



International School

HERITAGE TOURISM FOR ALL

TANGIBLE AND INTANGIBLE HERITAGE ACCESSIBILITY AND RESPONSIBLE AND INCLUSIVE TOURISM

(November 25th – December 20th 2024)

University of Bergamo
Italy

1. Key Highlights:

Dates

November 25th – December 20th 2024

Promoters

The “International School Heritage and Tourism for All” is an initiative launched by the *Heritage International Institute* and the University of Bergamo (Italy), within the Master’s course in *Planning and Management of Tourism Systems* of the *Department of Foreign Languages Literature and Cultures*.

Location

The first part of the International School will be held in person in Bergamo, Italy, from November 25th to 29th, consisting of lectures, seminars, and visits providing a total of 18 hours.

The second part will be conducted online, focusing on project work activities from December 4th to 20th, providing a total of 18 hours.

Format

Participants will have the opportunity to attend the first International School focused on "*Heritage Tourism for All*", which aims to develop skills related to the accessibility to tangible and intangible cultural heritage with the final goal to promote responsible and inclusive heritage tourism.

The School offers a transdisciplinary teaching approach, providing a total of 36 hours of education (6 ECTS), formally recognised by the *certificate of attendance* which will be given to all participants and will include a detailed description of skills and competences acquired during the International School. Lectures will be conducted in a dual format, with in-person sessions at the University of Bergamo and surrounding areas, followed by online sessions.

The School will follow an innovative teaching approach, combining traditional lessons with seminars and integrated, interdisciplinary learning methods, thanks to the contribution of Professors from the University of Bergamo, visiting professors all over the world, and experts from the Heritage International Institute as well as high-level representatives of the relevant international organizations.

The program includes:

- **Introductory Seminars:** participants will have the opportunity to learn all the theoretical and methodological matters regarding tangible and intangible heritage, accessibility to heritage, responsible and inclusive heritage tourism.
- **Stakeholder Meetings:** participants will directly meet all the relevant stakeholders to reflect on the challenges and opportunities posed by accessibility to tangible and intangible heritage in order to put forward new governance processes and - national and international- implementation strategies and plans to ensure heritage accessibility.
- **Field Trips:** participant will carry out on-site mission and visit several UNESCO World Heritage sites to concretely understand the importance of tangible and intangible heritage and the challenges regarding accessibility to heritage.
- **Guided Project Works:** participants will take part in dynamic working groups which will develop creative solutions to guarantee accessibility to heritage and responsible and inclusive heritage tourism, within an international and high-level collaborative environment.
- **Implementation of a project on Astino Valley:** participants will take active part to the international project aimed at guaranteeing the accessibility for everyone to Astino Valley as a good practice all over the world, also including the digitalization of the Valley and its inclusion in the Virtual Museum on Cultural Heritage.

Global Focus

Heritage tourism allows travelers to connect with history and cultural traditions, to foster a sense of identity and continuity, helping communities to maintain their cultural integrity and to transmit traditions to future generations. Heritage tourism also promotes the preservation of cultural heritage, helping in the conservation of historical sites and architectural style, thereby supporting local economies, providing jobs and contributing to sustainable development.

Nevertheless, heritage tourism still has to deal with several challenges, among which accessibility for all is one of the most important ones. Many heritage sites were not originally designed to accommodate all visitors and physical complications, such as steps or narrow pathways, still hinder access for several vulnerable groups. Information-related challenges, such as the unavailability of information in accessible formats, persist. There is still a lack of understanding and awareness among the relevant touristic staff and personnel on the needs to guarantee accessibility to everyone.

Accessible tourism is a key objective promoted by the World Tourism Organization (UNWTO, 2023), which highlights that 1.3 billion people, about 16% of the global population, live with significant disabilities. Ensuring accessibility to tourism facilities, products, and services is essential for any responsible and sustainable tourism policy. Accessibility is an opportunity for touristic companies to welcome all visitors, thereby boosting their social capital. Accessible tourism could also be fundamental for persons living in rural and remote areas, by offering new job opportunities, promoting social justice, human rights and fundamental freedoms.

From this perspective, sustainable tourism should adopt a "Design for All" approach, addressing the different needs of everyone at different stages of their lives and guaranteeing that everyone, including the most vulnerable groups, could accede to cultural heritage as an irreplaceable source of knowledge, growth and identity.

The program aims to bring together Master's students, PhD candidates, PhD, post-Doctoral Researchers, Professor and professionals from all around the world to develop innovative solution in favour of the creation, preservation, protection, promotion and enjoyment of heritage for everyone and in every circumstance. Participants will explore principles, concepts, methods, and best practices related to heritage accessibility and sustainable heritage tourism, in line with the Convention on the Value of Cultural Heritage for Society (Faro Convention, 2005). The School will focus also on the legal and socio-political aspects about accessibility in order to foster an inclusive and socially sustainable approach to heritage tourism, by providing theoretical insights, methodological frameworks. Participants will be provided with the knowledge and skills needed to promote sustainable tourism practices that enhance both tangible and intangible cultural heritage, adhering to a "Design for All" philosophy to advance heritage justice.

Institutional knowledge and experience will be brought together around concrete actions to guarantee accessibility to heritage, also by creating field-based international platforms on accessible heritage tourism and civic initiatives to enable institutions and communities to develop decision-making capacities in this field.

Networking:

The International School count on a strong collaboration among professors from the University of Bergamo and University all over the world, international and national institutions and NGOs, UNESCO, UE, Council of Europe, as well as the relevant Italian Ministries.

2. Why attend?

The International School "*Heritage Tourism for All*" will provide participants with high-level scientific competences and practical ability to work in the field of heritage tourism, accessibility and human rights, both under an academic and professional point of view.

By attending the International School "Heritage Tourism for All," students will have the opportunity to:

- Develop skills to work in the accessible and sustainable tourism field.
- Manage development international processes aimed at ensuring that accessibility to heritage and responsible tourism contribute to the social, cultural and economic dynamics of local communities.
- Engage and become active part in international crucial projects, such as the on the Astino Valley, thereby applying theoretical knowledge to real-world scenarios and affirming them as good practices all over the world.
- Develop and enhance the required skills to work for high-level tourism agencies all over the world.
- Build the expertise needed to access top-level positions in the tourism industry.
- Be ready to work in the relevant international organizations, also by acquiring the relevant skill to compete for working in prestigious organizations such as United Nations World Tourism Organization (UNWTO) and United Nations Educational, Scientific and Cultural Organization (UNESCO).
- Contribute to the academic and professional publication that will follow the International School in the field of heritage and tourism and accede to further international publication opportunities,
- Start a permanent collaboration with the Heritage International Institute.
- Work on international projects on accessible tourism and expanding global experience and impact.

Another important reason for attending the International School is the participation at “on field” classes in some of the most fascinating pieces of cultural heritage of the Italian culture. Lectures will be held in ancient palaces of the historical city of Città Alta, in the Venetian fortifications of the World Heritage Site of Bergamo and in the Astino Valley, Landscape award of the Council of Europe.

Participants will receive a certificate of attendance which will include a detailed description of skills and competences acquired during the International School and the recognition of 6 ECTS.





3. Who should apply?

The International School is offered to Master's students coming from Italian and foreign Universities with a particular focus on those students who are attending Master's courses in the fields of Cultural Heritage, Tourism, Sustainability, Heritage Management, Management and Marketing, Territorial and Urban Planning, Human Rights, Social Sciences, Political Science, Law.

PhD candidates, PhD, post-Doctoral Researchers, Professor and professionals are also invited to attend.

4. Eligibility Criteria:

To participate in the International School, applicants must meet the following criteria:

- Demonstrate to possess a Bachelor degree in Italy or abroad.

- One of the following conditions: i) be enrolled in the first or second year of a Master's course in the academic year 2024/2025 in an Italian or a foreign University, or to already possess a Master's Degree; ii) be enrolled in a PhD programme; iii) be a professional, working for a private or a public institution;
- Demonstrate English language proficiency at a B2 level according to the European framework.
- Submit a motivation letter in English expressing their interest in the International School.

The School will be organized with a minimum of 15 students and a maximum of 30 students. If the number of applications exceeds 30 requests, the selection committee will consider the date and time of application submission, through the dedicated form, in order to determine acceptance.

Travel:

All participants, excluding those awarded a scholarship, are kindly requested to organize and cover expenses for their travel to Bergamo, as well as their accommodation and local transportation. The School will cover the costs of two dinners and all lunches.

If participants need assistance with accommodation reservations in Bergamo, the International School organizers are available to help find suitable options.

How to Apply:

Application must be submitted through a dedicated [Google Form](#) by November 15th 2024.

Objectives

The "International School Heritage and Tourism for All" is organized by the University of Bergamo (Italy) in collaboration with the Heritage International Institute. The main objective of the School is to bring together Master's students and professionals from around the world who are involved in heritage management, valorization, development, or cultural tourism. Participants will explore principles, concepts, methods, and best practices related to the accessibility of heritage, aiming to promote sustainable tourism in alignment with the Faro Convention, adopted by the European Council in 2005.

The International School emphasizes the significance of cultural heritage also in relation to human rights and democracy. It advocates for a broader view of heritage, focusing on its connections with communities and society. The School encourages a relational approach, considering the meanings, imaginations, needs, and values that people - both residents and temporary visitors - assign to heritage based on its functions and practices.

Course organisation

PROGRAMME

<p>DAY 1 Monday 25 November (3 hours)</p>	<p>2:00 pm <i>Welcome at the Complex of Sant'Agostino</i>, Università degli Studi di Bergamo</p> <p>2:30 pm <i>Institutional greetings</i> Moderates Elisabetta Bani, Prorettrice Terza Missione e relazioni con il territorio, Università degli Studi di Bergamo Sergio Cavalieri, Rector of the University of Bergamo Sergio Iovino, CEO Heritage International Institute, Artistic director of Museo virtuale sul patrimonio culturale Elena Carnevali, Mayor of Comune di Bergamo [tbc] Pasquale Gandolfi, President of Provincia di Bergamo [tbc] Alessandro Fermi, Assessore Università, Ricerca, Innovazione, Regione Lombardia [tbc] Barbara Mazzali, Assessore Turismo, Marketing territoriale e moda, Regione Lombardia [tbc]</p> <p><i>Presentation of the Framework Agreement and opportunities of collaboration</i> Gianluigi Mastandrea Bonaviri, University of Bologna</p> <p>Flaminia Nicora, Vice-chancellor for internationalization University of Bergamo</p> <p><i>Ceremony of signature of the Agreement</i></p> <hr/> <p>3:30 pm <u>Session 1 - Cultural Heritage: Principles, Ethics, Concepts</u> Moderated by Federica Burini, Università degli Studi di Bergamo</p> <p><i>Heritage Studies in cultural and tourism perspective</i> Rossana Bonadei, Università degli Studi di Bergamo</p> <p>Representative of Italian Ministry of Foreign Affairs and International Cooperation, Direzione Generale Diplomazia Pubblica e Culturale del Ministero degli Affari Esteri e della Cooperazione Internazionale, UNESCO e Organizzazioni Internazionali Culturali</p> <p><i>Cultural Heritage and Sustainability</i> Alessandra Vittorini, Direttrice della Fondazione Scuola Beni Attività culturali</p> <p><i>Heritage and Human Rights</i> Laura Guercio, Heritage International Institute</p> <p><i>Cultural Heritage</i> Laura Guercio, Heritage International Institute</p> <p><i>Accessibility</i> Andrea Socrati (remote), Heritage International Institute</p> <p>6:00 pm <i>Ice breaking and informal meeting with participants</i> Guided Walk through the Sant'Agostino Complex and to the heart of Città Alta</p> <p><i>Dinner at Circolino in Città Alta: how a social cooperative regenerates an historical Complex of Cultural Heritage</i></p>
<p>DAY 2 Tuesday 26 November</p>	<p>9:00 am <i>Welcome at Palazzo Terzi</i>, Room 3 via Salvecchio, University of Bergamo Raul Calzoni, Director of the Department of Foreign Languages, Literatures and Cultures, University of Bergamo</p>

<p>(4 hours)</p> <p>GUIDED VISIT</p>	<p><u>Session 2 – Tangible and intangible cultural heritage for all</u></p> <p><i>Iraq Accessibility to Cultural Sites in Iraq after the war</i> Ahmed Aubais Alfatlawi (remote), Heritage International Institute</p> <p><i>Human Rights Indigenous Landscape And Natural Heritage</i> Frédéric Mégret (remote), Heritage International Institute</p> <p><i>Eno-gastronomic Heritage and Museums</i> Roberta Garibaldi, University of Bergamo</p> <p><i>Conclusions by Flavia Orsati</i>, Heritage International Institute</p> <p>12:30 <i>Lunch break</i></p> <p>2:00 pm <u>Session 3 - Cultural Heritage and Unesco Sites: the Case of Bergamo</u> <i>Guided Walk through the UNESCO walls and gates of Città Alta</i></p> <p>4:00 pm Sant’Agostino Gate in the Unesco Site (?) <i>Unesco Heritage in the Bauhaus4EU European University Alliance: from principles to practice</i> Christian Kästner and Tonia Schmitz, Bauhaus University Weimar</p> <p><i>The Management Plan for the site "Venetian defense works between the 16th and 17th centuries: State from Land - State from West Sea"</i> Claudio Cecchinelli, Municipality of Bergamo</p> <p><i>PanoramaMura</i> Roberta Frigeni, Museo delle Storie di Bergamo</p> <p><i>Digital Accessibility of Bergamo Unesco architectures</i> Alessio Cardaci, University of Bergamo</p> <p><i>Conclusions by Federico Ferranti</i>, Heritage International Institute</p>
<p>DAY 3 Wednesday 27 November (4 hours)</p> <p>GUIDED VISIT</p>	<p>9:00 am <i>Welcome at the Astino Valley</i>, Council of Europe Landscape Award <i>Greetings and speech by: Fondazione MIA, Parco Regionale dei Colli di Bergamo, Orto Botanico L. Rota, Arketipos</i></p> <p><u>Session 4 - Cultural Itineraries, Landscape and Accessible Tourism</u> <i>European Council Cultural Itineraries and Accessibility</i> Eleonora Berti, Itinerari culturali del Consiglio d’Europa</p> <p><i>Astino International Observatory on Landscape</i> Riccardo Rao, University of Bergamo</p> <p><i>Crosscultural approach for Accessible Tourism</i> Cinzia Spinzi, University of Bergamo</p> <p><i>Conclusions by Maria Teresa Idone</i>, Heritage International Institute</p> <p>2:00 pm <i>Guided Walk through Astino Complex, Botanical Garden and local farms</i></p> <p><i>Dinner in Bergamo</i></p>
<p>DAY 4 Thursday</p>	<p>9:00 am departure to <i>Villa Appiani Boutique Hotel, Trezzo d’Adda</i> <u>Session 5 - Industrial Heritage and Tourism</u></p>

28 November GUIDED VISIT	<i>Introduction by Damiano De Crescenzo, Manageritalia Lombardia – Heritage Lab</i> <i>Guided Walk through Crespi d’Adda Unesco workers’ village</i> <i>Introduced by Rossana Bonadei and Stefano Morosini, University of Bergamo</i>
	<i>Free lunch</i>
Lectures (5 hours)	3:00 pm Astino Valley <u>Session 6 - Heritage Tourism and Human Rights: Tourism for all</u> Flaminia Nicora , Vice-chancellor for internationalization University of Bergamo <i>Heritage, Accessibility and Inclusion Strategies</i> Andrea Socrati , Heritage International Institute <i>How to Create an Accessible Museum and Tourism for All</i> Aldo Grassini , Omero State Tactile Museum in Ancona <i>Conclusions by Elisabetta Bani, University of Bergamo</i>
	17:00 <i>Towards a collaborative learning and the Project Work</i> Federica Burini , University of Bergamo
	<i>Free dinner</i>
DAY 5 Friday 29 November (4 hours)	9:00 am Palazzo Terzi , via Salvecchio, University of Bergamo <u>Session 7 – Heritage, Landscape, Memory</u> <i>Landscape Studies for Global and Local challenges</i> Alessandra Ghisalberti , University of Bergamo <i>Digitalization of Archives for Heritage and Memory Accessibility</i> Barbara Turchetta , University of Bergamo <i>Heritage Sedimentation in Artistic Languages</i> Stefania Consonni , University of Bergamo 11:00 am <i>Methodological framework for the Project Work activity</i> Federica Burini , University of Bergamo Group work activity with the tutor <i>Group A - activity in Astino Valley, Council of Europe Landscape Award</i> <i>Group B - activity in the Unesco Site of the Walls of Bergamo</i>
	<i>Closing lunch</i>
DAY 6 Wednesday 4 December	<i>2.00-6pm Project Work – guided activity for heritage accessibility project</i>
DAY 7 Monday 11 December	<i>2.00-6pm Project Work – guided activity for heritage accessibility project</i>
DAY 8 Monday 18 December	<i>2.00-6pm Project Work – guided activity for heritage accessibility project</i>

DAY 9
Friday
20 December

2.00-6pm Final presentation of the International School
Presentation of the results of participants' work

Application requirements

-The course is open to students and graduates in the Italian degree classes of foreign University courses in the topics of: Tourism, Heritage Management, Management and Marketing, Territorial and urban planning, Human Rights, Social Sciences.

-Students enrolled in other Bachelor's and Master's programmes and graduates in other disciplines may also be admitted, subject to an assessment by the competent bodies of the International School.

-English proficiency at B2 level is required.

-Applications by candidates who studied abroad will be assessed by the Admission Board, in compliance with the regulations in force in Italy and in the country where candidates pursued their studies.

Selection process

A minimum of 15 and a maximum of 30 students can enrol in the course. The International School will not run if the number of enrolled students is less than 15. Participants will be selected on the base of an assessment of their CV (maximum 2 pages) and letter of motivation.

Enrolment fee

For Master's students, PhD candidates and professionals: 500 euros

Unibg Master's students and PhD candidates only: the fee is 250 euros.

List of admitted candidates

The list of the admitted candidates will be posted on the Heritage International Institute webpage <https://www.hii.institute>, linked to the University of Bergamo webpage.

Withdrawal

In the case students enrolled would withdraw from the School before November 20th 2024, the fees will be given back to students, after that date fees will not be given back.

Certificate of attendance

At the end of the International School, a certificate of attendance will be issued to all students who fulfilled their obligations, with an attribution of 6 credits ECTS recognized by the scientific committee of the School. In order to fulfill the evaluation, participants will be asked to present a written report to be sent one month after the end of the School (end of January 2025).

Further information and data protection

Pursuant to Legislative decree no. 196 of 2003 (Italian Personal Data Protection Act), as subsequently amended and supplemented, and to Regulation (EU) 2016/679 (General Data)