature will be explored and places that excite with their beauty, such as the Biselli gorges, will be discovered.

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24 September 15:00 - 17:00

Norberto Santos
University of Coimbra

Smart and sustainable destinations. Issues, trends and potential

The necessary balance between problems and potential may depend on monitoring processes and practices. Phygital shows us some ways forward, but interpretation and action need to go further. Good platforms for sustainable experiences and regenerative competencies are fundamental. Naturally, innovative proposals allow for an improved tourist experience, strengthening the local economy and active collaboration in urban planning. In this way, it is possible to valorise urban cultural tourism and, at the same time, local communities and residents.

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24 September 17:00 - 19:00

Paola De Salvo

University of Perugia

Emotional Tourism

We will explore how to create authentic and engaging tourist experiences, capable of activating emotions and deep connections with places. We will explore narrative, sensorial and relational approaches, interactively integrating tools and solutions that facilitate access, customization and enjoyment of the experience.

24 September 19:00 – 20:00

SPAIN

INTERNATIONAL INTEGRATION

The Spanish students present their language, traditions, typical dishes, etc.

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25 September 09:00 - 11:00

Carlos Pineda

University of Murcia

Cultural Heritage and Technology

It will be explained the importance of digital twins in cultural heritage from a management perspective, but also from a tourism and cultural promotion perspective. It will be presented some practical cases in which digital twins have helped in this regard.

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25 September 11:00 - 13:00

Marco Pizzi

University for Foreigners of Perugia

Digital visual methods for tourism strategies design

In recent decades, it has become increasingly evident that the intangible factors of a territory are crucial to its economic development. Furthermore, various communication theorists have argued that this type of asset is developed within the narrative that describes the territories themselves. This reflection finds clear applications in the tourism sector, where the storytelling of places is one of the main tools for the industry's growth. Within this framework, Participatory Place Branding is a set of theories and practices that can be studied through innovative research techniques such as visual content analysis. The lesson will be a journey through these concepts.

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25 September 15:00 - 17:00

Rosa Ramos Hildago

University of Murcia

Policies and governance for Smart Tourism

"City branding" will make us understand a new way of selling an area to the public, digging in strategies planned from the government joining private sector to improve the competitiveness of a region or a city in terms of products, culture and consumption. We will explore how the digital transformation offers way more opportunities to share the product to the rest of the world.

COWORKING LAB

25 September 17:00 – 19:00

Development

The students will work, helped by teachers, on the development of the tourism project for Norcia through:

- In depth study of the project work carachteristics
- Budgeting and economic sustainability

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25 September 19:00 – 20:00

PORTUGAL

INTERNATIONAL INTEGRATION

The Portuguese students present their language, traditions, typical dishes, etc.

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26 September 09:00 – 11:00

Jamina Tatar Anđelić

University of Montenegro

Translating Tourism in the Digital Era

This lecture explores the crucial role of language and translation in enhancing the accessibility and attractiveness of tourism content for global audiences. It will analyze practices in the translation and localization of tourism websites, considering both linguistic strategies (e.g., tone, terminology, idiomatic expressions) and broader intercultural communication challenges. Participants will engage with real-world examples, evaluate translated tourism content, and collaboratively develop strategies for adapting digital materials to diverse cultural contexts.

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COWORKING LAB

26 September 11:00 – 13:00

Communication

The students will work, helped by teachers, on the communication ways of the tourism project for Norcia through:

- Choice of the best software according to the project
- Focus on the main features of the project

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COWORKING LAB

26 September 15:00 – 18:00

Project work presentation

The students will present their project in front of a panel of judges:

- Teachers
- Representatives of local companies
- Representatives of local institutions

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COWORKING LAB

26 September 18:00 – 19:00

Award ceremony

It will be awarded the project most capable of interpreting the tourism needs of the Norcia municipality and responding to them with the most appropriate smart tools

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26 September 19:00 – 20:00

MONTENEGRO

INTERNATIONAL INTEGRATION

The Montenegrin students present their language, traditions, typical dishes, etc.

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26 September

Farewell Dinner

21:00

Casa Bianconi

See you soon!

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