

16TH INTERNATIONAL SEMINARS' WEEK 25TH – 29TH NOVEMBER 2024

SEMINARS

The Experience of an Italian Guide and Interpreter in Paris: Balancing Work and Historical Research

Penelope Luisi, Professional interpreter and guide in France

Abstract

In an autobiographical narrative, Ms. Luisi will provide, in the first part of the seminar, information on various aspects of training and working as a professional guide and interpreter in France: professional studies within the French university system, legal and technical-organizational aspects of the job, reflections between theory and practice based on thirty years of work experience, and considerations on intercultural dynamics from a tourism perspective developed "in the field." Reflections on working during times of crisis (economic, terrorist, pandemic), with virtual and online tours. Some concrete examples of organizing and preparing tours in Paris and/or France will be provided. In the second part of the seminar, Ms. Luisi will show how a guide can work, even creatively, from their own perspective, in the field of historical research, contributing to the organization of a significant celebratory event: the commemorations of the Normandy landings in a village in the region. Ms. Luisi's experience can provide an important motivational key for students in our degree courses. **Date/s**

Monday, 25 November, 10 a.m.- 1 p.m.

Monday, 25 April, 2 p.m.– 5 p.m.

Room: Sala del Consiglio

Buddy: Luca Pierdominici

Evaluation

Written final questionnaire on the seminar topics, conducted during the sixth and final hour, at the end of the second slot.

Tourism Policy. A Case of Study from inside the Institutions: Argentinian Tourism Policies in the 2000-S

Gonzalo Casanova Ferro Lawyer with specialization in tourism law. Former Undersecretary of Tourism Quality of the Ministry of Tourism of Argentina.

Abstract

The seminar focuses on tourism policies, that is, how a government plans national tourism development and how the official system of control of the tourism quality of a country is established and works. The case study is Argentina and the time frame is the years 2003 - 2015, due to the speaker's experience as undersecretary *Undersecretary of Tourism Quality of the Ministry of Tourism of Argentina*. The specific contents of the seminar are the following: Introduction and Political-Economic Context • Main Initiatives and Programs • Impact and Preliminary Results • Tourism and Development • Tourism and Communication • Argentine Tourism Quality System • Conclusions

Date/s

Tuesday, 26 November, 2 p.m. - 5 p.m.

Wednesday, 27 November, 3 p.m. - 5 p.m.

Room: 7 - The seminar will be held online, with students being required to be present in the room.

Buddy: Amanda Salvioni

Evaluation

To be specified.

"Sustainable Tourism in Protected Marine Areas: The Latin American Experience for the Conservation of Natural and Cultural Heritage (Two Cases of Study: Mexico and Colombia)"

Chiara Vannucchi. Artist and independent researcher, specialized in studies on environmental and cultural sustainability.

Abstract

The seminar will deal with the topics of biodiversity and culture by describing the Biosphere reserves and their functioning, both from a biological-scientific point of view, but also from an anthropological and cultural one; examples of Biosphere reserves will be illustrated where the speaker has carried out research in the context of projects funded by national and international organizations, in Colombia and Mexico, showing their critical points and strengths. In particular, she will describe the research project carried out in Mexico as an example of good practices to promote conscious and sustainable tourism, especially in protected natural areas. Finally, the documentary Tixinda, by the same author, winner of the award at the Venice Shorts Film Award in Los Angeles, will be shown.

Date/s

Tuesday, 26 November, 5 p.m. – 7 p.m.

Wednesday, 27 November, 9 a.m. – 1 p.m.

Room: Sala del Consiglio

Buddy: Amanda Salvioni

Evaluation

3 open questions

AGENDA

25 November 2024

- 10 a.m. – 1 p.m.

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Penelope Luisi, Professional interpreter and guide in France

Room: Sala del Consiglio, Polo Bertelli, Department of Education, Cultural Heritage and Tourism – Macerata

- 2 p.m. – 5 p.m.

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Penelope Luisi, Professional interpreter and guide in France

Room: Sala del Consiglio,, Polo Bertelli, Department of Education, Cultural Heritage and Tourism - Macerata

26 November 2024

- 2 p.m. – 5 p.m.

Tourism Policy. A Case of Study from Inside the Institutions: Argentinian Tourism Policies in the 2000-S

Gonzalo Casanova Ferro Lawyer Former Undersecretary of Tourism Quality of the Ministry of Tourism of Argentina.

Room 7, Polo Bertelli, Department of Education, Cultural Heritage and Tourism – Macerata

- 5 p.m. - 7 p.m.

“Sustainable Tourism in Protected Marine Areas: The Latin American Experience for The Conservation of Natural and Cultural Heritage (Two Cases of Study: Mexico And Colombia)”

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27 November 2024

- 9 a.m. – 1 p.m.

“Sustainable Tourism In Protected Marine Areas: The Latin American Experience For The Conservation Of Natural And Cultural Heritage (Two Cases Of Study: Mexico And Colombia)”

Chiara Vannucchi. Artist and independent researcher

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