



8°Webinar WWW.BITC BORSA ITALIANA DEL TURISMO CULTURALE

WWW.BITC BORSA ITALIANA DEL TURISMO CULTURALE (www.bitcborsaitalianaturismoculturale.it)

Webinar: SEPTEMBER 25-26-27 2026

In the context of 24° Itinerant Seminar “L’IMMAGINARIO SIMBOLICO”© year2026

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Training Event ideated, accomplished and directed by Dr. Alfredo Anania

GENERAL THEMES AND CHAIRPERSONS’ INTERVENTIONS (each intervention max- 40 min.)

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**THE PLACES OF CULTURAL TOURISM AND CRAFT, VISUAL ARTS, DANCE, FASHION,
JOURNALISM, MUSIC, PSYCHOLOGY, HEALTH.**

LIVING THE PLACES OF CULTURE «It is clear that we need to acquire a concept of cultural tourism that is very different from leading, with a flag, groups of tourists around monuments, museums, archaeological sites and so on. The place must be experienced in the mind and body! In the tourist place you stop and identify yourself as a contemporary being, but you must also immerse yourself in the place and in all that represents it, therefore also imaginatively as a man of the past, that is to say of the time of the place visited! Maybe you even have to fall in love with the place that you visit if it arouses in you emotions! You don't need a person to give you explanations, because a place has no explanations, it has its own historical novel; it may be useful to have someone tell you the story, but to experience and relive the singularity of the place (symbols, imago, archaeological and new representative elements) you have to stop there physically for a long time and you have to fantasize about it psychologically (Alfredo Anania 05.15.2021)

Conception, Organization, Management Board

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