Winter School 2026 - November 24-26

New Frontiers in Sustainability: Trends, Innovations and Practices

This year's Winter School examines the evolving relationship between tourism, sustainability, cultural heritage, destination branding and community well-being.
From regenerative approaches and public-private partnerships to ESG strategies and cultural preservation, participants will explore new ideas, challenges, and opportunities for creating more resilient, inclusive and sustainable destinations, with a special focus on Lake Como.

Saint Abbondio and Valeggio Campuses, University of Insubria, Como

Participation is free of charge for HoSTDe and PhD Students. Registration and available spots are limited.

Program Overview

Day 1. Tuesday, November 24
h. 10:30-17:30

Key Topics: Public private partnerships to enhance detourism paths; Tourism and Collective Memory; Sports Tourism and Destination Diversification

Day 2. Wednesday, November 25
h. 11:00-19:00

Key Topics: Brand Management: Challenges and Avenues; Tourism as a Driver of Transformation and Well-being Creation in Small Communities; Regenerative Tourism Innovations and Community Well-being

Day 3. Thursday, November 26
h. 09:00-17:30

Key Topics: ESG: regulations, strategies and opportunities for a sustainable future; Sustainability between the uncontrollability and appropriation; Screening Sustainability; Preserving and Promoting Cultural Heritage

Registration at: https://forms.gle/bQMSzH1bJb4AnrGw5



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Day 1. Tuesday, November 24, Room S.2.3

h. 10:00-10:30 - **Welcome & Introduction**

h. 10:30-13:30 - **Public-private partnerships to enhance detourism paths: The Creative Europe funding programme**
Ilaria Rudisi (CEO Nami Evolution, EU and international grants advisor)
Giulia Tiberi, University of Insubria
h. 13:30 -14:30 ***Lunch break***

h. 14:30-15:45 - **Tourism and Collective Memory. Between Remembrance and Reconciliation: Tourism and Transitional Justice**
Anna Myriam Roccatello, Deputy Director, International Center for Transitional Justice, New York, USA,
Giulia Tiberi, University of Insubria

h. 16:00-17:30 - **Sports Tourism and Diversification: The Case of Las Vegas**
Marta Soligo, UNLV William F. Harrah College of Hospitality
Roberta Minazzi, Univerisity of Insubria

Day 2. Wednesday, November 25
Morning session: **S.2.7,** Afternoon session: **S.0.1**

h. 11:00-13:00 - **Brand Management: Challenges and Avenues**
Lennert Schleßelmann, markstones Institute of Marketing, Branding & Technology, University of Bremen
Roberta Minazzi, University of Insubria
h. 13:00 -14:00 ***Lunch break***

h. 14:00 -15:45 - **Tourism as a Driver of Transformation and Well-being Creation in Small Communities: A Best-Practice Case Study**
Andrea Camesasca, Owner of the Rural Resort "Il Corazziere"
Roberta Minazzi, University of Insubria

h. 16:00 -19:00 - **Workshop: Beyond green. Regenerative Tourism Innovations and Community Well-being**
Eliane Nortey, University of Insubria

Day 3. Thursday, November 26
Morning session: **S.2.3,** Afternoon session: **V.4.14**

h. 09:00-10:45 - **ESG: regulations, strategies and opportunities for a sustainable future**
Melania Mazzon, Legal Director, Bip Law & Tax
Gianluca Cavalieri, University of Insubria

h. 11:00-13:00 - **Unruly ecologies in the urban: Sustainability between uncontrollability and appropriation**
Jacopo Targa, PhD in Urban Studies
Sebastiano Citroni, University of Insubria
h. 13:00 -14:00 ***Lunch break***

h. 14:00-16:15 - **Screening Sustainability: Film Festivals Between Ecology and Cultural Responsibility**
Laura Cesaro, Adjunct Professor at the University of Udine
Deborah Toschi, University of Insubria

h. 16:30-17:30 - **Preserving and Promoting Cultural Heritage: Insights from the Silk Museum - Silk Museum guided tour**
Laura Facchin, University of Insubria



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Organizing Committee



Roberta Minazzi
Professor of Destination Management and Marketing



Michela Segato
Research Fellow, PhD student



Daniele Grechi
Professor of Data analysis for Destination Development



Sofiia Petrova
Research Fellow
Department of Law, Economics and Cultures

Insubria Faculty



Deborah Toschi
Professor of Media studies



Giulia Tiberi
Professor of Public Law For sustainable tourism



Sebastiano Citroni
Professor of Sociology of Cultural and Communicative Processes



Gianluca Cavalieri,
Professor of Administrative Law



Laura Facchin
Professor of Museum Studies and Heritage



Eliane Nortey
Senior Lecturer, Business English for Hospitality

Guests Professors and Experts



Andrea Camesasca
Owner of the Rural Resort "il Corazziere"



Marta Soligo
Professor of Sociology of Tourism, William F. Harrah College of Hospitality, University of Nevada, Las Vegas



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CEO Nami Evolution, Eu and international grants advisors



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