

# Global Travel Influencers Festival Convened International Creators in Italy to Examine the Cultural Role of Storytelling

*Held at Abbazia di Santa Giustina Villa Badia in Sezzadio, GTIF explored storytelling, cultural perception, and human connection in the digital age*

ALESSANDRIA, PIEDMONT, ITALY, May 6, 2026 /EINPresswire.com/ -- The Global Travel Influencers Festival (GTIF) brought together creators, writers, cultural communicators, and public figures from across Europe and Asia for a gathering in northern Italy centred on a question increasingly relevant to contemporary cultural life: when more people encounter the world through screens, platforms, and continuous streams of images, how is human understanding itself being changed?



Participants, cultural communicators, public figures, and invited guests gather during the Global Travel Influencers Festival at Abbazia di Santa Giustina Villa Badia in Sezzadio, Italy.

Held at Abbazia di Santa Giustina Villa Badia in the historic town of Sezzadio, the festival reflected on the role creators now occupy in shaping cultural perception. For many younger generations, places, identities, and even entire societies are first encountered through digital narratives before they are encountered in lived reality. Conversations throughout the event returned to the influence creators hold in shaping how difference, distance, and unfamiliar cultures are imagined and understood.

With participants from Italy, France, China, Japan, South Korea, among other countries, GTIF focused less on visibility or influence in the commercial sense and more on the responsibilities attached to representation itself. Participants reflected on what it means to portray places, people, and cultures at a time when immediacy often replaces attention and simplified narratives travel faster than complexity.

Rather than framing creators merely as producers of content, the festival approached creative practice as a form of cultural mediation. Discussions explored how travel storytelling can either reduce cultural experience to spectacle or open space for nuance, ambiguity, and genuine encounter.

Roundtables and extended conversations unfolded within the atmosphere of Abbazia di Santa Giustina Villa Badia, where the pace and character of the setting shaped the rhythm of the event itself. Removed from the accelerated environments commonly associated with digital media culture, Sezzadio offered a setting defined by history, silence, contemplation, and direct human exchange.



Public Officials and international participants attend discussions during the Global Travel Influencers Festival held at Abbazia di Santa Giustina Villa Badia in Sezzadio, Italy.

Throughout the festival, travel was approached less as the pursuit of destinations and more as a way of encountering complexity, difference, and shared humanity through lived experience. Many conversations returned to the question of whether meaningful forms of cultural understanding remain possible in an environment increasingly shaped by performance, speed, and fragmented attention.

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The question was never simply how creators communicate. It was whether meaningful forms of understanding can still exist in an environment increasingly shaped by speed, visibility, and fragmentation.”

*GTIF Organising Committee*

Among the public figures attending the event were Marco Protopapa, Vice President of the Regional Council of Piedmont; Luigi Benzi, President of the Province of Alessandria and Mayor of Quargnento; and Avv. Giancarlo Triggiani, Mayor of Sezzadio, who participated in exchanges concerning cultural dialogue, international

understanding, and the place of creators within contemporary public life.

The atmosphere surrounding the festival was also shaped by the presence of writer and cultural patron [Dr Dazhun ZHANG](#), author of *Sagesse et Abondance*, a work reflecting on consciousness, inwardness, and the search for deeper forms of human presence in contemporary society. Elements of this sensibility quietly resonated throughout the event, particularly in discussions concerning perception, attention, and the growing distance between visibility and understanding in digital culture.

As digital platforms continue to influence how cultures are perceived across borders, GTIF sought to create conditions for a different kind of international encounter grounded in conversation, reflection, and cultural presence.

Contact

Velora Global Management

[email us here](#)



Public Representatives and invited guests participate in the Global Travel Influencers Festival at Abbazia di Santa Giustina Villa Badia in Sezzadio, Italy.

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