

## Concept

By the name *Grand Tour* is meant the educational journey that young members of the aristocracy, artists and scholars all over Europe used to undertake during the 17<sup>th</sup> and 18<sup>th</sup> century with the aim of forming the young gentlemen through the salutary exercise of experiencing different places and cultures. Italy was the culmination and purpose of the whole tour, to the point that it was also referred to as the 'journey to Italy'. The Peninsula, in fact, represented the myth to which travelers went to pay their respects: the myth of an open-air museum with an incredible quantity of works of art, a sunny and mild climate, the vestiges of a most authoritative past in the world with its wealth of archeological sites and the vibrant legacy of the Renaissance. Tuscany had a central position in the Tour: travelers passed through it either on the way-out heading Rome or on the way back. Its role grew in importance and extent, thanks to its cities so steeped in art and history, the variety of its landscapes going from the Apennines to the sea, as well as the richness of its local traditions.

Aim of this Winter School is to offer, in one of the most attractive environmental, monumental and landscape contexts in Italy, a highly educational experience. Participants will have the opportunity to follow lectures held by scholars and experts in a broad interdisciplinary perspective, to meet and dialogue with local stakeholders to learn about best practices and critical issues in the management of tourist flows, in the organization of major events and in the enhancement of artistic and cultural heritage. They will be able to experience firsthand, on an intellectual and sensorial level, the possibility of a new Grand Tour in an unexpected Tuscany, to understand the relationship between tangible and intangible heritage, the inextricable bond among the territory, its inhabitants and their history. Digital media will provide the necessary tools to deepen, represent and communicate such relationships in a consistent and exiting narrative.

## Practical information

### WINTER SCHOOL COMMITTEE

#### Prof. Alessandro Tosi

UniPi – Università di Pisa

Director of the Museo della Grafica

#### 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

### HOW TO APPLY

To apply please send a CV and a motivation letter to [unescochair@usi.ch](mailto:unescochair@usi.ch).

The deadline is **December 23<sup>rd</sup>, 2022**.

Accepted applicants will be notified by January 15<sup>th</sup>, 2023 and will receive further instructions on how to register.

### FEE

**1'000 EUR**

The fee includes accommodation (six nights: check-in on Sunday 12.02 and check-out on Saturday 18.02), meals, visits, lectures and training activities. Lodging will be in double rooms at *Residence Le Benedettine* in Pisa. Extra costs for single rooms are charged to the participants.

### FURTHER, CONSTANTLY UPDATED INFO



<https://www.unescochair.usi.ch/winter-school-2023>



UNIVERSITÀ DI PISA



Università  
della  
Svizzera  
italiana



## Winter School A new Grand Tour in Tuscany

**Tourism between heritage, knowledge and digital media**

**February 13 - 18, 2023  
Tuscany, Italy**



Piazza del Duomo, Pisa (UNESCO World Heritage Site)  
photo CC University of Pisa - UniPi

## Location

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**Tuscany:** is one of the largest regions of Italy, located in the center of the country, bordering the Tyrrhenian sea to the west and stretching the Apennines to the east. The most typical sceneries of the region are those that merge the beauty of nature with the millenary work of human communities, and the vast majority of its inhabited nuclei are the hilltop towns and villages that are among its most interesting attractions.

Tuscany offers historical towns, castles and defense systems, country churches (the so-called *pievi*) and beautiful abbeys, villas, farmhouses, vineyards, olive groves and, above all, a rich artistic legacy and a vast influence on European culture. A few cities of Tuscany were the fount of the Italian Renaissance and were the home of some of the most influential authors in the history of art, architecture, science, navigation, political thought and literature, like Petrarch, Dante Alighieri, Botticelli, Michelangelo, Leonardo da Vinci, Galileo Galilei, Boccaccio, Machiavelli and Puccini.

## Organizers

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The University of Pisa (Italy) is one of the oldest universities in Europe, founded in 1343. Among its most famous graduates there are the Nobel Prize winners G. Carducci, E. Fermi and C. Rubbia, the film directors M. Monicelli and Paolo and Vittorio Taviani, the tenor A. Bocelli. Its **Department of Civilizations and Forms of Knowledge** offers courses of study and research, in which the humanities are in constant dialogue with innovative methods and tools.

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 digital media can be effectively orchestrated to develop and promote sustainable tourism at WHSs as well as to preserve and transmit living heritage.

## Instructors

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**Alessandro Tosi, Adriano Fabris, Veronica Neri**  
UniPi – Università di Pisa (Italy)

**Lorenzo Cantoni, Silvia De Ascaniis**  
USI – Università della Svizzera italiana (Switzerland)

**Enrica Lemmi**  
UniPi – Fondazione Campus

**Antonella Fresca**  
Promoter srl and [Photoconsortium](#)

Local leaders in the fields of tourism, event management and heritage will present best practices and discuss their challenges. Instructors

### Academic partner



FONDAZIONE CAMPUS

## Why to participate

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- Strengthen knowledge and skills in the concerned fields
- Network with scholars/researchers and practitioners
- Work with local tourism and heritage stakeholders
- Contribute with own talents to the creation of ICT solutions to enhance sustainable tourism at heritage sites and to transmit living heritage traditions
- Experience tangible and intangible heritage
- Challenge oneself in learning and working with researchers and practitioners from around the world
- Make a new Grand Tour!

## Who can participate

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### Students and Researchers

Advanced Master students  
PhD candidates  
Scholars at any level

### Practitioners

World Heritage Site managers/Destination managers  
Interested tourism or heritage professionals  
ICT experts

## Visits and experiences

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**Pisa and its territory:** Piazza del Duomo (UNESCO WHS), monuments and museums, Golf Club in Tirrenia, Calci Charterhouse, Tuscan villages (Lajatico), Casciana Terme and its Thermal Centre.

**Lucca and its territory:** the city of Lucca, its museums and great events.

**Viareggio** an its famous Carnival.

Traditional food and drinks.



Panorama of Lucca, Tuscany, Italy  
photo CC <https://osmpartnerlucca.it/>