

MASTER OF SCIENCE
INNOVATION MANAGEMENT FOR SUSTAINABLE TOURISM – IMAST
Department of Economics and Business
University of Sassari | Olbia Sub-branch

DESTINATION MANAGEMENT AND DIGITAL MARKETING LAB
OPEN WEBINAR SERIES *

5th May: 5-7 pm

“Destination Marketing 2.0”

Dr. Ulrike Gretzel

Senior Fellow, University of Southern California

11th May: 3-5 pm

“Virtual reality and destination marketing”

Luigi Cocco

CEO I-Noke

17th May: 10-12 am

**“How will robots, artificial intelligence and service automation
disrupt the tourism and hospitality industry?”**

Dr. Stanislav Ivanov

Professor, Varna University of Management

Instructor & Seminar coordinator

Prof. Giacomo Del Chiappa

Department of Economics and Business

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***Faculty members and students from the University of Sassari can attend the seminars accessing the Microsoft teams**

“Destination Management and Digital Marketing LAB” using the code: i7dl3d5

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