



UNINT
Università
degli Studi Internazionali di Roma

UNINT Summer School 2016

- *Creative and Sustainable Tourism*
- *Wine, Food and Sustainable Tourism*
- *Italian Language Course for Non-Native Speakers*

with the patronage of



Seize the opportunity to work in the field of creative and sustainable tourism learning from leading experts!

Become an expert in food, wine and sustainable tourism and develop your own project!

Enhance your language and economic skills in an innovative and fast-growing field!

WHAT'S CREATIVE AND SUSTAINABLE TOURISM?

- It is an innovative form of Tourism defined according to the principles of social and economic equality which respects the environment and local cultures.
- It considers Tourism not just as a leisure activity but as a human experience.
- It aims to develop a territory in order to make it a better place for people to live and subsequently a better place for people to visit.
- It is based on new ideas and methods and focuses mainly on unexposed territories.
- It considers food and wine as elements of regional innovation strategies

WHY A CREATIVE TOURISM SUMMER COURSE IN ROME?

- Classes taught by internationally-renowned experts and consultants of MIBACT.
- A unique chance to discover our cultural heritage and to experience our natural wonders through a practical lab on spot.
- A friendly and international environment known for language studies and research (CIUTI, EMT, AGORA, ANVUR)

WHEN AND WHERE?

The Summer School will be held in Rome [at UNINT University](#), **from 11 July 2016 to 30 July 2016.**

UNINT Summer School is comprised of the following Courses:

- Intensive Course on Creative and Sustainable Tourism (25 - 30 July)
- Intensive Course on Wine, Food and Sustainable Tourism (25 – 30 July)
- Italian Language Course for Non-Native Speakers (11 – 22 July)

INTENSIVE COURSE ON CREATIVE AND SUSTAINABLE TOURISM

OBJECTIVES

The course is designed to train managers on how to create, manage and promote projects, products and innovative events in the field of **cultural, environmental and sustainable tourism**.

JOB OPPORTUNITIES

Tour operator, cultural operator, communications and advertising operator, territorial marketing expert in tourism, culture and environment.

PROGRAMME

The course will be divided in the subsequent modules:

1. **Creative tourism theory**
2. **Development of a creative tourism project/product/event**
3. **Face-to-face meetings with experts**
4. **Guided tours**

MAIN TOPICS AND SUBJECTS

- Creative tourism: genesis and development
- Cultural tourism (study trips, visits to cultural sites, participation in cultural events and conferences)
- Environmental tourism (hiking, cycling, equitation, outdoor itineraries, agritourism, natural parks holidays)
- Cultural and environmental mass tourism: opportunities and risks
- New tourism hosting solutions
- Creation, management, communication and marketing of the creative tourism project/event (What to promote in the field of tourism within a given area: operating procedures)
- Historical, artistic and geographical knowledge of the territory. Social and territorial capital. The cultural districts. The LAGs.
- Fundraising
- Sharing economy

THE CREATIVE AND SUSTAINABLE PRODUCTS. CASE STUDIES.

- The multi-building hotel
- Districts, parks and paths relating to biodiversity (e.g. flowers paths, essence and perfumes producers paths etc.) or relating to traditional wine and food (e.g. wine, oil and chocolate paths etc.)
- Historical, artistic and scenic routes. Holy ways, ancient ways, archaeological parks and villages
- The districts of applied arts (e.g. fashion, design etc.)
- Recovery of abandoned facilities and areas for tourism purposes (e.g. abandoned road inspector's houses, tracks, lighthouses, roads, stations, docks, railways etc.)
- Planning new thematic and/or environmental routes
- Craftsmanship and local production revival
- Emerging cultural events
- Literary hotels and cafes
- Thematic museums
- Theme parks
- Promotion of knowledge institutions (e.g. schools, universities and libraries)
- Planning in the field of new services and start-ups relating to ICT (information and communications technology) as well as to digitization of the cultural and environmental heritage and its networking
- Valorisation of the so-called "minor" cultural assets
- New approaches to Merchandising
- Destination image and destination branding

TIMETABLE

6 days, 33 hours per week including guided tours + group and individual preparation.

Renowned guests are expected to participate in the event and Skype calls with international experts are scheduled.

INTENSIVE COURSE ON WINE, FOOD AND SUSTAINABLE TOURISM

OBJECTIVES

The aim of the course is to provide operators in the sustainable tourism industry with new skills related to the valorisation of a territory through the culture and production of local food and wine. Enhance your ability to valorise local resources through wine and food by developing your own project!

MAIN TOPICS AND SUBJECTS

Sustainable Tourism related to wine and food. Case studies and new projects design.

Biodiversity as a means of defence and valorisation of a territory.

Food, wine and gastronomy as elements of regional innovation strategies:

- Main theoretical approaches to the topic
- Italy and Foodies: “state of the art”
- Foodies and Food Tourism: international trends
- International Food Cities Networks and Food Clusters
- Marketing
- Fundraising
- Case studies

Skype calls with experts are scheduled.

TIMETABLE

6 days, 13,5 hours per week including guided tours + group and individual preparation.

INTENSIVE ITALIAN LANGUAGE COURSE FOR NON-NATIVE SPEAKERS

Seize the opportunity to learn one of the most fascinating and melodious languages in the world!

COURSE DESCRIPTION

UNINT offers a two-week intensive *Italian Language Course for Non-Native Speakers*. Whether you are a beginner, intermediate or advanced level student, whether you want to learn Italian for business or out of sheer personal interest, enroll in our *Italian Language Course for Non-Native Speakers*!

You will develop speaking, listening and writing skills in Italian and you will improve your language level significantly in the timespan of two weeks. You will be exposed to authentic Italian material and will have the opportunity to practice listening, speaking and writing skills on a daily basis.

Furthermore, lessons will take place in a truly inspiring, international and stimulating environment.

The language course is open to anyone who is interested in learning Italian.

Participants will be divided into groups depending on their proficiency level.

Upon enrollment, students are required to self-assess their language level according to the Common European Framework for Languages (CEFR).

TIMETABLE

10 days, 30 hours

Applicants must attend both weeks of the Course. If students fail to attend the 2nd week they are not eligible for refund.

COURSES

The courses offered at UNINT Summer School 2016 are shown below.

Courses are held in English from Monday to Saturday according to the following schedule:

From Monday to Friday:

Intensive course on creative and sustainable tourism: 9.30 - 11.30 / 11.45 - 13.15 // 14.15 - 16.15

Intensive course on wine, food and sustainable tourism: 16.30 – 18.30

Saturday:

Guided tour: 9.30 – 13.15

Intensive course on creative and sustainable tourism: 14.15 – 16.15

Exams and delivery of certificates: 16.30 – 18.30

Students may attend one or both courses.

Students are required to attend at least 80 percent of class sessions to receive a certificate of attendance. Final examinations are given at the end of each course; and a certificate of attendance is granted.

<i>Course</i>	<i>Dates</i>	<i>Number of Hours</i>	<i>Course Price</i>	<i>Number of ECTS</i>
Intensive Course on Creative and Sustainable Tourism	25 July – 30 July	33	600 € ¹	2
Intensive Course on Wine, Food and Sustainable Tourism	25 July – 30 July	13,5	240 € ²	1

¹ The course prices above include 33 teaching hours per week including visits to companies in the industry + group and individual preparation. Travel costs, accommodation and meals are not included.

² The course prices above include 13,5 teaching hours per week including visits to companies in the industry + group and individual preparation. Travel costs, accommodation and meals are not included.

[Click here](#) for a list of hotels and B&B, located either downtown or near the University, where you could ask for accommodation at an agreed-upon rate with UNINT.

A special price is offered to students who attend both Summer School courses (750 Euro).

An additional reduction of 10 percent is also available for students of UNINT and our partner Universities.

UNINT offers a two-week intensive ***Italian Language Course for Non-Native Speakers***. Our 15-hour a week course is held from Monday to Friday for a total of 30 hours according to the following schedule:

<i>Course</i>	<i>Dates</i>	<i>Number of Hours</i>	<i>Timetable</i>	<i>Course Price</i>
Italian Language Course for Non-Native Speakers	11 July – 15 July	15	From Monday to Friday 9.30 – 12.30 (3 hours per day)	330 €
	18 July – 22 July	15		

A reduction of 10 percent is available for students of our partner Universities.

REQUIREMENTS

Entry requirements

High school diploma.

English language requirements

A [B2 level](#) in English is required for the Course on *Creative and Sustainable Tourism* and for the Course on *Wine, Food and Sustainable Tourism*. If your native language is not English, you must provide recent evidence that your command of spoken and written English is sufficient to attend the above-mentioned UNINT Summer School Courses.

Italian language requirements

There is no required proficiency level to enroll in *the Italian Language Course for Non-Native Speakers*.

Upon enrollment, students are required to self-assess their language level according to the common European Framework for Languages (CEFR).

PRE-ENROLLMENT AND ENROLLMENT

Pre-enrollment must be done **before 15 June 2016**.

[REGISTER FOR COURSES >>](#)

The Courses will only take place if a minimum number of participants is reached.

The maximum is 25. In case the number of applications exceeds the maximum, candidates will be selected on a FCFS (first-come first-served) basis.

The first 25 pre-enrolled candidates per course will be invited via email to complete the enrollment procedures before 30 June 2016. In the event of withdrawal of the applicant or incomplete documentation, the following candidate on the waiting list will be informed and able to enroll.

ENROLLMENT PROCEDURES:

- Fill in, print and sign the application form you will receive from summerschool@unint.eu
- Send the following documentation to Ufficio Comunicazione, Università degli Studi Internazionali di Roma - UNINT, via Cristoforo Colombo 200, 00147 Roma (RM) via recorded-delivery letter OR give the documents in person to the Summer School Secretariat located within the Communications Office. Opening hours: Monday-Friday 9:30am - 1:00pm:
 - completed and signed application
 - copy of identity card or passport
 - receipt of payment

CONTACTS

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