



Ca' Foscari
**Summer
School**

LABORATORI DI ARTE, SCIENZA, ECONOMIA E CULTURA

Edizione 2014

Instructors: Mara Manente, Valeria Minghetti, Federica Montaguti, Monica Da Cortà Fumei, Roberto Perocchio

Mara Manente – 1 ora

Direttore Ciset - Centro Internazionale di Studi sull'Economia Turistica

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Valeria Minghetti – 2 ore

Ricercatore Ciset - Centro Internazionale di Studi sull'Economia Turistica

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Federica Montaguti – 3 ore

Ricercatore Ciset - Centro Internazionale di Studi sull'Economia Turistica

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Monica Da Cortà Fumei – 3 ore

Responsabile Servizio Marketing, Studi e Ricerche
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Numero di telefono: 041 2405211

Roberto Perocchio – 3 ore

Amministratore Delegato Venezia Terminal Passeggeri
Vice Presidente Nazionale di Federturismo – Confindustria

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Title of the laboratory: *"Tourism in Venice: experience on the field"*

Description: what is the meaning of tourism in Venice? Which Venice do Tour operator/cruise tourists experience compared to self organised tourists? Is there more? The two-day lab explores different approaches to tourism in the Venice area by in class presentations and discussion of experiences, guided on site tours of the Cruise Terminal and Musei Civici and on the field work browsing through "calli e campi", observing tourists behaviours and choices. The outcome will be an increased awareness of what the overall tourism offer is and how to make the most of it during a stay in Venice.

Aim of the laboratory: the lab aims at providing a different/insider outlook on tourism in the very specific context and environment of Venice and its lagoon. Attendants will be talked through and experience cultural and cruise related activities, will be involved in first-hand observation and understanding of tourism patterns and in customising the visit.

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Contents:

Day 1

Morning session: *Tourism in Venice – facts and figures*

Afternoon session at *Venice Passengers Terminal*

Day 2

Morning session at *Musei Civici – tourism and culture*

Afternoon session *on the field*

Target audience: Held in English, the lab is mainly addressed to foreign attendants – students, professionals or else – residing in Venice or in the area for tourism purposes, whether leisure or business related. The lab is open to all English speakers interested in travel and tourism.

Duration: 12 hour

Dates: June, 23 and 24 - full day

Participants: /

Prerequisites:

☒ none

Language of instruction:

☒ English

☐ Italiano

☐ altra:

Equipment required: PC e projector