

## **Sense of past and sense of place Designing Heritage Tourism**

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**14.09.2021 > 16.09.2021** <sup>new</sup>  
**Venice, Palazzo Badoer**

International Conference

### **promoted by**

DHTL - Designing Heritage Tourism Landscapes  
schools of architecture network

### **coordinators**

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Università Iuav di Venezia, Dipartimento di Culture del progetto

### **organized by**

Università Iuav di Venezia, Dipartimento di Culture del progetto

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### **call for papers**

In all its multiple meanings the word heritage refers to what we inherit from the past, both in material and immaterial sense.

Some authors speak about heritage as a sense of past, meant as a form of past self-awareness, as a collective experience and as an essential dimension of a culture. Some other authors believe that the idea of heritage deals with the ability to put the contemporary human signs into an historical perspective, so developing a sense of place, that is the place's value and meaning.

Therefore, heritage can be intended as sense of past and sense of place together. The heritage's existence itself lies in the ability to read/interpret the sense of belonging of something inherited from the past to a specific place, as well as in the shared need to preserve and deliver it to future generations.

Heritage is one of the main drivers of contemporary tourism. The World Tourism Organization estimates that 40 percent of global journeys are cultural ones. The WTO itself defines cultural tourism as "a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions" (WTO, 2017). The term Heritage Tourism is meant to define that particular field of cultural tourism characterized by the interest in the specific heritage of a tourist destination, whether the heritage is material or immaterial, natural or cultural, minor or exceptional, already safeguarded or not.

In different ways, Heritage Tourism can be an important development engine and a crucial element in urban regeneration processes, but also a risk factor for the heritage and places' preservation.

Starting from an idea of heritage meant as sense of past and sense of place, the conference intends to reflect on Heritage Tourism. The knowledge of places and the designing perspective, at the architectural, urban and landscape scale, are considered interpretative keys for reading the potentialities as well as the critical issues linked to touristic heritage fruition. Can the architectural project offer new ways to interpret, read and understand heritage and heritagisation processes? How working on heritage in order to make it accessible without endangering it? What are the research tools and the designing operations we should rely on in order to strengthen the relationships between heritage and context? How can the architect's gaze contribute to enhance places

characterized by the presence of heritage, answering to the multiple and various needs demanded by locals and tourists?

Participants in the conference, through theoretical contributes as well as case-study presentations, will have the chance to discuss the forms the project may assume at the various scales in relation with the touristic fruition and promotion of places involved in heritagisation processes.

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### **participants**

In order to share knowledge and produce new research questions, the conference is addressed to figures involved in:

- universities and research institutes operating in the architectural design field
- local and regional authorities for government and territorial protection
- heritage preservation institutions
- authors of architectural projects of national or international relevance

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### **how to participate**

second call for papers

#### **by 08 February 2021**

Authors are kindly asked to contribute through oral reports, proposing an abstract (min. 1500 and max. 3000 characters) in English or Italian, filling in the [application form](#), including maximum 3 images, 5 bibliographical references and a short author's bio.

#### **by 02 March 2021**

The Scientific Committee will select the best proposals and will insert them in the conference panels. Accepted contributes of registered participants will be displayed in the official program and published in the Conference proceedings with ISBN number.

for selected participants

#### **by 12 April 2021**

Selected authors will deliver the final paper for publication in the Conference proceedings (max. 15.000 characters in English), following the editorial guidelines that will be provided.

#### **by 12 April 2021**

Participants will pay the conference fee:

- regular fee € 220;
- participants under 35 € 110.

The fee covers:

- publication of the Conference proceedings
- lunches and coffee breaks

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## **schedule**

- 20.12.2020 Second call for papers is open
- **08.02.2021 Second deadline for abstracts submission**
- 02.03.2021 Notification to authors
- 12.04.2021 Deadline for payment of the conference fee
- 12.04.2021 Papers submission for the Conference proceedings publication
- 12.06.2021 Temporary program is online
- 14-16.09.2021 Conference

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## **scientific committee**

Darío Álvarez Álvarez, Universidad de Valladolid  
Roberta Amirante, Università degli Studi di Napoli Federico II  
Roberta Borghi, École Nationale Supérieure d'Architecture de Versailles  
Gustavo Carabajal, Universidad Nacional de Rosario  
Luigi Coccia, Università di Camerino  
Viviana Ferrario, Università Iuav di Venezia  
Luigi Franciosini, Università degli studi Roma Tre  
Ángeles Layuno, Universidad de Alcalá, Escuela de Arquitectura  
Mercedes Linares Gómez del Pulgar, Universidad de Sevilla  
Mauro Marzo, Università Iuav di Venezia  
Bruno Messina, Università degli Studi di Catania  
João Rocha, Universidade de Évora  
Maria Salerno, École Nationale Supérieure d'Architecture Paris-Malaquais  
Antonio Tejedor Cabrera, Universidad de Sevilla  
Fabrizio Toppetti, Università degli Studi di Roma Sapienza  
Marina Tornatora, Università degli Studi Mediterranea di Reggio Calabria

## **organizing committee**

Mauro Marzo, Viviana Ferrario, Viola Bertini  
Università Iuav di Venezia, Dipartimento di Culture del progetto

## **organizing secretariat**

Susanna Campeotto, Mattia Cocozza  
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## **conference venue**

Università Iuav di Venezia  
Palazzo Badoer  
Calle della Lacca 2468  
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## **info and contacts**

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