# Winter School 'A New Grand Tour in Tuscany'



image courtesy of Pietro Masi, Lajatico, Tuscany, Italy

A brand new Winter School program, organized by the University Of Pisa (Department of Civilization and Forms of Knowledge and Degree Course in Tourism Science) and the UNESCO Chair in ICT to develop and promote sustainable tourism in word heritage sites of the USI ? Università della Svizzera Italiana (Lugano, CH), started on 13th February 2023, until Saturday 18th, targeting students, scholars and professionals.

The Winter School is organized by Professor Alessandro Tosi of University of Pisa, Scientific Director of the Museo della Grafica of Palazzo Lanfranchi and honorary member of Photoconsortium, the international association for the promotion of photographic heritage.

In a rich program of different activities, participants had the opportunity to follow lectures held by scholars and experts in a broad interdisciplinary perspective, to engage with local stakeholders to learn about practices and issues in the management of tourist flows and the organization of major events regarding art and cultural heritage, while being able to experience firsthand (both on an intellectual and sensorial level) a new Grand Tour in some of the most bewitching enviroments in Tuscany.

Digital media provide the necessary tools to deepen, represent and communicate the relationship between tangible and intangible heritage and history of the inhabitants of the territory, in a consistent and exciting narrative. Among the talks, on Wednesday 15th, an interesting lecture by dr. Antonella Fresa discussed about the use of digital communication and digital heritage collections in tourism promotion, with a presentation entitled "Digital communication, digital contents and participatory approaches for cultural and touristic promotion of small towns: the experience of Photoconsortium and Europeana". - Download presentation (PDF, 5 Mb)

**Winter School**
**A New Grand Tour in Tuscany**
**Tourism between Heritage, Knowledge and Digital Media**

UniPi, Università di Pisa ? USI, Università della Svizzera italiana
Academic partner: Fondazione Campus

Organizers: Alessandro Tosi, Lorenzo Cantoni, Silvia De Ascaniis
Instructors: Alessandro Tosi, Lorenzo Cantoni, Silvia De Ascaniis, Enrica Lemmi, Veronica Neri, Adriano Fabris, Antonella Fresa
Tutors: Silvia Dadà, Erika Temperino, Emanuele Fulvio Perri, Eleonora Alberti
Administration: Maria Leandra Lupi

Summer/Winter Schools office: Erica Ribechini
Staff: Maria Cioni
Comunication: Simona Bellandi, Fabiana Fiorelli
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