

Thursday | November 7th, 2024

Università degli Studi di Palermo
Dipartimento Culture e Società, Aula Multimediale

09:30 | The Tourism System and Hospitality Management Master Program: International Experience and Future Challenges

Stefano De Cantis, University of Palermo

10:30 | Leveraging Emotions in Crisis Communication: Applications in Sustainable Destination Marketing

Walter Spezzano, University of Palermo

11:00 | Coffee Break

11:30 | Planning and managing curricula: the dimension of "quality"

Antonino Mario Oliveri, University of Palermo

12.00 | The curriculum development framework | Part III

Mauro Ferrante, University of Palermo

Fausto Amico, University of Palermo

13:00 | Lunch Break

14.00 | Sustainable tourism in practice. Case Study: ECOPRISE Project: Future-Oriented Social Entrepreneurship through Ecovillage Design

Simona Palumbo, CESIE - Study Center and European Initiatives

14:30 | Sustainable tourism in practice. Case Study: WITH - Boosting Women Entrepreneurship Education in Tourism and Hospitality in Sub-Saharan Africa

Liliana Cipolla, CESIE - Study Center and European Initiatives

15:00 | Experiential and Sustainable Tourism in the Madonie Park

Giovanni Nicolosi, Madonie a Passo Lento

15:30 | Wrapping up: lessons learned and key takeaways

Mauro Ferrante, University of Palermo

Fausto Amico, University of Palermo

Friday | November 8th, 2024

Università degli Studi di Palermo
Dipartimento Culture e Società, Aula Multimediale

09:30 | Development of Professional and Executive Education Programs for Hospitality & Tourism

Suzanne Bagnera, Chaplin School of Hospitality and Tourism Management, Florida International University

11:00 | Coffee Break

11:30 | Peer mentoring and innovative teaching: the Project "Mentore" of the University of Palermo

Onofrio Scialdone, University of Palermo

Elisabetta Oddo, University of Palermo

13:00 | Lunch Break

14:00 | Evaluation, Final Discussion and Closing Remarks



Dipartimento
Culture e
Società



INNOVATIVE CURRICULA FOR LIFELONG LEARNING OF SUSTAINABLE TOURISM WORKFORCE (INNO4TOURISM)

Training of Trainers Program

Università degli Studi di Palermo
Dipartimento Culture e Società
Campus Unipa, Building 15
Aula Magna

November
4-8
2024

9.00 | Welcome and Opening Remarks

Fabio Mazzola | Vice-Rector of Internationalization and Teaching, University of Palermo

Valentina Favarò | Director of the Department Cultures and Societies, University of Palermo

Silvia Ciaperoni | CESIE - Study Center and European Initiatives

9.45 | Introduction

Tatiyaporn Jarumaneerat | Coordinator of INNO4Tourism Project, Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket Campus

Mauro Ferrante | Scientific Responsible for INNO4Tourism Project, University of Palermo Unit

10.30 | The Experience of Erasmus+ Capacity Building "Migrant" Project
Serena Marcenò | Coordinator of the Master Degree in Cooperation, Development and Migration, University of Palermo

11.30 | Presentation of Partner HEI of INNO4Tourism: PSU, CMU, NUOL and SKU

Tatiyaporn Jarumaneerat | Prince of Songkla University

Pornpisanu Promsivapallop | Prince of Songkla University

Orawit Thinnukool | Chiang Mai University

Kiengkay Ounmany | National University of Laos

Phetsavanh Somsivilay | Savannakhet University

12.10 | The Global Sustainable Tourism Program

John Buschman | Co-coordinator of the Global Sustainable Tourism Program, Chaplin School of Hospitality and Tourism Management, Florida International University



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Monday | November 4th, 2024

Università degli Studi di Palermo
Dipartimento Culture e Società, Aula Magna

09:00 | Welcome and Opening Remarks

Fabio Mazzola, Vice-Rector of Internationalization and Teaching, University of Palermo
Valentina Favarò, Director of the Department Cultures and Societies, University of Palermo
Silvia Ciaperoni, CESIE - Study Center and European Initiatives

09:45 | Introduction

Tatiyaporn Jarumaneerat, Coordinator of the INNO4Tourism Project, Faculty of Hospitality and Tourism, Prince of Songkla University, Phuket Campus
Mauro Ferrante, Scientific Responsible for the INNO4Tourism Project, University of Palermo Unit

10:30 | The Experience of the Erasmus+ Capacity Building "Migrant" Project

Serena Marcenò, Coordinator of the Master Degree in Cooperation, Development and Migration, University of Palermo

11:00 | Coffee Break

11:30 | Presentation of Partner HEI of INNO4Tourism: PSU, CMU, NUOL and SKU

Tatiyaporn Jarumaneerat, Prince of Songkla University
Pornpisanu Promsivapallop, Prince of Songkla University
Orawit Thinnukool, Chiang Mai University
Kiengkay Ounmany, National University of Laos
Phetsavanh Somsivilay, Savannakhet University

12:10 | The Global Sustainable Tourism Program

John Buschman, Co-coordinator of the Global Sustainable Tourism Program, Chaplin School of Hospitality and Tourism Management, Florida International University

13:00 | Lunch Break

14:00 | COIL methodology in Tourism Statistics for Destination Marketing: University of Palermo and Florida International University

Ninfa Pagano, University of Palermo

14:30 | The academic educational offer in Tourism in Italy and at the University of Palermo

Stefano De Cantis, Coordinator of the Master Degree in Tourism Systems and Hospitality Management, University of Palermo

15:00 | Introduction to the "Inno4tourism" capacity building programme on curriculum development and sustainable tourism

Mauro Ferrante, University of Palermo
Fausto Amico, University of Palermo

TUESDAY | November 5th, 2024

Università degli Studi di Palermo
Dipartimento Culture e Società, Aula Multimediale

9:30 | National Report on skills demand and gaps in current hospitality and tourism workforce in Thailand

Tatiyaporn Jarumaneerat, Prince of Songkla University
Orawit Thinnukool, Chiang Mai University

10:00 | National Report on skills demand and gaps in current hospitality and tourism workforce in Laos

Kiengkay Ounmany, National University of Laos

10:30 | Training of Trainers Session

Key stages in curriculum development: the curriculum vision | Part I

Mauro Ferrante, University of Palermo
Fausto Amico, University of Palermo

11:00 | Coffee Break

11:30 | Training of Trainers Session

Key stages in curriculum development: the curriculum vision | Part II

Mauro Ferrante, University of Palermo
Fausto Amico, University of Palermo

12:30 | Exploring AI's Potential in Higher Education Teaching

Salvatore Di Dio, University of Palermo

13:00 | Lunch Break

14:00 | Tourism, sustainability and international environmental law. A brief look at the CITES and CBD Conventions

Giulia Sajevo, University of Palermo

14:30 | Sustainable tourism in practice. Case Study: The Experience of Nivura

Irene Russo, beekeeper "Nivura - with the Sicilian black bee"

15:00 | Safeguarding marine life in the tourism sector

Sabrina Lo Brutto, University of Palermo

15:30 | Wrapping up: lessons learned and key takeaways

Mauro Ferrante, University of Palermo
Fausto Amico, University of Palermo

Wednesday | November 6th, 2024

Università degli Studi di Palermo
Dipartimento Culture e Società, Aula Multimediale

09:30 | Foundations and Pathways to a Post-Secondary Curriculum in Global Sustainable Tourism

John Buschman, Chaplin School of Hospitality and Tourism Management, Florida International University

11:00 | Coffee Break

11:30 | Training of Trainers Session

The curriculum development framework | Part I

Mauro Ferrante, University of Palermo
Fausto Amico, University of Palermo

13:00 | Lunch Break

14:00 | Training of Trainers Session

The curriculum development framework | Part II

Mauro Ferrante, University of Palermo
Fausto Amico, University of Palermo

15:30 | Wrapping up: lessons learned and key takeaways

Mauro Ferrante, University of Palermo
Fausto Amico, University of Palermo