

Prof. Dr. Mara Cerquetti

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Summer Term 2021

## **Online-Event „Intangible Cultural Heritage and Sustainable Tourism Development in the Marche Region”, 04-06 July, 2021**

### **Programme Schedule:**

#### Sunday, July 4, 2021:

Digital Get-together (via Webex), 18:00-20:00h

(Webex access link to be sent to everyone)

#### Monday, July 5, 2021:

*Morning Session: 09:00-12:30h*

Speakers and topics: max. 15 minutes + 15 minutes discussion

1. Simone Betti (UniMC): Marche Region's landscape dynamics
2. Pierluigi Feliciati (UniMC): Sharing knowledge about identity assets: the role of Wikipedia
3. Mara Cerquetti (UniMC): Heritage marketing for the promotion of agri-food products

*Break (30 minutes)*

4. Martina Shakya (HHN): Sustainable tourism development in a Post-Corona world
5. Gianluca Vagnarelli (i-strategies): Intangible cultural heritage – the Mezzadria Stories
6. Letizia Carducci (Food and wine expert, restaurant operator): Identity food, awareness and storytelling

*Lunch Break: 12:30-14:30h*

*Afternoon Session: 14:30-18:00h: Students' presentations*

Speakers and topics: max. 15 minutes + 15 minutes discussion

1. Annamaria Romagnoli (UniMC): The Faro Convention: towards a paradigm shift in cultural heritage management
2. Chiara Cannella (UniMC): Enhancing intangible cultural heritage through eco-museums. A case study

*Break (30 minutes)*

3. Jennifer Jung, Karen Kaden, Fabian Reinhard, Lisa Richter (HHN): “Zero emissions” in transport, tour operations and hospitality
4. Carolin Blaettner, Lea Neumann, Selina Schröder, Tamara Ullmann (HHN): Measuring sustainable tourism development: indicators, certification, valuation
5. Liesa Beck, Adriana Jesic-Lechner, Rebecca Rieger (HHN): Sustainable mobility in tourism—issues and solutions

Tuesday, July 6, 2021:

*Morning Session: 09:00-12:30h: Students' presentations (continued)*

1. Giang Nguyen Thi, Elmira Kyrbashova, Iulia Tril, Dana Kuttybayeva (UniMC):  
Grabbing the need for authenticity in cultural tourism after the Covid-19 pandemic.  
The new competitive advantage of under-exploited areas
2. Madhu Sudhan, Reddy Yederu, Tatiana Kliushina, Valerya Alexandrova (UniMC):  
ICTs for enhancing cultural heritage experience. Theoretical issues and case studies

*Break (30 minutes)*

3. Ricardo Beringer, Franziska Rothenaicher, Magdalena Schmidt, Veronika Vogel (HHN): Sustainable destination planning and development—issues and solutions
4. Laila Fischer, Karin Mußhoff, Muriel Wagner, Luca Winner (HHN): Sustainable nature-based recreational and tourism activities and experiences
5. Svenja Fischer, Carolin Jahn, Mailin Keller, Laura Opfermann (HHN): Sustainable tangible and intangible cultural heritage experiences—examples from Germany

*Break: 12:30-16:00h*

*Afternoon Session: 16:00-18:00h*

*Online Wine Tasting Session:*

- Presentation of the Marche wine region, terroir and socio-economic context and wine tasting (organised by i-strategies supported by Ciù Ciù Winery in Offida, Marche and Huober Brezel GmbH, Erdmannhausen)
- Good practice presentation on online wine tasting skills (i-strategies)

For the wine tasting session, HHN and UniMC students are requested to get together in small, non-virtual teams for the tastings, under consideration of safety and social distancing guidelines (for the HHN students, we will meet at the Wine tasting lab, Building N at Bildungscampus, ground floor).

Supported by:



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