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e-Tourism and Online Communication Management of UNESCO World Heritage Sites: New Trends and Research Perspectives

SPEAKER | ABSTRACT



The seminar will present an overview of the e-Tourism domain – the application of digital technologies to the tourism industry; outline emerging trends in this domain, such as real time services, recommender systems, SOLOMO (Social Local Mobile), augmented reality and gamification; and focus on online communication strategies for managing UNESCO World Heritage Sites (WHS) to widen online access to WHS, enrich experience of the travelers visiting the sites, increase local ownership of the sites, and upgrade knowledge and skills of the WHS employees and locals. Examples of online communication practices applied in WHS globally will be used along with discussion of research possibilities.

Nadzeya Kalbaska, PhD

BIOGRAPHY

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Nadzeya Kalbaska, PhD, is a lecturer and a postdoctoral researcher at the Faculty of Communication Sciences at the Università della Svizzera italiana (USI, University of Lugano, Switzerland). Her research focus is on the use of Information and Communication Technologies within Human Resource Management. At USI she coordinates research activities within the field of e-Learning integration in tourism and hospitality, encompassing empirical, design-oriented, evaluation and impact studies; design, development and evaluation of online training platforms; as well as organization of related workshops. She serves as General Secretary to IFITT – International Federation for IT and Travel and Tourism.

VENUE | Auditorium Fraterna
Campus de Couros
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TIME | Thursday, 11 June 2015
15:30 – 16:30

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