RESEARCH THEME

XXXIX cycle – a.y. 2023/2024

Title of the doctoral research	Design(ing) Slow Tourism&Small Heritage. Strategies, paths and models of application in cultural landscapes through phygital approaches

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Abstract

The research line aims at creating an **inclusive phygital system** able to support a sustainable management of flows limiting "over tourism" phenomenon thanks to a widespread distribution of attendances through a dynamic redefinition of on demand thematic paths.

The project embraces a hybrid space (on-site/onlife) allowing a multiple kind of experience. It takes into account **time, topic and slow exploration** in order to design new models of cultural experiences. In terms of *time* seasonal cycles and "modularity" of paths are considered as opportunities to create a "tourism itinerary" throughout the year. In terms of *topic* the vocations of the local areas according to the **Slow Tourism** definition are considered, such as food, botany, craft, events connecting landscapes, museums, agritourism, and small production centres. One of the results: an interactive digital mockup (pilot) replicable and adaptable to further contexts.

Traditional historical and naturalist settlement, typical food productions, and craftmanships intertwine with each other and encourage the knowledge of the territory. The development of local chains able to represent Made in Italy brand is opened to a wide audience in order to valorise a work culture focused on knowledge of product and its technological development, as well as to foster new opportunities about young specialised training for the benefit of the territorial economy and local employment.

The project assumes as a case studies 2 contexts with homogeneous features and different peculiarities where experiment new models of phygital experiences. They are chosen coherently with the universities involved:
Orobia's Pre-Alps of Bergamo area (Lombardy) and the cultural and natural highlands' ecosystem geographically bounded by the **Sarentino and Isarc valleys (South Tyrol)**.

Keywords	Design for Territories, Tourism, Small Heritage