Program Overview

Day 1: Thursday, 21st August
International arrival & Welcome event (ca. 6 pm)
Hotel in Lima

Day 2: Friday, 22nd August
Travel to Cusco (by plane) and then to the Sacred Valley (by bus)
Hotel in Urubamba

Day 3: Saturday, 23rd August
Travel to Machupicchu – visit of the "llaqta" (main sacred Inca archeological site / llaqta)
Hotel in Machupicchu Pueblo

Day 4: Sunday, 24h August
Hike along an Inca route to reach sacred sites within the forests of Machupicchu
Hotel in Machupicchu Pueblo

Day 5: Monday, 25th August
Visit Hampi Muya, Machupicchu's medicinal garden; visit Ollantaytambo Archeological Site
Hotel in Urubamba

Day 6: Tuesday, 26th August
Visit and workshop at Chinchero Textile Museum
Hotel in Urubamba

Day 7: Wednesday, 27th August
Travel to Cusco – Visit Sacsayhuaman, an archaeological site of the Inca civilization; meet with the Tourist Chamber of Cusco
Hotel in Cusco

Day 8: Thursday, 28th August
Travel to Lima (by plane); final event with presentations
Hotel in Lima

Practical Information

SUMMER SCHOOL COMMITTEE

Prof. Lorenzo Cantoni
USI – Università della Svizzera italiana
Chair-holder of USI UNESCO Chair

Dr. Adine Gavazzi
UNIGE – Università di Genova (Italia)
Member of UNIGE UNESCO Chair

Dr. Anna Picco-Schwendener
USI - Università della Svizzera italiana
Member of USI UNESCO Chair

HOW TO APPLY

Please send your CV and motivation letter to unescochair@usi.ch **by the end of June, 2025**.

PRICE

1'990 USD (not refundable)

Included: Hotels in double rooms (some single rooms available: + 280$) for eight nights, two flights: from Lima to Cusco and back, all meals, transportations and entrances to attractions.

NOT included: Travel from your home destination to Lima and back; transfer Lima airport to hotel on arrival day & transfer hotel to Lima airport on departure day, extras in hotels, alcoholic drinks, laundary.

LANGUAGE

The Summer School will be conducted in English and Spanish. Translations are provided.

TRAVEL ORGANIZATION

Tucano Peru Travel Boutique, Av San Martin 140, Interior 104 Barranco, Lima, Peru.

Summer School 2025

ICTs and the Challenges of "Overtourism": Exploring the Case of Machupicchu

21 – 28 August, 2025
Lima – Urubamba – Cusco - Machupicchu (Peru)



Machupicchu UNESCO World Heritage Site
photo by Heinz Plenge

Concept

Through the research efforts of ***three UNESCO Chairs*** and a transdisciplinary approach, participants will engage with key topics such as heritage conservation and management, sustainable interventions to address overtourism affecting the site of Machupicchu, the intangible heritage of Andean ethnomedicine and textile production. Additionally, they will examine how Information and Communication Technologies (ICTs) can support and enhance these processes.

The program integrates theoretical lessons with immersive field experiences in Lima, Machupicchu, and the Sacred Valley of Cusco. Specialists from the Ministry of Culture and Environment, who manage the Park, along with experts in tourism, cultural heritage preservation, and digital media will share a week of activities aimed at developing actionable proposals to address the site's challenges while enhancing its heritage values and dissemination potential.

Leveraging on participants' different backgrounds, the school will generate a positive dynamic interaction between the territory, heritage managers, UNESCO, and travelers.

Speakers

Academic speakers together with professionals of the tourism and heritage sector as well as representatives of governmental institutions. Among them **Fernando Astete**, **Jose Bastante** and **Régulo Franco**, who are the former directors of the Archaeological Park of Machupicchu. A detailed list of speakers will be provided later on.

Addressed Topics

- **Overtourism vs. Responsible Tourism:** Strategies to ensure sustainability at all levels: environmental, social, economic and cultural (e.g.: exploring alternative access routes to and through the park of Machupicchu; combining ticketing with learning experiences; enriching and differentiating existing narratives).
- **ICTs in Tourism & Heritage Management:** Leveraging mixed reality models and applications for heritage conservation and communication (e.g.: Google Arts & Culture, the 'ABCDE' Framework, UNESCO World Heritage Information Kit, etc.).
- **Integrating Heritage and Sustainability:** Exploring the integration of cultural preservation and communication with sustainable development strategies, also contributing to the integrated Waste Management Project by UNESCO Peru.
- **Intangible Cultural Heritage (ICH) – Ethnomedicine and Textile Production:** Investigating traditional practices and their role in community resilience and health; research the role of intangible heritage as a unifying factor.
- **Participatory Design:** Collaborating with Quechua communities in conservation and sustainable tourism projects, while promoting Intangible Heritage.
- **Priorization of Action Plans:** Contribute to shaping the future of Machupicchu, the Sacred Valley and Cusco protected areas by linking research, conservation, and tourism in a shared plan to protect and maintain its cultural and natural heritage.

Why to Participate

- Experience Machupicchu like never before, **guided by the three former site managers** who made the recent history of Machupicchu.
- Dive into a **traditional textile handicraft** experience.
- Explore **alternative Inca paths** and sacred archeological sites within Machupicchu.
- Team up with **four UNESCO Chairs** to address emerging tourism issues and co-create a UNITWIN Network

Organizers

The 2025 edition of USI UNESCO Chair Summer School is organized in collaboration with the UNESCO Chair in Anthropology of Health, Biosphere and Healing Systems of the University of Genoa (Italy), the UNESCO Chair on City, Landscape and Heritage of the University of Lima (Peru), the UNESCO Chair on Cultural Heritage and Sustainable Tourism of the University San Martin de Porres (Peru) and is supported by the UNESCO office in Lima.

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