

Training Module 1 | Forte Marghera - Tuesday 21 January 2014 - General introduction to the concepts of culture and art economics and cultural market

Lecture	Aim of the lecture	Method of teaching	Venice course on Funding / Activity
1.1 Fundamentals of macro-economics	Introducing the process of macro-financial redistributions in the traditional administrative settings and how decision making on financial allocations – with a focus on culture and cultural heritage.	Lecture / Presentation of case studies and small debate among the participants on their “possible” national framework	Own elaboration of the concepts and illustration of statistics and graphs Prof. Dr. Pierluigi Sacco - University of IULM and University of Nova Gorica
1.2 Principles of culture and art economics	The aim of this part of the module is to introduce the main concepts of culture and art economics to show how economists are dealing with art, heritage and culture in general. A description of how the market reacts and control the sphere of culture will be given.	Lecture / Presentation of case studies	Own elaboration of the concepts and illustration of statistics and graphs Prof. Dr. Pierluigi Sacco Contribution by other PhD students from ETCAEH
1.3 Investing on culture, heritage and art	The aim of this part of the module is to give basic information on the present figures of the cultural and art market as well as offering basic concept to justify investment on culture, art and cultural heritage. A short introduction on culture values will be given (ex. Throsby, Peacock, Klamer, etc.)	Lecture / Presentation of case studies	Use of bibliographic sources and statistical figures Prof. Dr. Pierluigi Sacco Contribution by other PhD students from ETCAEH
1.4 Visit to Forte Marghera/Workshop	In this part of the module an interactive activity is foreseen to permit participants to elaborate arguments on Forte Marghera or other selected case studies	Workshop with facilitation by the organizers/Professor	Groups discussion and small report presentations

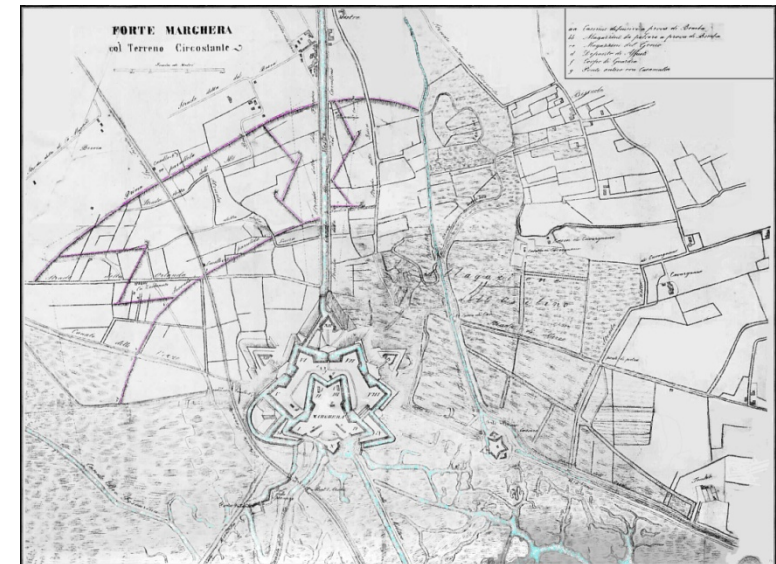
General goal of the Training Module 1

The purpose of this training module is to provide partners with the basic understanding on how economists are approaching culture, art and cultural heritage and how the economists of culture are investigating tools to justify investments in this field. In this regard, participants will be provided with some basic information on the tools economists have to justify investments on cultural heritage and how proposals could be built to get the attention of investors or the public sector for prioritizing culture.

Partners and training participants should gain confidence with the economics of culture getting the basic information to communicate properly with economists when preparing cultural development strategies. They will not be in the position to deal comfortably with the topics described, but will have enough inputs to have comfortable discussion in strategic panels.

The case of Forte Marghera

Forte Marghera is the pivot fortification of the entrenched field of Mestre, being located at the entrance of the historic city of Venice, facing the north-west part of the lagoon. The site, previously part of the ancient settlement of Marghera, was converted along the centuries into a fortification in the Italian style. Its external and internal shape was revised several times according to the authorities governing the city of Venice after the fall of the Serenissima (French Napoleonic period, Austro-Hungarian Period, Italian Rinascimento and Unity, etc.) and to the attacking techniques. The Fort, almost obsolete already during the First World War, was left by the Italian Army at the end of the 80's. After few years of total abandonment, the Fort was taken by some association who tried to give life to it, finding the support of the city of Venice at the beginning of this century after having purchased it from the Ministry of Defence. Now, with the support of Marco Polo System, a management plan for the Fort has been initiated, trying to match the bottom-up initiative and trying to maintain the place completely accessible by the public, with a cultural destination. The training will also aim at adopting the site as pilot for the working sessions, so that a small walk in the Fort will be organised to let participants get acquainted with its assets and present policies and problems.



Training Module 2 | Treviso - Wednesday 22 January 2014 - Financing cultural heritage from the past to the future

Lecture	Aim of the lecture	Method of teaching	Venice course on Funding / Activity
2.1 The traditional allocation of funds to culture. The public funding vs the private	The lecture will be showing how traditional models of financing cultural heritage worked throughout Europe. Examples from other EU countries (ex. UK and the lottery fund) will be given	Lecture / Presentation of case studies also by partners	Use of bibliographic sources and statistical figures Prof. Dr. Pierluigi Sacco Contribution by partners
2.2 New way of financing before the introduction of low cost ICT	This part of the module will be dealing with new financing strategies based on public-private partnerships and other mixed financial tools. Introduction on the concept of cultural districts and cultural territorial system will be given, as well as examples of national and international tools for financing	Lecture / Presentation of case studies also by partners <i>Case study - The Modus Operandi of Fondazione Cassamarca in the regeneration projects in Treviso</i>	Use of bibliographic sources and statistical figures Prof. Dr. Pierluigi Sacco Contribution by Antonella Stelitano, Cassamarca Treviso Marco Acri, Marco Polo System and University of Nova Gorica
2.3 New way of financing and giving value to cultural heritage by means of ICT and story telling	This part of the lecture will be dealing with the new scenarios offered by the ICT and innovative ways of financing	Lecture / Presentation of case studies also by partners	Use of bibliographic sources and statistical figures Prof. Dr. Pierluigi Sacco
2.4 Workshop	In this part of the module an interactive activity is foreseen to permit participants to elaborate arguments on Treviso or other selected case studies	Study visit on site /Workshop	Groups discussion and small report presentations

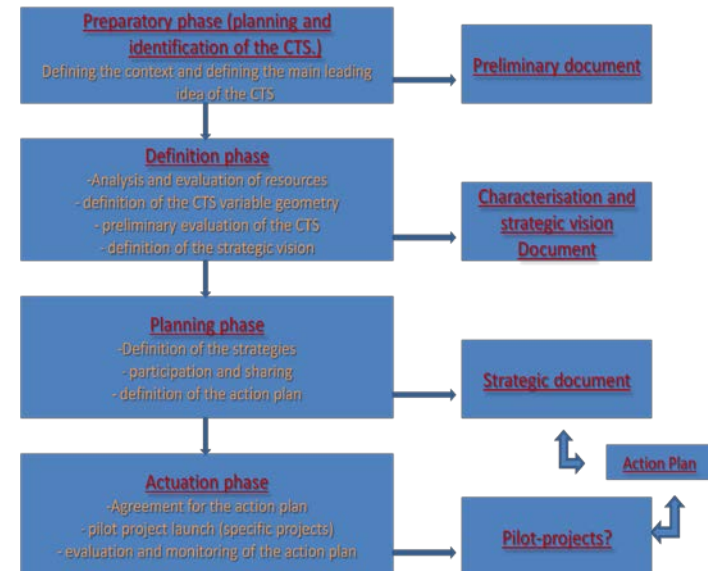
General goal of the Training Module 2 / Financing cultural heritage from the past to the future

Taking the experience of the first module, previous day, participants will be introduced to the traditional systems of financing, taking the leading role of public authorities in the process. In this regard, the main concepts of financing will be given, including past and new models. In this perspective, concepts as public-private participation, crowd-funding, as well as networking systems will be given. Examples from previous experiences and case studies will be offered. Contributions from different experts will be organized, especially on the Italian experience of cultural districts and cultural territorial systems. The module will be ending with a workshop on Forte Marghera

Cultural Districts and Cultural Territorial Systems

Cultural territorial systems should be defined as the evolutionary relational context where valorization projects based on cultural assets could be established, creating a network of resources and local stakeholders, leading to the necessary synergies. In pure theoretical principle, what differentiates cultural territorial systems from cultural districts is “planning”, since the creation of a Cultural Territorial System is intentionally determined, based on the recognition of a potential heritage richness to be networked for sustainable development purposes (preservation, small scale production, human resources improvement, job creation, etc.). In this light, a cultural territorial system is given by the following preconditions:

- **Complex:** the CTS cannot be anyway related only to a single cultural asset, to a single site, to a single urban reality, but should translate the historic and structural dimension of an area
- **Relational:** the CTS should be based on relations, indivisibility and solidarity and given by cohesion manifestations able to assure the feasibility and territorial efficacy of valorization and development strategies
- **Planned:** the CTS does not address and objective recognition of a “state of the art”, but derives from valorization projects, objectives and strategies coming from programming and planning, shared by local actors
- **Cooperative:** the CTS depends on the real potential of networking resources. Thus it requires the willingness of all actors to be part of it (which comes from the understanding of its importance)



Training Module 3 | Forte Marghera - Thursday 23 January 2014 - Tourism and cultural tourism as a challenge in local economy

Lecture	Aim of the lecture	Method of teaching	Venice course on Funding / Activity
3.1 Fundamentals of tourism. From the past to present approaches and practices	This part of the module will make participants familiar with tourism from its origins to the present, showing how it developed in specific conditions and what made it change.	Lecture / Presentation of case studies also by partners	Use of bibliographic sources and statistical figures Prof. Dr. Antonio Paolo Russo Contribution by partners
3.2 The characteristics of cultural heritage in the tourism sector	This part of the module will introduce to partners the main concepts of tourism and cultural tourism, in specific the tourism products, their life/cycle and the vicious cycle of tourism	Lecture / Presentation of case studies also by partners <i>Case study - From a Business-oriented to a Leisure-oriented Destination</i>	Use of bibliographic sources and statistical figures Prof. Dr. Antonio Paolo Russo Contribution by Elena Bisiol, Province of Treviso
3.3 Elaborating tools for cultural tourism development and management	This part of the module will show how to measure tourism impact (ex. Carrying capacity) and show some tools to develop sustainable tourism and manage it.	Lecture / Presentation of case studies also by partners	Use of bibliographic sources and statistical figures Prof. Dr. Antonio Paolo Russo Contribution by partners
3.4 Workshop	In this part of the module an interactive activity is foreseen to permit participants to elaborate arguments on Venice or other selected case studies	Tour in Venice /Workshop	Groups discussion and small report presentations

General goal of the Training Module 3 / Tourism and cultural tourism as a challenge in local economy

As most of the discussions on the potentialities of cultural heritage finally end-up into tourism planning and management (although the international community of experts is trying to emancipate heritage from this position), the training will be offering, in the third final module, the basic information on the tourism sector and the way cultural tourism developed during the 20th century and so far. In this regard the main concepts of mass tourism, cultural tourism, primary, secondary and ancillary tourist products, vicious circle of tourism and carrying capacity will be given. Examples from worldwide, with special focus on the historic city center of Venice and the province of Treviso, will be presented and discussed.

The case of Venice

A good example of how tourism interferes with local life and heritage preservation is Venice. The city center of Venice counts approximately 60.000 registered inhabitants with approximately 15.000 students living, and an annual turnover of tourists of 20.000.000. Tourism has taken the position of leading economy in the city center, crowding out other traditional activities that were at the base of a normal community life. The pressure of tourists presence has been evaluated by the carrying capacity, a calculation model made by Costa-Van den Borg, to figure out how much the centre can afford in terms of numbers of individuals. The city is adapting measures to channel tourism effects, although the citizens are trying to convert themselves to the financial opportunities coming from this phenomenon. So, what to do?

In other contexts, as Treviso, tourism should be looked at an opportunity to diversify more the local economy, maybe benefitting from the existing flows to Venice. The case of the province Treviso is very interesting also in the perspective of Cultural District – Cultural Territorial System Development, discussed the in module 2.

