



## 19<sup>th</sup> International Seminars' Week

14<sup>th</sup>– 17<sup>th</sup> April 2026

### What is it about?

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

### How can I participate?

All classes of the ITOURDEM Master's degree programme will be suspended in order to allow students to attend the seminars. In some other cases, indicated below, classes of other degree programmes will also be suspended. In any case, all students are welcome to participate and obtain the corresponding credits.

### How to obtain the credits corresponding to each seminar?

Students must attend the full 6 hours of the seminar, sign the attendance sheet, and complete the assessment tasks. The recording of the credits will be handled by the *buddy* professor and will take place at the first available exams session. Do not forget to register for the corresponding session!

### Programme

Seminar n.1:

***Museums Between Interpretation and Engagement: Practices strategies and Approaches.***

**Dorina Xheraj-Subashi**

Lecturer of Museology; CEO of MuZEH Lab/Albania

### Abstract:

Museums today operate at the intersection of interpretation and engagement, balancing their traditional role as authoritative interpreters of heritage with contemporary expectations for participation, inclusivity, and social relevance. Interpretation refers to the processes through which museums construct meaning around objects, collections, and narratives, while engagement emphasizes the ways audiences interact with, contribute to, and emotionally connect with these meanings.

**Date(s):** Tuesday 14<sup>th</sup>, 10 am – 1 pm, Tuesday 14<sup>th</sup>, 2-5 pm



**Room:** Sala del Consiglio

**Buddy (Faculty member responsible for credit registration):** Patrizia Dragoni

**Evaluation:** to be determined.

**Class suspension:** LM-89

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Seminar n.2:

***Attractiveness in Italian Tourism: Destagionalization, Authenticity and Value Creation in a Strategic Sector***

**Martino Ljuldjuraj**

Founder & Ceo LJ-360

**Abstract:**

The seminar will address the following topics:

- the dynamics of overtourism and undertourism and their economic, social, and organizational implications;
- destagionalization as a strategic lever for growth and enhancement of territories;
- the role of technology and artificial intelligence in tourism/operational processes;
- the attractiveness of the tourism sector for the younger generations, with a focus on work, skills, human capital, and professional growth;
- the centrality of relationships, emotions, and people in tourism systems as key factors of authenticity and quality;
- a critical reading of the concept of "tourism that pays", based on operational experience in the hotel industry, real cases, and a systemic approach oriented toward sustainable progress.

**Date(s):** Wednesday 15<sup>th</sup>, 10 am – 1 pm, Wednesday 15<sup>th</sup>, 2-5 pm

**Room:** Sala del Consiglio

**Buddy (Faculty member responsible for credit registration):** Katia Giusepponi

**Evaluation:** to be determined.

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Seminar n. 3:

***Digital Technologies for the Preservation and Valorization of Cultural Heritage: Techniques, Case Studies, and Practice***

**Maria Felicia Rega**

Archaeologist and Digital Heritage Specialist

**Abstract:**

This seminar introduces the main digital technologies currently used in the documentation and valorization of Cultural Heritage. The first part provides a general overview of how digital tools—such as 3D modelling, photogrammetry, and other digital acquisition techniques—can



support the preservation, analysis, and dissemination of archaeological sites, historical environments, and museum collections. Particular attention will be given to the role of digital technologies in making cultural heritage more accessible and understandable to wider audiences, including the use of interactive and gamification strategies to foster engagement, learning, and new forms of public interaction with cultural heritage.

**Date(s):** Thursday 16<sup>th</sup>, 3 pm – 7 pm, Friday 17<sup>th</sup>, 9-11 am

**Room:** Aula 17 Polo Bertelli (Thursday 16<sup>th</sup>) Aula Multimediale 1.1 Polo Pantaleoni (Friday 17<sup>th</sup>)

**Buddy (Faculty member responsible for credit registration):** Amanda Salvioni

**Evaluation:** Practical final exercise.

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Seminar n. 4:

***Sustainable Tourism: navigating circularity, climate, biodiversity and social challenges.***

**Silvia Grandi**

Senior Research Scientist & Adj. Professor

**Abstract:**

This 6-hour course provides a comprehensive introduction to sustainable tourism, equipping participants with practical tools to address environmental and social challenges in the sector. The first part explores the principles of sustainable development and the evolution of tourism toward more responsible models. Participants analyze global frameworks such as the UN Sustainable Development Goals (SDGs) and their application to tourism destinations and businesses. The reflection is how tourism can be sustainable?

The second part focuses on circular economy strategies, including waste reduction, resource efficiency, sustainable supply chains, and regenerative business models. Real case studies highlight how tourism operators can transition from linear to circular systems.

The third part examines climate change in tourism, covering carbon footprint, decarbonization strategies, and resilience and adaptation planning for destinations.

The fourth part addresses biodiversity protection and ecosystem restoration, emphasizing nature-based solutions, biofinance and sustainable reporting and responsible visitor management.

Finally, the course explores social challenges, including community engagement, cultural heritage preservation, equity, overtourism and undertourism.

Through interactive discussions and practical examples, participants gain actionable insights on how to act sustainably in tourism activities and how to design sustainable tourism projects

**Date(s):** Friday 17<sup>th</sup>, 11 am – 1 pm, Friday 17<sup>th</sup>, 2 – 6 pm

**Room:** Aula Multimediale 1.1 Polo Pantaleoni

**Buddy (Faculty member responsible for credit registration):** Filippo Pistocchi

**Evaluation:** Final test

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### Schedule

	Tuesday 14.04	Wednesday 15.04	Thursday 16.04	Friday 17.04
8 - 9				
9-10				<b>Maria Felicia Rega</b> <i>Digital Technologies for the Preservation and Valorization of Cultural Heritage:</i>
10-11	<b>Dorina Xheraj-Subashi</b> <i>Museums Between Interpretation and Engagement: Practices strategies and Approaches.</i>	<b>Martino Ljuldjuraj</b> <i>Attractiveness in Italian Tourism: Destagionalizati on, Authenticity and Value Creation in a Strategic Sector</i>		
11-12				<b>Silvia Grandi</b> <i>Sustainable Tourism: navigating circularity, climate, biodiversity and social challenges.</i>
12-13				
13-14				
14-15	<b>Dorina Xheraj-Subashi</b> <i>Museums Between Interpretation and Engagement: Practices strategies and Approaches.</i>	<b>Martino Ljuldjuraj</b> <i>Attractiveness in Italian Tourism: Destagionalizati on, Authenticity and Value Creation in a Strategic Sector</i>		<b>Silvia Grandi</b> <i>Sustainable Tourism: navigating circularity, climate, biodiversity and social challenges.</i>
15-16			<b>Maria Felicia Rega</b> <i>Digital Technologies for the Preservation and Valorization of Cultural Heritage: Techniques, Case Studies, and Practice</i>	
16-17				
17-18				
18-19				

