

# Program Overview

## Day 1: Thursday, 21st August

International arrival & Welcome event (ca. 6 pm)  
Hotel in Lima

## Day 2: Friday, 22nd August

Travel to Cusco (by plane) and then to the Sacred Valley (by bus)  
Hotel in Urubamba

## Day 3: Saturday, 23rd August

Travel to Machupicchu – visit of the “Llaqta” (main sacred Inca archeological site / Llaqta)  
Hotel in Machupicchu Pueblo

## Day 4: Sunday, 24th August

Hike along an Inca route to reach sacred sites within the forests of Machupicchu  
Hotel in Machupicchu Pueblo

## Day 5: Monday, 25th August

Visit Hampi Muya, Machupicchu’s medicinal garden;  
Visit Ollantaytambo Archeological Site  
Hotel in Urubamba

## Day 6: Tuesday, 26th August

Visit and workshop at Chinchero Textile Museum  
Hotel in Urubamba

## Day 7: Wednesday, 27th August

Travel to Cusco – Visit Sacsayhuaman, an archaeological site of the Inca civilization; meet with the Tourist Chamber of Cusco  
Hotel in Cusco

## Day 8: Thursday, 28th August

Travel to Lima (by plane); Final event with presentations  
Hotel in Lima

# Practical Information

## SUMMER SCHOOL COMMITTEE

### Prof. Lorenzo Cantoni

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

### Dr. Adine Gavazzi

UNESCO Chair in Anthropology of Health, Biosphere and Healing Systems of the University of Genoa (Italy)

### Dr. Anna Picco-Schwendener

USI - Università della Svizzera italiana  
Collaborator of USI UNESCO Chair

## HOW TO APPLY

Please send your CV and motivation letter to [unescochair@usi.ch](mailto:unescochair@usi.ch) by the end of May, 2025.

## PRICE

1'990 USD (not refundable)

**Included:** Hotels in double rooms (some single rooms available: + 280\$) for eight nights, two flights: from Lima to Cusco and back, all meals, transportations and entrances to attractions.

**NOT included:** Travel from your home destination to Lima and back; transfer Lima airport to hotel on arrival day & transfer hotel to Lima airport on departure day, extras in hotels, alcoholic drinks, laundry.

## LANGUAGE

The Summer School will be conducted in English and Spanish. Translations are provided.

## TRAVEL ORGANIZATION

Tucano Peru Travel Boutique, Av San Martin 140,  
Interior 104 Barranco, Lima, Peru.



# Summer School 2025

ICTs and the Challenges of “Overtourism”:  
Exploring the Case of Machupicchu

21 – 28 August, 2025

Lima – Sacred Valley – Cusco (Peru)



Machupicchu UNESCO World Heritage Site  
photo by Heinz Plenge



## Concept

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Through the research efforts of *three UNESCO Chairs* and a transdisciplinary approach, participants will engage with key topics such as heritage conservation and management, sustainable interventions to address overtourism affecting the site of Machupicchu, the intangible heritage of Andean ethnomedicine and textile production. Additionally, they will examine how Information and Communication Technologies (ICTs) can support and enhance these processes.

The program integrates theoretical lessons with immersive field experiences in Lima, Machupicchu, and the Sacred Valley of Cusco. Specialists from the Ministry of Culture and Environment, who manage the Park, along with experts in tourism, cultural heritage preservation, and digital media will share a week of activities aimed at developing actionable proposals to address the site's challenges while enhancing its heritage values and dissemination potential.

Leveraging on participants' different backgrounds, the school will generate a positive dynamic interaction between the territory, heritage managers, UNESCO, and travelers.

## Speakers

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Academic speakers together with professionals of the tourism and heritage sector as well as representatives of governmental institutions. Among them **Fernando Astete**, **Jose Bastante** and **Régulo Franco Jordán**, who are the former directors of the Archaeological Park of Machupicchu. A detailed list of speakers will be provided later on.

## Addressed Topics

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- **Overtourism vs. Responsible Tourism:** Strategies to ensure sustainability at all levels: environmental, social, economic and cultural (e.g.: exploring alternative access routes to and through the park of Machupicchu; combining ticketing with learning experiences; enriching and differentiating existing narratives).
- **ICTs in Tourism & Heritage Management:** Leveraging mixed reality models and applications for heritage conservation and communication (e.g.: Google Arts & Culture, the 'ABCDE' Framework, UNESCO World Heritage Information Kit, etc.).
- **Integrating Heritage and Sustainability:** Exploring the integration of cultural preservation and communication with sustainable development strategies, also contributing to the integrated Waste Management Project by UNESCO Peru.
- **Intangible Cultural Heritage (ICH) – Ethnomedicine and Textile Production:** Investigating traditional practices and their role in community resilience and health; research the role of intangible heritage as a unifying factor.
- **Participatory Design:** Collaborating with Quechua communities in conservation and sustainable tourism projects, while promoting Intangible Heritage.
- **Priorization of Action Plans:** Contribute to shaping the future of Machupicchu, the Sacred Valley and Cusco protected areas by linking research, conservation, and tourism in a shared plan to protect and maintain its cultural and natural heritage.

## Why to Participate

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- Experience Machupicchu like never before, **guided by the three former site managers** who made the recent history of Machupicchu.
- Dive into a **traditional textile handicraft** experience.
- Explore **alternative Inca paths** and sacred archeological sites within Machupicchu.
- Team up with **four UNESCO Chairs** to address emerging tourism issues and co-create a UNITWIN Network

## Organizers

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The 2025 edition of USI UNESCO Chair Summer School is organized in collaboration with the UNESCO Chair in Anthropology of Health, Biosphere and Healing Systems of the University of Genoa (Italy), the UNESCO Chair on City, Landscape and Heritage of the University of Lima (Peru), and is supported by the UNESCO office in Lima.

## Supported by

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