

Concept

Intangible cultural heritage, also known as “living heritage” or “living culture”, refers to living practices, representations, expressions, knowledge and skills passed down from generation to generation. This heritage provides communities with a sense of identity and is continuously recreated in response to their environment, their interaction with nature and their history. It is called intangible because its existence and recognition depend mainly on the human knowledge and will, which is immaterial, and it is transmitted by imitation and living experience.

The 2019 Summer School of the UNESCO Chair at USI is dedicated to investigating how ICTs designed to enhance the tourism experience can help in preserving and transmitting living heritage. Val Müstair, with its richness of tangible and intangible heritage, will provide a suggestive background as well as an ideal case study.

In addition, participants will have the great opportunity to take part in the MEM Summer Forum, a high-level event organized in Lugano, which brings together top-tier speakers with leaders of tomorrow, aiming at promoting dialogue about the recent developments and persisting problems in Mediterranean and Middle Eastern countries.

Panel, lectures, visits to UNESCO World Heritage Sites, experience of local traditions, hands-on exercises and a range of formal and informal activities will allow participants to understand how to leverage ICTs for a sustainable tourism that is able to preserve and transmit living heritage.

A certificate of participation, including the detailed program and list of speakers is issued at the end of the School. The Summer School does not grant ECTS, but academic institutions might recognize ECTS upon presentation of this certificate.

Practical Information

SUMMER SCHOOL COMMITTEE

Prof. Lorenzo Cantoni

USI – Università della Svizzera italiana
Chair-holder of USI UNESCO Chair

Dr. Silvia De Ascaniis

USI - Università della Svizzera italiana
Coordinator of USI UNESCO Chair

Dr. Patrick Cassitti

Scientific director of the Foundation Pro Kloster St. Johann Müstair

HOW TO APPLY

Please, send a complete CV and a one-page motivation letter to unescochair@usi.ch

Deadline is **March 30th, 2019** for those who need a visa,
April 27th, 2019 for those who do not need a visa.

FEE

FEE (IN SWISS FRANCS)	
Participation to the Summer School (tuition, board and lodging)	CHF 1'300
Participation to the Virtual Summer School only	CHF 150

The fee includes: accommodation in Lugano and Müstair, meals in Lugano and Müstair, return transfer Lugano - Müstair, visits, lectures and all training activities from Friday 23rd August (after dinner) to Saturday 31st August (including lunch). Lodging will be in hostels (up to 4 people per room).



Università
della
Svizzera
italiana



Summer School LEVERAGE ICTs

**Information and Communication Technologies
in Tourism for preserving Living Heritage**

**August 24 - 31, 2019
Lugano & Müstair, Switzerland**



Abbey of St. John at Müstair
UNESCO World Heritage Site
photo CC <https://commons.wikimedia.org>



Location

Müstair: is a town located in Canton Graubünden, Switzerland, close to the Swiss-Italian border in South Tyrol and to the Swiss-Austrian border at Nauders. It is home to the Convent of St. John, which was built by Charles the Great and is a UNESCO World Heritage Site (1983). The valley where it lies is part of the UNESCO Biosfera Engiadina Val Müstair, which is a largely intact natural landscape whose forestry and tourism industries are based on sustainability criteria.

Lugano: is a city in southern Switzerland in the Italian-speaking canton of Ticino bordering Italy. It lies on Lake Ceresio, surrounded by the mountains. It is home to USI – Università della Svizzera italiana, the most international university in Switzerland.

Organizers

The **UNESCO Chair in ICT to develop and promote sustainable tourism in World Heritage Sites** at USI – Università della Svizzera italiana (Switzerland) is committed to perform extensive research and teaching on how ICT can be effectively exploited to develop and promote sustainable tourism at WHSs as well as to preserve and transmit living heritage.

The MEM Summer Forum is organized by USI’s **Middle East Mediterranean (MEM) Freethinking Platform**, which has been conceived to fulfil the function of linking different research entities and existent skills, both at international and local level. It aims at encouraging the analysis and debate on what happens in the MEM region, taking into account the global geopolitics equilibria.

Instructors

Lorenzo Cantoni, Silvia De Ascaniis, Nadzeya Kalbaska, Marco Meschini, Anna Picco, Engelbert Ruoss (*USI – Università della Svizzera italiana, Switzerland*)

Silvia Aulet (*University of Girona, Spain*)

Patrick Cassitti (*Foundation Pro Kloster St. Johann, Switzerland, and University of Innsbruck, Austria*)

Mona Hess (*Otto-Friedrich-Universität Bamberg, Germany*)

Sarah Kenderdine (*EPFL – École Polytechnique Fédérale de Lausanne, Switzerland*)

James Blake Wiener (*Ancient History Encyclopedia*)

Activities

Type of activity	Location
Discussion Panels	Lugano (MEM)
Lectures	Müstair
Hands-on workshops	Lugano and Müstair
Site visits	Abbey of St. John at Müstair Biosfera Val Müstair Tessanda (textile factory) Monastery of Marienberg (Italy) Town of Glurns (Italy) Churburg (Italy)
Intangible heritage experiences	Local food Life in the Abbey History of the region

Virtual Summer School

It is designed as a virtual space for people, who cannot attend in person the Summer School but would like to access materials and resources, and to communicate with other participants.

A certificate of participation is issued upon successful completion of a final test.

Who can participate

Students and Researchers

- Advanced Master students
- PhD candidates
- Post Docs

Practitioners

- World Heritage Site managers
- Destination managers
- Interested tourism professionals
- ICT experts



Biosfera Val Müstair photo CC <https://commons.wikimedia.org>

Why to Participate

- Strengthen your knowledge and skills in the concerned fields through seminars and workshops
- Network with scholars/researchers and practitioners
- Work with local tourism and heritage stakeholders
- Contribute with your talents to the creation of ICT solutions to enhance sustainable tourism at heritage sites and to transmit living heritage traditions
- Experience Swiss tangible and intangible Heritage
- Challenge yourself in learning and working with colleagues from around the world