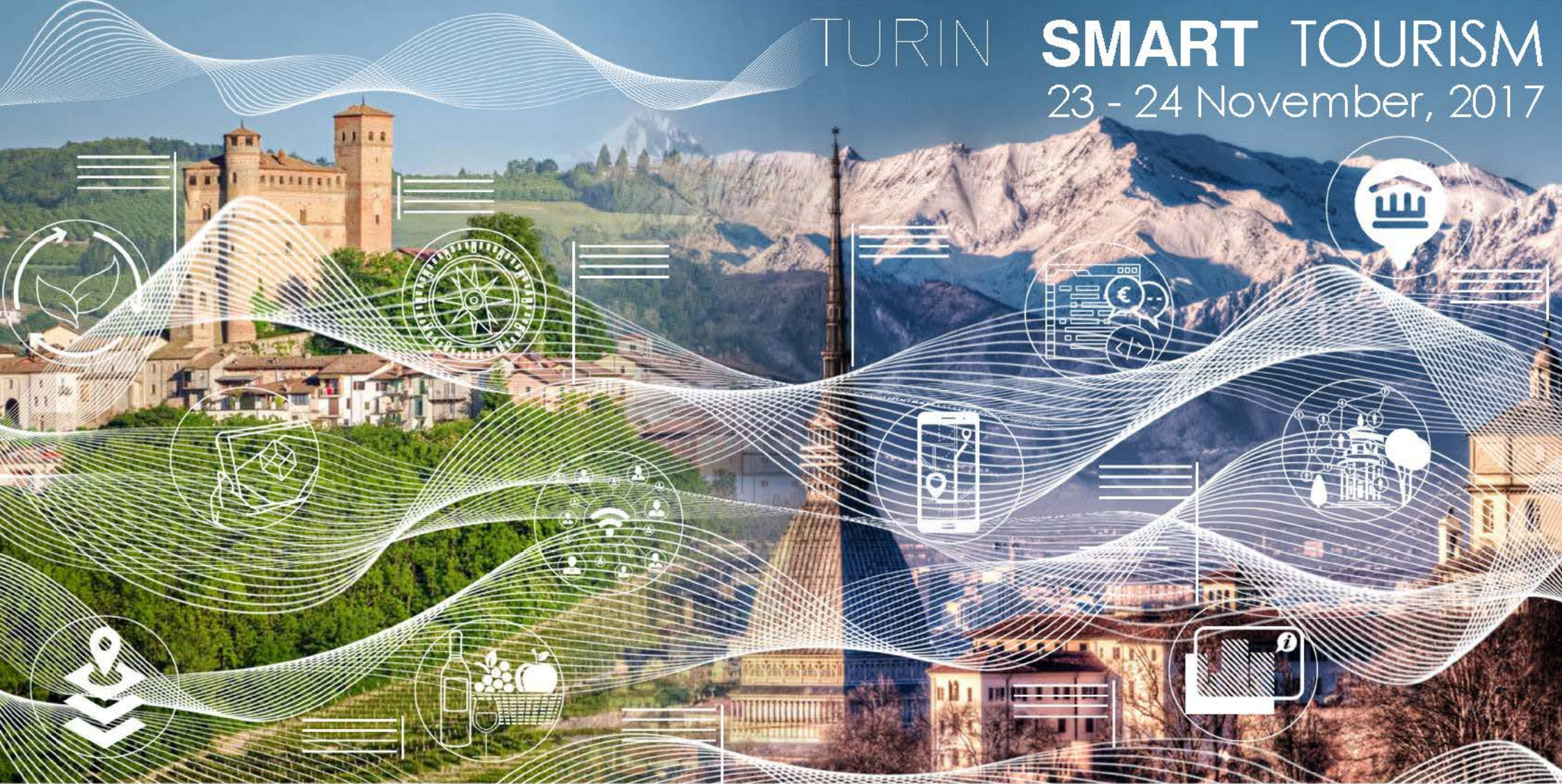


TURIN SMART TOURISM

23 - 24 November, 2017



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UNIVERSITÀ DEGLI STUDI DI TORINO
DM
DIPARTIMENTO DI MANAGEMENT

AIDEA

INCUBATORE
2i31
FEDERATION



Thursday, 23 November, 2017

Friday, 24 November, 2017

- 12.30 – 14.00 Welcome reception – participants registration
- 14.00 – 14.30 Welcome addresses – room Aula Magna”
- 14.30 – 16.00 Plenary session – keynote lectures room “Aula Magna”

09.00 – 13.00 Parallel Sessions

- S**ustainability Session
- M**eurability Session
- A**wareness Session
- R**ecognition Session
- T**echnology Session

ENVIRONMENTAL perspective

14.30 – 15.00 Sergio Conti, Università' di Torino
“Territorial development and sustainable tourism”



TECHNICAL perspective

15.00 – 15.30 Guido Perboli, Politecnico di Torino
“Tourism & Digital Innovation: opportunities and emerging business models”



MANAGEMENT perspective

15.30 - 16.00 Cristiano Camponeschi, Officine Innovazione Deloitte
“Disruptive innovation and its impact on the Tourism sector”



16.00 – 16.20 Networking break



16.20 – 18.15 Plenary Session – Presentation of successful cases history – Room “Aula Magna”

Giovanni Verreschi, ETT S.p.A.
“Experience innovation: connecting people, places & content”

Angelo Sidoti, Andaf Piemonte
“Eolie Turismo Sostenibile: Le cave di Pomice”

Beatrice Coda Negozio, SIAT
“La città in mano: Architettour SIAT”

Eva Pietroni, CNR – ITABC
“Experiencing cultural heritage sites through multichannel digital platforms”

Paolo Pastorino, Staydo
“StayDo: tourism and social impact for fragmented territories”

18.30 Turin City Sightseeing

20.00 Social Dinner OGR - Visit to the Exhibition

13.00 – 14.00 Light Lunch

14.00 – 16.30 Plenary Session – Panel Discussion – Room “Aula Magna”

TOOLS for Tourism 4.0

Susanna Barreca, Regione Piemonte
 Guido Cerrato, Camera di Commercio Torino
 Luigi Somenzari, Fondazione CRT

EXPERIENCES & PERSPECTIVES for Tourism 4.0

Regione Piemonte	Comune di Torino
Federturismo	Camera di Commercio di Toledo
ETT S.p.A.	Deloitte
Arpiet Torino	DMO Piemonte Marketing

16.30 – 17.20 Presentation of the best ideas Contest 'Made in Research in Tourism' - 2i3T Incubatore Imprese, Università di Torino

17.20 - 17.30 Best papers and best ideas award

L'evento e' inserito nel programma formativo dell'ODCEC di Torino al fine del riconoscimento dei relativi crediti