

Experiential activity

INTANGIBLE CULTURAL HERITAGE AND SUSTAINABLE TOURISM DEVELOPMENT IN THE MARCHE REGION, ITALY

(Macerata, Offida, Acquaviva Picena, Ascoli Piceno, 10-12 May 2022)

Tuesday, 10 May

University of Macerata, Department of Education, Cultural Heritage and Tourism

9:30-13:00 Workshop morning session

Welcome & introduction

Keynotes:

Mara Cerquetti (UniMC)

Participatory governance of cultural heritage. Towards a paradigm shift

Pierluigi Feliciati (UniMC)

It was on the Internet! Web quality, communities and local destinations

Simone Betti (UniMC)

Marche Region's landscape dynamics

Giuseppe Capriotti (UniMC)

The cultural heritage of a multifaceted region between the Apennines and the Adriatic Sea

Martina Shakya (HHN)

Sustainability and resilience—two sides of the same coin for rural destination development?

Lunch Break (at university canteen)

14:30-17:00 Workshop afternoon session

Students' Presentations:

Antonio Cavalleri, Ludovica Mazzotta, Nazerke Abdikaiym (UniMC)

Participatory governance of cultural heritage: From theory to practice. Case studies

Anna Kuntsova, Mohamed Abbas, Giulia Gulli (UniMC)

Grabbing the need for authenticity in cultural tourism. The competitive advantage of emerging destinations

Elena Boccaccini, Hannah Markert, Jana Schwarz (HHN)

Trends in tourism planning and destination management: From top-down to bottom-up tourism planning

Svenja Gulde, Lara Knopp, Susanne Sarkar (HHN)

Trends in tourism planning and destination management: From analogous to digital visitor management

17:30-18:30 Cultural history tour of Macerata city centre

Wednesday, 11 May

University of Macerata, Department of Education, Cultural Heritage and Tourism

9:30-13:00 Workshop morning session

Students' Presentations:

Veronica Di Natale, Renato Chiavarone (UniMC)

Web quality, communities and local destinations. The visibility of cultural heritage on the Web

Camilla Viganò, Flavia Cammarata, Ludovica Arcieri (UniMC)

The Wikimedia platform project for cultural heritage

Alessia Sforza, Germana Minoia, Ishita Kapoor (UniMC)

Art and religious otherness: Enhancing cultural heritage for more inclusive territories

Anna Fock, Jonas Kufky, Ramona Steck (HHN)

Trends in tourism planning and destination management: From travel experiences to travelling with a purpose

Valentina Pappalardo, Sophia Spranz, Azra Sudic (HHN)

Trends in tourism planning and destination management: From over- to under-tourism

Celina Ponto, Daniel Sulimma, Amanda Wilhelm (HHN)

Trends in tourism planning and destination management: From individual to multi-modal, sustainable mobility

Lunch Break (at university canteen)

Departure to Offida (by German bus, with Italian students)

16:00h i-strategies hub

Dialogue with local policymakers and stakeholders on tourism challenges and opportunities (wine marketing, municipality, tourism, Appignano del Tronto rural heritage) *(students are required to prepare questions before)*

18:00h Social activities

Wine tasting (Ciù Ciù showroom) and social dinner at Offida

Return to Macerata (by car)

Thursday, 12 May

Full-day excursion

7:12h Departure from Macerata to San Benedetto del Tronto (by train)*

8:39h Arrival in San Benedetto del Tronto and departure to Acquaviva Picena (by German bus, with Italian students)

09:30h Marche Food & Wine Memories Gamified Tour, Acquaviva Picena

13:00h Traditional local finger food cooking class, Ascoli Piceno

(in the afternoon) Departure back to Macerata (by train)*

*** Remember to check the train timetable, arrive at the train station in time and keep the train tickets for reimbursement of travel expenses!**