



POLITECNICO
MILANO 1863

DIPARTIMENTO DI ARCHITETTURA
E STUDI URBANI
DEPARTMENT OF ARCHITECTURE
AND URBAN STUDIES

Monday, 19th
December

CULTURAL HERITAGE, TOURISM AND SUSTAINABILITY:

Archaeology and the Challenge of Our Common Future



Department of Architecture and Urban Studies
DASStU - Politecnico di Milano

Monday, 19 December, 9 am to 13. 30 pm CET

CONFERENCE PROGRAMME

9.00 - 9.20 WELCOME AND INTRODUCTORY REMARKS

Prof. Massimo Bricocoli, *Director of the Department of Architecture and Urban Studies (DASStU), Politecnico di Milano*

Prof. Davide Ponzini, *Delegate for International Relations with the Middle East, Politecnico di Milano*

H. E. Prof. Fadi Bala'wi, *Director-General, Department of Antiquities of Jordan*

9. 20-9.30 INTRODUCTION

Prof. Danila Iacovelli, *Researcher in Administrative Law, Politecnico di Milano*

Dr. Micaela Sinibaldi, *Assistant Professor, Polish Center of Mediterranean Archaeology, University of Warsaw*

9. 30-10.40 SESSION I: HERITAGE AND SUSTAINABLE TOURISM
Chair: Dr. Micaela Sinibaldi

Prof. Maria Agostina Cabiddu, *Full-Prof., AUIC (School of Urban Architecture and Construction Engineering), Politecnico di Milano.*

“Beauty as a fundamental human right”

Prof. Danila Iacovelli, *Researcher in Administrative Law, Politecnico di Milano,*
Avv. Marco Fontana, *PhD student, Università' di Pisa.*
“Sustainable Tourism and territorial resilience”

Giorgia Cesaro, *Heritage Conservation and Management Specialist.*
“The function of buffer zones for the enhanced protection of World Heritage properties: definitions and examples”

Prof. Guillermo Aranda-Mena, *Associate Professor, School of Property, Construction and Project Management RMIT University, Melbourne.*
“Heritage, Architecture and Tourism: sustainable initiatives in urban and regional economic development in Australia.”

10.40-11.40 SESSION II: CULTURAL HERITAGE AND COMMUNITY
Chair: Prof. Danila Iacovelli

Prof. Ignatio Arce: *Associate Professor, School of Architecture and Built Environment, German-Jordanian University.*

“Archaeology of Architecture, conservation, presentation and museum display in the context of the programme ‘Heritage for Development’ in Jordan”

Dr. Dua'a al Maani, *Assistant Professor, Applied Science Private University, Amman*
Shatha Mubaideen, *Senior Research Officer, Council for British Research in the Levant, Amman.*

“Rethinking cultural heritage in Jordan's higher education in light of Sustainable Development goals.”

Dr. Micaela Sinibaldi, *Assistant Professor, Polish Center of Mediterranean Archaeology, University of Warsaw.*
“The Islamic Baydha Project: archaeology, training and community engagement as synergic elements of fieldwork projects.”

11.40-12.00 BREAK

12.00-13.00 SESSION III: CULTURAL HERITAGE, CONSERVATION AND PRESENTATION
Chair: Dr. Micaela Sinibaldi

Prof. Susanna Bortolotto, *Associate Professor, Department of Architecture and Urban Studies (DASStU), Politecnico di Milano:*
“Adulis Archaeological site (Eritrea): knowledge and preservation.”

Prof. Marco Borsotti: *Associate Professor, Department of Architecture and Urban Studies (DASStU), Politecnico di Milano.*
“Some theoretical and operational notes on exhibiting today.”

Dr. Bill Finlayson, *Director EAMENA Project, School of Archaeology, University of Oxford.*
“Beidha and the Neolithic Heritage Trail”

13.00-13.30 **DISCUSSION AND FINAL REMARKS**

Chair: Dr. Micaela Sinibaldi

Discussants: Prof. Davide Ponzini, *Delegate for International Relations with the Middle East, Politecnico di Milano*

H. E. Prof. Fadi Bala'wi, *Director-General, Department of Antiquities of Jordan*

Dr. Bill Finlayson, *Director, EAMENA Project, School of Archaeology, University of Oxford*

Dr. Hans G. K. Gebel, *Senior Researcher, Free University of Berlin, Institute for Near Eastern Archaeology*

Alessandra Peruzzetto, *Regional Director, Middle East and North Africa, World Monuments Fund*

Prof. Danila Iacovelli, *Researcher in Administrative Law, Politecnico di Milano*

ABSTRACT

Sustainable tourism is defined by the UN Environment Program and UN World Tourism Organization as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.” This conference focuses on the relationship between sustainable tourism and cultural heritage, in particular on archaeological sites and practices, and discusses, through the presentation of case studies and observation on methodology of work, the themes of international legislation and conventions, architecture, conservation, the involvement of the local communities, education and communication with the public. The final roundtable will consist of a discussion among experts and scholars involved in the field of archaeology and cultural heritage.

To join the event in person:

DASStU | Dip. di Architettura e Studi Urbani — Dept. of Architecture and Urban Studies,
Politecnico di Milano | edificio 29 “Carta” — building 29 “Carta”
Piazza Leonardo da Vinci 26, angolo via G. Colombo
20133 Milano

To join the event through a Zoom [**LINK HERE**](#)

Meeting ID: 918 4190 8953