



## UNIVERSITÀ DEGLI STUDI DI BERGAMO

academic year 2019-2020

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**MASTER'S DEGREE**, LM-49 Class, in

### **PMTS PLANNING AND MANAGEMENT OF TOURISM SYSTEMS**

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#### **INTERNATIONAL TOURISM AND LOCAL GOVERNANCE**

<https://en.unibg.it/study/bachelor-and-master-degrees/masters-degree-programs/md-planning-and-management-tourism-system>

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The University of Bergamo, which boasts over twenty years of academic teaching and research in the field of travel and tourism, offers a Master's Course in Tourism characterized by a strong multidisciplinary perspective. The teaching staff, made of professors with a high scientific profile, is from the University of Bergamo and from internationally recognized European and American Universities and Research Centres of excellence. This guarantees extensive cultural perspectives and innovative didactic approaches in a course which is held in Bergamo, one of the most beautiful art towns in Italy.

#### **THE MASTER'S DEGREE PRESIDENT**

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#### **Federica Burini**

[federica.burini@unibg.it](mailto:federica.burini@unibg.it)

An associate Professor in Geography at the University of Bergamo, Burini is a member of the CST-DiathesisLab at the University of Bergamo, and the most important Italian geographic associations (SGI, AGel).

She was a visiting scholar at the Spatial@UCSB Center for Spatial Studies at the University of California Santa Barbara in 2013 and at the Université d'Artois in 2017.

Her primary research interests are in the area of participatory processes and collaborative mapping in rural and urban contexts, in order to promote a territorial regeneration in a sustainable perspective. In particular, her research has focused on rural areas of Subsaharan Africa (especially Benin, Burkina Faso, and Niger) and on European rural and urban areas (especially the Lombardy Region in Italy).

Among her recent publications, the following may be mentioned here: *Partecipazione e governance territoriale. Dall'Europa all'Italia* (2013) and *Cartografia partecipativa. Mapping per la governance ambientale e urbana* (2016).

#### **THE MASTER'S DEGREE PLUSES**

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- Lessons held in heritage buildings at the heart of **historic Bergamo** Upper Town.
  - Guided **visits** to areas of interest.
  - Case studies and professional narratives presented and discussed.
  - A richly equipped university **library** within a walking distance, at the University of Bergamo Sant'Agostino premises.
  - CST, and the Diathesis Lab – two research centers related to tourism.
  - Italian **language courses** for foreigners, at different levels, provided by the CIS.
  - Foreign languages center and international mediatheque.
  - **Mobility** programs for international trainings: LLP Erasmus, and the University of Bergamo Placement Office.
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## THE MASTER'S DEGREES TEACHING STAFF

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### **Gabriella Alberti**

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Associate Professor at Leeds Business School, Work and Employment Relations. Alberti's research interests span across the sociology of work and migration, labour and employment relations, social movements and social theory. Her PhD (2011) explored the everyday experiences of migrant workers in London's hotels and the possibility to organise low-paid sections of the service and hospitality economy in highly diverse contexts. Through an intersectional feminist Marxist lens her work has focused on the migrant precarious employment with a focus on hospitality and customer service work, issues of intra-EU mobility, migration management and temporary agencies, equality and diversity, trade unions strategies towards migrant workers, community organising and trade union renewal. She has published in internationally peer reviewed journals. Her recent work involved the social protection of gig economy workers through a European Parliament grant, and the crisis of welfare and free movement rights in the EU. She is a member of the Centre for Employment Innovation and Change at the University of Leeds Business School and a founding member of the Leeds Migration Research Network.

★ At the PMTS Master's Course, Alberti teaches Tourism Practices and Society.



### **Daniela Andreini**

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Associate Professor in Marketing at the Department of Management, Economics, and Quantitative Methods at the University of Bergamo (Italy) and visiting professor at the University of Washington Bothell, Seattle (USA). Her research interest encompasses branding, digital marketing management, and market system dynamics.

Her studies have been published in *Industrial Marketing Management*, *International Journal of Information Management*, *Journal of Business Ethics*, *Management Decision* and *The IMP Journal*.

★ At the PMTS Master's Course, Andreini teaches Tourism and Social Media Marketing.



### **Rossana Bonadei**

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Professor of Cultural Studies in Tourism and Heritage Studies.

Former President of the PMTS Master's Course.

Member of the Directing Board of Sistor (Società italiana di scienze del turismo).

Member of the Scientific Board of the CST (Centro Studi del Territorio "Lelio Pagani") at the University of Bergamo.

Scientific Editor of the "Scienze del Turismo" series published by Hoepli, Milano. Her area studies include Travel literature, Travel Theory, Cultural Studies in Tourism, Heritage Studies, and Landscape and Urban Studies.

Among her recent publications, the following may be mentioned here: *Città come frontiere creative*, 2018; *Naturaleartificiale. Il palinsesto urbano*, 2010; *I sensi del viaggio*, 2007.

★ At the PMTS Master's Course, Bonadei teaches Culture and Heritage.



### **Elena Bougleux**

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Aggregate Professor of Cultural Anthropology at the University of Bergamo.  
PhD in Physics, University of Florence and MPI Potsdam.

Research Associate at the Center of Research on Anthropology and epistemology of complexity (CERCO), University of Bergamo.

Visiting scholar at the Max Planck Institute for the History of Science in Berlin (MPIWG).

She has carried out extended fieldwork in research labs (Germany) and in corporate environments (India), focusing on processes of knowledge transfer and sustainable strategies of production.

Her research deals with Anthropology of science, Anthropology of corporations and global economic processes; Urban studies, Climate Change perception and narration.

She is involved in the development of the Anthropocene Curriculum Project, an experimental multidisciplinary cooperation between the MPIWG and the Haus der Kulturen der Welt in Berlin.

Amongst her publications: *Costruzioni dello spaziotempo* (2006) and *Soggetti egemoni e saperi subalterni* (2012).

★ At the PMTS Master's Course, Bougleux teaches Communities and Law (Complex Societies and Tourism Governance).



### **Federica Burini**

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An associate Professor in Geography at the University of Bergamo, Burini is a member of the CST-DiathesisLab at the University of Bergamo, and the most important Italian geographic associations (SGI, AGel).

She was a visiting scholar at the Spatial@UCSB Center for Spatial Studies at the University of California Santa Barbara in 2013 and at the Université d'Artois in 2017.

Her primary research interests are in the area of participatory processes and collaborative mapping in rural and urban contexts, in order to promote a territorial regeneration in a sustainable perspective. In particular, her research has focused on rural areas of Subsaharan Africa (especially Benin, Burkina Faso, and Niger) and on European rural and urban areas (especially the Lombardy Region in Italy).

Among her recent publications, the following may be mentioned here: *Partecipazione e governance territoriale. Dall'Europa all'Italia* (2013) and *Cartografia partecipativa. Mapping per la governance ambientale e urbana* (2016).

She provides the International and Study Advisory Service for the PMTS Master's Course.

★ At the PMTS Master's Course, Burini teaches Territorial and Environment Studies.

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### **Roberta Garibaldi**

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Senior Lecturer in Marketing and Tourism Management at the University of Bergamo.

Currently involved in Italian and international research projects for institutions, local administrations, and private enterprises. Her research interests include food tourism and cultural tourism.

Responsible of the Observatory of Food and Wine Tourism at this University;

Ambassador and Board Member of World Food Travel Association; Member of AIEST – Association Internationale d'Experts Scientifiques du Tourisme;

Member of ATLAS – Association for Tourism and Leisure Education; Member of the Scientific Committee of Treccani Gusto; Member of the Scientific Committee of BTO Educational- Buy Tourism Online; Advisory Member of the World Gastronomy Institute; Delegate of Lombardy Region to SISTUR, Italian association of tourism sciences; Member of IGCAT Board – International Institute of Gastronomy, Culture, Arts and Tourism.

Member of Sistur (Società italiana di scienze del turismo), AIEST and ATLAS.

★ At the PMTS Master's Course, Garibaldi teaches Tourism Management.



### **Stefano Ghislotti**

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Senior Lecturer at the University of Bergamo.

PhD at the Université Lumière Lyon 2 (France)

Co-author with Stefano Rosso of *Vietnam e ritorno* (1996)

Co-author with Benvenuto Cuminetti of *Il cinema nella scrittura* (2000).

In 2003 he published *Riflessi interiori. Il film nella mente dello spettatore*.

In 2008 he published *Repetita iuvant. Mnemotecniche del film narrativo*.

Member of the SCSMI, Society for the Cognitive Studies of the Moving Image.

★ At the PMTS Master's Course, Ghislotti teaches Film Studies and Visual Communication.



### **Andrew Holden**

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Holden is Professor of Environment and Tourism and recent Director of the Institute for Tourism Research (INTOUR) at the University of Bedfordshire, England. He is a Fellow of the United Kingdom's Royal Geographical Society and Royal Society of Arts.

His research focuses on the interaction between human behaviour and the natural environment with a particular focus on sustainable development and environmental ethics.

He has written several academic texts including *Environment and Tourism*, *Tourism, Poverty and Development*, and *Tourism and the Social Sciences*, all published by Routledge. He has published over fifty academic articles and book chapters and is a member of several editorial boards of academic journals, including *Annals of Tourism Research*.

Holden has undertaken research and consultancy work in Indonesia, Nepal, Turkey, Russia and Cyprus, alongside the United Kingdom. He is an experienced doctoral supervisor and supervises research students working in the areas of poverty reduction, protected areas, climate change, sustainable development, ecotourism and environmental ethics.

★ At the PMTS Master's Course, Holden teaches Environment and Sustainable Tourism.



### **Kerstin Heuwinkel**

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Professor at the Faculty of Business Administration, htw saar, University of Applied Sciences, Saarbrücken, Germany in international tourism management since 2005. From 2002 to 2005 she was a scientific assistant at Fraunhofer Institute for Software- and System Development.

She developed a methodology for developing user-centric mobile application especially for tourism, culture and sport based on sociological theories and methods. During this time, she gained considerable experience in designing and facilitating workshops with companies, organizations and users.

In addition to teaching sociology of tourism and intercultural competence, her research focus right now is on social impact and cultural encounters in responsible sports tourism (joint research with University of Stellenbosch and Grootbos Foundation, South Africa). She recently published a book on sociology of tourism that won the ITB book award.

★ At the PMTS Master's Course, Heuwinkel teaches "Sociology of Tourism".



### **Peter Keller**

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Professor of Tourism Management at the Faculty of Business and Economics, University of Lausanne, Switzerland.

President of the International Association of Scientific Experts in Tourism (AIEST).

Member of Strategic Group and Experts of the UN World Tourism Organization. OEDC Policy Advisor.

Member of the Executive Board of Directors at the Switzerland's National Tourism.

★ At the PMTS Master's Course, Keller teaches Tourism and Hospitality Management.



### **Andrea Macchiavelli**

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Senior Lecturer in Tourism Economics at the University of Bergamo.

Former Director of the Centro Studi per il Turismo e l'Interpretazione del Territorio (CeSTIT) at the University of Bergamo.

Former Director of the EU-funded Master in Tourism Management and Cultural Mediation at the University of Bergamo.

Currently involved in Italian and international research projects for institutions, local administrations, and the private sector.

Member of the Association International d'Experts Scientifiques du Tourisme (AIEST).

Member of Scientific Board of the *Turistica* quarterly of tourism management.

Macchiavelli is an expert in Mountain Tourism.

★ At the PMTS Master's Course, Macchiavelli teaches Destination Management.



### **Stefania M. Maci**

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Senior Lecturer in English Language at the University of Bergamo.  
Member of the Research Centre on Languages for Specific Purposes (CERLIS).  
Member of the British Association of Applied Linguistics (BAAL).  
Member of the Associazione Italiana di Anglistica (AIA).

She's currently involved in Italian and international research projects, with particular regard to ESP and Tourism (promotional and specialised traits in English for tourism; the web language of tourism).

Amongst her publications, the following may be mentioned here: *The web-language of tourism* (2007), *Glocal Features of In-flight Magazines: when Local Becomes Global. An Explorative Study* (2012), and *The Language of Tourism* (2010).

★ At the PMTS Master's Course, Maci teaches English for Tourism.

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### **Milos Nacic**

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A cultural theorist, Nacic is engaged in teaching-assistant activities at the Faculty of Political Sciences in Belgrade, where he takes part in courses Theory of Culture (undergraduate level), Cultural Studies, Culture and Social Structure and Culture of Socialism and Postsocialism (MA level).

Co-founder and associate at the Center for Cultural Studies – University of Belgrade, Faculty of Political Sciences.

His main interests and areas of research are in heritage and tourism studies, urban anthropology and post-socialist transformation.

★ At the PMTS Master's Course, Nacic teaches Tourism Cultures.

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### **Gloria Pastorino**

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A professor of Italian and French at Fairleigh Dickinson University (NJ), Pastorino holds BA&MA degrees in modern languages from IULM University (Milan), an MA degree from the University of New Mexico, and MA and PhD degrees in Comparative Literature from Harvard University.

She's a member of several American literature associations (NEMLA, PAMLA, AATI, etc.)

Her area studies include English, Italian, French, and World literature; drama (modern, contemporary, courses on Shakespeare); film, particularly Italian and French.

Pastorino's publications include several articles on Italian theatre, cinema and migration, Italian cinema, masculinity, and translations for American productions of plays by Dario Fo, Luigi Pirandello, Luigi Lo Cascio, Mariangela Gualtieri, Romeo Castellucci, Lella Costa e Juan Mayorga. She worked with Dario Fo, about whose stage language she is currently writing a book.

★ At the PMTS Master's Course, Pastorino teaches Museums and Media Studies.

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## Iolanda Pensa

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Senior researcher and head of research in the “Culture and Territory” area at the Laboratory of visual culture of SUPSI University of Applied Sciences and Arts of Southern Switzerland. Art critic, she holds two Ph.D. titles: in Social anthropology and ethnology at EHESS École des Hautes Études en Sciences Sociales in Paris and in Territorial government and planning at Politecnico di Milano. Her research work is about systems of knowledge production and distribution, Wikipedia and open licenses and the impact of cultural institutions, public art and biennials on territorial development. In 2016 she was the lead of “Wikimania Esino Lario 2016”, the Wikipedia world gathering in Italy, in a 700-inhabitants mountain village of the Alps. Previously she was founder and board member of the iStrike Foundation in Rotterdam (2005-2008), professor of art economy at NABA Nuova Accademia di Belle Arti di Milano (2007-2011), correspondent for Africa for the magazine *Domus* and scientific director at lettera27 Foundation in Milan (2007-2012, now Moleskine Foundation).

★ At the PMTS Master’s Course, Pensa teaches Heritage Management.



## Roberto Peretta

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A graduate in Philosophy at the University of Milan, he’s been a journalist and a travel writer since the 1970s. His writings and books have been published by the Rough Guides, *Time Out*, Mondadori, Hoepli, Zanichelli, and the Touring Club of Italy (TCI).

A content provider, web developer and data manager for cultural institutes and local administrations since the 1990s, he was a resident consultant on digital communication for the TCI – to which he keeps contributing – from 1999 to 2009.

He has taught at the University of Bergamo since 2000, and the University of Trento since 2017. He lectures at other Italian State Universities.

His contributions on travel technologies have been published by FrancoAngeli, Hoepli, McGraw-Hill, Springer, and the universities of Bologna, Genoa, Limoges, and Venice Ca’ Foscari. He’s a member of Sistor (Società italiana di scienze del turismo) and Ifitt (International Federation for Information Technology and Travel & Tourism).

★ At the PMTS Master’s Course, Peretta teaches IT for Tourism Services, and has been in charge of the PGST / PMTS digital workshops since they were established.



## Domenico Perrotta

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Perrotta is an assistant professor in Sociology of cultural processes at the University of Bergamo, where he teaches courses on Intercultural Communication and Sociology of Multiculturalism. He is a co-editor of *Etnografia e ricerca qualitativa / Ethnography and Qualitative Research*, a journal published by Il Mulino.

Over the last years, Perrotta’s major research interests have concerned migrant labour in agriculture and the transformations of agri-food supply chains in Italy and Southern Europe, the Italian “Southern Question”, and ethnographic methodologies.

His recent publications include the collective volume *Agriculture and Migration. Mobility and Change in the Mediterranean Area* (London, Routledge, 2016), co-edited with Alessandro Corrado and Carlos De Castro.

★ At the PMTS Master’s Course, Perrotta teaches Tourism Practices and Society.

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## Susanna Perzoli

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English mother-tongue teacher (CEL ex-Lettore). A graduate of the University of Manchester, with many years of experience in teaching English and ESP in Italian universities, having also taught at the University of Parma, IULM (Milan), and the University of Milano-Bicocca. At Bergamo, she currently teaches first and second year courses at the Department of Foreign Languages, Literatures and Cultures. She has translated into English for a variety of publishers, universities, and organisations, and has co-authored textbooks for Italian secondary schools. She has been teaching on the PGST/PMTS Master's Course since 2011.

★ At the PMTS Master's Course, Perzoli teaches Add Lingua Inglese C1/C2 Turismo.



## Raffaella Pulejo

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A professor of Arts at the University of Bergamo, Pulejo teaches Contemporary Art History and Methodology and Theory of Art History at the Brera Academy, Milan, where she's the didactic coordinator of the graduate course of Visual Cultures and Curatorial Practice.

She directed the Graduate School of Visual Cultures and Curatorial Practice at the Brera Academy from 2009 to 2016, and was a member of the CNAM-MIUR (Consiglio Nazionale Alta Formazione Artistica e Musicale-Ministero Italiano dell'Università e della Ricerca Scientifica) from 2008 to 2013.

Pulejo contributes to the *Nuova Meta. Parole & Immagini* magazine.

Her fields of study, teaching and publications include contemporary arts and criticism of the Western world, methodology and theory of art history, history of artistic institutions, 17th-century Italian and French art history and criticism.

★ At the PMTS Master's Course, Pulejo teaches Museum Resources.



## Stephanie Pyne

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PhD, Geography with specialization in Political Economy at Carleton University, Ottawa, Canada.

She is member of the Geomatics and Cartographic Research Centre at Carleton University, directed by Prof. Fraser Taylor, where she was responsible for creating the Treaties Module of the pilot *Living* Cybercartographic Atlas for Indigenous Perspectives and Knowledge for the Great Lakes-St. Lawrence Region, which was launched in May 2008. Her doctoral research was built on this initial work and involved the creation of the Lake Huron Treaty Atlas: an online, interactive, multimedia (cybercartographic) atlas intended to shed light on the many dimensions of treaty relationships. It combines many interests, reflects a critical perspective and seeks to contribute to enhanced intercultural understanding and awareness.

Her current work as a Social Sciences and Humanities Research post-doctoral research fellow at the University of Manitoba focuses on collaborative approaches to further developing the Residential Schools component of the Lake Huron Treaty Atlas.

Amongst her publications, she wrote several articles on International Journals as *Cartographica*, *Geomatica*, *International Journal of Digital Earth*, and *International Journal of Cartography*.

★ At the PMTS Master's Course, Pyne teaches Space Diversity and Intercultural Geography.





### **Greg Richards**

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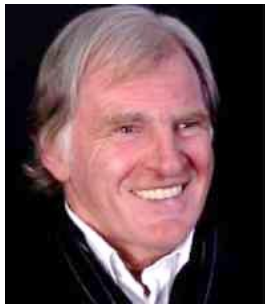
Professor of Placemaking and Events at NHTV Breda University of Applied Sciences and Professor of Leisure Studies at the University of Tilburg in The Netherlands.

He's also President of the International Institute for Gastronomy, Culture, Arts and Tourism (IGCAT).

He has worked on projects for numerous national governments, national tourism organisations and municipalities, and he has extensive experience in tourism research and education, with previous posts at London Metropolitan University (UK), Universitat Rovira i Virgili, Tarragona (Spain) and the University of the West of England (Bristol, UK).

Among his publications, the following may be mentioned here: *Cultural Tourism in Europe* (1996), *Cultural Attractions and European Tourism* (2001), *Tourism and Gastronomy* (2002), *The Global Nomad: Backpacker Travel in Theory and Practice* (2004), *Cultural Tourism – Global and Local Perspectives* (2007), *Tourism, Creativity and Development* (2007), *Eventful Cities: Cultural Management and Urban Regeneration* (2010), *Cultural Tourism Research Methods* (2010), and *Exploring the Social Impact of Events* (2013).

★ At the PMTS Master's Course, Richards teaches Tourism Industry.



### **Terry Stevens**

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Formerly Professor of Tourism Management at the Swansea Metropolitan University.

Visiting Professor at three universities in the UK.

Managing Director of Stevens & Associates, International Tourism Consultants.

Member of the American Leisure Academy.

Member of The Royal Society for the encouragement of Arts, Manufactures and Commerce (RSA) in the UK.

Member of The Tourism Society in the UK.

His clients include the UNWTO, Ilo, Unesco, national tourist boards, and private sector clients.

Consultancy work in forty countries.

Former Vice Chair of the Wales National Tourist Board.

★ At the PMTS Master's Course, Stevens teaches Marketing Management.



### **Simon Taylor**

[simontaylorP7@aol.com](mailto:simontaylorP7@aol.com)

Senior Lecturer in Law at the Paris Diderot University, Paris 7.

Reporter for the British Institute of International and Comparative Law.

Responsible for the law option for the Applied Languages Degree at the Paris Diderot University, Paris 7.

★ At the PMTS Master's Course, Taylor teaches Tourism and Legal Studies.



### **Gemma Tully**

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A community archaeologist and museum professional, Tully has worked on collaborative projects to enhance mutual understandings of cultural landscapes and museum collections between diverse stakeholders in Europe and North Africa. Her PhD (University of Southampton, 2010) focused on innovative, community-based approaches for the representation of ancient and modern Egypt in museums. This research was recently developed into a ground-breaking exhibition at the Egyptian Museum, Cairo, in which contemporary Egyptian art and ancient Egyptian artefacts were displayed side-by-side.

Tully has worked in the Museum sector in the UK in learning, visitor services and curatorial roles, as well as co-ordinated community archaeology projects, from excavations and exhibitions to co-authored publications, in the UK, Sudan and Egypt.

She has published widely on heritage, community archaeology and museology. She is now working for the University of Cambridge on a site management project at the ancient Egyptian city of Amarna. The project involves writing an integrated site management plan addressing the needs of the historic environment, local communities and visitors/tourism, creating site signage, a guidebook, documentary film and learning resources about the site, and providing training for local Antiquities Inspectors to enable them to enhance the role of the Amarna Visitor Centre both for local people and visitor.

★ At the PMTS Master's Course, Tully teaches Museum Resources.



### **Jennifer Wells**

[jwells@ciis.edu](mailto:jwells@ciis.edu)

Associate Professor in the Transformative Studies Doctoral Program at the California Institute of Integral Studies San Francisco, California, Jennifer Wells teaches Critical social theory, Literature immersion and reviewing, Methodology, Complexity and Transdisciplinarity. Her research focuses on critical theory, Anthropocene, Transition, climate justice, theory and praxis of global crises and solutions and 'real utopias', social imaginaries and 21st Century vision.

She holds a Dual PhD -- University of California at Berkeley, Division of Society and the Environment & the Sorbonne, Paris IV, Department of Philosophy.

Among her recent publications: "Mind the Gap: Bridging the Two Cultures with Complex Thought", in *Ecological Complexity* (2018), and "Complexity and Sustainability", Routledge (2014).

★ At the PMTS Master's Course, Wells teaches Complex Societies and Tourism Management.

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## THE MASTER'S DEGREE TUTORS

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### **Sara Belotti**

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PhD in Geography of Development, her studies focus on environmental conservation, sustainable tourism and cultural heritage, with particular attention to the knowledge and skills of local communities to promote their socio-economic development.

Her research has focused particularly on the rural contexts of lusophone Africa and the Italian mountain areas, always using cartography to represent results through 2d, 3d and anamorphic maps as well as through the creation of interactive mapping systems on-line.

★ At the PMTS Master's Course, Belotti collaborates as a tutor for Educational Labs and Seminars dedicated to infographic.



### **Lorenzo Canova**

[lorenzo.canova@unibg.it](mailto:lorenzo.canova@unibg.it)

A sociologist, he's been a member of the Association International d'Experts Scientifiques du Tourisme (AIEST) since 1993, and of the Società italiana di scienze del turismo (Sistur) since 2010.

He's been teaching in Master's Courses related to Tourism Planning in several universities (Roma, Milano, Cosenza, Camerino, Catania), and regularly presents papers at Italian and international conferences.

Canova is among the founders and Presidents of ACTA, a Milan-based association specialising in sustainable tourism planning.

He's been working on experimental programs with a number of DGs of the European Commission, and the past Vice-President (now senior adviser) of ECOTRANS, a European network promoting research and good practices in sustainable tourism.

Since 1998 he has cooperated as an external expert with the Dipartimento per lo Sviluppo e Coesione Economica of the Italian Ministero dello Sviluppo Economico, committed on projects of local development, tourism, culture, environment and integrated territory planning; he coordinates the Segreteria Tecnica of the "Sensi Contemporanei" program, being scientific responsible of the concept and monitoring of audio-visual products, visual arts, design, local development and tourism.

★ Canova has been in charge of the PGST / PMTS Master's Course workshops on Methodology and Tourism Planning since 2005. He lectured here in Sociology of Tourism in Local Development till 2014.



### **Ettore Castagna**

[castagnaettore@gmail.com](mailto:castagnaettore@gmail.com)

An anthropologist, he has particularly studied the relationship between local communities and their identities, coming into terms with visual anthropology and the music world as well as eco-museums, and taking active part in some European LEADER projects.

Anthropology of tourism having been at the center of his interests since the mid-1990s, he has researched on the impact of tourism on local communities in Mediterranean areas like the Balearic Islands, Calabria, Lombardy, Macedonia, Mount Athos, and Turkey.

He has contributed a number of articles, documentaries, and media products. His essays have been published by Rubbettino and Guaraldi, among others.

★ Castagna repeatedly lectured at the PMTS Master's Course, and has been in charge of the workshops on Anthropology since they were established.



### **Sanja Iguman**

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Having graduated in Japanese language at the Faculty of Linguistics in Belgrade (2009), she went on to obtain her MA degree in Planning and Management of Tourism Systems (PMTS) at the University of Bergamo in 2014. There she got her PhD in Intercultural Studies and International Cooperation in 2018.

She has cooperated as a junior researcher with the Center for Tourism and Territorial Studies at the University of Bergamo.

She is a co-founder of the Art Aparat association, Belgrade, where she works on the innovative and artistic ways of natural and cultural heritage interpretation. Her main points of interest include, but are not limited to, cultural tourism, heritage and destination management, cultural and creative development of cities.

★ At the PMTS Master's Course, Iguman has been a didactic assistant, mostly engaged in the interaction between students and visiting professors.



### **Andrea Pozzi**

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Fellow researcher at Department of Foreign Languages, Literatures and Cultures of the University of Bergamo and PhD student at the University of Balearic Island (Spain).

His research interests include food tourism, cultural tourism and regional development.

He is member of Aiest (Association Internationale d'Experts Scientifiques du Tourisme) and Sistor (Associazione italiana di scienze del turismo).

Previously he worked as a project manager in EU co-funded projects in regional bodies.

★ At the PMTS Master's Course, Pozzi collaborates as a tutor.



### **Elena Viani**

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Research Fellow at the University of Bergamo for the topics related to food and wine tourism and trends in tourism demand.

Viani developed research activities about sustainable tourism planning, local development, sustainable social development, cultural activities for the DPS - Department of Development and Economic Cohesion of the Italian Ministry of Economic Development. She has cooperated with other partners for studies and projects related to local tourism development, tourism demand, and tourism routes: last of them, East Lombardy-European Region of Gastronomy 2017.

After a Master in EU-project management (2015), she's member of the European Register of EU- Project Designers and Managers and she designs and develops EU projects.

★ At the PMTS Master's Course, Viani has been tutor for workshops about "Research in tourism" and methodology to develop a master thesis, aimed at providing students with knowledge about research in tourism sector and organization of practical activities and field research.

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## THE MASTER'S DEGREE'S FORMER PROFESSORS

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### **Emanuela Casti**

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Professor of Geography at the University of Bergamo.

Former Coordinator of the Master's Degree in PGST (Progettazione e gestione dei sistemi turistici) from which the PMTS Master's Course originated.

Founder of the International Master's Degree in Planning and Management of Tourism Systems, PMTS. In charge with the institutional relations for the PGST and the PMTS Master's Degrees.

Member of the Board of Directors of the Committee supporting the candidacy of Bergamo as European Capital of Culture 2019.

Director of the Laboratorio Cartografico Diathesis (a member of the Eidolon International Cartographic Network) at the University of Bergamo.

Coordinator of Italian and international research projects (PRIN-MIUR; UE; IUCN; Unesco; Cooperazione Italiana).

Director of the "Atlanti" series for the Bergamo University Press.

Director of the "Autrement dit – Le discours cartographique" series for L'Harmattan, Paris.

Member of the most important Italian and international geographic and cartographic associations: SGI, AGel, AIC, UGI, ICA.

★ At the PGST Master's Course, Casti taught Discipline del territorio, and Tecnologie cartografiche per il turismo.

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### **Francesca Forno**

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Professor of Sociology at the University of Trento.

PhD in Politics at the Strathclyde University, UK.

Co-director and co-founder of the CORES LAB at the University of Bergamo, a research group on Consumption, Networks and Practices of Sustainable Economies. Associate Editor of *Partecipazione e Conflitto*, the first Italian-International academic journal specializing in social and political participation. Her area studies include Collaborative Consumption, Sharing Economy, New Forms of Collective Action and Citizens' Participation, Alternative and P2P Tourism.

She has published on citizen participation and new forms of community actions, researched on political consumerism and collaborative consumption, and recently co-edited a special issue of the *Journal of Consumer Culture* on "Consumerist Culture and Social Movements". With Roberta Garibaldi, she has conducted a pioneer research on collaborative consumption in tourism, analysing the growing phenomenon of House Swapping.

★ At the PMTS Master's Course, Forno taught Sociology of Environment and Territory, and Sociology of Tourism in Local Development.

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### **Rosanna Pavoni**

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An Art Historian, she has designed museum and cultural projects for nearly three decades. She pioneered contemporary house museum communication and management by devising the Museo Bagatti Valsecchi in Milano in 1994. She served there as the Director till 2002.

She was elected Secretary of the International Committee of Historic House Museums (Demhist/ICOM, a committee of the International Council of Museums) in 1999, and became its President in 2002. In the following years, she was in a position to contribute defining the identity and mission of house museums worldwide.

Her consultancy skills in exhibition planning, cultural revamping of destinations as well as institutions – including the Museo Adriano Bernareggi in Bergamo, the Fondazione Studio Vico Magistretti in Milano, and the CaseMuseoItalia network – are widely appreciated.

★ At the PGST Master's Course Pavoni taught Museo e territori.

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### **Giuseppe Psaila**

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Senior Researcher at the Department of Engineering, University of Bergamo. He's got a Degree in Electronic Engineering at the Politecnico di Milano in 1993. On June 30, 1998, he has obtained a PhD Degree in *Ingegneria Informatica e dei Sistemi* at the Department of Electronics and Information from the Politecnico di Torino.

From November 1997 to October 2000 he was Research Assistant at the Department of Electronics and Information from the Politecnico di Milano. Since November 2000 he's been an Aggregate Professor at the University of Bergamo.

★ At the PGST Master's Course, Psaila taught *Comunicazione turistica georiferita*.

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### **Gianluca Rossoni**

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Professor of Tourism Legislation at the University of Bergamo. Tourism Senior Legal Expert for the EU-funded project in Bosnia Herzegovina. Tourism Legal Expert for General Pan-Hellenic Federation of Tourism Enterprises, Greece.

Legal Advice on the EU Passenger Transportation Legal Framework.

Board Member of the international Forum of Travel and Tourism Advocates.

Board Member of the *Rivista italiana di diritto del turismo*, published by FrancoAngeli.

Member of the Lawyer Bar Association in Padua, Italy.

Legal Advisor for Xena, Eurodesk, and several distinct cultural associations in Padua, Italy.

★ At the PGST Master's Course, Rossoni taught *Legislazione del turismo*.

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### **Noel B. Salazar**

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Research Professor, IMMRC - Anthropology, Faculty of Social Sciences, University of Leuven (Belgium).

Secretary-General, International Union of Anthropological and Ethnological Sciences (IUAES).

Past-President, European Association of Social Anthropologists (EASA).

★ At the PMTS Master's Degree, Salazar taught *Anthropology and Tourism*.

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### **Mario Salomone**

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Environmental sociologist at the University of Bergamo.

Member of the: International Sociological Association (ISA, RC 24 and RC26); European Sociological Association (ESA); Associazione Italiana di Sociologia (AIS) - Sezione Territorio; Associazione Italiana per gli studi sulla Qualità della Vita (AIQUAV); MAHB (Millennium Alliance for Humanity and the Biosphere, Stanford University); Founding member of International Environmental Communication Association (IECA)

Editor of the Italian monthly review *.eco* and of the *Culture della sostenibilità* international scientific journal. His research interests include local development, sustainability, green economy, education, food, patterns of sustainable consumption and production, Ecomuseums, social and cooperative economy, social networks, rural and urban sociology from the sustainability angle.

★ At the Master's Course, from which the PMTS Master's Degree originated, Salomone taught *Turismo e sviluppo locale*.

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### **Frans Schouten**

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Professor at the Breda University NHTV (Institute for Tourism and Transport) in The Netherlands.

Consultant for the management of cultural heritage at the Unesco/UNDP projects for the integrated strategic development of cultural tourism (Indonesia, South Pacific, China, Central Asian Republics).

Chair in Unesco courses on heritage tourism.

Member of the editorial board of the Levend *Erfgoed* ("Living Heritage") magazine.

Member of the board of "Best of Heritage" in Zagreb, Croatia.

★ At the PMTS Master's Degree, Schouten taught Cultural Studies, and Heritage Studies.



### **Jean-Michel Tobelem**

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Master Professor at the Amiens University, the Angers University, CELSA (Sorbonne U.), the École du Louvre, Paris 1 University IREST, the Paris 1 University DESUP, and the Paris 3, Saint-Étienne University  
Director of Option Culture, France.

Responsible for: a) Studies for the ministry of culture, the ministry of tourism, local authorities, NGO, and corporations; b) Participation to the NEMUS project (creation of jobs in the museum sector, European Commission).

Member of ICOM (International Council of Museums) and former member of the board of the Intercom (management) committee of ICOM.

Director of the series "Gestion de la culture" at l'Harmattan Member of the editorial board of the international Journal Museum Management & Curatorship.

★ At the PMTS Master's Degree, Tobelem taught Economics of Culture and Cultural Heritage.



### **Davide Torsello**

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Professor of Social Anthropology at the University of Bergamo.

PhD at the Max Planck Institute for Social Anthropology, MA in cultural anthropology at the Hirosaki University (Japan).

His research interests include post-socialism, trust, social networks, social transformation in rural societies, corruption and value orientations, through field research in Japan and Europe.

★ At the PMTS Master's Degree, Torsello taught Local Communities and Eco-Museums.



### **Peter Van Mensch**

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Professor of Cultural Heritage at the Reinwardt Academie Amsterdam, in The Netherlands.

Lecturer International at the School of Museology in Celje, Slovenia.

Former president of the ICOM (International Council of Museums) international Committees for Museology and for Collecting. Member of the editorial board of *Museums & Society*, published in Leicester, UK. Member of the editorial board of *The Problems of Museology*, Saint Petersburg State University, CSI.

★ At the PMTS Master's Degree, Van Mensch taught History and Culture of Museums.

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### **Lucy von Weber**

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Von Weber specialises in strategic, digital marketing for tourism. Her recent background is as a senior lecturer in Swansea University (2016) where she also curated and coordinated large-scale events relating to the use of “big data” in tourism; also as a senior tourism executive for regional, city and county destination organisations in Wales. The latter involved responsibility for strategic and tactical marketing initiatives and campaigns.

She is a consultant lecturer, trainer and author for the Welsh Government’s Digital Marketing programme and is a Strategic Marketing Advisor for Welsh Government’s Accelerated Growth Programme (AGP).

★ At the PMTS Master’s Course, von Weber teaches Marketing Management.



### **Chris Wilbert**

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A geographer, he is senior lecturer in Tourism Geographies at the Anglia Ruskin University in Cambridge, where he is pathway leader for MA International Sustainable Tourism Management. and supervises doctoral students in tourism and related disciplines.

At the PMTS Master’s Course, he teaches Geography of Environment and Tourism.

Wilbert’s teaching focuses on tourism geographies, social and cultural theory, cultural and urban tourism, leisure and tourism in urban regeneration, dark tourism, development of destinations, wildlife and nature tourism.

His recent research has focused on everyday human-animal interactions, tourism performances, environmentalism and sustainability, technonatures, uses of media in tourism/leisure spaces, and tourism/leisure in urban regeneration.

Among his publications, the following may be mentioned here: *Autonomy, Solidarity, Possibility: The Colin Ward Reader* (with Adam White, AK Press, 2011); *Technonatures: Environments, Technologies, Spaces and Places in the Twenty-First Century* (with Adam White, Wilfrid Laurier University Press, 2009).

★ At the PMTS Master’s Course, Wilbert taught Geography of the Environment and Tourism, Territorial Studies, Environment and Sustainable Tourism, and Territorial and Environment Studies.