

# 11th International Seminars' Week

## 26 - 29 April 2022 (on-line)

### Seminars

#### ***Finding the Story***

**Dr. Maria Whatton**, Storyteller and Author

##### *Abstract*

In these creative workshops we will be looking at the role of story in heritage and place and how a well communicated story can attract visitors to specific locations. You will learn storytelling techniques and how you can build a story that will engage the reader/listener. Our aim will be to create compelling narratives for sustainable tourism. We will look at ways you can find the traditional stories of specific sites and structure them into fascinating narratives that will appeal to a wide audience. Maria will look at the importance of research in finding story material. You will examine story structure, language and methods of drawing your audience into the story.

You will learn new methodologies that you can apply when you are crafting and shaping your work.

*Evaluation:* Discussion, interaction, research evidence, assignment.

#### ***Beyond Sangria, Paella and Party. New approaches to Barcelona and Valencia as touristic Mediterranean cities***

**Prof. Borja Franco Llopis**, Associate Professor of Art History - UNED Madrid

##### *Abstract*

Since the Middle Ages, Barcelona and Valencia are two of the most important harbors in the Mediterranean area. This fact produced their economic, artistic, and cultural development. Unfortunately, in the last 20 years, many of the visitors that decided to travel to these places only chose them because of their good weather, food, and party. Most of them only spend a couple of hours visiting some buildings and museums, and do not discover the artistic heritage that these cities offer. The aim of this seminar is to discuss this touristic development, as well as to present several artistic routes, some of them not very well-known. We will also talk about the historical background of these routes and the importance to promote them for a well understanding of the Mare Nostrum of an artistic koine, proving the cultural connections between France, Italy and Iberia through many centuries of economic exchanges.

*Evaluation:* 3 questions.

#### ***Nature and Culture. Human Mobility, and Tourism in the Anthropocene***

**Dr. Francesco de Pascale**, Teaching Assistant in Geography of Cultural Heritage  
Department of Culture and Society, University of Palermo, Italy

##### *Abstract*

Motives of human mobility are multifarious and governed by individual decisions, yet immersed in local institutions, habits and life experience. Through movements, humanity has always spread in all parts of the world, even if their global features are today more stressed than in the past. This is probably due to a new velocity and the impressive communicational dimension of the phenomenon. Global change is at issue to geography as well as anthropology, sociology, urban planning, and the earth sciences that focus their studies on climate change. At large, human mobility studies have been interested in movements per se rather in deep surveying social groups and places involved. Mobility of people, including tourism, causes new relations between places and diverse communities, increasing the complexity of the social environment, with strong implications in life-style changes for both host and visitors. Human mobility has many evident economic effects, but also sociocultural and political issues are involved, which are worth of better understanding; for instance, conceptualizing human mobility needs to treat also objects that are immobile in the space, such as borders, institutions, nations, and States.

*Evaluation:* Written questionnaire at the end of the seminar.

## ***Systemic Solutions to unlock the Hospitality and Tourism Sector: Strategies to create livelihoods for Opportunity Youth***

**Dr. Peter Njuguna Kibe**, Hospitality and Tourism Pathway Lead

**Dr. Arafat Mukasa**, Labor Market Associate

Swahilipot Hub Foundation & Global Opportunity Youth Network (GOYN), Mombasa

### ***Abstract***

Though there have been several global campaigns to tackle youth unemployment, most workforce development programs focused on young people remain fragmented and small-scale, reaching only a fraction of the rapidly growing cohort of working-age youth in need of jobs and income. Globally, there are over 350 million "Opportunity Youth (OY)" – young people aged between 15-29 who are out of school, unemployed, or working in informal jobs. The ILO is predicting that almost 25 million existing jobs could be lost worldwide with the OY the most affected.

Mombasa County (Kenya) has a total population of 1.27M, of which 373,000 of them (66%) are Opportunity Youth (OY). The number of OY is expected to hit 1.93M by 2030. With only 34% employed, Mombasa County is experiencing a demographic time bomb if efforts are not made to create large-scale economic opportunities that will engage the OY creatively and improve livelihoods.

The challenge of unemployment is rooted in systemic, social, cultural, academic, and bureaucratic barriers. Existing attempts have resulted in little impact. Skilling or intervention models are often imposed on without determining what is indeed the best model for a given place, or which priority sectors could best accelerate youth employment, or which skills are in demand. This has led to many initiatives remaining small, fragmented, and disconnected from the broader ecosystem in which they operate. Furthermore, existing interventions are short-lived without a more sustainable approach. A new approach is needed. The Global Opportunity Youth Network (GOYN) is a global multi-stakeholder initiative catalyzing systems shifts for youth opportunity in communities around the world through the creation of local collaboratives that focus on sustainable and scalable training, employment and income-earning pathways. Taking a place-based approach to systemic shifts, GOYN identified the hospitality and tourism sector as one that has the potential to create massive opportunities for youth.

**Evaluation:** The evaluation will be in a written form and students will be requested to produce a short paragraph by answering 1 or 2 questions on the content presented in the seminar. The evaluation will take place in the 6th hour of the seminar.

## AGENDA

### Tuesday, 26 April 2022

- 2 p.m. – 5 p.m.

***Finding the Story***

Dr. Maria Whatton, Storyteller and Author

[Prof. Mara Cerquetti's Teams](#)

- 5 p.m. – 7 p.m.

***Nature and Culture. Human Mobility, and Tourism in the Anthropocene***

Dr. Francesco de Pascale, Teaching Assistant in Geography of Cultural Heritage

Department of Culture and Society, University of Palermo, Italy

[Prof. Gianluigi Corinto's Teams](#)

### Wednesday, 27 April 2022

- 9 a.m. - 12 a.m.

***Beyond Sangria, Paella and Party. New approaches to Barcelona and Valencia as touristic Mediterranean cities***

Prof. Borja Franco Llopis, Associate Professor of Art History, UNED Madrid

[Prof. Giuseppe Capriotti's Teams](#)

- 2 p.m. – 5 p.m.

***Systemic Solutions to unlock the Hospitality and Tourism Sector: Strategies to create livelihoods for Opportunity Youth***

Dr. Peter Njuguna Kibe, Hospitality and Tourism Pathway Lead

Dr. Arafat Mukasa, Labor Market Associate

Swahilipot Hub Foundation & Global Opportunity Youth Network (GOYN), Mombasa

[Prof. Flavia Stara's Teams](#)

## Thursday, 28 April 2022

- 9 a.m. - 12 a.m.

***Beyond Sangria, Paella and Party. New approaches to Barcelona and Valencia as touristic Mediterranean cities***

Prof. Borja Franco Llopis, Associate Professor of Art History, UNED Madrid

[Prof. Giuseppe Capriotti's Teams](#)

- 1 p.m. – 4 p.m.

***Systemic Solutions to unlock the Hospitality and Tourism Sector: Strategies to create livelihoods for Opportunity Youth***

Dr. Peter Njuguna Kibe, Hospitality and Tourism Pathway Lead

Dr. Arafat Mukasa, Labor Market Associate

Swahilipot Hub Foundation & Global Opportunity Youth Network (GOYN), Mombasa

[Prof. Flavia Stara's Teams](#)

- 5 p.m. – 7 p.m.

***Nature and Culture. Human Mobility, and Tourism in the Anthropocene***

Dr. Francesco de Pascale, Teaching Assistant in Geography of Cultural Heritage

Department of Culture and Society, University of Palermo, Italy

[Prof. Gianluigi Corinto's Teams](#)

## Friday, 29 April 2022

- 2 p.m. – 5 p.m.

***Finding the Story***

Dr. Maria Whatton, Storyteller and Author

[Prof. Mara Cerquetti's Teams](#)

- 5 p.m. – 7 p.m.

***Nature and Culture. Human Mobility, and Tourism in the Anthropocene***

Dr. Francesco de Pascale, Teaching Assistant in Geography of Cultural Heritage

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*Evaluation:* Written questionnaire at the end of the seminar

[Prof. Gianluigi Corinto's Teams](#)