



Tony Wheeler's Lonely Planet



How digital media have changed the way we travel.

A conversation with Tony Wheeler, founder of Lonely Planet

Tony Wheeler is considered the most famous traveler in the world. Back in 1973, together with his wife Maureen Wheeler, he founded Lonely Planet, an Australian publishing house that publishes and distributes travel guides worldwide. Mr. Wheeler will visit USI and hold a public presentation in the Auditorium sharing his experience as travel expert and traveler himself. In particular, he will look at how digital media have contributed to change the tourism experience, from its ideation to its organization and enjoyment.

The event will mark the 20th anniversary of the launch of USI's Master in International Tourism and the 10th anniversary of the USI UNESCO Chair in Information and Communication Technologies to develop and promote sustainable tourism in World Heritage Sites.

Organized by:

- USI Master in International Tourism, and
- USI UNESCO Chair in Information and Communication Technologies to develop and promote sustainable tourism in World Heritage Sites.

Tuesday
May 23, 2023
18.30–20.00

Auditorium
West Campus
Lugano

Entrance is free

The event will be in
English

For further information
and to participate,
please register via mail to:
mt@usi.ch



unesco
Chair

In the picture:
Mr. Tony Wheeler

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