

10th International Seminars' Week

29 November - 3 December 2021 (on-line)

Seminars

Profiting from the Pandemic. How the stakeholders are creating lasting value from a lingering crisis

Dr. Rick Butler, Independent Consultant and Analyst, Szczecin, Poland

Abstract

Given the current upheaval caused by the Coronavirus, the seminar intends to examine the response by industry stakeholders, including private enterprises, institutions and government, and at levels ranging from global corporations and supranational agencies to start-ups and municipal authorities. Students will come away with insights that help them identify opportunities for sustainable innovation amid the industry's recovery.

Evaluation: students will prepare and propose a strategic framework based on the material presented in lectures for their particular area of interest/expertise/employment.

"Experiencing" the Montefeltro and its Neighbourhood: Cultural heritage enhancement, tourism marketing strategies and virtuous practices to promote a territory through art, history, folklore, music, literature and food

Dr. Francesca Giommi, Independent Researcher, free-lance Tourist Guide and TourLeader, Italy

Abstract

Since a few decades, the term "experience" has become a keyword for both administrations and tour operators in the promotion and commercialization of a holiday offer and package. The seminar will propose some significant and successful examples of immersive travel applied in the northern part of the Marche Region (Urbino as a Renaissance town, the Castle of Gradara as Capital of the Middle Ages, Pesaro and the Rossini Opera Festival...), taking the visitor back in time, making him/her an agent of the recreated historical scene and involving the five senses.

Evaluation: written test (three open questions on Dec. 3, 11 am – 12 am)

Debating case studies in the creation of tourism policy from cultural stories

Dr. Azhar Tyabji, Community and urban planner, PhD student in Urban Planning at the University of British Columbia in Vancouver, Canada and MPhil in Social Anthropological Analysis at the University of Cambridge, UK

Abstract

This seminar will build on my 2006 book (*Bhuj. Art Architecture History*, Mapin/EPC) to show how 'history does matter' (after Marshall Sahlins) in defining tourism policy. But since tourism policies are produced by *bureaucratic* governments and processes, sometimes the cultural research process in the process of building responsive policy ends in surprisingly incongruous and unnecessary decision-making by government tourism departments.

Evaluation: case study exercises, class presentations

Neither Washington Irving nor Game of Thrones: Challenges and discoveries around historical heritage in Andalusia

Prof. Elena Paulino-Montero, Associate Professor, Department of Art History, UNED – Universidad Nacional de Educación a Distancia, Madrid, Spain

Abstract

After exploring the clichés historically constructed around Andalusia, the seminar will introduce the history of al-Andalus and the key concepts about its art and heritage. Then, we will show the Renaissance heritage in Andalusia and revisit the most famous places of Andalusia, adding new layers to the previous itineraries.

Evaluation: written test (three open questions on Dec. 2, 4.30 pm – 5.30 pm)

AGENDA

Note for Unimc Students: Students who have not received yet the academic account (name.surname@unimc.it) are required to provide first name and last name entering the meeting

Monday 29 November 2021

- 9 am - 12 am

Profiting from the Pandemic. How the stakeholders are creating lasting value from a lingering crisis

Dr. Rick Butler, Independent Consultant and Analyst, Szczecin, Poland

Prof. Flavia Stara's Teams room

Tuesday 30 November 2021

- 9 am - 12 am

"Experiencing" the Montefeltro and its Neighbourhood: Cultural heritage enhancement, tourism marketing strategies and virtuous practices to promote a territory through art, history, folklore, music, literature and food

Dr. Francesca Giommi, Independent Researcher, free-lance Tourist Guide and TourLeader, Italy

Prof. Simone Betti's Teams room

Wednesday 1 December 2021

- 9 am – 12 am

Neither Washington Irving nor Game of Thrones: Challenges and discoveries around historical heritage in Andalusia

Prof. Elena Paulino-Montero, Associate Professor, Department of Art History, UNED – Universidad Nacional de Educación a Distancia, Madrid, Spain

Prof. Capriotti's Teams room

- 5 pm - 8 pm

Debating case studies in the creation of tourism policy from cultural stories

Dr. Azhar Tyabji, Community and urban planner, PhD student in Urban Planning at the University of British Columbia in Vancouver, Canada and MPhil in Social Anthropological Analysis at the University of Cambridge, UK

Prof. Pierluigi Feliciati's Teams room

Thursday 2 December 2021

- 9 am - 12 am

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Dr. Rick Butler, Independent Consultant and Analyst, Szczecin, Poland

Prof. Flavia Stara's Teams room

Evaluation: students will prepare and propose a strategic framework based on the material presented in lectures for their particular area of interest/expertise/employment.

- 2.30 pm – 5.30 pm

Neither Washington Irving nor Game of Thrones: Challenges and discoveries around historical heritage in Andalusia

Prof. Elena Paulino-Montero, Associate Professor, Department of Art History, UNED – Universidad Nacional de Educación a Distancia, Madrid, Spain

Prof. Capriotti's Teams room

Evaluation: written test (three open questions on Dec. 2, 4.30 pm – 5.30 pm)

Friday 3 December 2021

- **9 am - 12 am**

“Experiencing” the Montefeltro and its Neighbourhood: Cultural heritage enhancement, tourism marketing strategies and virtuous practices to promote a territory through art, history, folklore, music, literature and food

Dr. Francesca Giommi, Independent Researcher, free-lance Tourist Guide and TourLeader, Italy

Prof. Simone Betti’s Teams room

Evaluation: written test (three open questions on Dec. 3, 11 am – 12 am)

- **5 pm - 8 pm**

Debating case studies in the creation of tourism policy from cultural stories

Dr. Azhar Tyabji, Community and urban planner, PhD student in Urban Planning at the University of British Columbia in Vancouver, Canada and MPhil in Social Anthropological Analysis at the University of Cambridge, UK

Prof. Pierluigi Feliciati’s Teams room

Evaluation: case study exercises, class presentations and analytical discussion