

IRAT's Short Profile

The Institute for Service Industry Research (IRAT) is part of the scientific structure of Italian National Research Council (CNR) and it was founded in 1982

The Mission of the Institute :

The mission of the Institute consists of the study of services as an economic sector. The services are also analysed as a strategic activity for competitiveness of firms and territories

Research activities belong to the following areas:

- o Innovation and Value creation
- o Identity and territorial development
- o Urban Strategies in the contemporary city

Competencies and Research Activities on Cultural Heritage

- studies about the impact of technology on the visitor's behavior before, during and after the travel experience;
- analysis of the territorial governances and the ICT role in fostering the conditions for making an effective and efficient use of cultural resources by creating value for stakeholders;
- identification of specific technological solutions deployed on the territory, according to models of open innovation, able to guarantee the involvement of all stakeholders in the cultural heritage sector;
- achievement in the Campania Region of a living lab to support the local production system by building networks of advanced research in order to develop innovative ICT services and activities;
- implementation of models for the development and use of cultural heritage according to a logical integration of resources, visitors and residents.

Title:

Innovative Management in the use and enhancement of Cultural Heritage

Keywords:

- 1. Customer Experience;**
- 2. Destination Governance;**
- 3. Open Innovation Models.**

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