unimc
UNIVERSITÀ DI MACERATA
DIPARTIMENTO DI
SCIENZE DELLA FORMAZIONE,
DEI BENI CULTURALI E DEL TURISMO

20TH INTERNATIONAL SEMINARS WEEK

Towards a Critical and Responsible Use of AI in Professional Practice

23RD – 27TH NOVEMBER 2026

POLO DIDATTICO "BERTELLI"
MACERATA

unimc UNIVERSITÀ DI MACERATA
DIPARTIMENTO DI
SCIENZE DELLA FORMAZIONE,
DEI BENI CULTURALI E DEL TURISMO

What is it about?

Professionals and scholars from around the world are invited to give lectures and workshops on topics of interest for all the degree programmes. Students are warmly encouraged to participate. Each seminar (6 hours) is worth **1 credit (CFU).**

How can I participate?

To attend the seminars, you must register using the **Google Form** linked below. Registration is open until November 20. If you miss the registration deadline, you may still try to attend in person and be admitted if seats are available, but this cannot be guaranteed. Classes belonging to some degree programmes will be suspended for certain seminars, as indicated in the relevant seminar abstracts. In any case, all students are welcome to attend the seminars and obtain the corresponding credits.

Link to the registration form:
https://forms.gle/iQU7zv4RZLHdZkkk9

How can I earn credits (CFU) for seminars?

To earn credits (1 CFU per seminar) students must attend the six-hour seminar, sign the attendance sheet, and complete the relevant assessment task. Credits will be recorded by the *buddy* professor at the first available exams session. Remember to register for the relevant exam session!

Which seminars might be of interest to me?

Below you will find the seminar titles, lecturers' names, and abstracts outlining the topics covered.

Blue indicates seminars that are relevant to the areas of **Tourism and Cultural Heritage.**

Red indicates seminars that are relevant to **Education and Pedagogy.**

Green indicates seminars of cross-disciplinary interest, relevant to **all students.**

These colour codes are intended as a guide. You are welcome to attend any seminar that interests you, regardless of these indications

Further information:

Amanda **SALVIONI**: amanda.salvioni@unimc.it
Sara **CASTAGNOLI**: sara.castagnoli@unimc.it

unimc UNIVERSITÀ DI MACERATA
DIPARTIMENTO DI
SCIENZE DELLA FORMAZIONE,
DEI BENI CULTURALI E DEL TURISMO

Schedule

MONDAY 23RD NOVEMBER

10:00 - 13:00
Room 17
AI as a Creative Partner: Responsible Co-Creation for Cultural Heritage and Tourism
Alessandro Di Stefano
TEESSIDE UNIVERSITY, UK

14:00 - 17:00
Room 17
AI as a Creative Partner: Responsible Co-Creation for Cultural Heritage and Tourism
Alessandro Di Stefano
TEESSIDE UNIVERSITY, UK

TUESDAY 24TH NOVEMBER

14:00 - 17:00
Room 1
Generative Learning: Teaching with Artificial Intelligence
Paolo Granata
PAOLO GRANATA UNIVERSITY OF TORONTO

unimc UNIVERSITÀ DI MACERATA

DIPARTIMENTO DI
SCIENZE DELLA FORMAZIONE, DEI BENI CULTURALI E DEL TURISMO

WEDNESDAY 25TH NOVEMBER

9:00 - 12:00
Room 8

AI see what you mean - How to use AI to improve your English for academic and professional purposes

Liviana Galiano
Federico Gaspari
UNIVERSITÀ SAN RAFFAELE DI ROMA

14:00 - 17:00
Room 5

Generative Learning: Teaching with Artificial Intelligence

Paolo Granata
PAOLO GRANATA UNIVERSITY OF TORONTO

15:00 - 18:00
Room 11

Exploring generative AI in English for Tourism and Cultural Heritage

Elena Mattei
UNIVERSITÀ DEGLI STUDI DI BERGAMO

THURSDAY 26TH NOVEMBER

10:00 - 13:00
Room 8

AI see what you mean - How to use AI to improve your English for academic and professional purposes

Liviana Galiano
Federico Gaspari
UNIVERSITÀ SAN RAFFAELE DI ROMA

14:00 - 17:00
Room 11

Exploring generative AI in English for Tourism and Cultural Heritage

Elena Mattei
UNIVERSITÀ DEGLI STUDI DI BERGAMO

FRIDAY 27TH NOVEMBER

10:00 - 13:00
Room 12
Artificial Intelligence and Museum, Archive and Library Professions
Anna Maria Marras
UNIVERSITÀ DEGLI STUDI DI TORINO

14:00 - 17:00
Room 12
Artificial Intelligence and Museum, Archive and Library Professions
Anna Maria Marras
UNIVERSITÀ DEGLI STUDI DI TORINO

Abstracts

Seminar n.1:

AI as a Creative Partner: Responsible Co-Creation for Cultural Heritage and Tourism

Alessandro Di Stefano
ASSOCIATE PROFESSOR IN COMPUTER SCIENCE AND AI ADVANTAGE LEAD - TEESSIDE UNIVERSITY, UK

Abstract:
This seminar explores how generative AI can be used as a creative partner in cultural heritage and tourism, rather than simply as a tool for automation. No previous technical knowledge of AI is required. Through accessible examples, students will develop a practical understanding of generative AI and large language models and explore how these technologies can support storytelling, heritage interpretation, visitor engagement, communication and the design of new visitor experiences.

Date(s): Monday 23rd, 10 am-1 pm and 2-5 pm
Room: 17
Buddy (Faculty member responsible for credit registration): Pierluigi Feliciati
Evaluation: practical activities.
Class suspended for: L-1&L-15 (third year), LM-49 and LM-89
Students are required to bring their own laptops or mobile phones.

Abstracts

Seminar n.2:

Generative Learning: Teaching with Artificial Intelligence

Paolo Granata
ASSOCIATE PROFESSOR IN BOOK AND MEDIA STUDIES - ST. MICHAEL'S COLLEGE, UNIVERSITY OF TORONTO

Abstract:
Artificial intelligence is transforming our relationship with knowledge, opening up new possibilities for educational professionals. How can we integrate AI into teaching and learning processes while fostering students' creativity, autonomy, and critical thinking? Designed for future teachers, educators, and pedagogues, this seminar offers an opportunity to develop a critical understanding of AI by exploring its pedagogical potential, limitations, and ethical implications, with particular attention to the protection of minors. Through a combination of theoretical reflection and hands-on workshops, participants will experiment with generative AI tools to design educational activities, create teaching materials, and develop active learning strategies. Inspired by the principle that learning is a creative act, the seminar aims to promote the thoughtful and responsible use of artificial intelligence in support of the growth, curiosity, and cognitive development of future generations. Two-day programme: Tuesday, 24: Understanding AI in Education; Wednesday, 25: Designing Learning Experiences with AI.

The seminar will be held in person, with students attending under the supervision of tutors and the invited speaker joining online. Students may request permission to attend remotely by submitting a specific, justified request to the *Buddy* professor; however, no credits will be awarded for remote attendance.

Date(s): Tuesday 24th, 2-5 pm; Wednesday 25th, 2-5 pm
Room: 1 (Tuesday) and 5 (Wednesday)
Buddy (Faculty member responsible for credit registration): Francesca Gratani
Evaluation: practical activities.
Students are required to bring their own laptops or mobile phones

Seminar n.3:

AI see what you mean - How to use AI to improve your English for academic and professional purposes

Liviana Galiano
TENURE-TRACK RESEARCHER (RTT) IN ENGLISH LANGUAGE, TRANSLATION AND LINGUISTICS - UNIVERSITÀ SAN RAFFAELE DI ROMA

Abstract:

Nov 25th 9:00-12:00 – Theoretical and methodological part
The seminar explores the potential of Artificial Intelligence (AI), and ChatGPT in particular, to support the adaptation of English-language academic and

Abstracts

professionally-oriented texts, to bridge the gap between students' and professionals' linguistic abilities and their academic and career-related demands.

The theoretical and methodological part of the seminar starts by discussing some current open challenges in state-of-the-art AI, particularly with regard to its use in English as compared with other languages, especially Italian. Emphasis is placed on the risks of deceptively fluent AI-generated texts containing inaccuracies or distorted information. To this end, both linguistic reasons and more technical motivations are discussed that are particularly relevant to academic and professional texts.

The seminar then introduces a novel pedagogical framework to examine the extent to which AI can facilitate the individual tailoring of specialised texts in English, whose manual adaptation would be particularly complex and time-consuming. It is described how ChatGPT can be used to produce adapted English texts that match the different levels of English proficiency of individual students by analysing their linguistic characteristics and informational accuracy.

Both the opportunities and the limitations of using AI for this reformulation process are discussed, drawing attention to recurrent challenges in the adaptation of specialised terminology, syntactic structures and information organisation in English. The seminar ultimately emphasises the importance of critical evaluation in the attempt to gradually guide students towards responsible AI-supported independent language learning.

Nov 26th 10:00–13:00 – Hands-on part
The hands-on session invites participants to identify potential barriers to comprehension in real academic and professional texts in English concerning their disciplines of study and future professions. Through some guided tasks performed on their mobile phones or personal laptop computers, the students evaluate the readability of AI-generated adaptations at basic, pre- and upper-intermediate levels of English across a range of relevant discipline-specific topics, using online questionnaires to assess their accessibility and effectiveness.

Finally, the students engage in hands-on AI-supported adaptations of English academic and professional texts, followed by a critical reflection on the results and on the challenges involved, examining both the strengths and the limitations of automated adaptation for learning purposes.

Date(s): Wednesday 25th, 9-12 am; Thursday 26th, 10 am-1pm
Room: 8
Buddy (Faculty member responsible for credit registration): Sara Castagnoli
Evaluation: tbd
Class suspended for: L-1&L-15 (third year) and LM-49
Students are required to bring their own laptops or mobile phones

Abstracts

Seminar n.4:

Exploring generative AI in English for Tourism and Cultural Heritage

Elena Mattei
POST-DOCTORAL RESEARCHER IN ENGLISH LANGUAGE, TRANSLATION AND LINGUISTICS - UNIVERSITÀ DI BERGAMO

Abstract:
Lecture: Multimodal Analysis in Tourism and Heritage Communication through AI Tools

This lecture invites ESP students to examine the role of generative artificial intelligence, and of conversational tools such as ChatGPT in particular, in the production of content for the tourism and cultural heritage sectors. Participants will engage in the multimodal analysis of promotional and interpretive materials circulating on social media and institutional channels, comparing them with texts generated — as well as post-edited — with AI assistance. The aim is to identify the structural, lexico-grammatical and visual features that characterise each genre in human and machine-aided production, and, in doing so, to learn to detect both good practice and the potential biases that automated systems tend to reproduce.

By the end of the lecture, students will have gained an understanding of the multisemiotic strategies that contribute to effective tourism and heritage communication, together with an awareness of how AI may be used both to reproduce and to challenge established discursive practices — a form of critical AI literacy that is itself an educational objective in language training.

Follow-up Workshop: Applying AI to the Development of Language and Professional Skills for ESP Learners

Date(s): Wednesday 25th, 3-6 pm; Thursday 26th, 2-5 pm
Room: 11
Buddy (Faculty member responsible for credit registration): Sara Castagnoli
Evaluation: workshop output.
Class suspended for: L-1&L-15 (third year) and LM-49
Students are required to bring their own laptops or mobile phones

Abstracts

Seminar n.5:

Artificial Intelligence and Museum, Archive and Library Professions: Methods, Skills and Future Perspectives

Anna Maria Marras
RESEARCH FELLOW IN ARCHIVAL, LIBRARY AND INFORMATION SCIENCE - UNIVERSITÀ DI TORINO

Abstract:
Artificial intelligence is already transforming cultural heritage professions, reshaping tools, working methods, skills and responsibilities. The seminar will provide a broad overview of initiatives, guidelines and experiences developed at national and international levels. References will include the Benevento Charter: Principles for the Use of Artificial Intelligence in Relation to Cultural Heritage Assets and Activities; the AIUCD DH–AI Collaborative Observatory; the Artificial Intelligence FAQs, collectively developed within ICOM Italy; ICOM Resolution No. 3 on positioning museums for an equitable, ethical and sustainable digital future; the recent UNESCO–ICOM global survey report on the use of AI in museums; and NEMO's activities in this field. These references will be complemented by further documents, studies and professional experiences. Through guidelines and practical examples, the seminar will explore the new methodological approaches introduced by AI and the resulting evolution of professional skills. It will also address issues such as reliability, transparency, errors and bias, data protection and copyright, accessibility, environmental sustainability and professional responsibility. Its aim is to provide critical tools for understanding when, how and why AI should be used and to reflect on the evolution of museum, archive and library professions in relation to innovation, responsibility and the values of cultural institutions.

Date(s): Friday 26th, 10 am-1 pm and 2-5 pm
Room: 12
Buddy (Faculty member responsible for credit registration): Pierluigi Feliciati
Evaluation: workshop output.
Class suspended for: L-1&L-15 (third year) LM-49 and LM-89



unimc
UNIVERSITÀ DI MACERATA

DIPARTIMENTO DI
SCIENZE DELLA FORMAZIONE,
DEI BENI CULTURALI E DEL TURISMO