



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
SCUOLA DI ECONOMIA, MANAGEMENT E STATISTICA

Seminars in “Tourism Economics and Management”

6th october 4 pm - 7 pm

venue Angherà 2, via Angherà 22

#Smarketing. Strategic use of social networks to promote and to innovate in the urban ecosystem. Promotion and attraction
(Valentina Bazzarin - University of Bologna)

13th october 2 pm - 5 pm

venue Alberti 1, p.tta Teatini 13

Focus on Barcelona – Tourism as a political asset in a smart city ecosystem
(Ramon Ribera Fumaz - Universitat Oberta Catalunya)

20th october 2 pm - 5 pm

venue Angherà 2, via Angherà 2

#Smarketing. Strategic use of social networks to promote and to innovate in the urban ecosystem. People: human and social capital
(Valentina Bazzarin)

27th october 2 pm - 5 pm

venue Alberti 3, p.tta Teatini 13

#Smarketing. Strategic use of social networks to promote and to innovate in the urban ecosystem. Innovation and creativity
(Valentina Bazzarin)

26 novembre 4 pm - 7 pm

venue Alberti 7, p.tta Teatini 13

Luxury goods, customer care and HRM in a multi-cultural context.
The luxury goods market (introduction and case studies)
(Massimo Ferdinandi - University of Bologna)

27 novembre 4 pm - 7 pm

venue Alberti 4, p.tta Teatini 13

Luxury goods, customer care and HRM in a multicultural context.
Profiling the luxury good consumer (case study)
(Massimo Ferdinandi)

1 dicembre 4 pm - 7 pm

venue Alberti 5, p.tta Teatini 13

Luxury goods, customer care and HRM in a multicultural context.
Opportunities and threats of the after sales service and costumer care management in the internationalization processes
(Massimo Ferdinandi)

3 dicembre 4 pm - 7 pm

venue Alberti 7, p.tta Teatini 13

Luxury goods, customer care and HRM in a multicultural context.
Main issues of HRM in multicultural contexts
(Massimo Ferdinandi)