RETHINKING CULTURE AND CREATIVITY

The Role of Cultural Heritage in the Green and Digital Transition

Online International Workshop

10th - 11th
NOVEMBER 2022
University of Macerata, Italy
10:00 - 12:30 PARALLEL SESSION 1

GREEN ROOM
Cultural policies, governance and sustainable development
Chair Eleonora Cutrini

BLUE ROOM
Cultural heritage and heritage communities
Chair Mara Cerquetti

YELLOW ROOM
Cultural tourism in an era of uncertainty
Chair Patrizia Silvestrelli
09:00 - 11:30  PARALLEL SESSION 3
GREEN ROOM
Food systems, heritage marketing and local development
Chair Concetta Ferrara

BLUE ROOM
Digitalisation of cultural heritage
Chair Pierluigi Feliciati

YELLOW ROOM
Culture-led urban regeneration
Chair Stefania Oliva

11:30 - 11:45  BREAK

11.45 - 12:00  ACKNOWLEDGMENTS AND FAREWELL
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<td>09:15 - 10:00</td>
<td>GREEN ROOM / AULA 11 WELCOME AND INTRODUCTION</td>
<td>John McCourt / Rector of the University of Macerata Lorella Giannandrea / Director of the Department of Education, Cultural Heritage and Tourism Elena Cedrola / Director of the Department of Economics and Law Luciana Lazzeretti / Co-organiser RCC2022 Mara Cerquetti and Eleonora Cutrini / Local organisers RCC2022</td>
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<td>**** GREEN ROOM / AULA 11 CULTURAL POLICIES, GOVERNANCE AND SUSTAINABLE DEVELOPMENT **** Chair Eleonora Cutrini Culture and creativity in regional and urban development in the era of artificial intelligence: a policy review Paola Becchere, Luciana Lazzeretti Correlation of digital monetary transformation and economic effect Maria Carmela Aprile, Simona Monteleone, Benedetto Torrisi From prohibition to care, from care to usage plans. Notes for a new approach to environmental, economic and social sustainability in the “shared” protection of cultural heritage and landscape, starting from the Sardinian case Mattia Sanna Montanelli, Francesco Mameli, Fabio Pinna, Antonio Giorri Legal ethno-development: where culture and environmental law meet Livio Perra Cultural policies for the sustainable development in Genoa Erica Meneghin, Alessio Re The “revolution” of the protection system: the single superintendencies and the case of Tuscany Simone De Nardis</td>
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| 10:00 - 12:30|               | **** BLUE ROOM / AULA 12 CULTURAL TOURISM IN AN ERA OF UNCERTAINTY **** Chair Patrizia Silvestrelli Cultural tourism and intangible heritage: the role of Langhe Monferrato and Roero landscape’s social representations Giovanna Rech, Luca Mori Digital interactions for sustainable visitor behavior: theoretical approaches and design challenges Alessandra Marasco, Sofia Pescarin Managing local heritage in low-and middle-income countries through small accommodation firms. The case of Ghana Silvia Baiocco, Paola M.A. Paniccia, Caesar A. Atuire Artistic-religious tourism after the pandemic: towards the innovation of sustainable tourism or the return to the pre-crisis business model? Giacomo Manetti, Marco Bellucci, Stefania Oliva, Damiano Cesa Bianchi Changing dynamics of cultural tourism determinants amid Covid-19 pandemic: theoretical based insights and recommendations Farhad Nazir Tourists’ perception towards high cultural value places in the post-pandemic period. The case of the widespread hotel Marta Maria Montella, Patrizia Silvestrelli | **** YELLOW ROOM / AULA 17 CULTURAL TOURISM IN AN ERA OF UNCERTAINTY **** Chair Patrizia Silvestrelli Cultural tourism and intangible heritage: the role of Langhe Monferrato and Roero landscape’s social representations Giovanna Rech, Luca Mori Digital interactions for sustainable visitor behavior: theoretical approaches and design challenges Alessandra Marasco, Sofia Pescarin Managing local heritage in low-and middle-income countries through small accommodation firms. The case of Ghana Silvia Baiocco, Paola M.A. Paniccia, Caesar A. Atuire Artistic-religious tourism after the pandemic: towards the innovation of sustainable tourism or the return to the pre-crisis business model? Giacomo Manetti, Marco Bellucci, Stefania Oliva, Damiano Cesa Bianchi Changing dynamics of cultural tourism determinants amid Covid-19 pandemic: theoretical based insights and recommendations Farhad Nazir Tourists’ perception towards high cultural value places in the post-pandemic period. The case of the widespread hotel Marta Maria Montella, Patrizia Silvestrelli |}

**Thursday #RCC2022**

10:00 - 12:30

**Green Room / Aula 11**

**Welcome and Introduction**
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- Lorella Giannandrea / Director of the Department of Education, Cultural Heritage and Tourism
- Elena Cedrola / Director of the Department of Economics and Law
- Luciana Lazzeretti / Co-organiser RCC2022
- Mara Cerquetti and Eleonora Cutrini / Local organisers RCC2022

**Programme**

**10:00 - 12:30**

**Green Room / Aula 11**

**Cultural Policies, Governance and Sustainable Development**

- **Chair: Eleonora Cutrini**
- Culture and creativity in regional and urban development in the era of artificial intelligence: a policy review
  - Paola Becchere, Luciana Lazzeretti
- Correlation of digital monetary transformation and economic effect
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- From prohibition to care, from care to usage plans. Notes for a new approach to environmental, economic and social sustainability in the “shared” protection of cultural heritage and landscape, starting from the Sardinian case
  - Mattia Sanna Montanelli, Francesco Mameli, Fabio Pinna, Antonio Giorri
- Legal ethno-development: where culture and environmental law meet
  - Livio Perra
- Cultural policies for the sustainable development in Genoa
  - Erica Meneghin, Alessio Re
- The “revolution” of the protection system: the single superintendencies and the case of Tuscany
  - Simone De Nardis

**Blue Room / Aula 12**

**Cultural Heritage and Heritage Communities**

- **Chair: Mara Cerquetti**
- Identification and creation processes of historical and cultural values in territorial development projects based on culture
  - Andrea Longhi, Erica Meneghin, Giovanna Segre
- From impact assessment to impact of the assessment: heritage making and heritage community through the implementation of the SoPHIA model
  - Mauro Baioni, Annalisa Cicerchia, Paola Demartini, Lucia Marchegiani, Michela Marchiori, Flavia Marucci
- The neighbourhood and the community of students. AnticoCorsoLab: digital tales for the bomb shelter “Cava Daniele”
  - Claudia Cantale
- Ecclesiastical cultural heritage: strategies of analysis supporting communities
  - Giulia De Lucia
- Creativity and innovation in the enhancement of Italian World Heritage Sites as a “new normal”
  - Martina Tullio
- Cultural Management, Memory and the Monument of the “Others”. The Case of QursumDjami in Trikala, Greece
  - Ioannis Tsiouris

**Yellow Room / Aula 17**

**Cultural Tourism in an Era of Uncertainty**

- **Chair: Patrizia Silvestrelli**
- Cultural tourism and intangible heritage: the role of Langhe Monferrato and Roero landscape’s social representations
  - Giovanna Rech, Luca Mori
- Digital interactions for sustainable visitor behavior: theoretical approaches and design challenges
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- Managing local heritage in low-and middle-income countries through small accommodation firms. The case of Ghana
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- Tourists’ perception towards high cultural value places in the post-pandemic period. The case of the widespread hotel
  - Marta Maria Montella, Patrizia Silvestrelli

**12:30 - 14:00**

**Break / Lunch**

**Chair: Patrizia Silvestrelli**

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  - Giovanna Rech, Luca Mori
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<tr>
<td>14:00 - 16:30</td>
<td>GREEN ROOM / AULA 11</td>
<td>Cultural and creative industries, green transition and digital transformation</td>
<td>Chair Giovanna Segre</td>
<td>Collaborative practices and the digital transition in the CCIs. A systematic literature review and future directions.</td>
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<td>Alice Devecchi, Francesco Petrucci, Alessandra Tafaro</td>
<td>Participation in Creative Europe and the impact on the digital transformation of Italian organizations: a comparison between the cultural and audiovisual sectors. Paola Borrione, Martha Friel, Angelo Miglietta</td>
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<td>VOD regulation and support in the EU: towards a new model of audiovisual distribution. Juan José Grao-Muriel, Maria Luisa Palma-Martos</td>
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<td>The European way to digital and green transition for local development: the European funding programmes to support the CCIs. Rebecca Marconi</td>
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<td>Creative economy and design companies: first evidence from Piedmont. Cristina Caterina Amitrano, Giovanna Segre</td>
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<td>17:00</td>
<td>GREEN ROOM / AULA 11</td>
<td>BOOK SESSION in Italian (on site / online)</td>
<td>Luciana Lazzeretti</td>
<td>L’ascesa della società algoritmica ed il ruolo strategico della cultura (FrancoAngeli, 2021)</td>
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<td>Ludovico Solima</td>
<td>Le parole del museo. Un percorso tra management, tecnologie digitali e sostenibilità (Carocci, 2022)</td>
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<td>Discussant: Ilde Rizzo / Università degli Studi di Catania</td>
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09:00 - 11:30
GREEN ROOM / AULA 5
Food systems, heritage marketing and local development

Chair Concetta Ferrara
Rural cultural heritage: an analysis of strategies to support local agro-food systems through some evidence from the European experiences
Maria Carmela Aprile, Simona Monteleone, Benedetto Torrisi

The intangible, agro-alimentary cultural heritage of Aosta Valley: reflections on the role of communities and on the governance of micro-branches
Giulia Avanza

How to involve partners in corporate heritage marketing initiatives according to the omnichannel approach: the case of a small winery
Pier Franco Luigi Fraboni, Andrea Sabatini, Valerio Temperini

The role of heritage marketing for a company and its milieu. The case of the wine sector in Burgundy (France)
Mara Cerquetti, Tonino Pencarelli, Annamaria Romagnoli

Fine dining as a cultural good. An inquiry on haute cuisine chef creativity, food quality, and restaurant guides
Francesco Angelini, Massimiliano Castellani, Pierpaolo Pattitoni

BLUE ROOM / AULA 6
Digitalisation of cultural heritage

Chair Pierluigi Feliciati
Exploring digital heritage communities: a quantitative assessment of Wiki Loves Monuments in Italy
Enrico Bertacchini, Iolanda Pensa

The cultural heritage sector takes on the climate action challenge
Susan Hazan

Modern heritage safeguarding and documentation: the Siza ATLAS project
Tiago Trindade Cruz, Teresa Cunha Ferreira

Development paths of cultural and creative industries research according to digital transformation waves
Luna Leoni, Mateus Panizzon

An Italian repository for cultural heritage: some thoughts
Angela Bosco, Andrea D’Andrea, Francesca Forte

About equality and rights: the freedom of access to cultural heritage in Italy in the digital era
Antonio Giorri, Fabio Pinna, Mattia Sanna Montanelli, Francesco Mameli

YELLOW ROOM / AULA 7
Culture-led urban regeneration

Chair Stefania Oliva
Cultural heritage reuse in a challenging urban context
Francesca Marone, Marco Tregua

Reuse of cultural heritage: institutional and legal framework in Italy
Carmen Vitale

University students’ awareness and attitude towards the European Capital of Culture title. The Veszprém-Balaton ECOC 2023 Case
Agnes Raffay-Danyi, Edit Kövári, Henrietta Ködmönné Pethő

From an urban regeneration project to a neighbourhood museum. The case of MUBIG and intergenerationality as an agent of change.
Anna Chiara Cimoli

11:30 - 11:45 BREAK

11:45 - 12:00 GREEN ROOM / AULA 5 ACKNOWLEDGMENTS AND FAREWELL
LOCAL ORGANIZERS

Mara Cerquetti
University of Macerata

Eleonora Cutrini
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Ludovico Solima
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Concetta Ferrara
Post-doc fellow researcher

Giulia Lapucci
PhD student

Annamaria Romagnoli
PhD student

Feel free to use #RCC2022 in your social media to share contents about the workshop

For any information, please contact cultureandcreativity2022@unimc.it

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