

INNOVATIVE APPROACHES TO URBAN STUDIES: TOURISM PERSPECTIVES

10.00 – 10.10	Welcoming remarks Alberto Marinelli Director of Department of Communication and Social Research Opening remarks Sandro Formica Florida International University
10.10 – 10.30	Keynote address <i>Tourism in historical art cities: shifting from functionality to complexity</i> Fabiola Sfodera Department of Communication and Social Research, Sapienza University of Rome
10.30 – 10.50	<i>City, plural noun: data, measures, and analysis to understand urban tourism spaces</i> Mariella Nocenzi Department of Communication and Social Research, Sapienza University of Rome
10.50 – 11.10	<i>The city: between value production and commodification</i> Barbara Pizzo Department of History, Design and Restoration of Architecture, University of Rome
11.10 – 11.30	<i>Consumer value and tourist shopping experience</i> Martina Gallarza University of Valencia
11.30- 11.50	<i>Shopper Experience Management in airport</i> Giacomo Del Chiappa University of Sassari
11.50 – 12.10	<i>Use of Artificially Intelligent Service Robots in Service Delivery</i> Dogan Gursoy Distinguish professor, Hospitality Business Management, Washington State University
12.10 – 12.30	Closing remarks and recommendation Dogan Gursoy