



International Academic  
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# UNICART

INTERNATIONAL CONFERENCE  
ACADEMIC RESEARCH & TOURISM

## 2<sup>nd</sup> Interdisciplinary International Conference

**MANAGEMENT, TOURISM AND DEVELOPMENT OF TERRITORY**



6 - 7 April 2020, Dubrovnik (Croatia)

*Web Conference*



Sveučilištu u Dubrovniku  
University of Dubrovnik



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Univerzitas Sancti Cyrilli  
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International Academic  
Research Center - USC

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## INTERNATIONAL CONFERENCE ACADEMIC RESEARCH & TOURISM

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Dubrovnik (Croatia)

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# **Thence we came forth to rebehold the stars**

(Divine Comedy, Hell XXXIV, 139)

Dante Alighieri

*(tr. by Henry W. Longfellow)*



## Introduction

The UNICART Scientific Conferences are planned as a cycle of itinerant meetings, so far limited to some southern European countries (Italy, Malta, Albania, Croatia etc.). They are great opportunities for many specialists, academics, students and professionals, as well as for institutions that deal directly or indirectly with issues of management, tourism and territory development. Participants the Conferences are invited to present their experiences, share best practices, provide detailed examples and recommendations on the proposed topics. Authors are encouraged to contribute to the conference by presenting their research abstracts and papers. High-level works that describe constructive, empirical, experimental or theoretical concepts that have not yet been published yet are also welcome.

The 1<sup>st</sup> UNICART Interdisciplinary International Conference was organized in 16 – 19 December 2019 at the University of Bari Aldo Moro (Italy), with large participation of researchers from many countries. The 2<sup>nd</sup> Conference was then planned, in times that now seem very far, with the colleagues of the University of Dubrovnik (Croatia).

Then our lives suddenly were changed.

The "2<sup>nd</sup> UNICART Interdisciplinary International Conference" took place in the midst of the COVID-19 pandemic. Many Scientific Conferences were cancelled by their Organizers; instead, we decided to continue the activities of UNICART.

Of course, for health and safety reasons, all activities were rearranged in the form of Web Conferences. A good number of researchers animated the *ten* telematic sessions of the Conference, with their work and their discussions.

We thank all the participants who shared their researches and analyses, contributing with their work to the success of this second edition of the Conference. And we hope... best, we *are sure* that our lives will change in a better way, when the time of next UNICART Conference will come, after next summer.

12/04/2020

*Francesco D. d'Ovidio, Francesco Favia, Francesco Scalera*





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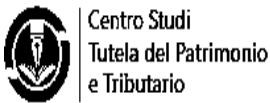
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# Innovation for Territorial Marketing and Experiential Cultural Tourism

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**Nicola BARBUTI** - *University of Bari "Aldo Moro" (Italy)*

## Abstract:

In the last decade, tourism has become a strategic economic resource for the development and growth of cities because of the increase of economic models centered on creativity, culture and cultural heritage. Tourism has been modified deeply by quantitative-qualitative processes and has become more experiential: the tourist travels not searching physical objects to admire, but to live experiences and emotions that places, contexts, monuments, events can offer.

Among the different methodologies and technologies applied for enhancing experiential tourism, the use of digital storytelling has been privileged for fostering an interest in cultural heritage. This innovative communication allows expanding access to knowledge of cultural heritage (CH) to multiple user targets and, above all, to young people, who are less interested in tourism based on interaction with cultural heritage.

Different digital assets have been applied to experiential tourism enhancement. Among these, the Augmented Reality (AR) has been underway for some years. AR used for creating and enjoying digital interactive experiences showed particularly suitable for promoting cultural tourism. The well-studied communication through digital storytelling integrated into AR apps allows expanding the access and rapprochement of young people to the knowledge of cultural heritage and identities, even fostering their active participation in creation processes.

Some recent educational experiments confirm that the involvement of young people both in the creation and into the fruition of AR experiences is the added value to cultural tourism.

This presentation outlines some of these educational experiences, based on the new living lab methodology The Art of Crowddreaming. The Department of Humanities DISUM of the University of Bari Aldo Moro has tested this methodology in educational projects together with 300 high-schools students of Bari and of its territory. The experimentation has been based on the Digital Cultural Monument (DCM) paradigm, an innovative creative process in which talent allows to co-design innovative digital artifacts closely related to culture and cultural heritage.

**Keywords:** Experiential Tourism; Cultural Heritage; Storytelling; Digital Transformation; Augmented Reality.

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We thank all the participants who shared their research and analyses, contributing with their work to the success of this second edition of the Conference.

## Patronage

