

15TH INTERNATIONAL SEMINARS' WEEK

15TH – 19TH APRIL 2024

SEMINARS

Enhancing local tourism, cultural heritage and attention to climate change through national and international recognitions: Pesaro, a case study

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

Abstract

Counting approximately 100.000 inhabitants, Pesaro is a UNESCO Creative City of Music since 2017 and the Italian Capital of Culture 2024. Through these two key nominations, this relatively small town situated in the northern part of the Marche Region has gained (and continues to gain) a national and international fame, thus increasing exponentially its touristic potential and attracting public investments in a virtuous circle.

Being the birthplace of Gioachino Rossini, with a Conservatory, a brand new National Museum, a theatre and a lyrical festival dedicated to one of the greatest 19th century composers, music best expresses the genius loci of the town and connects the many souls of this provincial city, together with a rich and varied cultural heritage made up of historical palaces and noble residences, museums, churches, fortresses and pieces of art ranging from the Roman to the contemporary era.

The seminar will explore the ways in which works of art and imagination, exhibitions, shows, concerts and performances will define the central narrative of the dossier of this newly elected Cultural Capital creatively entitled "The nature of culture", embracing the two great epochal challenges: the environmental and the cultural. The application project dedicated to contemporary relationships between nature, art and technology fosters the introduction of innovative apparatuses such as the sonosphere, the biosphere and the alusphere. A driver of development, through which to enhance local features in order to make them national and international.

Date/s

Monday, 15 April, 9 a.m.- 1 p.m.

Monday, 15 April, 2 p.m.– 4 p.m.

Evaluation

To be specified

Ancient Mythology in Early Modern Art in Central Europe

Radka Nokkala Miltova, Associate Professor, University of Brno

Abstract

During this course, students are introduced to the most important literary sources of the ancient mythology, and above all, to their appropriation and iconography in early modern art. Students will find answers to questions such as: Why Ovid's Metamorphoses were called the bible of painters? What ancient mythological stories fascinated the artist the most, and why themes like "love and death" became the most popular?

The students will learn to interpret the representational, political and panegyric strategies of early modern patrons: for example, why did the abduction scenes serve as wedding themes? What are the other interpretative possibilities in considering mythological themes in general (e.g., astrological connotations, gender perspectives, relationship to the early modern theories of "decorum", etc.)?

All of the above questions and interpretations will be illustrated and discussed by using selected examples of early modern European residences with a special attention to Central Europe (especially Bohemia and Moravia). The students will discover the fascinating world of ancient mythology that is carried by a long tradition of literature and philosophy.

The combination of these foundational sources, enriched by late antique, medieval, and early modern interpretations, then forms a richly structured network of possible readings of early modern art.

Date/s

Monday, 15 April, 4 p.m. - 7 p.m.

Tuesday, 16 April, 4 p.m. - 7 p.m.

Evaluation

Three open questions.

Sustainability Transformation and Real-World-Labs in Tourism

Monika Bachinger, Professor in Tourism, Catholic University Eichstaett-Ingolstadt, Chair of Tourism

Abstract

Global society is facing urgent challenges: climate change is proceeding at an unprecedented speed. Biodiversity loss has reached a critical limit. Tourism has been contributing to this. What is needed is a decoupling of economic growth and of quality of life from resource consumption. The (technical) knowledge how to do this is available. What is missing is implementation. In tourism, however, the value-action-gap is large.

Sustainability transformation is a task confronted with a high number of conflicts. It has been characterized as a “wicked” problem. Necessary are approaches of discourse, participation, cooperation and conflict management. Additionally, it might be important to test possible solutions in exemplary social situations. Against this background, real-world laboratories and social experiments are gaining in importance.

The contribution puts living labs centre-stage. Students will discuss current challenges of sustainability transformation in tourism. They will understand real-world labs and social experiments as methods for researching on transformation processes. In teams, they will identify and discuss similarities and differences of various types of real-world labs. They will work on an example lab and understand how it was organized, what aims it targeted and what impacts it had. They will discuss opportunities and limitations of labs in the field of tourism.

Date/s

Wednesday, 17 April, 10 a.m. – 1 p.m.

Thursday, 18 April, 10 a.m. – 1 p.m.

Evaluation

3 -5 open questions

Faith Tourism in Africa: Challenges and Opportunities

Stephen Muoki, Associate Professor of Religious Studies, Pwani University, Kenya

Abstract

Africa is a religious pot with plenty to offer to visitors. From the voodoo belief-based python temple in Ouidah Benin, Cave churches of Egypt, rock-hewn churches of Ethiopia, sacred forests of Kenya and Ivory Coast, holy shrines of Zimbabwe, Larabanga Mosque of Ghana to giant Hindu statues of Mauritius, faith as a tourist attraction to Africa is full of potential. However, challenges underlie this fast-developing sector in most African economies. These include infrastructural development of faith tourism, religious extremism and exclusivism and skewed government policies as a colonial product. The presentation explores both the challenges and opportunities associated with faith tourism in Africa.

Date

Friday, 19 April, 10 a.m. – 1 p.m.

Friday, 19 April, 3 p.m. - 6 p.m.

Evaluation

Three open questions.

AGENDA

15 April 2024

- 10 a.m. – 1 p.m.

Enhancing local tourism, cultural heritage and attention to climate change through national and international recognitions: Pesaro, a case study

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

Room 12, Polo Bertelli, Department of Education, Cultural Heritage and Tourism - Macerata

- 2 p.m. – 4 p.m.

Enhancing local tourism, cultural heritage and attention to climate change through national and international recognitions: Pesaro, a case study

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

Room 12, Polo Bertelli, Department of Education, Cultural Heritage and Tourism - Macerata

- 4 p.m. – 7 p.m.

Ancient Mythology in Early Modern Art in Central Europe

Radka Nekkala Miltova, Associate Professor, University of Brn.

Room 12, Polo Bertelli, Department of Education, Cultural Heritage and Tourism - Macerata

16 April 2024

- 4 p.m. – 7 p.m.

Ancient Mythology in Early Modern Art in Central Europe

Radka Nekkala Miltova, Associate Professor, University of Brn.

Room 12, Polo Bertelli, Department of Education, Cultural Heritage and Tourism - Macerata

17 April 2024

- 10 a.m. – 1 p.m.

Sustainability Transformation and Real-World-Labs in Tourism

Monika Bachinger, Professor in Tourism, Catholic University Eichstaett-Ingolstadt, Chair of Tourism

Room 14, Polo Bertelli, Department of Education, Cultural Heritage and Tourism – Macerata

18 April 2024

- 10 a.m. – 1 p.m.

Sustainability Transformation and Real-World-Labs in Tourism

Monika Bachinger, Professor in Tourism, Catholic University Eichstaett-Ingolstadt, Chair of Tourism

Room 12, Polo Bertelli, Department of Education, Cultural Heritage and Tourism – Macerata

19 April 2024

- 10 a.m. – 1 p.m.

Faith Tourism in Africa: Challenges and Opportunities

Stephen Muoki, Associate Professor of Religious Studies, Pwani University, Kenya

Room 17, Polo Bertelli, Department of Education, Cultural Heritage and Tourism – Macerata

- 3 p.m. – 6 p.m.

Faith Tourism in Africa: Challenges and Opportunities

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