



HTHIC |

**Heritage, Tourism and Hospitality
International Conference 2020**

Living Heritage and Sustainable Tourism

Preservation, Presentation, Promotion, Profit and Purpose

DRAFT programme and timetable

| Monday, 6 April 2020 Pre-conference Programme | | |
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| 14:00 - 14:30 | Building: Chiesa San Giovanni Mendrisio Registration | Building: Gazebo Registration |
| 14.30 - 16.00 | Pre-conference seminar ICTs for sustainable tourism at heritage site: a framework and some fields of application | Pre-conference seminar Strategy and Story: About the art and science of storytelling and narrative approaches to strategy and visitor experience development, audience and stakeholder engagement |
| 16:00 - 16:30 | Coffee & networking break | Coffee & networking break |
| 16.30 - 18.00 | Parallel sessions aligned with the seminar | Parallel sessions aligned with the seminar |
| 18:30 - 20:00 | Building: Cloister of the Convento dei Serviti (Museo d'arte di Mendrisio /Mendrisio Art Museum) Welcome Reception | |

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| | Tuesday, 7 April 2020 Conference Day 1 | |
| 08:00 - 09:00 | Building: Accademia di Architettura di Mendrisio (Academy of Architecture), Teatro dell'architettura (Theater of Architecture) Room: Teatro (Theater, side walk) Registration Coffee | |
| 09:00 - 09:40 | Room: Teatro (Theater) Conference Opening | |
| 09:40 - 11:00 | Keynote Speakers | |
| 11:00 - 11:30 | Room: Atrium (in case of bad weather: Teatro dell'architettura, sidewalk) Coffee & Networking Break | |
| 11:30 - 12:50 | Room: Teatro (Theatre) Presentations and Panels | |
| 13:00 - 14:00 | Room: Atrium (in case of bad weather: Teatro dell'architettura, sidewalk) Lunch | |

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| 14:00 - 15:30 | <p>Room: Teatro (Theatre)</p> <p>Presentations and Panels</p> | |
| 15:45 -18:00 | <p>Special Session on Location</p> <p>Special Sessions on Location are encounters between conference participants and local heritage curators aimed to share knowledge and experience. Delegates will be divided in groups and be able to join two of the three Special Sessions: I and either IIa or IIb).</p> <p>Special Session on Location I will offer the opportunity to learn all about the Holy Week Processions of Mendrisio. We will take you along the route, ateliers and churches and the Museo del Trasparente Casa Croci.</p> <p>Special Session on Location IIa will take you by bus to the village of Meride, to UNESCO World Heritage site Monte San Giorgio and the Museum of Fossils. The bus will bring you back to Mendrisio.</p> <p>Special Session on Location IIb will take you by bus to the village of Tremona for a visit and 3D experience of the Tremona-Castello Archaeological Park. The bus will bring you back to Mendrisio.</p> | |
| 18:30 - | <p>Happy hour/ Informal get together at participants' own expense</p> | |

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| | Wednesday, 8 April 2020 Conference Day 2 | | |
| 08:30 – 09:00 | Building: Hotel Serpiano, Serpiano Registration | | |
| 09:00 - 11:00 | Room: ... Presentations | Room: ... Presentations | Room: ... Presentations |
| 11:00 - 11:20 | Room: ... Coffee & Networking Break | | |
| 11:20 - 13:00 | Room: ... Presentations | Room: ... Presentations | Room: ... Presentations |
| 13:00 - 14:00 | Room: ... Lunch | | |
| 14:00 – 15:40 | Room: ... Presentations | Room: ... Presentations | Room: ... Presentations |

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| 15:45 -18:15 | <p>Special Session on Location</p> <p>Special Sessions on Location are encounters between conference participants and local heritage curators aimed to share knowledge and experience. Delegates will be divided in groups and be able to join two of the three Special Sessions: I and either IIa or IIb).</p> <p>Special Session on Location I will offer the opportunity to learn all about the Holy Week Processions of Mendrisio. We will take you along the route, ateliers and churches and the Museo del Trasparente Casa Croci.</p> <p>Special Session on Location IIa will take you by bus to the village of Meride, to UNESCO World Heritage site Monte San Giorgio and the beautiful Museum of Fossils. The bus will make a short stop at Hotel Coronado in Mendrisio and then take you to Museo Vela in Ligornetto for the conference dinner.</p> <p>Special Session on Location IIb will take you by bus to the village of Tremona for a visit and 3D experience of the Tremona-Castello Archaeological Park. The bus will make a short stop at Hotel Coronado in Mendrisio and then take you to Museo Vela in Ligornetto for the conference dinner.</p> |
| 19:15 | Departure by bus to Museo Vela in |
| 19:30 - 21:00 | <p>Building: Museo Vela in Ligornetto</p> <p>Conference Closure & Standing Dinner</p> |
| ca. 21:15 | Departure by bus to Hotel Coronado in Mendrisio and Hotel Serpiano in Serpiano. |

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| | Thursday, 9 April 2020 |
| | Opportunity to attend the Processione del giovedì Santo . |
| | Friday, 10 April 2020 |
| | Opportunity to attend the Processione del venerdì Santo, detta anche "Enterro" . |