# Tourism and Cultural Heritage (with Art and Archaeology Workshop)

## Prof. Stefania Buganza; Prof. Elena Di Raddo; Prof. Francesca Bonzano

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

Today, archaeological parks, architectural and monumental heritage, landscapes, museum collections, temporary exhibitions, festivals, cultural shows, music events, and theatrical reviews enrich national and international tourism in a significant way.

The course aims to offer an overview of the different meanings of the concept of cultural heritage, identifying the issues related to the creation of cultural routes and the promotion of the archaeological, historical, and cultural legacy of specific destinations, and defining the relationship existing between tourism, cultural elements, and social context.

At the end of the course, students will be able to know the potential offered by cultural heritage for the promotion of tourism.

***COURSE CONTENT***

**MODULE 1 (20 hours): *Archaeology between knowledge and modern-day use: archaeological sites, monuments, and Museums* (prof. Francesca Bonzano).**

Archaeology is a very broad field of analysis, owing to the great variety of chronological areas, places, and situations that characterise the cultural heritage of the Antiquity – which is often stratified into the urban fabric or absorbed into monuments belonging to a later historical period. The course aims to provide the general guidelines to frame the main historical periods and cultural horizons through a selection of case studies based on specific Italian archaeological areas and parks, monuments, and Museums. Students will be guided across the exploration of the features and the potential of the situations proposed in class, identifying their critical issues and strengths; in particular, the course will focus on the assessment of cultural heritage in terms of relationship with both the territory and the nearby points of interest dating back to other historical periods.

At the end of the course, students will be able to find their way in the wide panorama offered by archaeology and the history of ancient art, in order to create tourist offers that are always tailored to the needs of different categories of visitors.

**MODULE 2 (20 hours): *The most significant routes, locations, and themes for the promotion of Medieval and Modern art (from the 10th to the 18th century)* (Prof. Stefania Buganza).**

The course aims to explore the potential of Italian Medieval and Modern art in the field of tourism. Lectures will be structured as follows: a short introduction of the historical period under analysis, followed by the analysis of some significant Italian/European monuments and museums. This will allow students to adopt an adequate approach towards this historical period, and therefore use it for the creation of a tourist experience.

At the end of the course, students will be able to offer an overview of Medieval and Modern art, and create new cultural routes focused on this topic.

**MODULE 3 (20 hours): *From the work of art to the event: the locations of contemporary art* (Prof. Elena Di Raddo)**

The course aims to explore the potential contribution of contemporary art to tourism in terms of museums and exhibitions. In particular, it will present some of the most significant representatives, movements, and artists of the historical period between the 19th and the 21st century, from both a national and international perspective. In order to do so, the course will analyse the locations (e.g. museums, sculpture gardens, galleries, monuments, etc.) and the events (e.g. exhibitions, fairs, festivals, etc.) that promote contemporary tourism.

At the end of the course, students will be able to develop their knowledge of contemporary art, and understand its potential for the promotion of tourism and cultural routes.

**Art and Archaeology Workshop (10 hours).**

Students will be invited to join guided tours to archaeological/monumental parks and expositions based on the topics explained during the course.

***READING LIST***

The reading list will be made available in class by the lecturers.

***TEACHING METHOD***

Frontal lectures, supported by the use of slides. Guided tours of museums and archaeological sites.

***ASSESSMENT METHOD AND CRITERIA***

Oral exam, in which students will be asked to present the topics explained in class and in the reading list mentioned above, and analyse a written assignment (previously approved by the lecturer) based on the practical activities of the workshop. The final mark will be expressed in thirtieths. Assessment criteria: use of argumentation, critical skills, appropriate terminology, and communication skills.

***NOTES AND PREREQUISITES***

***IMPORTANT NOTES***

Students should have a good knowledge of the history, archaeology, and art of the historical period under analysis, and their relationship with tourism. In case of need, the lecturer will provide further clarifications on these subjects.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.