



UNIVERSITÀ DEL PIEMONTE ORIENTALE

DIPARTIMENTO DI STUDI
PER L'ECONOMIA E L'IMPRESA

Universitat
de Girona

CORSO DI LAUREA TRIENNALE IN PROMOZIONE E GESTIONE DEL TURISMO

SEMINARIO

“TOURISM DESTINATION PLANNING AND MANAGEMENT”

MARTEDÌ 12 DICEMBRE ore 14.00 aula 205

Docente: *Prof. Lluís Prats Planaguma*

VISITING PROFESSOR, UNIVERSITAT DE GIRONA (SPAGNA)

Associate professor at the Faculty of Tourism of the University of Girona and settled in Business Management and Product Design Department. Co-director of Organizational Networks, Innovation and Tourism (ONIT) research group. PhD in tourism economics. Fields of interest Innovation management, Planning and managing tourism destinations, and product development. He is actually chairman of the Academic Committee of NECSTOUR an International networks for tourism sustainability and competitiveness.

