



## 17<sup>TH</sup> INTERNATIONAL SEMINARS' WEEK 7<sup>TH</sup> – 10<sup>TH</sup> APRIL 2025

### SEMINARS

**Sharing heritage? The concept of shared cultural heritage and its influence on the management of classical cultural institutions in Germany.**

*Christiane Dätsch, Professor on Cultural Management, Merseburg University of Applied Sciences, Germany*

#### **Abstract**

Cultural heritage is generally used to identify a collective with the architectural or artistic achievements of its ancestors or with rituals that have their origins in the past. Thus, in addition to economic aspects, it also has a geopolitical and a symbolic function. Not only since the emergence of the European Union, but intensified by it, cultural heritage is used beyond the dimension of the nation to form supranational collectives that grow together through the narrative of a common past. While the narrative of this “common cultural heritage” has positive connotations in Europe, it is viewed critically from a postcolonial perspective – especially when it comes to the so-called shared new “world heritage” that originates from African countries and is stored and managed in Europe. The same applies to the history of migration: it is often excluded from the national memory discourses of the immigration countries. The seminar addresses this gap and, to do so, considers the general work of the museum and its functions. It presents various current cultural policy approaches and examines them from the perspective of Critical Heritage Studies using case studies from Germany. These will be discussed together with students from Macerata.

#### **Date/s**

Monday, 7 April, 10 a.m.- 1 p.m.

Tuesday, 8 April, 2 p.m.– 5 p.m.

Room: Sala del Consiglio

Buddy: Mara Cerquetti

#### **Evaluation**

Open questions.

#### **Other Venices**

*Sandra Weddle, Full Professor of History of Art and Architecture, Drury University, USA*

#### **Abstract**

The history of Venice has traditionally focused on elite and institutional actors and the monuments that represent their interests and power. This perspective has been reinforced in the popular imagination through phenomena like the Grand Tour and mass tourism. This seminar examines Other Venices, vernacular urban histories that offer alternative narratives for engaging the everyday life of the early modern city. Of particular interest will be the social, commercial, and spatial networks of the sex trade; ad hoc and forced enclaves of stranieri; and the experiences and itineraries of Africans, with a focus on mobility and embodied experience.



***Date/s***

Monday, 7 April, 3 p.m. - 6 p.m.

Tuesday, 8 April, 9 a.m. - 12 a.m.

Room: Sala del Consiglio

Buddy: Giuseppe Capriotti

***Evaluation***

Final test with three open questions.

**Creative industries and sustainable tourism: experiences from European Capitals of Culture**

*Paolo Montemurro, Project manager - Consultant - Expert of CCS*

**Abstract**

The European Capitals of Culture initiative has become a crucial platform for exploring the intersection of creative industries and tourism. These cities demonstrate how cultural richness can drive economic growth while respecting environmental and social well-being. By investing in local creative sectors, such as arts, crafts, and digital media, these capitals create unique and authentic tourist sustainable experiences.

A key aspect is the shift from mass tourism to more immersive and responsible forms of travel. European Capitals of Culture often prioritize:

- Community engagement: Involving local residents in tourism development ensures that benefits are shared and cultural heritage is preserved.
- Cultural heritage preservation: Creative industries contribute to revitalizing historical sites and traditions, making them attractive to visitors while maintaining their authenticity.
- Sustainable practices: Many capitals implement eco-friendly initiatives, such as promoting public transportation, reducing waste, and supporting local producers.
- Creative innovation: The creative industries help to build new and exciting tourism products, that are not just the normal tourist traps, but things that bring value to the local community, and the tourist alike.

Through these approaches, European Capitals of Culture are setting examples of how creative industries can be powerful drivers of sustainable tourism, fostering cultural exchange and long-term economic prosperity.

***Date/s***

Wednesday, 9 April, 10 a.m. - 1 p.m.

Wednesday, 9 April, 2 p.m. - 5 p.m.

Room: Sala del Consiglio

Buddy: Mara Cerquetti

***Evaluation***

To be specified.



**The VIA DEGLI DEI Route, first World route certified as a Sustainable Destination by the GTSC (Global Sustainable Tourism Council)**

*Michele Boschi, Environmental Hiking Guide for a Tour Operator Manager Board*

**Abstract**

The Via degli Dei is a 130km route that crosses the Tuscan-Emilian Apennines: from Piazza Maggiore in Bologna, to Piazza della Signoria in Florence. Woods, paths and ancient, thousand-year-old roads will lead you to discover the charm of the mountains between Emilia and Tuscany. A journey through the history of religion visiting abbeys and convents, ancient history walking on the remains of the Via Flaminia Militare or the paths of the Contrafforte Pilocenico, modern history among the Medici Villas, contemporary history in the silence of the Futa Pass and the hotspots along the Gothic Line - World War II, in the uncontaminated nature of the natural oasis for the protection of the flora and fauna, between legends and curiosities.

As managers of the trail, we have worked to make the Via degli Dei the first trail in the world to be certified as a sustainable destination, aiming at offering an authentic experience, introducing "tourists" to the local communities while respecting local places, the environment, traditions and culture.

**Date**

Thursday, 10 April, 10 a.m. - 1 p.m.

Thursday, 10 April, 2 p.m. - 5 p.m.

Room: 17

Buddy: Filippo Pistocchi

**Evaluation**

2-3 open key questions.