



PROGRAMME

Pisa and its territory		
Monday, 13.02 – Auditorium of the Primaziale Cathedral, Pisa		
Tourism at religious heritage sites		
9:00	A New Grand Tour	Alessandro Tosi
9:30	A framework for this experience	Lorenzo Cantoni
10:15	Coffee break and stretching	
10:30		Adriano Fabris
11:15		Veronica Neri
12:00	Exercise	Participants, tutored by Silvia Dadà, Erika Temperino and Emanuele Fulvio Perri
13:00	Lunch	
14:00	Visit to Piazza dei Miracoli	
16:30	Visit to the Botanic Gardens	
17:30	A case study: the Royal Victoria Hotel	Hotel manager
Tuesday, 14.02 – Museo della Grafica, Pisa		
Tourism and heritage		
9:00	Pisa as a case study	Alessandro Tosi
9:30	Local tourism brands: «Pisa Is», «Terre di Pisa»	Ilaria Florido, Pisa Tourism Office
10:15	National Museum of S. Matteo	
11:15	Description of group-works	Silvia De Ascaniis
11:45	Presentation of the 1 st part of group-works	USI students
13:00	Lunch	
14:00	Images of art and science	Alessandro Tosi
14:50	Presentation of personal research activities and projects	Ilija Alvarado Sizzo and Driselda Sanchez Aguirre
15:20	Presentation of personal research activities and projects	Bing Joanna Liu
15:40	“Forgotten cultural heritage” - projection of two short films on tourism and culture, realized by college students	Zeriansyah Sidarman
16:00	Presentation of personal research activities and projects	Kulesár Noémi
16:20	Presentation of the PhD research	Muhammad Khogali
16:40	Coffee break and stretching	
17:00	Group-works	Participants
19:00	Dinner at Museo della Grafica	



Wednesday, 15.02 – Lajatico		
Slow tourism: Tuscan villages		
8:30	Departure for Lajatico	
9:30	Lajatico as a tourism destination	Alessio Barbaferi, Major of Lajatico
10:00	Digital communication, digital contents and participatory approaches for cultural and touristic promotion of small towns: the experience of Photoconsortium and Europeana	Antonella Fresa
10:45	Coffee break and stretching	
11:00	Digital tools for tourism story-telling and heritage interpretation	Silvia De Ascaniis
11:45	Group-works	Participants
13:00	Lunch	
14:00	Visit to the Teatro del silenzio	
Art, Faith, Science		
15:30	Visit to Calci Charterhouse and the Museum of Natural History	Alessandro Tosi
17:00	From consuming to earning a destination	Lorenzo Cantoni
18:00	Olive oil tasting	

Lucca and its territory		
Thursday, 16.02 – Viareggio		
Grand Tour and slow tourism		
8:30	Departure for Viareggio	
9:30	Inside the Carnival (Cittadella del Carnevale)	Stakeholders
13:00	Lunch	
14:00	Experiencing the Carnival	
Friday, 17.02 – Fondazione Campus, Lucca		
Grand Tour and slow tourism		
9:30		Enrica Lemmi
10:30	Coffee break and stretching	
10:45	Tuscany as a tourism destination	Francesco Tapinassi, director of Tuscany Tourism Office
11:30	Group-works	Participants
13:00	Lunch	
14:00	Free visit to Lucca	

Conclusion		
Saturday, 18.02 – Museo della Grafica, Pisa		
Grand digital Tour		
9:00	Presentation of group-works	Participants
11:00	Conclusion	Alessandro Tosi & Lorenzo Cantoni
11:30	Certificates awarding ceremony	