



UNIVERSITÀ DI PISA



Winter School

A New Grand Tour in Tuscany

Tourism between Heritage, Knowledge and Digital Media

UniPi, Università di Pisa – USI, Università della Svizzera italiana

Academic partner: Fondazione Campus  FONDAZIONE CAMPUS

13 – 18 February, 2023

Organized by the University of Pisa (Department of Civilization and Forms of Knowledge and Degree Course in Tourism Science) and the UNESCO Chair in ICT to develop and promote sustainable tourism in world heritage sites of USI – Università della Svizzera italiana (Lugano, Switzerland), with the organizational support of Museo della Grafica and Sistema Museale di Ateneo of UniPi, the Winter School is aimed at students, scholars and professionals.

Participants will have the opportunity to follow lectures held by scholars and experts in a broad interdisciplinary perspective, to meet and dialogue with local stakeholders to learn about best practices and critical issues in the management of tourist flows, the organization of major events and the enhancement of artistic and cultural heritage.

They will have the opportunity to experience firsthand, on an intellectual and sensorial level, the possibility of a new Grand Tour in an unexpected Tuscany.

The aim is to offer, in one of the most attractive environmental, monumental and landscape contexts in Italy, a highly educational experience, so to facilitate the understanding of the relationship between tangible and intangible heritage, the inextricable bond among the territory, its inhabitants and their history. Digital media will provide the necessary tools to deepen, represent and communicate such relationships in a consistent and exiting narrative.

Organizers: Alessandro Tosi, Lorenzo Cantoni, Silvia De Ascaniis

Instructors: Alessandro Tosi, Lorenzo Cantoni, Silvia De Ascaniis, Enrica Lemmi, Veronica Neri, Adriano Fabris, Antonella Fresa

Tutors: Silvia Dadà, Erika Temperino, Emanuele Fulvio Perri, Eleonora Alberti

Administration: Maria Leandra Lupi

Summer/Winter Schools office: Erica Ribechini

Staff: Maria Cioni

Communication: Simona Bellandi, Fabiana Fiorelli

With the support of:

Comune di Pisa, Museo della Grafica, Museo di Storia Naturale dell'Università di Pisa, Orto Botanico, Sistema Museale di Ateneo dell'Università di Pisa, Opera della Primaziale Pisana, Camera di Commercio Toscana Nord-Ovest, Terre di Pisa, Fondazione Carnevale di Viareggio, Comune di Lajatico, Pro Loco Lajatico, Photoconsortium, Promoter, Royal Victoria Hotel

**PROGRAMME**

Pisa and its territory		
Monday, 13.02 – Auditorium of the Primaziale Cathedral, Pisa		
Tourism at religious heritage sites		
9:00	A New Grand Tour	Alessandro Tosi
9:30	A framework for this experience	Lorenzo Cantoni
10:15	Coffee break and stretching	
10:30		Adriano Fabris
11:15		Veronica Neri
12:00	Exercise	Participants, tutored by Silvia Dadà, Erika Temperino and Emanuele Fulvio Perri
13:00	Lunch	
14:00	Visit to Piazza dei Miracoli	
16:30	Visit to the Botanic Gardens	
17:30	A case study: the Royal Victoria Hotel	Hotel manager
Tuesday, 14.02 – Museo della Grafica, Pisa		
Tourism and heritage		
9:00	Pisa as a case study	Alessandro Tosi
9:30	Local tourism brands: «Pisa Is», «Terre di Pisa»	Ilaria Florido, Pisa Tourism Office Laura Granata, Camera di Commercio Toscana Nord-Ovest
10:15	National Museum of S. Matteo	
11:15	Description of group-works	Silvia De Ascaniis
11:45	Presentation of the 1 st part of group-works	USI students
13:00	Lunch	
14:00	Images of art and science	Alessandro Tosi
14:50	Presentation of personal research activities and projects	Ilia Alvarado Sizzo and Driselda Sanchez Aguirre
15:20	Presentation of personal research activities and projects	Bing Joanna Liu
15:40	“Forgotten cultural heritage” - projection of two short films on tourism and culture, realized by college students	Zeriansyah Sidarman
16:00	Presentation of personal research activities and projects	Kulcsár Noémi
16:20	Presentation of the PhD research	Muhammad Khogali
16:40	Coffee break and stretching	
17:00	Group-works	Participants
19:00	Dinner at Museo della Grafica	

Wednesday, 15.02 – Lajatico		
Slow tourism: Tuscan villages		
8:30	Departure for Lajatico	
9:30	Lajatico as a tourism destination	Alessio Barbafieri, Major of Lajatico
10:00	Digital communication, digital contents and participatory approaches for cultural and touristic promotion of small towns: the experience of Photoconsortium and Europeana	Antonella Fresa
10:45	Coffee break and stretching	
11:00	Digital tools for tourism story-telling and heritage interpretation	Silvia De Ascaniis
11:45	Group-works	Participants
13:00	Lunch	
14:00	Visit to the Teatro del silenzio	
Art, Faith, Science		
15:30	Visit to Calci Charterhouse and the Museum of Natural History	Alessandro Tosi
17:00	From consuming to earning a destination	Lorenzo Cantoni
18:00	Olive oil tasting	

Lucca and its territory		
Thursday, 16.02 – Viareggio		
Grand Tour and slow tourism		
8:30	Departure for Viareggio	
9:30	Inside the Carnival (Cittadella del Carnevale)	Stakeholders
13:00	Lunch	
14:00	Experiencing the Carnival	
Friday, 17.02 – Fondazione Campus, Lucca		
Grand Tour and slow tourism		
9:30		Enrica Lemmi
10:30	Coffee break and stretching	
10:45	Tuscany as a tourism destination	Francesco Tapinassi, director of Tuscany Tourism Office
11:30	Group-works	Participants
13:00	Lunch	
14:00	Free visit to Lucca	

Conclusion		
Saturday, 18.02 – Museo della Grafica, Pisa		
Grand digital Tour		
9:00	Presentation of group-works	Participants
11:00	Conclusion	Alessandro Tosi & Lorenzo Cantoni
11:30	Certificates awarding ceremony	



UNIVERSITÀ DI PISA



Comune di Pisa



MUSEO DELLA GRAFICA



MUSEO DI STORIA NATURALE



ORTO E MUSEO BOTANICO
UNIVERSITÀ DI PISA
1543



SISTEMA
MUSEALE
di ATENEO



TERRE
DI PISA



CAMERA DI COMMERCIO
TOSCANA NORD-OVEST



Fondazione Carnevale
di Viareggio



Comune di Lajatico



Lajatico
Pro Loco



PHOTO
CONSORTIUM



PROMOTER
Information technology, research and innovation



ROYAL VICTORIA HOTEL