

Winter School

Digital media for tourism in Creative Cities: experiences from the center of Portugal

USI, Università della Svizzera italiana – University of Coimbra – Universidade Europeia of Lisbon

11 – 18 February, 2024

The 2024 edition of USI UNESCO Chair Winter School is realized in collaboration with the Department of Geography and Tourism of the University of Coimbra and the Faculty of Social Sciences and Technology of the Universidade Europeia of Lisbon.

The topic accompanying this year's winter school is Creative Cities (<https://en.unesco.org/creative-cities/home>), a program launched by UNESCO in 2004, to promote cooperation with and among cities that have identified creativity as a strategic factor for sustainable urban development. The cities which make up this network work together towards a common objective: placing creativity and cultural industries at the heart of their development plans at the local level and cooperating actively at the international level. The Network covers seven creative fields: Crafts and Folk Art, Media Arts, Film, Design, Gastronomy, Literature and Music. Almost 300 cities around the world have so far joined the network, 9 of them are in Portugal.

The winter school will celebrate the 20th anniversary of the Creative Cities program, taking participants on a discovery of three Creative Cities in the centre of Portugal, which are developing their activities in four different fields: Music: Leiria, Crafts and Folk Art: Caldas da Rainha, Literature: Óbidos. The center of Portugal hosts three more cities that are part of the Creative Cities network: Covilhã – CC of Design, Idanha-a-Nova – CC of Music, and Castelo Branco – CC of Crafts and Folk Art. In Leiria, Óbidos and Caldas da Rainha, representatives of the hosting municipality as well as representatives of the three other CC will talk about the actions and initiatives taken to reach the network's common objective. In addition to lectures, visits and experience of local intangible heritage, participants will work in groups on real tourism challenges that each city is facing.

Organizers: Cláudia Seabra, Sofia Almeida, Lorenzo Cantoni, Silvia De Ascaniis, Elilde Garbani-Nerini

Instructors: Sofia Almeida, Ana Caldeira, Lorenzo Cantoni, Carlos Ferreira, Ahmed Hussein Abdelrahman Adam, Aliaksandr Kalbaska, Rita Peres, Norberto Santos, Cláudia Seabra, Alessandro Tosi.

PROGRAMME

Sunday, 11.02 – Nazaré		
Arrival and welcoming		
18:00 – 20:00	Arrival of participants	
20:00 – 21:00	Dinner, welcome, self-presentation of participants	Cláudia Seabra, Sofia Almeida, Lorenzo Cantoni
Monday, 12.02 – Coimbra		
Title (Heritage and creativity)		
8:15 – 9:15	Nazaré – Coimbra	
09:30 – 10:00	The Creative Cities Network	Raul Almeida (President of Turismo do Centro de Portugal)
10:00 – 10:45	Digital media, sustainable tourism, and heritage	Lorenzo Cantoni (USI Lugano)
10:45 – 11:15	Tourism Networks, attractivity of heritage and cities	Norberto Santos (Uni Coimbra)
11:15 – 11:45	Tourists' digital imprints in urban destinations: spatio-temporal patterns for smart and sustainable management	Carlos Ferreira (Uni Coimbra)
11:45 – 12:15	Intangible heritage and co-creative experiences	Ana Caldeira (Uni Coimbra)
12:15 – 13:15	Lunch (Uni Coimbra restaurant)	
13:15 – 13:30	Description of group-works	Elide Garbani-Nerini (USI Lugano)
13:30 – 14:15	Presentation of the 1 st part of group-works	USI Lugano students
14:15 – 14:45	Presentation of the 1 st part of group-works	Uni Coimbra students
14:45 – 18:00	Guided visit to the University of Coimbra (UNESCO WHS), the city, the Botanical Gardens	
18:00 – 19:00	Coimbra – Nazaré	
20:00	Dinner	
Tuesday, 13.02 – Leiria		
Title (Tourism and music)		
8:30 – 9:15	Nazaré – Leiria	
9:30 – 10:00	Opening: Representatives from the Municipality of Leiria and Idanha-a-Nova	Anabela Graça & and Catarina Louro, Paulo Longo
10:00 – 11:00	Keynote: The projects for Creative cities of Music	Artistic Director and Focal Point UNESCO Leiria Daniel Bernardes Focal Point UNESCO Idanha a Nova Paulo Longo
11:00 – 12:30	Workshop: Music takes work	Hugo Ferreira, Omnichord; César Cardoso, Leiria Jazz Association; Carlos Matos, Fade In
12:30 – 13:00	Music performance	Jazz School Leiria
13:00 – 14:00	Lunch (Atlas)	

14:00 – 16:00	Visit: Old Town (Leiria Castle, CAOSARTE Theater, Miradouro Ernesto Korrodi) Leiria Brass Ensemble – Cultural Association, BAG Banco das Artes Galeria, Vista danced with Inesa Markava, Moinho do Papel, Dialogues with music, Bajouca pottery lab	
16:00 – 17:30	Group-works/individual presentations (10' each)	
17:30 – 18:15	Leiria – Nazaré	
20:00 – 21:00	Dinner	
Wednesday, 14.02 – Caldas da Rainha Title (Tourism, crafts and folk art)		
8:45 – 9:15	Nazaré – Caldas da Rainha	
9:30 – 10:00	Opening: Representatives from the Municipality of Caldas da Rainha and Castelo Branco	José Antunes Helder Henriques
10:00 – 11:00	Keynote: The projects for Creative cities of Crafts and Folk Art	UNESCO Chair in Arts and Culture Management, Cities and Creativity Carla Cardoso and João dos Santos
11:00 – 12:00	Workshop and presentation	ADOC – Associação Design Ofícios e Cultura_ a Know How perspective, Eneida Tavares (other ADOC creatives, to be confirmed)
12:00 – 12:45	Branding, Marketing and Managing Creative cities	Sofia Almeida (Uni Europeia), Cláudia Seabra (Uni Coimbra) and Rita Peres (ESHTE)
13:00 – 14:00	Lunch (Center of Arts)	
14:00 – 16:00	Visit: Walking tour around the city, passing through some emblematic places, with a special focus on creativity; Ceramics Museum; D. Carlos I Park; Thermal Hospital and Church of Nossa Senhora do Pópulo; Ceres and Silos Creative Container - visit to creators and creative spaces, including ADOC.	
16:00 – 18:00	Group-works/individual presentations (10' each)	
18:00 – 18:30	Caldas da Rainha – Nazaré	
20:00 – 21:00	Dinner	
21:00	Carnival-related activity “Enterro do Entrudo” (traditional carnival from Portugal) Alcobça	
Thursday, 15.02 – Óbidos Title (Tourism, literature and design)		
8:45 – 9:15	Nazaré – Óbidos	
9:30 – 10:00	Opening Representatives from the Municipality of Óbidos and of the Municipality of Covilhã	Ana Margarida Reis Regina Gouveia
10:00 – 11:00	Keynote: The projects for Creative cities of Literature and Covilhã	Carla Pinho Regina Gouveia
11:00 – 11:45	History of modern art, history of graphic design	Alessandro Tosi
11:45 – 12:15	Mithologization of museum objects	Aliaksandr Kalbaska

12:15 – 13:15	Sudanese heritage as a bridge between Africa and the Mediterranean	Ahmed Hussein Abdelrahman Adam
13:30 – 14:30	Lunch (Escola Secundária Josefa de Óbidos)	
14:30 – 16:30	Visit: "Heritage and Literature" Visit to Espaço Ó (community development); Livraria da Adega / Artes&Letras; Village Gate; Rua Josefa d'Óbidos; Biological Market Bookstore; Largo de São Pedro (Church of São Pedro and Capela de São Martinho); My Machine Space; Nova Ogiva Gallery; Church of Misericórdia; Santa Maria Square; Municipal Museum; Luthier Space, Óbidos Castle; Santiago Bookstore; Castle fence; Ball Game Viewpoint.	
16:30 – 18:00	Group-works/individual presentations (10' each)	
18:00 – 18:30	Óbidos – Nazaré	
20:00	Dinner	
Friday, 16.02 – Leiria & Fatima Title (Religious tourism and pilgrimage)		
8:30 – 9:15	Nazaré – Leiria	
9:30 – 12:00	Presentation of group-works (Leiria)	All participants + representatives of the 6 CC in Portugal
12:00 – 12:30	Travel to Fatima	
12:30 – 14:00	Lunch in Fatima (Taverna do Merceeiro)	
14:30 – 15:30	Fatima as a pilgrimage destination	Marco Daniel Duarte (director of the Museum and Department of Studies of the Shrine of Our Lady of the Rosary of Fatima)
15:15 – 16:30	Visit to the Shrine and to the Museum of Our Lady of the Rosary of Fatima	
16.30 – 17:15	Fatima as a tourist destination	Fernando Paquim (responsible for the Tourism Division of the Municipality of Ourém)
17:15 – 17:45	Conversation with the Winter School members	
18:00 – 19:30	Fatima – Lisbon	
20:00	Free Dinner	
22:00 – 22:20	Video-map show (offered by the hotel in Lisbon)	
Saturday, 17.02 – Lisbon Title (Heritage and fun)		
9:00 – 13:00	Guided visit to the Monastery of the Hieronymites and the Tower of Belém (UNESCO WHS)	
13:00 – 14:00	Lunch	
14:00 – 20:00	Free visits in Lisbon (e.g. MAAT - Museum of Art, Architecture and Technology; MUDE – Design and Fashion Museum)	
20:00	Free dinner	
Sunday, 18.02 – Lisbon – home Greetings, kisses and departure		