



Smart tourism in a digital age

Participants' guide

imagination
planning
governance
tools

INTERNATIONAL
SMART CITIES
SCHOOL

Norcia 26 October – 30 October 2025

	Sunday 25	Monday 26	Tuesday 27	Wednesday 28	Thursday 29	Friday 30	Saturday 31
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)	Cultural Heritage and Technology: digital twins (Pineda)	Discovering the territory: Rafting	Translating Tourism in the Digital Era (Piletic)	Homecoming
10:00-11:00		Co-Working Lab: Territorial Analysis	Norcia Time Quest (Ferretti)	Smart and sustainable destinations. How to market and manage? (Seabra)		Co-Working Lab: Communication	
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		Discovering the territory: Trekking to Abbey	Innovative business models for Sustainable and Smart Cities (Mahusain)	Digital visual methods for tourism strategies design (Pizzi)	Collaborative models to boost territories (Ramos)	Co-Working Lab: Project work presentation	
16:00-17:00							
17:00-18:00		Smartness: definitions and indicators (Mundula)	Co-Working Lab: Ideation	Landscape and Smart Tourism (Patalocco)	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	
20:00-21:00							
21:00-22:00	Dinner	Welcome Dinner	Dinner	Dinner	Dinner	Farewell Dinner	
22:00-23:00							

Schedule of activities

Information about your staying



Essentials

- Laptop
- Smartphone + earphones
- Swimwear
- Trainers or hiking shoes
- Beach Slippers
- Gym T-shirt
- Pullover or jacket (it can get cold in the evening)

**DON'T
FORGET!**

Trip to Norcia

A bus will take you
(students and teachers)
from

- Ciampino and Fiumicino airport to Norcia (25 of October)
- Norcia to Fiumicino Airport (31 of October)





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](https://www.trenitalia.com) and bus timetables on [FSbusitalia website](https://www.fsbusitalia.com).

Alternatively, you can take a taxi.

Accommodation

4 minute walking from the bus stop

Casa Bianconi

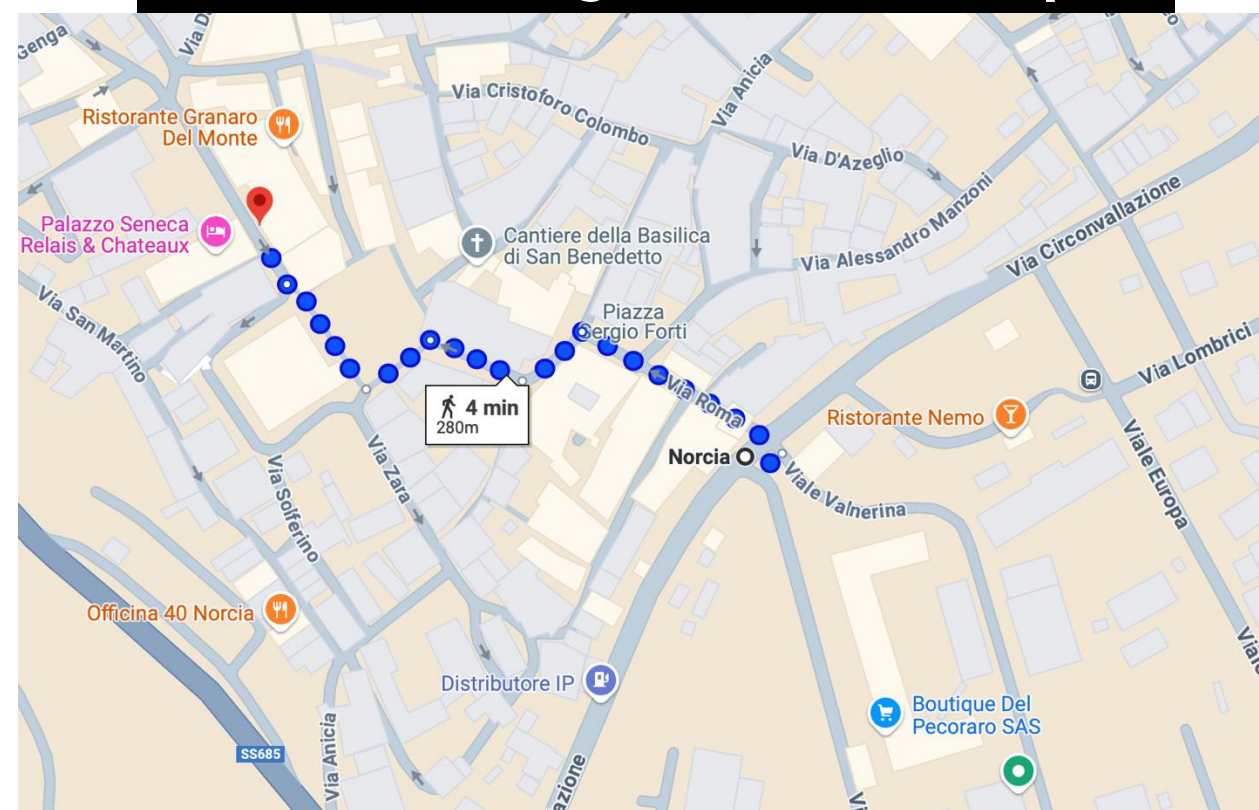
Via Cesare Battisti, 7 - 06046 Norcia (PG)

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



Venue



Digipass

Via Solferino,
06046 Norcia

From the Casa Bianconi
by walking (1 minute)

Eating

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.

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Information about didactic activities



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 6 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).



Detailed Calendar



26 October 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

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.

Discovering the territory: Trekking to Abbey

Starting from Casa Bianconi in Norcia, the excursion combines spirituality and local flavours. A walk to the Abbey of San Benedetto in Monte is followed by Mass in Latin and a visit to the abbey, offering time for quiet reflection and discovery. The experience continues with a stroll to the "Casale degli amici" for a small tasting of craft beers, before returning to Casa Bianconi in the early evening.

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.



26 October 19:00 - 20:00

Malaysia

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

26 October

Welcome Dinner

21:00

Casa Bianconi



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.



Sara Ferretti

University of Perugia



Playing with Heritage: AI, Gamification and Cultural Engagement

An outdoor escape room set in the historic center of Norcia.

Participants, working in international teams, would explore the city using their smartphones and an internet connection, solving cultural and historical challenges through storytelling, gamification, and digital interaction.



27 October 15:00 - 17:00

Muhammad Afnan Mahusain

Taylor's University



Innovative business models for Sustainable and Smart Cities

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- including (PPPs, DaaS and subscription-based urban service)
- Sector-Specific Applications - (smart mobility, renewable energy grids, and digital waste management systems)
- Enablers and Barriers such as open data policies and regulatory support, high initial capital and institutional resistance.

27 October 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 characteristics
- technological solutions to be adopted
- stakeholders to be involved
- etc.

27 October 19:00 - 20:00

POLAND



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

Carlos Pineda

University of Murcia



Cultural Heritage and Technology

How can digital technologies help us understand, manage and promote cultural heritage? This session will explore the role of digital twins and geographic information systems in connecting heritage conservation with tourism, cultural interpretation and local development.

Drawing on real-world experiences from projects such as HITTS, the session will present practical examples of how digital technologies are being applied to heritage documentation, management and promotion. These cases will provide a basis for discussing lessons learned, implementation challenges and the potential to transfer these approaches to other destinations. Students will be encouraged to reflect on how technology can enhance visitor experiences while supporting the long-term conservation of cultural heritage.



Cláudia Seabra

University of Coimbra



Smart and sustainable destinations. How to market and manage?

The necessary balance between problems and potential may depend on monitoring processes and practices. Innovative proposals allow for an improved tourist experience, strengthening the local economy and active collaboration in urban planning.

In order to reach this balance is important to market and manage smart destinations in the best possible way to valorize urban cultural tourism and, at the same time, promote and find the best strategies to involve local communities and residents. Some benchmarking will help to see the best practices in historical and smart cities. The session will conclude with a practical exercise designed to help students ideate, promote and manage a smart city.

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.

Alessio Patalocco

Vellore Institute of Technology



Landscape and smart tourism

What is the connection between “communication” and “real identity” of Italian landscapes? If we start from the first approach to this topic (“Legge Croce” n.778 1922) we understand surely that the first step was in direction of the economic profit. Today this direction can create a sense of void, or a non- sense of our landscapes, above all if we consider how communities and social factors play their role inside a landscape that risks of becoming pure fiction!

28 October 19:00 - 20:00

SPAIN

INTERNATIONAL INTEGRATION



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

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.

Rosa Marcela Ramos Hidalgo

University of Murcia



Collaborative models to boost territories

"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 more opportunities to share the product to the rest of the world. The lecture will also analyze the main international organizations involved in the development, financing and standardization of the Smart Tourism.



29 October 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 characteristics
- Budgeting and economic sustainability

29 October 19:00 - 20:00

PORTUGAL



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



Deja Piletić

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.



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

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

30 October 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

30 October 19:00 - 20:00

MONTENEGRO



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

30 October

Farewell Dinner

21:00

Casa Bianconi

See you soon!

ISCiS 2026 Partnership

Organizer



Università
per Stranieri
di Perugia



Formare per ricostruire



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