

	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)	Come back home
10:00-11:00		Discovering the territory: orienteering			Personalization of the cultural experience (Ferretti)	Digital visual methods for tourism strategies design (Pizzi)	
11:00-12:00							
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: Proect 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	Co-Working lab: Award Cerimony	
18:00-19:00							
19:00-20:00	International integration	International integration	International integration	International integration	International integration	International integration	
20:00-21:00	Welcome Dinner	Dinner	Dinner	Dinner	Dinner	Farewell Dinner	
21:00-22:00							