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DIPARTIMENTO DI SCIENZE E TECNOLOGIE
AGRICOLE, ALIMENTARI, AMBIENTALI E FORESTALI

DISEI

DIPARTIMENTO DI SCIENZE
PER L'ECONOMIA E L'IMPRESA

**euni
well** European
University for
Well-Being

wellbeing
tourism

Advancing understanding of well-being tourism, drawing upon the European biocultural heritage

Open International Workshop – Program

6th May 2022, 9 a.m. – 12.30 a.m. (CET)

Hybrid Mode:

**DISEI, University of Florence (Room D6 016) - Via delle Pandette 9, Florence
and Online on Zoom**

Welcome & opening remarks

Giorgia Giovannetti – Vice-president for International Relations – UNIFI Coordinator for EUniWell
Maria Elvira Mancino – Director of the Department of Economics and Management - University of Florence
Simone Orlandini - Director of the Department of Agriculture, Food, Environment and Forestry - University of Florence

Introduction

Lali Lindell – Linnaeus University (Sweden)

Advancing on the conceptualization of Biocultural Heritage Tourism. The iris case study

Silvia Scaramuzzi and Sara Gabellini – University of Florence (Italy)

Regenerating rural skills to care for and engage with protected landscapes

Emma Surman – University of Birmingham (England)

Examining guidelines provided to Canadian communities to host meaningful biocultural heritage activities (2017-2022)

Françoise Le Jeune – University of Nantes (France)

Coffee Break

Andean textiles, orality and memory

Alejandra Echazú Conitzer – Universidad Católica Boliviana San Pablo (Bolivia)

Mindful walks in cultural landscapes:

The case of Lises farm at the forest's edge

Per Pettersson Löfqvist – Linnaeus University (Sweden)

Game-based policies for culture and environment

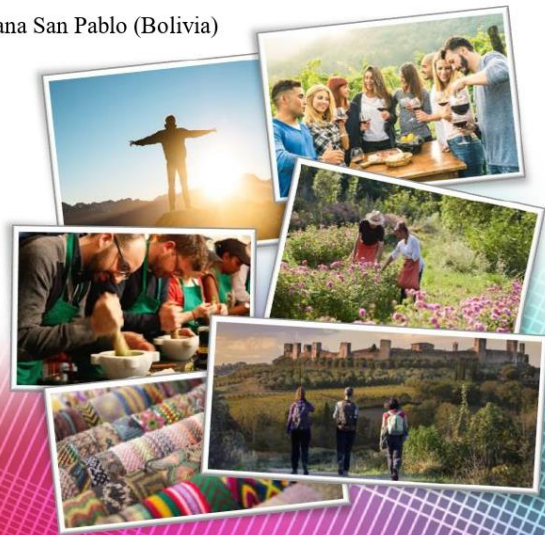
Leonardo Boncinelli – University of Florence (Italy)

Studying Well-being Tourism and Biocultural Heritage at the Universities of Linnaeus, Florence, Nantes and Birmingham

**In order to participate, you need to register at the
following link: <https://forms.gle/y3JHz1VKFYx3QLeo9>**

Organizing Committee:

Sara Gabellini, Maria Elvira Mancino and Silvia Scaramuzzi



Further information

Organizing committee: Sara Gabellini, Maria Elvira Mancino, Silvia Scaramuzzi

Contact

If you meet any problem or need more information, please contact: sara.gabellini@unifi.it

Advancing understanding of well-being tourism, drawing upon the European biocultural heritage

Department of Agriculture, Food, Environment and Forestry (DAGRI) and Department of Economics and Management (DISEI), University of Florence

6th May, 9.00 a.m. – 12.30 a.m. (CET)

**DISEI, University of Florence, Room D6 016, Via delle Pandette 9, Florence
and Online on Zoom**

The University of Florence welcomes you to participate in an international workshop on Biocultural Heritage Tourism, organized within the seed funding project “**EUniWell - Advancing understanding of well-being tourism, drawing upon the European biocultural heritage**”.

The event will involve a delegation of **experts on tourism and biocultural heritage valorization**, coming from the **EUniWell European Network Universities** of Florence, Linnaeus (Sweden), Nantes (France), and Birmingham (England), and also from the Universidad Católica Boliviana San Pablo (Bolivia).

Event description

The international workshop is organized by the Department of Agriculture, Food, Environment and Forestry (DAGRI) and the Department of Economics and Management (DISEI), University of Florence, with the collaboration of the Universities of Linnaeus (Sweden), Nantes (France), and Birmingham (England).

The event will take place on **the 6th of May, from 9.00 a.m. to 12.30 a.m. (CET), at the DISEI, University of Florence, Room D6 016, Via delle Pandette 9, Florence**. It can be also attended online on **Zoom**.

The workshop will be opened by prof. Giorgia Giovannetti, Vice-president for International Relations and UNIFI Coordinator for EUniWell, prof. Maria Elvira Mancino, Director of the Department of Economics and Management (DISEI), University of Florence, and prof. Simone Orlandini, Director of the Department of Agriculture, Food, Environment and Forestry (DAGRI), University of Florence.

The program includes contributions of experts on tourism and biocultural heritage valorization coming from all the partner universities, intended to present a **new conceptualization of biocultural heritage tourism and to show representative and illustrative case studies from different European countries**. A special contribution on a country case will be also made by a visiting professor coming from the Universidad Católica Boliviana San Pablo (Bolivia).

The event will be ended with the presentation by the partner universities of the **offer of courses they currently propose related to the topics of tourism and biocultural heritage**.

The workshop wants to be an important occasion for students, researchers, and practitioners to share and discuss their knowledge and experiences, thus supporting the advancement of a new conceptualization of biocultural heritage valorization for wellbeing tourism, and also fostering the realization of new experiences of international mobility.

In order to participate to the event, you need to register at the following link:
<https://forms.gle/y3JHz1VKFYx3QLeo9>.

People who will attend the event online will receive the link to participate by email before the event.