

CONCLUSIONS OF THE SUMMER SCHOOL *Local tourism and human development*

With a meeting on history and traditions of the Milanese cuisine, with the presence of starred chef, the Summer School *Local tourism and Human development: Attractive territories for a sustainable world* concluded last Sunday in the KIP Pavilion at Expo. Coordinated by professor Nicolò Leotta, the initiative has been organized by CIELS (Higher School for Language Mediators) and the *Società Umanitaria* of Milan in collaboration with the KIP International School.

The Summer School was aimed to underline how tourism can be an extraordinary instrument to promote high quality development adopting innovative methods with various activities.

In particular, the following projects have been presented and discussed among the seminars and workshops held from June 10 to 14: Silk Road Tourism Project, Experience Umbria Project, Salina Festival Project and the Road of Taste Project.

Experts in local marketing, representatives from enterprises and companies from the touristic sector, tour operators and communication professionals have participated in the activities to define a common vision for local development in the Mediterranean Region and in the international context.

The Summer School has been an opportunity for discussing the issue of how to exploit the regional resources and turn them into a lever for local development. It has created the basis for a local - international training and education network aimed at achieving *Community Tourism* routes that promote local resources in a global dimension.

Among the guests of the final event of the Summer School, there was Giuseppe Frattini from the Ancient Church of St. Ambrose, who presented *La Charta Ambrosiana e il Manifesto della Cucina Ambrosiana*. In the meanwhile, the chef Max Masuelli has presented *Mondeghili - the cuisine of recovery* and cooked the famous fried meatballs and stale bread, while the chef Matteo Scibilia has talked about the Medieval recipe of *missoltini*, a specialty made with lake fish.

During the event, the Director of the KIP Pavilion has underlined the importance of disseminating good practices of local development to influence national policies and international debates, drawing attention on the strategic role of territorial development. After



presenting the initiative of the Pavilion about the foundation and promotion of a World Fund for the Development of Territories through an international meeting which will be held at the conclusion of Expo, from 22 to 24 October, the Director invited all the participants to become promoters of the Event.

