

## 13TH INTERNATIONAL SEMINARS' WEEK

### 17-21 APRIL 2023

#### SEMINARS

##### ***Literary Works in Italian Language Published in Dalmatia in the First Half of 19th Century***

Nikica Mihaljević, Full Professor, University of Split, Split

##### ***Abstract***

During the lectures the literary context in Dalmatia in the first half of the 19th century will be presented and discussed. The 18th century in Dalmatia is characterised by the fact that the centennial rule of the Republic of Venice finished in 1797 and, immediately after, the period of the French and Austrian dominance in Dalmatia started. That period was characterised by the fact that mainly literary works written by Italian authors were taught at schools and major number of publications was published in the Italian language, although the Italian was not the official language in Dalmatia. Hence, particularly interesting period in that context started in 1797 till 1848, which was characterised by the situation of cultural stasis, but also of the preparation for the formation of the national identity in the second half of the century. Those years are famous as "Croatian renewal period", when residents of Dalmatia were divided mainly into two groups: those who supported the annexation of Dalmatia to the rest of Croatia and those who defended the regional autonomism. The presence and the usage of the Italian language, in this context, had the importance for maintaining the regional autonomism. During the lecture, besides representing social, cultural, and literary context of Dalmatian region in the first half of the 19th century, some of the literary works written in Italian language will be analysed. Among these, for example, the first historical novel in Dalmatia, written on the Manzonian model, will be interpreted. The aim of the lectures is to present and to describe the influence of the Italian authors on the works written by the Croatian writers as well as to delineate the importance of the Italian language in Dalmatia in the first half of the 19th century.

##### ***Dates***

Monday, 17 April 2023, 11 a.m. – 1 p.m.

Monday, 17 April 2023, 2 p.m. – 4 p.m.

Thursday, 20 April 2023, 4 p.m. – 6 p.m.

##### ***Evaluation***

Written essay

##### ***Immersive Reality lab: opportunities, risks and approaches for the tourism which is yet to come***

Anna Francavilla, XR Developer and Consultant, LIVE REPLY SpA

##### ***Abstract***

I imagine the seminar being a balanced mixture of theory and practice, specifically I would like to dedicate almost half of it to a group work session whose output will be used as final evaluation. For the theoretical part I would like to give students a brief historical introduction to immersive reality, followed by opportunities, risks, and complexities of immersive reality applied to the fields of interest of the academic course, ending with an overview and interactive analysis of some real use cases. I would like to keep the seminar as interactive as possible. For the practical part I would provide tools and instructions to enable students to experiment in a simplified way some of the phases required to implement a project based on immersive technologies, guiding them in the ideation and implementation.

##### ***Dates***

Monday, 17 April 2023, 4 p.m. – 7 p.m.

Tuesday, 18 April 2023, 10 a.m. – 1 p.m.

##### ***Evaluation***

Group work

***Tourism and the Climate Crisis***

Martina Shakya, Professor, Sustainable Tourism Development, Heilbronn University of Applied Sciences, Heilbronn

***Abstract***

The seminar shall elaborate the connections between tourism and climate change. The tourism industry is both contributing to and is also affected by climate change, which remains the most imminent challenge among a number of complex and interconnected crises that humankind is currently facing. The first part of the seminar deals with some foundations of climate change. Based on the scientific evidence, the current scope of the global climate crisis will be presented. The consequences of political non-action and the need for global collaboration shall then be discussed in class, while reflecting critically on our own consumption patterns and lifestyle. The second part turns towards the connections between tourism and climate change: To what extent and through which pathways is tourism contributing to the climate crisis? How are destinations and tourism businesses affected by global warming? The third part of the seminar is devoted to climate action: What can be done to mitigate tourism-related greenhouse gas emissions? And what are the options for destinations to adapt to the unavoidable consequences of a hotter world? Good practice examples of climate mitigation and adaptation efforts, mainly from German tourism companies and destinations, will be integrated into the final part of the seminar.

***Dates***

Tuesday, 18 April 2023, 2 p.m. – 5 p.m.

Wednesday, 19 April 2023, 2 p.m. – 5 p.m.

***Evaluation***

Students' learning progress will be evaluated through a group assignment on the seminar's key messages and/or an online survey that students have to answer individually.

***Crowdfunding as a tool for tourism industry development***

Tetiana Shkoda, Professor, Kyiv National Economic University named after Vadym Hetman

***Abstract***

The research problem lays upon the potential of providing financial support for tourism development through the particular modern flexible tools. Determining the impacts of innovative financial resources and mechanisms is becoming more crucial than ever before for the future of business, social sector and creative industries development worldwide. In particular, crowdfunding platform development and their influence on modern society is the question of particular attention within theoretical researches and applied reports. Due to the practical experience, the crowdfunding mechanism is able to overcome many business and human development challenges and direct more funds to satisfy the most urgent social, economic, cultural and environmental needs. In particular, the current paper aims to: 1) consider tourism industry as a part of the development strategy in Italy and the post-war recovery strategy in Ukraine; 2) describe the financial essence of crowdfunding and applied aspects of crowdfunding platforms' development; 3) pay attention to crowdfunding as a possible tool of post-war recovering of tourism industry in Ukraine.

***Dates***

Wednesday, 19 April 2023, 11 a.m. – 1 p.m.

Thursday, 20 April 2023, 11 a.m. – 1 p.m.

Thursday, 20 April 2023, 2 p.m. – 4 p.m.

***Evaluation***

Group presentations of participants

**Wikipedia and Cultural Tourism**

Iolanda Pensa, Senior researcher and head of Culture and Territory Research Unit, Institute of Design, Department for Environment Constructions and Design, University of Applied Sciences and Arts of Southern Switzerland (SUPSI)

**Abstract**

Wikipedia is a powerful tool which can contribute to cultural tourism by providing visibility and a shared knowledge of cultural heritage. Wikipedia and its ecosystem – made up of its numerous linguistic editions, Wikimedia projects and OpenStreetMap – document and give open access to the cultural richness of territories, they provide reusable content and they are open to everyone's active participation and to the contribution and collaboration of institutions. Institutions and scholars can contribute by releasing their content and data with open licenses and tools and everyone can participate with a collaborative approach, by respecting the vision and rules of those projects and their communities.

The topics of the seminar are accessible also on the essay: Pensa, I., & Pucciarelli, M. (2022). Chapter 2: Wikipedia and cultural tourism. In *Handbook on Heritage, Sustainable Tourism and Digital Media*. Cheltenham, UK: Edward Elgar Publishing, [https://meta.wikimedia.org/wiki/User:IolandaPensa/Wikipedia\\_and\\_Cultural\\_Tourism](https://meta.wikimedia.org/wiki/User:IolandaPensa/Wikipedia_and_Cultural_Tourism)

**Date/s**

Friday, 21 April 2023, 9 a.m. – 1 p.m.

Friday, 21 April 2023, 2 p.m. – 4 p.m.

**Evaluation**

Questionnaire about Wikipedia, Wikimedia Commons, Wikidata and OpenStreetMap

## AGENDA

17 April 2023

- 11 a.m. – 1 p.m.

***Literary Works in Italian Language Published in Dalmatia in the First Half of 19th Century***

Nikica Mihaljević, Full Professor, University of Split, Split

***Room 15, Polo Bertelli, Department of Education, Cultural Heritage and Tourism - Macerata***

- 2 p.m – 4 p.m.

***Literary Works in Italian Language Published in Dalmatia in the First Half of 19th Century***

Nikica Mihaljević, Full Professor, University of Split, Split

***Room 15, Polo Bertelli, Department of Education, Cultural Heritage and Tourism – Macerata***

- 4 p.m – 7 p.m.

**Immersive Reality lab: opportunities, risks and approaches for the tourism which is yet to come**

Anna Francavilla, XR Developer and Consultant, LIVE REPLY SpA

***Room 15, Polo Bertelli, Department of Education, Cultural Heritage and Tourism – Macerata***

## 18 April 2023

- 10 a.m. – 1 p.m.

***Immersive Reality lab: opportunities, risks and approaches for the tourism which is yet to come***

Anna Francavilla, XR Developer and Consultant, LIVE REPLY SpA

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

- 2 p.m – 5 p.m.

***Tourism and the Climate Crisis***

Martina Shakya, Professor, Sustainable Tourism Development, Heilbronn University of Applied Sciences, Heilbronn

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

## 19 April 2023

- 11 a.m. – 1 p.m.

***Crowdfunding as a tool for tourism industry development***

Tetiana Shkoda, Professor, Kyiv National Economic University named after Vadym Hetman

***Room 15, Polo Bertelli, Department of Education, Cultural Heritage and Tourism – Macerata***

- 2 p.m – 5 p.m.

***Tourism and the Climate Crisis***

Martina Shakya, Professor, Sustainable Tourism Development, Heilbronn University of Applied Sciences, Heilbronn

***Room 15, Polo Bertelli, Department of Education, Cultural Heritage and Tourism – Macerata***

## 20 April 2023

- 11 a.m. – 1 p.m.

***Crowdfunding as a tool for tourism industry development***

Tetiana Shkoda, Professor, Kyiv National Economic University named after Vadym Hetman  
**Room 16, Polo Bertelli, Department of Education, Cultural Heritage and Tourism – Macerata**

- 2 p.m – 4 p.m.

***Crowdfunding as a tool for tourism industry development***

Tetiana Shkoda, Professor, Kyiv National Economic University named after Vadym Hetman  
**Room 16, Polo Bertelli, Department of Education, Cultural Heritage and Tourism – Macerata**

- 4 p.m – 6 p.m.

***Literary Works in Italian Language Published in Dalmatia in the First Half of 19th Century***

Nikica Mihaljević, Full Professor, University of Split, Split  
**Room 16, Polo Bertelli, Department of Education, Cultural Heritage and Tourism - Macerata**

## 21 April 2023

- 9 a.m. – 1 p.m.

***Wikipedia and Cultural Tourism***

Iolanda Pensa, Senior researcher and head of Culture and Territory Research Unit, Institute of Design,  
Department for Environment Constructions and Design, University of Applied Sciences and Arts of Southern  
Switzerland (SUPSI)  
**Room 1, Polo Bertelli, Department of Education, Cultural Heritage and Tourism – Macerata**

- 2 p.m – 4 p.m.

***Wikipedia and Cultural Tourism***

Iolanda Pensa, Senior researcher and head of Culture and Territory Research Unit, Institute of Design,  
Department for Environment Constructions and Design, University of Applied Sciences and Arts of Southern  
Switzerland (SUPSI)  
**Room 1, Polo Bertelli, Department of Education, Cultural Heritage and Tourism - Macerata**