

TOURITAGE
TOURISM-LED HERITAGE DEVELOPMENT

Grant Agreement No : 101082832

INTENSIVE STUDY PROGRAMMES (ISPs)

Reviving Roots: Reintegrating History and Heritage into the Evolving Contemporary Urban Identity

- Leucaspis Marina
- War Cemeteries



Alamein, Egypt - Feb 1st - 16th 2025

Project ID

Project Acronym:	TOURITAGE		
Full Title:	TOURISM-LED HERITAGE DEVELOPMENT		
Grant Agreement Number:	101082832		
Programme:	Erasmus +		
Key Action:	KEY ACTION 2: COOPERATION AMONG ORGANISATIONS AND INSTITUTIONS		
Action:	Capacity Building in Higher Education		
Project Strand:	Strand 1 - Fostering access to cooperation in higher education		
Call for Proposal:	ERASMUS-EDU-2022-CBHE-STRAND-1		
Start date:	01-Feb-2023	Duration:	36 months
Website:	https://touritage.rnu.tn/		
Project Coordinator:	UNIVERSITA DEGLI STUDI DI PALERMO - UNIPA		

Reviving Roots: Reintegrating History and Heritage into the Evolving Contemporary Urban Identity

This training captures the essence of blending historical and cultural heritage with the dynamic transformation of cities, emphasizing the balance between preserving the past and shaping a novel urban identity. It highlights the preservation and reinvention of identity in a globalized world. It reflects both the academic and practical aspects of maintaining cultural integrity while adapting to new contexts.

Theoretical and Technical training (week 1)

Sat 1 Feb	Title
9:00 - 9:30	Institutional greetings Introduction of the ISP
9:30 - 10:00	Tourism-led Heritage Development: Opportunities & Challenges for Architects
10:00 - 11:00	Assessing Heritage Sites: UNESCO World Heritage Sites
11:00 - 12:30	Values and Valorizaion of Heritage
12:30 - 13:00	Free time for lunch break
13:00 - 14:30	Advanced acquisition and digital representation technologies for the use of cultural heritage (by an EU Professor)
Sun 2 Feb	Title
9:00 - 10:00	Urban regeneration led by culture within Italian cities: experiences and policy challenges (by an EU Professor)
10:00 - 11:00	Cities and Cultural Heritage: Policies, Practices, and Experiences (by an EU Professor)
11:00 - 12:30	Alamein history and development
12:30 - 13:00	Free time for lunch break
13:00 - 14:30	Open discussion: Sites of study

Mon 3 Feb	Title
9:00 - 10:00	Planning for cultural heritage in tourism
10:00 - 11:00	Managing the cultural heritage experience (from supply side and visitor side)
11:00 - 12:00	Sustainable tourism product development: Challenges and opportunities
12:00 - 12:30	Formulation of groups
12:30 - 13:00	Free time for lunch break
13:00 - 14:30	Site analysis + factsheet
Tues 4 Feb	Title
9:00 - 10:00	Heritage development
10:00 - 11:00	Landscape heritage
11:00 - 12:30	Accessibility and mobility in heritage sites
12:30 - 13:00	Free time for lunch break
13:00 - 14:30	Site analysis presentation and submission of factsheet
Wed 5 Feb	Title
9:00 - 10:00	Urban practices in heritage development: the social dimension
10:00 - 11:00	Heritage and gaming design
11:00 - 12:30	International examples analysis
12:30 - 13:00	Free time for lunch break
13:00 - 14:30	International examples presentation and open discussion

Thus 6 Feb	Title
9:00 - 14:30	Site visit (1) Cemeteries and Military Museum
Fri 7 Feb	Friday off
Sat 8 Feb	Title
9:00 - 14:30	Site visit (2) Leucaspis Marina

WORKSHOP (week 2)

Sun 9 Feb	Title
9:00 - 14:30	Open studio: concept formulation
Mon 10 Feb	Title
9:00 - 14:30	Open studio: mapping
Tues 11 Feb	Title
9:00 - 14:30	Open studio: mapping and 3D printing technical training
Wed 12 Feb	Title
9:00 - 14:30	Open studio: service design + 3D modelling
Thurs 13 Feb	Title
9:00 - 14:30	Open studio: production of drawings + 3D modelling
Fri 14 Feb	Friday off
Sat 15 Feb	Title
9:00 - 14:30	Finalization of work
Sun 16 Feb	Title
9:00 - 14:30	Final submission: Poster, Report, 3D model and Certificates distribution