



FONDAZIONE CAMPUS

SUMMER SCHOOL **EXPERIENTIAL FOOD TOURISM**

31 AUGUST – 10 SEPTEMBER 2020

Take an insight into experiential tourism of Italian gastronomy.

Design and implement tours based on food-related experiences.

Use marketing strategies and storytelling techniques for the promotion of a destination.



**DISCOVER.
CREATE.
TELL A FOOD STORY.**

In collaboration with



Touring Club Italiano

SUMMER SCHOOL DETAILS

Participants	University students interested in tourism, travel and food sectors	Location	Lucca, Italy
Language	English	Classes	from Monday to Friday
Credits awarded	5 ECTS	Program fee	€ 750 (Accommodation is not included)
Application deadline	31 JULY 2020	For enrolment	www.unipi.it

TOPICS INCLUDE

- Trends in Food Tourism
- Italian Food Origins, Cultural Traditions & Rituals
- Wine and Beverage Experience
- Experiential Package Design
- Food Writing
- Food Photography Workshop
- Food and Digital Marketing

For more information, please contact

COORDINATOR
Prof. Enrica Lemmi

CONTACT PERSON
Valentina Giannessi
Mail: valentina.giannessi@fondazionecampus.it
Phone: +39 0583 333420

