

CONCEPT

Indigenous cultural heritage is the legacy of tangible physical objects combining the intangible aspects of a group of society. Objects, artefacts, buildings, places and monuments aside, intangible cultural heritage, also known as “living heritage” or “living culture”, refers to living practices, representations, expressions, knowledge, and skills passed down from generation to generation. This heritage provides communities with a sense of identity and is continuously recreated in response to their environment, their interaction with nature and their history. It is called intangible because its existence and recognition mainly depend on human knowledge and will, which is immaterial, and is transmitted by imitation and living experience.

The 2022 Winter School of the UNESCO Chair on Digital Cultural Heritage, in collaboration with the UNESCO Chair in ICT to develop and promote sustainable tourism in World Heritage Sites, is dedicated to investigating how ICTs designed to enhance the tourism experience can help in preserving and transmitting living heritage and bring people to work and live closer together, while at the same time promoting forms of tourism (cultural, historic, religious, gastronomy, wine, etc.) that go beyond traditional “sun sea and sand”, and can verifiably serve as a vehicle of cultural diplomacy. Cyprus, with its richness of tangible and intangible heritage, will provide a suggestive background, as well as an ideal place for the event and offer an environment with various case studies.

Lectures and talks, visits to UNESCO WHS and other places, experience of unique local traditions, hands-on exercises, and a range of formal and informal activities will allow participants to understand how to leverage smart digital technologies for sustainable tourism and diplomacy that is able to preserve and transmit living heritage.

USEFUL INFORMATION

A certificate of participation that will include the detailed programme and list of speakers will be issued at the end of the Winter School. ECTS credits are not granted, but academic institutions may recognize ECTS credits upon presentation of this certificate.

Flying to Cyprus during the COVID-19 pandemic

To facilitate your travel arrangements to Cyprus and ensure the collection of all necessary information required by the Cypriot health authorities, please visit the [official government website](#) concerning COVID-19 protocols.

Participating in the Winter School at CUT Premises

Based on the decision of the Senate, participants will only be allowed to physically partake in the 2022 Winter School by presenting either a COVID-19 Vaccination Certificate or a COVID-19 Recovery Certificate (valid no more than 6 months from the first positive result) officially recognized by the Cypriot government. In addition, participants are encouraged to perform an optional virus detection test (PCR or rapid test) 72 hours before commencement of the Winter School.

WINTER SCHOOL COMMITTEE

Dr Marinos Ioannides Chair holder of UNESCO Chair on Digital Cultural Heritage (CUT)

Dr Kyriakos Efstathiou Chair holder of ERA Chair on Digital Cultural Heritage (CUT)

Dr Lorenzo Cantoni Chair holder of UNESCO Chair in ICT to develop and promote sustainable tourism in World Heritage Sites (USI)

Dr Silvia De Ascaniis Coordinator of UNESCO Chair in ICT to develop and promote sustainable tourism in World Heritage Sites (USI)

HOW TO APPLY

Please, send a complete CV and a one-page motivation letter to: unescochair@usi.ch by **30 November 2021**.



2022 WINTER SCHOOL ON DIGITAL CULTURAL TOURISM AND DIPLOMACY

13-20 FEBRUARY 2022
LIMASSOL, CYPRUS



Pafos Medieval Castle, Cyprus
Photo: © UNESCO Chair on Digital Cultural Heritage

LOCATION

[Limassol](#) is a city on the southern coast of Cyprus and is the second largest urban area in Cyprus after Nicosia, with a population of 183,658 and a metropolitan population of 239,842. Limassol was built between two ancient Greek cities, Amathus and Kourion, and during Byzantine rule it was known as Neapolis (new town). Limassol's historical centre is located around its Medieval Castle and the Old Port. Today, the city spreads along the Mediterranean coast and has extended much farther than the castle and port, with its suburbs stretching along the coast to Amathus. To the west of the city, is the Akrotiri Area of the British Overseas Territory of Akrotiri and Dhekelia.

ORGANIZERS

The main aim of the [UNESCO Chair on Digital Cultural Heritage](#) at Cyprus University of Technology (CUT) is to define, extend and carry out a program of research in digital heritage aiming to further UNESCO's cultural heritage agenda in the wider region. The Chair carries out a wide-reaching programme of awareness-raising and knowledge-sharing projects on Digital Cultural Heritage (DCH) in the Eastern Mediterranean region and beyond. Additionally, it introduces model DCH curricula ("Cultural Informatics") at vocational, undergraduate, and postgraduate levels and extends course availability, teaching and study facilities to students internationally through state-of-the-art e-Learning.

The [UNESCO Chair in ICT to develop and promote sustainable tourism in World Heritage Sites](#) at Università della Svizzera Italiana (USI) is committed to perform extensive research and teaching on how ICT can be effectively exploited to develop and promote sustainable tourism at WHSs as well as to preserve and transmit living heritage.

SPEAKERS

Key international professionals from a range of sectors will share with us their experiences and know-how. A full list of speakers will be announced in due course on the Winter School's [official website](#).

WHO CAN PARTICIPATE?

Students and Researchers

Advanced Master students

PhD candidates

Post Docs

Practitioners

World Heritage Site managers/destination managers

Interested tourism professionals

ICT experts.

WHY PARTICIPATE?

By taking part in the 2022 Winter School on Digital Cultural Tourism and Diplomacy, you will have the opportunity to:

- Strengthen your knowledge and skills in the concerned fields through key presentations from high skilled experts.
- Network with professionals, scholars, researchers, stakeholders, and practitioners.
- Work with local tourism and heritage stakeholders.
- Contribute with your talents to the creation of ICT solutions to enhance sustainable tourism at heritage sites and to transmit living heritage traditions.
- Experience Cyprus unique tangible and intangible heritage.
- Challenge yourself in learning and working in an interdisciplinary and multicultural environment.

ACTIVITIES

Talks and lectures will be held in Limassol. Hands-on workshops and site visits will include trips to various locations in Cyprus that are of great tourism significance for the promotion of cultural heritage:

Limassol: Cyprus Wine Museum, Limassol Medieval Castle

Pafos: Agios Neophytos Monastery, Chrysoroyiatissa Monastery, and Pafos UNESCO WH listed archaeological site.

Participants will undoubtedly gain intangible heritage experiences by exploring up close the rich history of the island, working closely with the sites and stakeholders to create valuable ICT projects, and sampling local food and beverages.

REGISTRATION AND FEES

The cost of registering to the 2022 Winter School is EUR 470. This fee include:

1. Access to all lectures and training activities,
2. Transfer and entrance fees to cultural sites,
3. Daily lunch, dinner, and coffee breaks,
4. Welcome dinner and social event dinner.

Flight tickets, transfers to/from airports, hotel accommodation, travel and health insurance, and other personal activities will be the responsibility of each participant and are not included in the registration fee.

The official hotel is the [Royal Apollonia Hotel](#) in Limassol, with which we have an agreed special guest rate, including breakfast and taxes, for single/double occupancy. Participants will be able to book their hotel stay by sending an email directly to the hotel apollonia.reservations@louishotels.com and quoting the special code **CUTFEB22**.