



UNIVERSITÀ  
DEGLI STUDI  
DI BERGAMO

Department  
of Foreign Languages,  
Literatures and Cultures



In collaboration with  
**Heritage Lab Manageritalia Lombardia**

An initiative of the master's degree program in  
**Planning and Management of Tourism Systems**



**PMTS - TOURISM THINK TANK**

**Academic year 2024/2025**

## **HERITAGE AND TOURISM FOR ALL**



### **Educational Objective:**

The Tourism Think Tank is a 3-credit activity aimed at encouraging in students a critical attitude for analyzing the complexity of tourism, focusing on particular case studies and their responsible and critical management for the development of sustainable territorial ecosystems. In the academic year 2024-2025, the focus will be on heritage and tourism for all, through a series of activities involving different institutions at different scales.

### **Activities:**

- introductory seminars on theoretical and methodological aspects related to a critical approach to tangible and intangible heritage, tourism and accessibility.
- meetings with stakeholders, to understand the critical issues and potentials of the enhancement of tangible and intangible heritage also taking into account governance useful for the implementation of a strategic plan aimed at ensuring the accessibility of heritage, both tangible and intangible.
- field trips to visit different UNESCO sites to understand tangible and intangible heritage and the challenges they are facing in becoming accessible.
- group work organized independently by students.
- presentations of the results of the students' work.



## PROGRAMME

October 9 <sup>th</sup> 12pm – 2pm	<p><i>Institutional greetings</i></p> <p><b>Introduction to the project</b> Silvestro Debolfo, Manageritalia Lombardia</p> <p><b>Bergamo: international laboratory for the analysis of tangible and intangible heritage</b> Federica Burini, University of Bergamo</p> <p><i>Conclusions and perspectives – Discussion with PMTS course lecturers</i></p>
October 16 <sup>th</sup> 12pm – 2pm	<p><b>Towards the Management Plan for the site “Venetian defense works between the 16<sup>th</sup> and 17<sup>th</sup> centuries: State from Land - State from West Sea”</b> Claudio Cecchinelli, City of Bergamo</p> <p><i>Conclusions and perspectives - Discussion with PMTS course lecturers</i></p>
October 23 <sup>rd</sup> 11am – 2pm	<p><b>Heritage and accessibility: the case of museums</b> Cinzia Spinzi, University of Bergamo</p> <p><b>Accessible Tourism between mountainscapes and seascapes</b> Andrea Macchiavelli, University of Bergamo Vicente Ramos Mir, Universidad de las Islas Baleares (UIB)</p> <p><i>Project Work</i></p>
October 30 <sup>th</sup> 12pm – 2pm	<i>Project Work</i>
November 15 <sup>th</sup> 9am – 12pm	<p><b>Enhancement of Cultural Heritage in a protected area as an accessible tourism strategy. The case study of Stelvio National Park</b> Stefano Morosini, University of Bergamo</p> <p><i>Project Work</i></p>
November 23 <sup>th</sup> 9am – 11:30am	<i>Revision with the tutor</i>
November 28 <sup>th</sup>	<p>9:00 a.m. <b>Villa Appiani Boutique Hotel</b> Participation in the activities of the <b>International School Heritage Tourism for All: material and immaterial heritage between accessibility and tourism</b> organized in collaboration with the Heritage International Institute of the Ministry of Foreign Affairs and International Cooperation.</p> <p><i>Guided Walk through Crespi d’Adda Unesco workers’ village, introduced by Rossana Bonadei and Stefano Morosini, University of Bergamo</i></p>
December 4 <sup>th</sup> 12pm – 2pm	<p><b>Living Lab – Tavolo del turismo accessibile</b> <i>Project Work</i></p>
December 11 <sup>th</sup> 12pm – 2pm	<i>Project work</i>
December 18 <sup>th</sup> 12pm – 2pm	<b>Christmas Event</b> – Presentation of activity results to students and faculty of PMTS course
February 2025	<b>Results enhancement event at the University of Bergamo</b>