



PMTS - TOURISM THINK TANK

Academic year 2023/2024

MEMORY TOURISM

Opportunity of Regeneration After Suffering, Loss, or Oppression

Educational objective: The Tourism Think Tank is an activity of 3 credits aimed at encouraging a critical attitude among students for the analysis of the complexity of tourism events of particular case studies and their impacts on territories and communities.

On the academic year 2023-2024 the focus will be the memory tourism, through a series of activities that involve the participation of local institutions.

Motivation: Memory tourism has been defined as a new category of cultural tourism, particularly supported and organized by public actors at different level of scales. Dedicated to places of conflicts and painful memories, memory tourism has always had political functions, and it is now also considered to foster attractiveness and territorial development. It is therefore interesting to study the genesis and recent changes - managerial turn - of the public cultural and tourism policies. This complex process tends to affect profoundly place management, and also the way society deal with memory, commemoration and heritage. This managerial turn also brings new kinds of power relations among a great variety of stakeholders, who refer to memory of war very differently.

In 2023 the territory of Bergamo is witnessing the celebration of the Centenary of the fall of the Gleno Dam in Scalve Valley, for this reason, a visit of this territory will be organised from November 16th to 18th.

Teaching Activities:

- **seminars** for introducing theoretical and methodological aspects related to a critical approach to tourism and collective memory, where the latter is seen as an expression and active binding force of group identity.
- **meetings with the stakeholders**, for understanding the agency and the main governance behind a commemorative event or the promotion of specific places.
- **excursions** in the territory, in order to understand the consequences of the event and how it changes the places.
- **group works** organized autonomously by students.
- **presentations of the result** of the students' work.

Programme

Master's course in
Planning and Management of Tourism Systems
 Università degli Studi di Bergamo

<p>October 2nd 15:00-17:00</p>	<p>Presentation of the Tourism Think Tank and work methodology by Federica Burini and Andrea Pozzi, University of Bergamo</p> <p>Marta Soligo, University of Nevada, Las Vegas <i>Tourism and Memory, dark tourism examples and case studies</i></p> <p>Discussant Marta Pantalone, University of Bergamo</p> <p><i>Project Work</i> organized by Andrea Pozzi</p>
<p>October 9th 15:00-17:00</p>	<p>Theme Introduction: Tourism and Memory by Federica Burini and Andrea Pozzi, University of Bergamo</p> <p><i>Project Work</i> organized by Andrea Pozzi</p>
<p>October 16th 15:00-17:00</p>	<p>Introduction by Federica Burini</p> <p>Werner Gronau <i>Which story to tell? Managing narratives in the context of memory tourism</i></p> <p>Stefano Morosini <i>Memory tourism in the Alps: the case of Valtellina</i></p>
<p>From November 16th to November 18th</p>	<p>Field-Trip in Valle di Scalve</p>
<p>November 25th 9:00-13:00</p>	<p>Conference in Aula Magna - A partire da quel che resta. Il disastro del Gleno tra storia e paesaggio, memoria e futuro (1923-2023)</p>
<p>December 4th 15:00-17:00</p>	<p>Barbara Mazzali, Chancellor for Tourism, Fashion, Territorial Marketing</p> <p>Elisabetta Bani, Vice Chancellor for the link with territories and Third Mission, University of Bergamo</p> <p>Rossana Bonadei, Director of the Department of LLCS University of Bergamo</p> <p><i>Moderated by Federica Burini</i>, University of Bergamo</p> <p><i>Project Work</i> organized by Andrea Pozzi</p>
<p>December 11th 15:00-17:00</p>	<p><i>Project Work</i> organized by Andrea Pozzi</p>
<p>December 18th 9:00-12:00</p>	<p>Christmas Event – Presentation of the results by PMTS students Moderated by Andrea Pozzi</p>