

## 5<sup>TH</sup> INTERNATIONAL HERITY CONFERENCE

### Services for Culture: a visit of Quality

*Policies, best practices and experiences in managing services  
for the public at heritage sites*



**FLORENCE**

**BASILICA DI SANTA CROCE - SALA DEL CENACOLO**

**4-6 DECEMBER 2014**

## PROGRAM

**December 4, 2014**

**09:00 - 09:30** Registration of participants

**09:30 - 09:45** Official Greeting/Welcome

**09:45 - 10:15** Introduction - The 5<sup>th</sup> HERITY Conference in the context of HERITY activities: aims of the conference and future scenarios

*M. Quagliuolo, HERITY International Secretary-General*

### **SESSION 1 - Physical, cultural and economic accessibility**

**10:20 - 10:35** D. Almeida Eleuterio, Coimbra University

*Pompeii tra misure di Conservazione Strutturale e Gestione della Fruizione Turistica, il caso delle Insulae 3 e 4 della Regio VI.*

**10:40 - 10:55** H. A. Mourão, Instituto Politécnico de Tomar

*Regulations of the trade and international certification: the publicity and joint liability in the private management of ancient goods.*

**11:00 - 11:15** R. Caldas, Brandenburg University of Technology

*Accessibility at Memorial Sites for the Visually Impaired: the Otto Weidt Museum and the East Side Gallery cases.*

**11:20 - 11:35** R. Ibba, Comune di Sardara (VS), G. Garau, Cooperativa "Villa Abbas"

*Le strategie per una visita di qualità: l'esperienza di Sardara.*

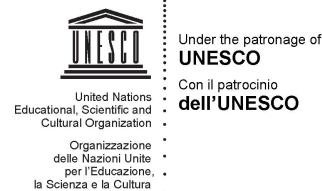
**11:40 - 11:55** A. Altinörs Çyrak, Dokuz Eylül University

*The Accessibility and the Utilization Problems of the Urban Historical Centers: Cases of Izmir and Alaçatı.*

**la conferenza si svolge senza fondi pubblici - no public funding to this conference**



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**12:00 - 12:15 S. Aragona, Università *Mediterranea* di Reggio Calabria**

*City as a cultural heritage widespread: Accessibility in the contemporary space.*

**12:20 - 12:35 L. M. Moreira Matias, Universidade de Lisboa**

*The influence of the "fontismo", from the bourgeoisie and the maritime commerce in the cultural itinerary of the Art Nouveau heritage in Aveiro, Portugal.*

**12:40 - 12:55 S. Salvini, Università di Genova**

*Sustainable proposals for an accessible culture.*

### 13:00 - 15:00 LUNCH BREAK

**15:00 - 15:15 G. Turchetti, SAPIENZA Università di Roma**

*From the context to the exhibition showcase.*

**15:20 - 15:35 M. Bagnasco, Presidente Associazione Nazionale Guide Turistiche**

*The role of tourist guides in cultural and tourist services.*

**15:40 - 15:55 T. Villani, SAPIENZA Università di Roma**

*Way finding and environmental communication in museums for the promotion of cultural heritage.*

**16:00 - 16:15 T. Poddubnykh, École des Hautes Études en Sciences Sociales (Paris)**

*Technology as a highway to heritage safeguard and access.*

**16:20 - 16:35 D. M. Ferreira Varanda Rangel, Government of State of Espirito Santo**

*Pedra Azul - Natural and Cultural Heritage of the Espirito Santo State, Brasil.*

**16:40 - 16:55 G. Mazzucco, Associazione "Vajont il Futuro della Memoria"**

*Vajont: esperienze e promozione delle attività per la Memoria.*

**17:00 - 17:15 M. Martins Alves Costa, Instituto Cultural Usiminas**

*Accessibility and Management of the Usiminas Cultural Centre.*

**17:20 - 17:35 A. Zasadzinska, Museum of Warsaw**

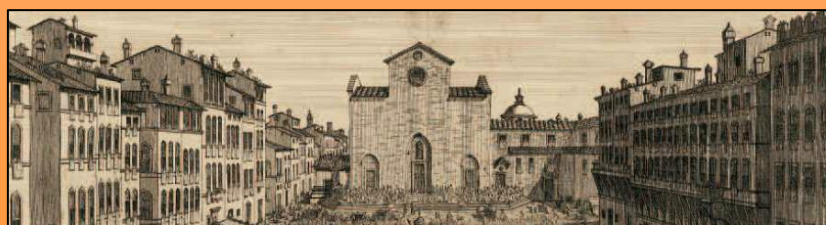
*Heritage Interpretation Center: how to transfer knowledge about World Heritage to general public.*

**17:40 - 17:55 J. Rodrigues, Universidade NOVA de Lisboa**

*The role played by services in the attraction of new and returning visitors in Cultural Heritage: sites, monuments, museums.*

### 18:30 - 19:30 HERITY CULTURAL AWARDS

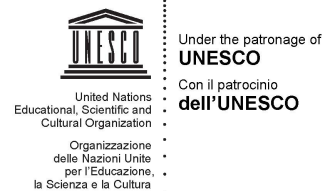
*delivered by the Mayor of Florence, Dario Nardella*



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**December 5, 2014**

#### SESSION 2 - Experience in managing services at cultural sites

**09:00 - 09:15 C. Castronovi, Lions Club Massafra - Mottola "Le Cripte"**

*Service between Public and Private: Archaeology like a recovery of territorial identity and its new economy for "gravine" district.*

**09:20 - 09:35 F. Pollice, L. De Siena, F. Epifani, Università del Salento**

*Tourism, Archaeology and Territory in the Mediterranean basin*

**09:40 - 09:55 I. A. M. Al Khafaji, Università Mediterranea di Reggio Calabria**

*Re-activated services in heritage sites for tourist satisfactions.*

**10:00 - 10:15 M. B. Andersson, Uppsala University**

*Borghetti Made in Italy. To restore and manage a hill town as a heritage site.*

**10:20 - 10:35 C. M. Lising, University of Philippines**

*Incorporating Appropriate Public Services into the development of the CRM Plan to make this more responsive to Tourism : Rizal Town and its Middle-Pleistocene Sites, Kalinga Province, Philippines.*

**10:40 - 10:55 L. Stanziano, Università degli Studi di Napoli "Federico II"**

*The portal Futouring: sharing the cultural experience.*

**11:00 - 11:15 R. Gudauskas, Lithuanian National Library Martynas Mazvydas, G. Gudauskaite**

*Digital cultural Heritage in the context of the Data-Driven Economy.*

**11:20 - 11:35 G. Sassi, A. Costantino, Lions Club Ginosa "Le Gravine"**

*For ravines and rock churches: a twin in sign of Lions Club*

**11:40 - 11:55 R. D'Apruzzo, Soprintendenza per i Beni Archeologici di Salerno, Avellino, Benevento e Caserta**

*"Con la Cultura si mangia"*

**12:00 - 13:00 PANEL "Turismo di Qualità per la Cultura in Italia"**

**Chairman G. Maresu, Journalist**

**Discussants: E. Becheri (Expert on tourism), G. Cocco (ISNART), S. Fiorentino (Economist), Coop. Itinera (Livorno), C. Lollobrigida ("Turismo Culturale Italiano")**

**13:00 - 15:00 LUNCH BREAK**

**15:00 SPECIAL SESSION, IN MEMORY OF S.E. CARD. FRANCESCO MARCHISANO†**

**M. Quagliuolo - HERITY International Secretary-General**

*F. Marchisano ed HERITY: il patrimonio culturale, un valore per tutti*

**F. Bisconti - Sovrintendente archeologico delle Catacombe presso la Pontificia Commissione di Archeologia Sacra**  
*Il card. F. Marchisano e le catacombe. Un progetto per la conservazione dei monumenti paleocristiani*

**P. Jacobone - Pontificio Consiglio per la Cultura**

*Aspetti formativi ai beni culturali: l'impegno della Chiesa*

**M.C. Carlo-Stella - Capo Ufficio della Fabbrica di S. Pietro**

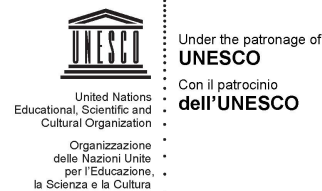
*Memory and Sustainable Preservation as Quality Standard*

**16:10 TECHNICAL VISIT TO THE COMPLEX OF SANTA CROCE, HERITY CERTIFIED MONUMENT (2 GROUPS)**

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#### SESSION 3 - Evaluation of results and the HERITY analysis

**09:00 - 10:00 PANEL "Mapping interfaces: Heritage Service Provision and Challenges of Sustainable Development"**

**Chairwoman: S. Koerner, University of Manchester**

**Discussants: L. Oosterbeek (Deputy President of HERITY International), A. Scheinhart (Art Historian), H. Zemankova (HERITY International)**

**10:20 - 10:35 J. Budriuniene, Lithuanian National Library Martynas Mazvydas**

*Documental heritage in the Martynas Mazvydas National Library of Lithuania: an analysis of the use of the range of services.*

**10:40 - 10:55 V. Ferreira, Centro de Estudos de Geografia e Ordenamento do Território**

*Cultural Heritage Tourist visit's evaluations in the University cities of Heidelberg (Germany) and Coimbra (Portugal): a comparative study.*

**11:00 - 11:15 N. Lee, R. Scandolari, Museo delle Palafitte del Lago di Ledro**

*Reaction Research of Visitors to Replicas in Prehistoric Sites - A Case Study in Museo delle Palafitte del Lago di Ledro.*

**11:20 - 11:35 I. Freitas, J. Salvado, F. Carbone, Universidade Portucalense**

*Stakeholders' analysis for services improvement: the case of Oporto's Religious heritage and tourism ecosystems.*

**11:40 - 11:55 E. E. Mbwambo, Università degli Studi di Ferrara, L. Oosterbeek, Instituto Politécnico de Tomar**

*Assessing services for visitors at Olduvai Gorge; improving life quality in Tanzania.*

**12:00 - 12:15 G. Marnetto, HERITY Italia**

*Il Sistema Culturale di São João da Barra (RJ-BR): l'esperienza della certificazione HERITY*

**12:20 - 12:35 L.C. Oliveira, Instituto do Espinhaço, L. Oosterbeek, Instituto Terra e Memória, V. Diniz, Prefeitura de Morro do Pilar**

*Building a HERITY itinerary in Serra do Espinhaço, Brazil: a tool for improving services within integrated cultural landscape management.*

**12:40 - 12:55 I. Mendes, SOCIUS Research Center in Economic and Organizational Sociology**

*Cultural Heritage Valorization Programs' Multi-Value Assessment. A Contingent Valuation Approach to the case of Brinches and Sobreira de Cima.*

**13:00 - 13:15 L. Oosterbeek, Instituto Politécnico de Tomar**

*Between learning and experiencing knowledge: the role of services in heritage cognition. Examples from Portugal, Angola and Brazil*

**13:20 - 13:30 Conclusions by M. Quagliuolo & L. Oosterbeek, HERITY International**

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