

# Design of PhD, summer school and University master

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REGIONE DEL VENETO

Regione Emilia-Romagna



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<b>Priority Axis</b>	Environment and cultural heritage
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<b>Work Package Number</b>	3
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<b>Partner in Charge</b>	PP1 Po Delta Veneto Regional Park
<b>Partners involved</b>	All
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## University Master Programme

The Master will have a Level II training framework, corresponding to EQF 8 according to the European Qualifications Framework. The Master's area of interest is broadly concerned with the management of cultural heritage and the enhancement of archaeological areas for the Comacchio-Ostellato territory from the perspective of economic-environmental sustainability. In detail, the proposed thematic areas, a precise articulation of which will be seen below, range from the economic-managerial ones inherent in the cultural sector to those of human sciences, techniques and new digital strategies and use of ICT applied to the field of archaeology. In fact, the main purpose of the Master's degree is to integrate the skills referable to the knowledge of cultural heritage in its peculiarity with the economic-managerial ones. In particular, the Master's degree aims to respond to the increasingly evident need for skills enhancement in a multidisciplinary perspective for those who work or who have an educational and/or professional background strongly focused on the sciences that deal with the knowledge of cultural heritage in a broad sense. In light of this, there is a tendency toward providing the tools for a reading of the context from a managerial perspective, applying techniques and strategies that can enhance the value of the heritage object. The framing with respect to the logic of management allows for a better understanding of the functioning of the cultural heritage system and to make it attractive and competitive with respect to the latest needs for updating. Therefore, the Master's degree aims to:

- a. Aim at specialists in the cultural sector, such as: archaeologists, architects, cultural operators, tourism operators, public administration officials pertaining to the cultural sector (Superintendencies, Museums, Cultural Institutes, etc.), sector operators working in non-profit associations, Cultural Foundations, and recent graduates who intend to specialize and deepen their knowledge of the above-mentioned issues from an integrated perspective
- b. Pursue the following educational objectives: the course aims to embrace the topics ranging from heritage preservation and protection to what are management, promotion and enhancement techniques. In doing so, both modules focusing on excavation techniques, restoration, analysis of materials, new technologies to support, both those pertaining to the strategic management of archaeological areas and beyond. The latter aspect is fostered by teachings that lead to knowledge of the geography and specificity of places and to identify the types of tourism that from the specificity of places and landscape characteristics can develop, creating a dynamic integration between the policies of the territory and the heritage assets present
- c. Provide the following skills: the course intends to offer transversal skills that embrace the economic-business sphere, which is now increasingly integrated with the cultural heritage sector, the sector-specific humanities, technical and technological, up to themes that address the link between heritage and tourism

d. Be an activator of integration strategies in the cross-border sphere through an exchange of practices, skills, resources. The extension of archaeological coordination and enhancement activities at the cross-border level aims to implement the involvement of experts in the Mediterranean basin.

The training proposal was developed by the DEM (Department of Economy and Management of the University of Ferrara) based on the needs expressed by the VALUE project and the Steering Committee. After hearing from the parties involved, the formulation of the plan was as follows (see table A):

- a. No. 5 Macro-areas of interest.
- b. No. 10 Teaching Modules.
- c. No. 49 between lectures and workshops (360 hours)
- d. Foreign case
- e. Internship training (400 hours)
- f. Final thesis.

For the teachings, the involvement of professionals working within the partner universities, professionals in the field working at the Superintendence is expected. These will be joined by experts in the field selected on the basis of the proposed educational offerings. The workshops will include the involvement of institutional and non-institutional partners, the definition of which will be shared with the Steering Committee. Regarding the activation of training placements they will mainly take place on the territories of Comacchio, Ostellato and the Po Delta Park affected by the project providing, on the basis of the training of the specific participants, excavation activities, surveys and analysis, design and enhancement of the area with a view to tourism destination and beyond. As part of the Master's program, it is also



planned to carry out a short period abroad to meet with other cultural realities that constitute best practices. What is called a "foreign case" from the plan becomes an element of connection with the cross-border partner such as Croatia. With reference to the thesis, a mode is envisaged that is connected to the experience in the field and on the realities covered by the project. Therefore, it is

proposed to combine field experiences (excavation campaigns, reconnaissance, analysis of the area from the point of view of heritage, naturalistic arrangement) with the involvement of cultural institutions, private entities for the creation of a systemic tourist destination integrated with the area under study. Thesis topics may range from the analysis of national and international best practices adapted to the context, innovative proposals for integration between the cultural heritage and tourism systems, as well as the use of new technologies to support such integration.

As per agreement, the inter-university Master's degree sees its management in the hands of the Department of Economics and Management of the University of Ferrara (DEM), located at 11 Voltapaletto Street. The Master's program is in joint collaboration with: ANMLI (National Association of Local and Institutional Museums) and ENCACT (European network on cultural management and policy). Also, the lectures will be held at the aforementioned Department.

Table A: proposed modules and teachings

Macro areas	Modules	Teachings and workshops
Economy- Management	Economic-social-environmental sustainability of the cultural and creative sector	Economics of Culture from a sustainable perspective
		Economics of Culture and Creativity
	Innovation and organizational processes in the cultural and creative sector	Governance and management models for cultural heritage
		Business models for ICC
		Management of archaeological sites
		Management of UNESCO sites
	Management of cultural enterprises	Creation of public value through culture
		Intangibles in the cultural sector
		Cultural planning
		Notions of accounting and budgeting in cultural companies
		Planning programming and control systems
		Performance measurement and reporting in the cultural sector
	Strategic, operational and web marketing in the cultural and creative sector	Marketing and communication
		Museum communication and social media
		Fundraising for culture and alternative financing tools
		The financing system of cultural institutions
	Cultural tourism planning from a 'smart' perspective	Cultural tourism
Geography of tourism: itineraries		
Geography of landscape and environment		

		Destination management: creating tourist routes and experiential tourism
Legislation	Protection and enhancement of archaeological heritage	Framing and evolution of the regulatory framework of the cultural sector
		European cultural heritage law
		Legislation on BB.CC. crimes and security of cultural places for the preservation of heritage
		Heritage risk management and safety of heritage workers
		The cultural heritage professions: a framework
New digital and ICT strategies	New technologies and impact on cultural heritage management	Archaeological diagnostics, multimedia technologies for archaeology, survey techniques (GIS, 3D models, virtual and augmented reality, BIM)
		Preventive archaeology
		Archaeological data management
		Physical and “sensory” accessibility
		Didactics for the cultural sector
Humanistic	The system of cultural goods and activities and the evolution of archaeology	The Italian and international cultural heritage system
		The evolution of museums: from museology to museum studies
		Landscape architecture
		Prehistory and protohistory
		Etruscology
		Classical archaeology
		Development of urban areas around archaeological heritage
	History and analysis of the territory of Emilia-Romagna	History of archaeological and monumental restoration
		Principles of landscaping for the territory of Emilia-Romagna
		Archaeology of the territory
Techniques	Sciences and techniques for archaeology	Evolution development of the Po Delta area
		Geology
		Analysis of materials for BB.CC (mortars, cements, metals)
		Analysis of materials with physical chemical techniques (structural analysis)
		Geotechnology
		Management of an excavation site



## PhD design - Cultural economic heritage

Objective of the research: to form researchers and professionals that will work in the cultural heritage sector, able to collaborate and compete in the context of the most

Research objective: to train researchers and professionals, who will work in the field of cultural heritage, able to collaborate and compete in the context of the most prestigious European and international highly interdisciplinary initiatives. To provide adequate and innovative theoretical and practical tools for the valorisation of cultural heritage.

Research concept: interdisciplinary research based on different disciplinary competences - human sciences (archaeology, philosophy, philology, geography, art history), social sciences (economics, sociology), hard sciences (chemistry, physics, geology, mathematics), architecture, computer science and engineering. The research and innovation activities of the Doctorate in Cultural economic heritage (PhD-CEH) are aimed at increasing knowledge on the conservation, protection, management and sustainable use of natural and cultural heritage, tangible and intangible.

It is divided into five interdisciplinary curricula in the field of cultural heritage. Themes include archaeology and archaeology to artificial intelligence, museology to environmental science, sustainable tourism, experimental archaeology, economics of public goods, technology applied to museology, etc. The aim is to systematise and create synergy so that new generations can benefit from skills at the cutting edge of humanistic knowledge and technological innovation.

Curriculum 1 - Archaeology: provides a knowledge and methodological basis in the various fields of archaeology and cultural management, through the development of management skills in the relevant sectors. It includes the various disciplines of archaeology with a focus on cultures, economies and societies in their contexts and interactions, in Italy, Europe and the Mediterranean basin.

Curriculum 2 - Digital transition for heritage: it provides methodological and technical knowledge strongly interdisciplinary and related to architectural heritage in its material and immaterial aspects; methods and technologies for the valorisation of material and immaterial cultural heritage through Digital Humanities (DH), with a human-centred (and more-than-human-centred) approach and with attention to the culture of open science.

Curriculum 3 - History and Global Archaeology of Landscapes: trains archaeologists specialised in the multidisciplinary study of stratified landscapes in urban, rural, coastal or underwater settings with the integrated use of different source systems, archaeological and non-archaeological, and of different disciplinary skills.



Curriculum 4 - Analysis and management of cultural heritage: it integrates methods and disciplines for the analysis of cultural heritage combining knowledge of archaeology and art history with applied fields (cultural heritage law, visual studies, museology, management, economics, organisation of institutions, innovation management, innovative tools and methods for data analysis and management, ICT, etc.) to provide tools for the management, regulation and enhancement of cultural heritage.

Curriculum 5 - Economic-social-environmental sustainability of the cultural and creative sector: knowledge, interpretation and valorisation of cultural, landscape, urban and environmental, material and immaterial heritage. Shared valorisation of historical-artistic, architectural, urban heritage and local traditions, aimed at socio-economic development and territorial regeneration on a cultural basis. The methodology is based on disciplinary integration: between the knowledge related to the study and management of tangible and intangible cultural heritage and the use of tools for the analysis, valorisation, promotion and innovative management of cultural heritage (restoration, architecture, urban planning, law, economics and management, digital technologies, neuroscience).

Methodology: Involvement of professors from the University of Ferrara, Bologna and Ca' Foscari University of Venice, cultural institutes, territorial cultural realities so as to better link research to real needs in order to address current requirements and future challenges. It will be compulsory for doctoral students to follow courses and conduct research also abroad (secondment) for a period of no less than 6 months and for a maximum of 12 months at universities, bodies, cultural institutions, in particular at the central and peripheral institutes provides for the mobility of doctoral students and lecturers between different locations within the same curriculum and, when possible, between several curricula. European research infrastructures are the ideal place to train the next generation in a highly interdisciplinary environment characterised by excellence. The use of research infrastructure facilities by doctoral students and their involvement in the activities of these facilities will therefore be promoted.

## Summer school

The core theme is the "archaeological cultural district", which is developed over a three-day - long weekend or mid-week proposal. The aim is to develop increasingly immersive and exclusive experiences with activities linked to the aims of the VALUE project.

An archaeologist will be present who not only accompanies the group but guides it to discover the contents in an exciting way, builds the emotional narrative fabric of the experience, creates empathy. A licensed nature guide should be present during the nature excursions.

### *Programme proposal*

Day 1 - Adria and the Po Delta.

- Walk/transfer to the Museum (walk with appreciation of the archaeological route, introduction to the concept of the diffuse museum, discovery of the archaeological finds preserved outside the Museum)
- Visit to the Adria Archaeological Museum and surrounding areas (the thematic visit to the Museum Collections will be developed under the banner of storytelling: not a simple guided tour but a scientific narration that will touch on the guiding themes of the exhibition in an engaging manner, with particular reference to the contexts connected to the archaeological area of Adria and San Basilio, an integral part of the collection)
- Workshop-Emotional cognitive experience in the Museum's storerooms and related realities (Forbidden not to Touch or Close Encounters with Attic Ceramics - the Museum Management will enable a rare and dedicated experience by exceptionally opening the Museum's storerooms, which are excluded from the normal visitor routes. In the spaces made available to scholars only, participants will be able to experience the manipulation, guided by the archaeologist, of original artefacts, thus fully grasping their cognitive emotional potential. If the security procedures related to the covid emergency are still in place, a close 'encounter' with the Attic pottery fragments stored in the storerooms led by an expert scholar will be offered as an alternative)
- In the evening return to the hotel and preparations for the 'dinner with history' (tasting of local products linked to Roman and Etruscan recipes, where the moments just experienced will be recalled and the contents of the next day's experience will be introduced)

## Day 2 - San Basilio archaeological site

- Arrival at the San Basilio archaeological site (welcome at the environmental tourist centre, short guided tour of the collections on site, introduction to the planned activities)
- Transfer to the excavation site and meeting with the excavation team (the excavation site managers introduce the status of the excavation work and the activities in which participants will be involved; experience of the integration of stratigraphic excavation)
- Visit to the monumentalised archaeological area *mansio hadriani* and the parish church of San Basilio
- Experimental Archaeology meeting/experience (lampworking of glass paste beads or the artisan potter experience at the potter's wheel)
- Lunch break visiting the Po Delta between embankments and lagoons (possible boat excursion and bicycle route)
- The excavation directors and/or coordinators meet participants for a Question Time on archaeological excavations and, more generally, on the archaeology of the territory, as well as experiences of the territory

## Day 3

- Excursion by bicycle and boat along the via delle valli in the municipalities of Porto Viro, Rosolina, Porto Tolle
- Lunch
- Visit to the Museum of the Land Reclamation in Ca' Vendramin - alternatively visit to the Museum of the Ancient Delta in Comacchio