

Statement of Participation

iversity hereby certifies that **Elke Rühmann** has participated in the following course:

eTourism: Communication Perspectives

Taught from October 2016 to October 2017 by Lorenzo Cantoni, Nadzeya Kalbaska, Elena Marchiori, and Silvia Matilde De Ascaniis.

An introduction course to a fascinating travel into the eTourism world, which crosses both space and time, and is always closely connected with communication. In fact, we are embarking to create a great study experience, which explores how Information and Communication Technologies (ICTs) do matter for tourism – both for our personal experience, and for the tourism industry at large. In other words, we will together explore eTourism by using tools and models of the Communication Sciences.

Key concepts and theories covered include: Online Communication Model (OCM); Roman Jakobson's Communication Model; Quality of online contents; User Generated Content (UGC); Web 2.0; Reputation in online Media; Intercultural communication and localisation; eLearning; Argumentation; World Heritage Sites.



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