

This seminar aims to discuss the multiplicity of connotations of what “cultural” is in the SPOT’s comprehension of tourism, focussing on the landscape, its products, and its intangible representations.

#### Keynote speaker

Mike Robinson is Professor of Cultural Heritage at Nottingham Trent University, UK. Before this he was Professor of Cultural Heritage at the University of Birmingham and Director of the Ironbridge International Institute for Cultural Heritage. Working across disciplinary boundaries to generate new thinking, Mike seeks to translate research and examples of best practice to share with the heritage and tourism sectors.

#### Scientific and Organizing Committee

Giovanna Rech - Dept of Human Sciences, University of Verona (coordination)  
Luca Mori - Dept of Human Sciences, University of Verona  
Lorenzo Migliorati - Dept of Scienze Umane e Sociali, University of Bergamo

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Picture by Lorenzo Migliorati (2020)



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SPOT

**SPOT** SOCIAL AND INNOVATIVE PLATFORM  
ON CULTURAL TOURISM  
AND ITS POTENTIAL TOWARDS  
DEEPENING EUROPEANISATION

Web <http://www.spotprojecth2020.eu/> Facebook: @SPOTprojectH2020

13<sup>th</sup> September 2022



SPOT Special Interest Seminar and Meeting

# Landscapes, wine, literature, and tourism in SPOT

## How to connect the dots?

Alba, CN, Piedmont, Italy Sala Beppe Fenoglio  
Via Vittorio Emanuele, 21 - Cortile della Maddalena



UNIVERSITÀ  
di VERONA

Dipartimento  
di SCIENZE UMANE



## Session 1 – CULTURAL TOURISM AND SPOT PROJECT

Chair Luca Mori - University of Verona, SPOT project UNIVR Principal Investigator

10.00 Greetings - Mariano Rabino - President of the Ente Turismo Langhe Monferrato and Roero

10.10 Introduction

10.15 Keynote speech

### **Opening-up Culture for Tourists: Context, Curation and Communication**

Mike Robinson - Nottingham Trent University, UK

11.00 Questions and answers

11.15 Coffee break

11.30 SPOT case studies and landscapes

#### **The Cyclades, Greece (EL)**

Theano S. Terkenli

#### **Southern Moravia, Czechia (CZ)**

Milada Šťastná

#### **Buzau Carpathians and Sub-Carpathians, Romania (RO)**

Bianca Mitrica

#### **Media Tourism, Scotland (UK)**

Stephanie Garrison

#### **Lusatia, Germany (DE)**

Jessica Hemingway

#### **Nitra, Slovakia (SK)**

Hilda Kramáreková

#### **Komárom, Hungary (HU and/or HU-SK)**

Tamás Hardi

#### **Kinderdijk, Netherlands (NL)**

Bas Pedrolí

#### **The Valley of Palaces and Gardens (Lower Silesia) (PL)**

Sylwia Dolzblasz

12.45 Keynote speaker's comments

13.00 Lunchtime

## Session 2 – LOCAL STAKEHOLDERS' EXPERIENCES AND PROJECTS

Chair Giovanna Rech - University of Verona, SPOT Project Researcher

Lorenzo Migliorati - University of Bergamo, formerly SPOT project UNIVR Principal Investigator

14.00 Round table

### **Tradition, creativity, research, culture, and tourism**

Elisa Casetta – Vice-director of the Ente Turismo Langhe Monferrato and Roero

Stefano Mosca - Director of the Ente Fiera di Alba organising The International Alba White Truffle Fair

Roberta Ceretto - President and co-owner of Ceretto Wineries

Alessandra Renzulli – Architect and Phd candidate in Engineering- based architecture and urban planning at the Sapienza University of Rome and in Géographie, spécialité Humaine et Régionale at Université Paris 8

Michela Adriano – “Sbarbatelle” Young women wine producers and sommeliers

### **UNESCO processes**

Roberto Cerrato – Director-site manager of the UNESCO Site Vineyard Landscape of Piedmont: Langhe-Roero and Monferrato

Emanuele Bolla - Council member for tourism and UNESCO creative cities of the city of Alba

### **Literature**

Bianca Roagna – Director of the Associazione Centro Studi Centro Studi di Letteratura, Storia, Arte e Cultura Beppe Fenoglio

Pierluigi Vaccaneo – Director of the Fondazione Cesare Pavese

Sonia Abluton – LAMORO consortium Landscape and Literary Park

16.30 Coffee break

## Session 3 – SPOT AND BEYOND

Chair Giovanna Rech - University of Verona, SPOT Project Researcher

16.45 Future perspectives : dissemination, implementation and planned activities

18.00 Conclusions

