



UNITAFRICA

*Empowering the Academic Cooperation between Italy and Africa for
fostering the quality and effectiveness of the higher education
systems in a mutual learning environment*

TNE23-00050 - CUP D81I24000280007

Course	Title: Cultural heritage and sustainable tourism
Organizing Institutions	Leading university: University of Bergamo Co-organizing University: Wolaita Sodo University
Target participants	Master students, PhD students Restricted to students enrolled at Wolaita Sodo University
Objectives of the course (max 150 words)	<p>The course explores the relationship between sustainable tourism and cultural heritage. Students learn key territoriality concepts—space, nature, territory, environment, landscape, and place—while analyzing territorial planning in tourism, emphasizing environmental awareness, sustainability, and community participation.</p> <p>Students will develop:</p> <ol style="list-style-type: none"> 1. Comprehension – Understanding fundamental historical and critical heritage concepts. 2. Knowledge – Familiarity with heritage typologies: natural, cultural, material, immaterial, and digital. 3. Capacity – Viewing heritage as a cultural construct or material/virtual product beyond mere sites or objects. 4. Value Understanding – Recognizing heritage's significance for societies. 5. Political Insight – Grasping the political and ideological dimensions of heritage. 6. Agency Awareness – Understanding key stakeholders at local, national, and international levels in heritage management. 7. Project Development – Creating an individual heritage-based project. <p>By the end, students will critically engage with heritage in tourism through sustainability and cultural awareness.</p>
Strategic thematic area	<p>STRATEGIC THEMATIC AREAS (highlight the focus topic of the call)</p> <ol style="list-style-type: none"> A. Ecological transition and digitalization B. <u>Rural development, land management, agrifood and food supply chains;</u> C. Health, water and hygiene, One Health; D. Sustainable Energy, environment and natural resource management;



UNITAFRICA

*Empowering the Academic Cooperation between Italy and Africa for
fostering the quality and effectiveness of the higher education
systems in a mutual learning environment*

TNE23-00050 - CUP D81I24000280007

	<p>E. Entrepreneurial and industrial development for local prosperity;</p> <p>F. <u>Cultural heritage and sustainable tourism</u>;</p> <p>G. <u>Social Sciences and Humanities</u>.</p> <p>SDGs: 8 (Decent work and economic growth), 11 (Sustainable Cities and Communities)</p>
Abstract (max 300 words)	<p>Topics and contents: This course explores sustainability through three key areas of environmental and tourism policies:</p> <ul style="list-style-type: none"> a) The spatial dimension of tourism and the role of cultural heritage in local communities. b) Environment and landscape as identity-building resources, linked to local knowledge and material/immaterial heritage. c) Social empowerment in a transcalar perspective, incorporating creative entrepreneurship to address interconnected global and local challenges. <p>Teaching Methodology The course combines lectures with interactive sessions to encourage student participation. Lessons incorporate visual tools (PowerPoint presentations) and multimedia resources to enhance learning.</p> <p>Learning Outcomes By the end of the course, students will:</p> <ul style="list-style-type: none"> • Understand fundamental historical and critical heritage concepts. • Recognize different heritage typologies, including natural, cultural, material, immaterial, and digital assets. • View heritage beyond physical sites or objects, considering it as a cultural construct or material/virtual product. • Analyze the political and ideological dimensions of heritage and identify key stakeholders in its management at local, national, and international levels. • Develop a heritage-based personal project as an individual assignment, applying concepts to a specific case study. <p>This course equips students with critical perspectives on sustainability, heritage, and tourism while fostering practical engagement with contemporary challenges.</p>
Period	May 19-23, 2025



UNITAFRICA

*Empowering the Academic Cooperation between Italy and Africa for
fostering the quality and effectiveness of the higher education
systems in a mutual learning environment*

TNE23-00050 - CUP D81I24000280007

Place	Wolaita Sodo University
Teaching delivery mode	In person
Language	English
Final test	Project work and individual report as a final test
How to apply	A link will be provided
Contacts	Prof. Federica Burini federica.burini@unibg.it
Extended programme	<p>Session 1</p> <ul style="list-style-type: none"> - The spatial dimension of tourism and the role of cultural heritage in local communities - Project work introduction, group organization - Use of video and mapping tools <p>Session 2</p> <ul style="list-style-type: none"> - Environment and landscape as identity-building resources, - linked to local knowledge and material/immaterial heritage. - Project work: selection of case studies and brainstorming - Field work and meeting with local tourism stakeholders <p>Session 3</p> <ul style="list-style-type: none"> - Social empowerment in a transcalar perspective, - incorporating creative entrepreneurship to address interconnected global and local challenges. - Project work: analysis of case studies in groups - Third Part - elaboration of infographics <p>Session 4</p> <ul style="list-style-type: none"> - Heritage Tourism for All, material and immaterial heritage in an inclusive perspective. - Project work: analysis of case studies in groups <p>Session 5</p> <ul style="list-style-type: none"> - Project Work final presentations, analysis and self-evaluation. Revision for the public presentation. <p>Public presentation of results with local stakeholders</p>