

MARXIANO MELOTTI

*professor and researcher of Sociology of Culture and Urban Sociology*

*Heritage and Tourism Studies*

Niccolò Cusano University, Rome

PhD, *Anthropology of the Ancient World and History of Classical Tradition*, University of Siena

post-graduate specialization *Applied Cultural Anthropology*, University of Milano-Bicocca

post-doc research fellow, *Archaeological Heritage*, University of Milan

University Degree, *Classics*, University of Milan

### **Main research fields**

Cultural and archaeological heritage.

Uses and reinvention of the past in modern and contemporary societies. Heritage, globalization and post post-modernity. Theming and consumption.

Urban sociology, urban culture and urban tourism. Cities, cultural change and cultural policies. Festivals, Carnivals and cultural events. Heritage, museums and urban culture. Heritage, tourism and migration. Migration and Cultural policies.

Sociology of cultural change, media and education. Museums, cultural heritage and education. Living history and historical re-enactment. Edutainment.

Sociology of tourism. Cultural heritage and tourism policies. Heritage, tourism and local communities. Cultural and archaeological tourism. Tourism and archaeology. Food and wine tourism and archaeology.

Cultural heritage, tourism and governance. World Heritage and archaeological site management. Innovative practices of cultural and archaeological tourism. Archaeology, tourism and sustainability.

History of tourism and cultural heritage. Tourism in the ancient world, Grand Tour and post-modern cultural tourism.

Heritage and authenticity. Heritage and globalization. Heritage and post-modern society.

Tourism, archaeology and Virtual Reality. ICT and archaeological heritage management.

Underwater tourism and heritage. Underwater archaeological tourism.

### **Research activities**

*Urban dynamics and cultural identity in Ostia. Research project Segregated or integrated? Living and dying in harbour city of Ostia, 300 BCE – 700 CE*, supported by the Academy of Finland and involving the Universities of Aarhus, Gothenburg, Helsinki, Kent, Odense, Oslo, Rome Niccolò Cusano, Rome Tor Vergata, Stockholm and Tampere (coordinator). (2015-2019).

*Tourism, heritage and migration processes. And Lampedusa: local community, tourism and migration processes*. International Laboratory of Tourism Sciences (LIST), University of Milano-Bicocca (2016-2017). Niccolò Cusano University (2017-).

*Milan and EXPO. Urban and social dynamics*. Research for the Institute of Sociological Studies and Investigations - Istituto di Studi e Indagini Sociologiche, coordinator of research group, in collaboration with the University of Milano-Bicocca (2015-2016).

*Heritage, identity and tourism in the Maldives*. MaHRE Center - Higher Research and Education Center, University of Milano-Bicocca, outpost in Magoodhoo, Maldives (2012-2014).

*Educational processes, cultural heritage and post-modern society: edutainment and living history*. Niccolò Cusano University, Rome (2012-2014).

*Intangible heritage and local traditions: Carnivals, religious feasts and history-themed festivals. Carnivals and contemporary society*. Centro Studi su Carnevale, Maschera e Satira, Putignano (2010-2014; 2016-).

*Museums, archaeology and new technologies: educational aspects and tourist fruition* (“I musei e la sfida del virtuale: nuove pratiche di comunicazione, fruizione e didattica museale”). Niccolò Cusano University. Responsible and coordinator of the research group (2012-2014); Research for the Interdepartmental Study Centre for the Quality of Life in Information Society (Qua\_SI), University of Milano-Bicocca (2006-2008).

*Renaissance heritage and post-modern society*. SUM Foundation in collaboration with UCLA Center of Medieval and Renaissance Studies, University of Melbourne and Poldi Pezzoli Museum, Milan (2013-2014).  
*Tourism, archaeology and national identity between the 19th and the 20th centuries*. Niccolò Cusano University, Rome (2009-2012).

*Religious tourism and local religious feasts*. Research group of the University of Milano-Bicocca, Department of Sociology and National Observatory on Religious Tourism (2003-2004); *Syracuse and the feast of Saint Lucy* (2005-2008).

*Marine Protected Areas (MPA): social and economic aspects, tourism and governance*. Coordinator of the working group on the social and cultural aspects. CONISMA [Inter-university Consortium for Sea Sciences] and Italian Ministry for Environment (2007-2008).

*Special Marine Protected Areas of Mediterranean Interest (SPAMI): social and economic aspects, tourism and governance*. CONISMA [Inter-university Consortium for Sea Sciences] and Ministry for Environment (2006).

*Hoping for continuity. Childhood, Education and Death in Antiquity and the Middle Ages*. Research group coordinated by the University of Tampere (2003-2005).

*Lifepus – Innovative revival of life in ancient frescoes and creation of immersive narrative spaces, featuring real scenes with behaviour virtual fauna and flora* - Augmented Reality system in Pompeii archaeological site). Research for the European Union (Fifth Framework Research Project - Information Society Technology, IST-2001-34545), carried out with University of Milan, Archaeological Authority of Pompeii and AEC2000, Rome (Italy); MiraLab - University of Geneva and École Polytechnique Fédérale, Lausanne (Switzerland); Fraunhofer-Institut, FHG/IGD, Darmstadt, and noDNA, Berlin (Germany); Intracom, Athens and Foundation for Research and Technology Hellas, Heraklion (Greece); Vicon Motion Systems, Oxford (UK); Bionatics, Montpellier (France) (2002-2005).

*Law, vengeance and society in ancient Greece*, University of Milan, research funded by Italian Ministry of University, coordinator Professor Eva Cantarella (2004).

*Souverain power: symbols and limits*, University of Milan, research funded by the National Centre for Research (CNR), Rome (2001).

[National Evaluation of Quality of Research - VQR: 1.0 – excellent]

### **Teaching in University courses**

*Sociology of Cultural Processes*, online and face-to-face BA programme, Niccolò Cusano University, Department of Social and Educational Studies, Rome (2016-2017).

*Sociology of Territory*, online and face-to-face BA programme, Niccolò Cusano University, Department of Social and Educational Studies, Rome (2016-2017).

*Sociology of Territory – Urban Culture*, BA programme in “Sciences of Tourism and Local Community”, University of Milano-Bicocca, Department of Sociology and Sociological Research, Milan (2016-2017).

*Sociology of Education - Heritage, Tourism and Museums*, online MA programme, Niccolò Cusano University, Department of Social and Educational Studies, Rome (2012-2017).

*Cultural Events*, BA programme in “Sciences of Tourism and Local Community”, University of Milano-Bicocca, Department of Sociology and Sociological Research, Milan (2015-2017).

*Tourism, Urban Marketing and Museums*, lessons and seminars for the course of “Urban Sociology and Urban Marketing” (professor Ezio Marra), MA programme in “Tourism, Territory, Local Development”, University of Milano-Bicocca, Department of Sociology and Sociological Research, Milan (2015-2016).

*History of Educational Processes*, online and classroom BA programme, Niccolò Cusano University, Department of Social and Educational Studies, Rome (2009-2014).

*Sociology of Heritage and Tourism*, Marine Research and Higher Education Centre (MaRHE), MA and post-graduate programmes, University of Milano-Bicocca, Department of Sociology and Marine Sciences Area, outpost in Magoodhoo, Maldives (2011; 2012; 2014).

*Archaeological Tourism*, BA programme in “Sciences of Tourism and Local Community”, University of Milano-Bicocca, Department of Sociology and Sociological Research, Milan (2006-2011).

*Heritage and Tourism in Marine Protected Areas*, MA programme in “Eccellenze ambientali marine, gestione, tutela e fruizione sostenibile” [“Management, Conservation and Sustainable Use of Excellent Marine Environments”], Genoa University, Department of Environment and Marine Sciences, Genoa (2010).

*Italian and European Cultural Heritage*, Istituto Italiano di Scienze Umane (SUM), Florence. Post-graduate programme for Iraqi citizens “La Porta d’Occidente” [“Gateway to the West”], (2007-2009).

*Cultural Heritage Management*, international MA programme in “Economics and Management of Cultural Heritage” (MEACH), Scuola Superiore di Catania and University of Catania, Syracuse (2007-2009).

*Heritage and Local Traditions*, MA programme in “Promozione e divulgazione del mondo classico” [“Promotion and Popularization of the Culture of the Classical World”], Italian Institute of the Ancient Drama (INDA) and Consorzio Universitario Archimede, Syracuse (2007-2009).

*Cultural Heritage*, MA programme in “Storia e analisi del territorio” [“History and Analysis of Territory”], University of Catania, Syracuse (2007-2009).

*Ancient Greek Culture*, BA programme in “Sciences of Tourism and Local Community”, University of Milano-Bicocca, Department of Sociology and Sociological Research, Milan (2003-2009).

*Underwater Heritage and Tourism*, MA programme “Informatore scientifico del Mare” [“Marine studies”], Marine Sciences, University of Milano-Bicocca, Milan (2003-2008).

*Latin*, course for the students of Roman Law, University of Milano-Bicocca, Milan (2003-2005).

*Anthropology of the Ancient World*, MA programme in “Teorie e dinamiche del teatro classico” [“Theories and dynamics of the classical theatre”], University of Turin, Ispica (2003-2004).

*Ancient Mediterranean Civilizations*, online and classroom BA programme, Nettuno International University Network, Rome (2002-2010).

### **Teaching in Vocational courses**

*Heritage, Tourism and Festivals*, Master programme in “Tourism and Show Business”, Scuola d’Arte Drammatica Paolo Grassi, Milan (2016).

*Heritage, Tourism and Society*, post-graduate programme for Directors and Educators of Prison Administration, EPOS – International Mediating and Negotiating Operational Agency, Rome (2014).

*Heritage and History*, post-graduate SEF programme in “Tourism and Local Development”, organised by Regione Lombardia and University of Milano-Bicocca, Breno (2003-2004).

### **Visiting professorships**

*visiting scholar*, University of California, Los Angeles – UCLA (2017)

*visiting professor*, University of Tampere, Finland (2006; 2008 and 2017).

*visiting professor*, Escola Politecnica de Valencia – Gandia, Spain (2006).

*visiting professor*, Universidade Católica Portuguesa, Viseu, Portugal (2006).

### **Coordination activities**

Secretary General, *Fondazione per l’Istituto Italiano di Scienze Umane – SUM*, Milan and Florence (2007-2015). Founders: Professors Umberto Eco and Aldo Schiavone. Presidents: Architect Gae Aulenti (2007-2012) and Professor Ernesto Galli della Loggia (2012-2015).

Member of the Board: *Network of Italian Scholars Abroad – NISA*, New York (2010-2014); *European Consortium of Humanities Centres and Institutes (ECHIC)*, Dublin (2011-2012).

Coordinator of the post-graduate programme “La Porta d’Occidente” [“Gateway to the West”], Istituto Italiano di Scienze Umane (SUM), Florence, organised in cooperation with the Italian Ministry of Foreign Affairs (2007-2009).

Coordinator of Heritage studies area, BA programme in “Sciences of Tourism and Local Community”, University of Milano-Bicocca, Department of Sociology and Sociological Research, Milan (2003-2009).

Secretary, *Associazione Internazionale Antropologia e mondo antico*, Milan. President Professor Eva Cantarella (1997-2007).

## Scientific Memberships

*International Sociological Association (ISA)* – Research Committees RC50 International Tourism; RC54 The Body in the Social Sciences.

*International Committee on Historical Sciences (ICHS)* – International Commission for the History of Travel and Tourism (ICHTT).

*International Council of Museums (ICOM)*.

*Mediterranean Association of Sociology of Tourism (AMST)*.

*Italian Sociological Association (AIS)* – Sections: Sociology of Territory and Environment; Sociology of Cultural Processes; Sociology of Religion.

*Italian Society of Tourism Sciences (SISTUR)*.

Scientific Committee: “International Studies Center on Carnival and Masks”, Putignano - University of Bari (2013-); “International Laboratory of Tourism Sciences” – LIST, University of Milano-Bicocca (2016-); “National Observatory on Religious Tourism”, University of Milano-Bicocca (2003-2008); publication series, “Tourism and Mediterranean”, coordinated by professor Tulio Romita, Aracne (2015-); Journal “Electryone”, Aegean University, Rhodes (2012-); Journal “Papyri”, Academy of Institutions and Cultures, Athens (2012-). Editorial Board: Journal “Englishes”, Rome (2013-2015). Referee: Journal “Formazione & Insegnamento - European Journal of Research on Education and Teaching”, Società Italiana di Ricerca Educativa e Formativa, Centro Interateneo per la Ricerca Didattica e la Formazione Avanzata dell’Università Ca’ Foscari, Venezia. (2012-).

## Other activities

Consultant and advisor for: *VirtuItaly* and *Centrica*, Florence – organisation Digital Exhibition “Uffizi Virtual Experience” (2015-2016); *Roma Capitale* – Municipality of Rome – Department for Heritage and Culture (2014); *Zétema* – Cultural Agency of the Municipality of Rome (2013-2014); *Biennale Internazionale di Architettura*, Venice (2006); *Piccolo Teatro di Milano – Teatro d’Europa*, Milan (2004); *Teatro alla Scala*, Milan (1995).

Cooperation with National TV networks: Rai 1, Rai 2, Rai Sat, Italia 1.

## Scientific published works

### Books

- M. Melotti, ed., *Mobilities and Hospitable City*, Cambridge Scholars Publishing, Newcastle Upon Tyne, 2017 (forthcoming).
- *The Plastic Venuses. Archaeological Tourism in Post-Modern Society*, Cambridge Scholars, Newcastle, 2011.
- *Turismo archeologico. Dalle piramidi alle veneri di plastica*, Bruno Mondadori, Milano, 2008.
- *Il Mediterraneo tra miti e turismo*, Cuem and University of Milan, Milano, 2007.
- G. Guidorizzi and M. Melotti, eds, *Orfeo e le sue metamorfosi. Mito, arte, poesia*, Carocci, Roma 2005.
- *Diritto e sessualità in Grecia e a Roma*, co-author with E. Cantarella and L. Gagliardi, Cuem and University of Milan, Milano, 2003.

### Essays in edited books

- *Beyond Venice. Heritage, tourism and mobilities*, in M. Melotti, ed., *Mobilities and Hospitable City*, Cambridge Scholars Publishing, Newcastle, 2017 (forthcoming).
- *Florence. Tourism, Heritage and Consumption*, in M. Kozak, ed., *Tourist Experiences*, Springer, Berlin, 2017 (forthcoming).
- *Beyond Lampedusa. Heritage, Tourism and Migration*, in E.C. del Re and R.R. Laremont, eds., *Pursuing stability and a shared development in Euro-Mediterranean migrations*, Aracne, Roma, 2017, pp. 317-364.

- *Vino, archeologia e turismo culturale*, in R. Garibaldi, ed., *In viaggio alla scoperta di cibo e vino. Esperienze creative a confronto*, Aracne, Roma, 2017, pp. 87-127.
- *Gladiator for a day. Tourism, archaeology and themed parks in Rome*, in F. Carlà, F. Freitag, S. Mittermeier and A. Schwarz, eds., *Time and Temporality in Theme Parks*, Wehrhahn, Hannover, 2016, pp. 131-153.
- *The Carnival of Fears: the 2016 Violence in Cologne*, in B.M. Pirani and Th. Spence Smith, eds., *Embodiment and Cultural Differences*, Cambridge Scholars Publishing, Newcastle, 2016, pp. 132-146.
- *Il Paese della bellezza. Patrimonio culturale, maschere linguistiche e retorica politica*, in P. Sisto and P. Totaro, eds., *Maschera e linguaggi*, Progedit, Bari, 2016, pp. 281-312.
- *When a gondola crosses the Ocean... Heritage, history and the new global world*, in M. Robinson, ed., *Transatlantic Dialogues. Heritage and Tourism in the New Global World*, conference proceedings, Ironbridge International Institute for Cultural Heritage, University of Birmingham, Birmingham, 2016.
- *Tourism and Peace in the Mediterranean Area: The Museums of Lanzarote and Lampedusa* (co-author with Elisabetta Ruspini and Ezio Marra), in "4th Interdisciplinary Tourism Research Conference", conference proceedings, 24-29 May 2016, Bodrum, Bizim, Ankara, 2016, pp. 277-279.
- *Rome, Florence and Venice. Post-modernization, Heritage and Tourism in Italy* (co-author with Ezio Marra and Elisabetta Ruspini), in "4th Interdisciplinary Tourism Research Conference", conference proceedings, 24-29 May 2016, Bodrum, Bizim, Ankara, 2016, pp. 359-362.
- *Vino e archeologia: reinvenzioni tra turismo e cultura*, in T. Romita, A. Perri, G. Tocci, eds., *Turismo e qualità della Vita. Buone e Cattive Pratiche*, Aracne, Roma, 2016, pp. 27-49.
- *Cultural Heritage and Tourism. Maldives and the Challenge of Future in Tourism and the Shifting Values of Cultural Heritage: Visiting Pasts, Developing Futures*, Proceedings of the International Conference, Ironbridge International Institute for Cultural Heritage, University of Birmingham, Birmingham 2014 (DVD); University of Taipei, Taipei 2015 (print).
- *Maschere, potere e rievocazioni storiche: gli ultimi gladiatori*, in P. Sisto e P. Totaro, eds., *La maschera e il potere*, Progedit, Bari, 2014, pp. 159-195.
- *Turismo culturale e festival di rievocazione storica. Il re-enactment come strategia identitaria e di marketing urbano*, in R. Deriu, ed., *Contesti mediterranei in transizione. Mobilità turistica tra crisi e mutamento*, Franco Angeli, Milano, 2013, pp. 144-154.
- *Fantasie ibride. Il corpo e la maschera nella rete globale*, in P. Sisto and P. Totaro, eds., *La maschera e il corpo*, Progedit, Bari, 2012, pp. 252-273.
- *Oltre il Carnevale. Maschere e post-modernità*, in P. Sisto and P. Totaro, eds., *Il Carnevale e il Mediterraneo*, Progedit, Bari, 2010, pp. 57-88.
- *Il turismo archeologico e culturale nel Mediterraneo. Problemi e prospettive*, in C. S. Fioriello, ed., *Paesaggi e Rotte Mediterranee della Cultura*, Gelsorosso, Bari, 2009, pp. 17-32.
- *Aree Marine Protette tra retorica e realtà. Il turismo e la nuova identità iconica e metropolitana delle AMP italiane*, in E. Ercole, E. Nocifora, M. Palombo, O. Pieroni, T. Romita, C. Ruzza and A. Savelli, eds., *Pronovis*, Cosenza, 2009, pp. 166-181.
- *Nascita di un mito. Il turismo a Pompei tra amore e morte*, in L. Jacobelli, ed., *Pompei, la costruzione di un mito. Arte, letteratura e aneddotica nell'immagine turistica di Pompei*, Bardi, Roma, 2008, pp. 95-116.
- *Amore e morte a Pompei. L'immaginario collettivo e la formazione di un mito*, in *I misteri di Pompei. Antichità pompeiane nell'immaginario della modernità*, Università di Pavia, Marius, Pompei, 2008, pp. 9-32.
- *Il mare e gli abissi: fascino e paura tra mito, cinema e letteratura*, in G. Revelli, ed., *Da Ulisse a... Il viaggio negli abissi marini tra immaginazione e realtà*, Ets, Pisa, 2007, pp. 579-603.
- *Nuove tecnologie per il turismo archeologico*, in R. Bisiani and D. Diamantini, eds., *Mobilità e società dell'informazione*, Guerini, Milano, 2006, pp. 129-152.
- *Lo sguardo di Orfeo: l'amore, il viaggio, la morte* in G. Guidorizzi and M. Melotti, eds., *Orfeo e le sue metamorfosi. Mito, arte, poesia*, Carocci, Roma, 2005, pp. 86-99.
- *Viaggi e turismo nel mondo antico*, introduction to L. Casson, *Viaggi e viaggiatori dell'antichità*, edited by M. Melotti, Mursia, Milano, 2005, pp. v-xxvi.

- *Crossing worlds: space, myths and passage rites in ancient Greek culture*, in K. Mustakallio, J. Hanska, H.-L. Sainio and V. Vuolanto, eds., *Hoping for Continuity. Childhood, Education and Death in Antiquity and the Middle Ages*, Acta Instituti Romani Finlandiae 33, Roma, 2005, pp. 203-214.
- *Il mito di Fineo. Immagini di marginalità in Tracia tra regalità e divinazione* in P. Schirripa, ed., *I Traci tra l'Egeo e il Mar Nero*, Cuem and University of Milan, Milano, 2004, pp. 85-111.
- *Orpheus, a Lover or a Killer? Eros, Myth and Initiation Rites in Ancient Greece*, revised version, in *O EROTAS STHEN ARXAIA ELLADA*, Andrea Lentakis Foundation, Athens, 2004, pp. 41-48.
- *Un jour à Pompéi avec Lifepius: réalité virtuelle entre archéologie et tourisme*, in Association Monégasque pour la Connaissance des Arts, *Nouvelles technologies au service de la protection du patrimoine méditerranéen et de la diffusion de sa culture*, Monaco, 2003 [Paillart, Abbeville 2004], pp. 139-151.
- *Orpheus, a Lover or a Killer? Eros, Myth and Initiation Rites in Ancient Greece*, in E. Cantarella, L. Gagliardi and M. Melotti, *Diritto e sessualità in Grecia e a Roma*, Cuem and University of Milan, Milano, 2003, pp. 63-80.
- *Lo scettro di Zeus. Sull'immaginario greco del potere*, in S. Simonetta, ed., *Potere sovrano: simboli, limiti, abusi*, Il Mulino, Bologna, 2003, pp. 19-39.
- *Il racconto del mito. Jean-Pierre Vernant e la memoria del passato* (introduction), in J.-P. Vernant, *L'Universo, gli dei, gli uomini*, edited by M. Melotti, Einaudi Scuola, Milano, 2003, pp. vi-xi (with texts and comments by M. Melotti).
- *Cadmo e la fonte magica: strategie mitiche per la costruzione dello spazio sociale*, in F. Cordano, ed., *Giornata tebana*, Cuem and University of Milan, Milano, 2002, pp. 19-41.

#### Articles in journals

- *Tourism and Peace. Lampedusa as a Social Laboratory* (with E. Ruspini and E. Marra), "Anatolia", special issue, 2017 (forthcoming).
- *Le maschere della paura. Colonia e il Carnevale nell'età del terrore*, "Quaderni di Sociologia", 72, January, 2017, pp. 149-163.
- *The last gladiators. History, power and re-enactment*, "Usages publics du passé", École des Hautes Études en Sciences Sociales, July, 2015.
- *Heritage and Tourism. Shifting Values in United Arab Emirates and Saudi Arabia*, "Middle East - Topics & Arguments", issue "Cultural Heritage: Past and Present", University of Marburg, 3, 2014, pp. 78-98.
- *In search of Atlantis: Underwater Tourism between Myth and Archaeology*, in "AP. Online Journal in Public Archaeology", 4, 2014, pp. 95-116.
- *The Power of Senses. New Trends in Heritage Tourism*, in "Englishes", 52, 2014, pp. 47-76.
- *Il ruolo emergente dell'edutainment nella fruizione del patrimonio culturale*, in "Formazione & Insegnamento - European Journal of Research on Education and Teaching", 12, 2013, pp. 129-143.
- *Seductive Bodies: the Glamour of Death between Myth and Tourism*, "Englishes", 50, 2013, pp. 21-47.
- *Oltre la crisi. Il turismo culturale tra riscoperta delle radici e lentezza rappresentata*, "La Critica Sociologica", 1, 2013, pp. 51-66.
- *Archaeological Tourism and the Crisis. Italy and Greece*, in "Electryone", 1, 2013, pp. 29-53.
- *Digital Media in Archaeological Areas. Virtual Reality, Authenticity and Hyper-Tourist Gaze* (with Nicolò Costa), in "Sociology Mind", 2, 2012, pp. 53-60.
- *The Hyatt Museum and the resin Venuses. Archaeological tourism and edutainment society*, in "Revista Máthesis", 15, Faculdade de Letras, Universidade Católica Portuguesa, Centro Regional das Beiras, Viseu, 2007, pp. 229-239.
- *Il turismo archeologico subacqueo in Italia: opportunità e rischi*, "Annali del Turismo internazionale" 1, 2007, pp. 4-27.
- *Il fascino indiscreto delle catastrofi. Impatto mitico e mediatico dello tsunami sull'immaginario collettivo*, in "La Critica Sociologica", Roma, 158, 2006, pp. 88-107.
- *Tra identità e alterità. La specifica aspecificità del turismo archeologico*, in "Annali Italiani del Turismo Internazionale", 2, 2006, pp. 5-11.
- *Il futuro del mondo antico: realtà virtuale a Pompei*, in "Annali Italiani del Turismo Internazionale", 1, 1, 2006, pp. 78-85.

- *Turismo tra mito e realtà virtuale. Il caso di Olimpia da Pausania ad "Archeoguide"*, in "Turistica", 1, 2004, pp. 89-98.
- *Le projet «Lifeplus» à Pompéi comment redonner vie aux sites archéologiques*, in "Culture et Recherche", [French] Ministère de la Culture et de la Communication, Mission de la recherche et de la technologie, Paris, 99, 2003, pp. 10-11.
- *Tra mito e realtà: Halloween, i bimbi e il terremoto di S. Giuliano*, in "La Critica Sociologica", Roma, 142, 2002, pp. 112-115.

### Research reports

- *Rapporto sul futuro del Teatro Valle (with F. Faccioli, M. Gallina, C. Iaione and A. Leon). Report for Assessorato Cultura, Creatività e Promozione Artistica di Roma Capitale*, Rome, 2014.
- *Protocollo d'analisi della struttura e della dinamica delle variabili socio-culturali e socio-economiche delle Aree Marine Protette italiane*, Report for Consorzio Nazionale Interuniversitario per le Scienze del Mare (CONISMA), Ministero dell'Ambiente, Rome, 2009.
- *Lifeplus. Revival of Life in Ancient Pompeii*, Report for the European Union – IST program, Lifeplus Consortium (University of Milan, et al.), Bruxelles, 2005.
- *Religious Tourism and Hospitality*, Report for the Authority for Religious Tourism and Pilgrimage and the National Observatory on Religious Tourism, University of Milano-Bicocca, Milan, 2004.

### PhD Dissertation

- *Tra scettro e bastone: l'immaginario greco del potere*, University of Siena, Siena 2001.

### Encyclopaedia entries

- *Demetra e i misteri eleusini; I riti di passaggio nel mondo classico; I poteri magici delle pietre; Interrogare il futuro: l'arte della divinazione; Natura e sacro nell'immaginario greco: le piante magiche*, in *Enciclopedia dell'Antichità classica* Garzanti, Milano, 2000 (and subsequent editions).

### Textbooks

- Texts on Ancient Greek culture, society and mythology in *L'Universo, gli dei, gli uomini*, by J.-P. Vernant, Einaudi Scuola, Milano, 2003.
- *Percorsi di Storia antica e Medievale*, distributed together with *History of Ancient World* by E. Cantarella and G. Guidorizzi, Einaudi Scuola, Milano, 2000 (reprints 2002 and following years).
- Volume *Percorsi tematici e pluridisciplinari dall'età arcaica all'età cristiana* (pp. 56) in *Il mondo letterario greco*, by G. Guidorizzi, Einaudi Scuola, Milano, 2000 (reprints 2002 and following years).
- *Termini base* (pp. 25) in *Il mondo letterario greco*, by G. Guidorizzi, Einaudi Scuola, Milano, 2000 (reprints 2002 and following years).
- Section of history of art of the ancient world in the *Cd-rom di Storia antica*, Einaudi Scuola, Milano, 2000.
- Iconographic section of *Letteratura e storia di Roma antica*, by E. Cantarella and G. Guidorizzi, Einaudi Scuola, Milano, 1999 (reprints 2002 and following years).

### Lectures in conferences

1. *Ostia. A liminal identity between past and present*, international workshop "Ostia between past and present", Classical Association Annual Conference, University of Kent, Canterbury (UK), April 26-29, 2017.
2. *Ostia. Urban dynamics, heritage and tourism*, international conference "Ostia. Segregated or integrated?", University of Gothenburg, Gothenburg (Sweden), April 2-3, 2017.
3. *Le maschere dell'altro. Paura, migrazioni e patrimonio culturale*, international conference, "Maschere e alterità", University of Bari, International Study Centre on Carnival, Putignano and Melfi (Italy), February 23-25, 2017.
4. *Tutankhamon. Un'icona mediatica tra mito e turismo*, workshop "Omaggio a Tutankhamon", TourismA 2017 – Salone del Turismo archeologico, Florence (Italy), February 17, 2017.

5. *Beyond Lampedusa: migrant bodies between heritage, tourism and cultural policies*, international conference “The Challenge of the Global Migrant. Bodies on the Move and Cultural Differences”, ISA RC54 “The Body in the Social Sciences”, Italian Parliament, Ministry of Foreign Affairs, International Cooperation, Refettorio of the Chamber of Deputies, Rome (Italy), January 19-20, 2017.
6. *Dreaming the past: archaeological tourism and liquid society*, international conference “Paradise Islands of Archaeology – Does science impede dreaming?”, Fritz Thyssen Foundation, Cologne (Germany), December 1-2, 2016.
7. *A city with a view: Florence between heritage reinvention and tourism consumption*, international conference “Urban Planning and Tourism Consumption”, Institute for Urban and Regional Studies (Hebrew University of Jerusalem) and Modul University Vienna, Jerusalem (Israel), November 20-23, 2016.
8. *The Metropolitan Area of Milan: a “blue-green city” from Leonardo da Vinci’s planning to contemporary tourism* (with Ezio Marra), international conference “Urban Planning and Tourism Consumption”, Institute for Urban and Regional Studies (Hebrew University of Jerusalem) and Modul University Vienna, Jerusalem (Israel), November 20-23, 2016.
9. *How is the Millennial Generation reshaping cities and urban tourism?* (with Elisabetta Ruspini), international conference “Urban Planning and Tourism Consumption”, Institute for Urban and Regional Studies (Hebrew University of Jerusalem) and Modul University Vienna, Jerusalem (Israel), November 20-23, 2016.
10. *Rievocazioni storiche. Turismo, cultura contemporanea e spettacolarizzazione della storia*, workshop “Tra living history e rievocazioni”, University of Milano Bicocca, Milan (Italy), October 27, 2016.
11. *Ostia oggi. Una difficile liminalità*, international conference “Ostia e Portus. Etnicità, identità, integrazione”, Institutum Romanum Finlandiae and Swedish Institute in Rome, Rome (Italy), October 18-19, 2016.
12. *Musei, eventi e patrimonio culturale*, workshop, Confcooperative, Florence (Italy), July 15, 2016.
13. *Rievocazioni, turismo e società liquida*, conference “La rievocazione storica. Nuova risorsa culturale, turistica ed economica. Sinergia tra istituzioni e associazioni culturali”, Arteca, Apulia Regional Council and Municipality of Alberobello, Alberobello (Italy), July 8, 2016.
14. *Rome, Florence and Venice: post-modernization, heritage and tourism in Italy* (with Ezio Marra and Elisabetta Ruspini), 4<sup>th</sup> Interdisciplinary Research Tourism Conference, Bodrum (Turkey), May 25-27, 2016.
15. *Tourism and Peace. The museums of Lanzarote and Lampedusa* (with Elisabetta Ruspini and Ezio Marra), 4<sup>th</sup> Interdisciplinary Research Tourism Conference, Bodrum (Turkey), May 25-27, 2016.
16. *Consuming antiquity. Roman taverns and post-modern culture*, international workshop, “Revisiting Cauponae. Material cultura and social space in Roman bars and inns”, Institutum Romanum Finlandiae, Rome (Italy), May 20, 2016.
17. *Uffizi Virtual Experience – Digital Heritage and Edutainment* (with Marco Cappelini, Paolo De Rocco, Paolo Romoli and Vito Cappelini), international conference “Electronic Imaging and the Visual Arts – EVA 2016”, University of Florence, Florence (Italy), May 11-12, 2016.
18. *Reinventing Ostia. Heritage and post-modern consumption*, international workshop of the research group “Living and Dying in Ancient Ostia”, University of Kent, Canterbury (UK), May 6-7, 2016.
19. *La rievocazione storica come patrimonio culturale e identitario*, Primo Forum Nazionale della Rievocazione Storica, Regione Toscana, Florence (Italy), April 9-10, 2016.
20. *Theming and tourism. Museums and the new cultural landscape*, international conference “Cultural Landscapes. Museums and Cultural Tourism in Metropolitan areas”, University of Milano-Bicocca and ICOM Italia (International Committee of Museums), University of Milano-Bicocca, Milan (Italy), March 10, 2016.
21. *Living history, turismo e archeologia*, conference “Il piacere della storia. Turismo archeologico e Living history”, TourismA – Salone del Turismo archeologico, Florence (Italy), February 21, 2016.
22. *Petra e il patrimonio in pericolo*, international conference “Archeologia fra identità e conflitti. Petra come osservatorio internazionale”, TourismA – Salone del Turismo archeologico, Florence (Italy), February 19, 2016.



23. *Le maschere della paura. Colonia e il Carnevale nell'età del terrore*, international conference “Oltre Carnevale: maschere, travestimenti, inversioni”, Fondazione Ignazio Buttitta, University of Palermo, Centro Internazionali di Studi su Carnevale, Maschera e Satira, Museo internazionale delle Maschere Antonio Pasqualino, Palermo (Italy), February 12-13, 2016.
24. *Archeowine. Reinventare il passato tra turismo e cultura*, international conference “Il Turismo culturale europeo. Città d'arte e cibo ad arte. Food&Wine come motivazioni di viaggio”, CESTIT, University of Bergamo, Bergamo (Italy), December 11, 2015.
25. *Expo 2015. Turismo, archeologia e retorica della bellezza*, conference of the Italian Society of Tourism Sciences (SISTUR), Foggia (Italy), November 20-21, 2015.
26. *Tourism, Archaeology and liquid society: a challenge for the future*, international conference “Archaeological Reconstructions and Tourism”, European Network Open-air Museums (EXARC) - Mamuz Museum, Mistelbach (Austria), September 25-27, 2015.
27. *History and Tourism. The emergence of a new paradigm*, international conference “The Uses of History in Tourism”, International Committee of Historical Sciences (ICHS) - International Commission for the History of Travel and Tourism (ICHTT), Jinan (China), August 23-29, 2015.
28. *Tourism before tourism. Leisure and maritime villas in Roman times*, international conference “On the Road. Travels, Mobility and Social Interaction”, University of Tampere, Tampere (Finland), August 6-8, 2015.
29. *When a gondola crosses the Ocean. Heritage, history and the new global world*, international conference “Trans-Atlantic Dialogues on Cultural heritage: Heritage, Tourism and Traditions”, Ironbridge International Institute for Cultural Heritage (University of Birmingham) and Collaborative Center for Cultural Heritage Management and Policy (University of Illinois), Liverpool (UK), July 13-16, 2015.
30. *Mito, vino e territorio: nuove pratiche turistiche tra archeologia liquida ed autenticità locale*, international conference “Alimentazione, produzioni tradizionali e cultura del territorio”, Fondazione Buttitta – University of Palermo, Palermo (Italy), March 12-13, 2015.
31. *Turismo, musei archeologici e nuove tecnologie*, conference “Turisti globali. Linguaggi e nuovi paradigmi multimediali”, TourismA – Salone del Turismo Archeologico, Florence (Italy), February 21, 2015.
32. *Il Paese della bellezza. Maschere linguistiche e comunicazione politica*, international conference “Maschere e linguaggi”, University of Bari and Italian Ministry of Culture, Bari and Putignano (Italy), February 12-14, 2015.
33. *Quando ricostruiremo il Colosseo. Lo “sguardo asiatico” e il futuro del turismo culturale*, conference of the Italian Society of Tourism Sciences (SISTUR), Mediterranean University of Rome and SISTUR, Rome (Italy), November 20-21, 2014.
34. *Il regno di Dioniso. Turismo, archeologia e società post-moderna*, international conference “Turismo e qualità della vita. Cibo, territorio, identità, buone e cattive pratiche”, Mediterranean Association of Sociology of Tourism and University of Calabria, Arcavacata di Rende (Italy), October 3-5, 2014.
35. *Festivals and Living History. Tourism in the Age of Edutainment*, XVIII International Sociological Association - ISA World Conference, Yokohama (Japan), July 14-19, 2014.
36. *Heritage and Sensorial Tourism: the long way beyond Post-Modernity*, XVIII International Sociological Association - ISA World Conference, Yokohama (Japan), July 14-19, 2014.
37. *Between leisure and culture. Interdisciplinary skills for enhancing museums and archaeological areas*, international conference “Mobilities and Hospitable City”, University of Rome Tor Vergata and Italian Geographic Society, Rome (Italy), Italian Geographic Society, January 16-17, 2014.
38. *La metropoli e il Colosseo: popolazioni urbane, consumo turistico e pratiche di governance*, conference “Conoscere e governare la città metropolitana in tempi di crisi”, University of Milano-Bicocca and Italian Association of Sociology, Milan (Italy), Univ. of Milano-Bicocca, December 5-6, 2013.
39. *Turismo archeologico in Italia. Problemi e prospettive*, conference of Italian Society of Tourism Sciences, University of Bologna and Italian Society of Tourism Sciences, Rimini (Italy), University of Bologna, November 29-30, 2013.
40. *The “Liquid” Past: reinventing Middle Ages and Renaissance in Post-Modern Society*, international

- conference “From Earthly Pleasures to Princely Glories in the Medieval and Renaissance Worlds”, Center for Medieval and Renaissance Studies - University of California, Los Angeles (UCLA), Italian Embassy in Washington and Italian Institute of Culture in Los Angeles, Los Angeles (USA), UCLA, Mai 17-19, 2013.
41. *Il ruolo emergente dell'edutainment nella fruizione del patrimonio culturale*, Conference “Competenze, capacità e formazione permanente. Le politiche formative ed educative alla luce dei nuovi scenari”, Niccolò Cusano University and SIREF, Rome, March 21-23, 2013.
  42. *Liquid Renaissance: reinventing the Past in Post-Modern Society*, international conference “Of Loves and Ladies, Knights and Arms: The Renaissance Effect”, University of Sydney and Italian Institute of Culture in Sydney, Sydney (Australia), University of Sydney, February 25, 2013.
  43. *Luxury and Leisure: Past and Future*, international conference “The Power of Luxury. Art and Culture at the Italian Courts in Machiavelli’s Lifetime”, University of Melbourne, Embassy of Italy, Italian Institute of Culture in Melbourne, SUM Foundation and Poldi Pezzoli Museum, Melbourne (Australia), University of Melbourne, February 19-20, 2013.
  44. *Reinventing Archaeological and Heritage Tourism: Global Problems and Local Perspectives*, international conference “Archaeology and Tourism in Al-Ula. Challenges and Expectations”, Taibah University and Government of Saudi Arabia, Al-Ula (Saudi Arabia), Taibah University, February 11-13, 2013.
  45. *Gli ultimi gladiatori. Maschere, potere e rievocazioni storiche*, international conference “La maschera e il potere”, University of Bari and Foundation Carnival of Putignano, Putignano (Italy), February 7-9, 2013.
  46. *Mito, storia e archeologia. Stabia e la sfida del turismo*, international conference “ArcheoStabiae 2012”, RAS Foundation and Pompeii Archaeological Authority, Castellamare di Stabia (Italy), Vesuvian Research Institute, November 30 - December 1, 2012.
  47. *Oltre la crisi. Il futuro del turismo culturale tra riscoperta delle radici e lentezza “rappresentata”*, international conference “Cittaslow: the Value of Slowness for the Tourism of the Future”, University of Perugia, Perugia (Italy), June 13-14, 2012.
  48. *Beyond Authenticity: cultural tourism in the age of edutainment*, international conference, Athens Institute for Education and Research, Athens (Greece), Mai 7-10, 2012.
  49. *Humanities and Cultural Heritage in the age of edutainment*, HUMED Symposium - Spanish National Research Council - CSIC, Granada (Spain), September 12-13, 2011.
  50. *Spartacus: modern and post-modern reception*, Panel discussion *Spartacus between Myth and History*, New York University, Casa Zerilli Marimò, New York (USA), June 16, 2011.
  51. Introductory lecture *The Sea and the Museum. New Trends of Cultural Tourism in the Age of Edutainment*, XVII Forum – Mediterranean Maritime Heritage “Maritime Museums and Coastal Communities. Research and evaluation of the territories: museum education and cultural tourism”, Gabicce Mare – Pesaro (Italy), May 29-30, 2011.
  52. *Da Siracusa alla Svezia. La festa e il culto di Lucia tra mito, turismo e nuove identità globali*, international Summer School “The Baltic and Mediterranean. A cultural bridge between northern and southern Europe”, Università degli Studi di Bologna, Cattolica, Saludecio, San Giovanni in M., Gabicce Mare (Italy), Pesaro, May 25-30, 2011.
  53. *Fantasie ibride. Il corpo e la maschera nella rete globale*, international conference “Il Carnevale e il Mediterraneo. La maschera e il corpo”, Università degli Studi di Bari, Fondazione Carnevale di Putignano. Putignano (Italy), March 3-5, 2011.
  54. *L'anima dei luoghi dal Grand Tour alla post-modernità*, conference “Viaggio d'autore. Il racconto di Paestum e del turismo archeologico. Dal taccuino al digitale”, Università degli Studi di Napoli Suor Orsola Benincasa - Società Italiana di Scienze del Turismo, XIII Borsa Mediterranea del Turismo Archeologico, Paestum (Italy), November 18, 2010.
  55. *Dall'archeologia militante alla fruizione: specializzazione e interdisciplinarietà per la promozione turistica e la valorizzazione del patrimonio*, Ministero Beni e Attività Culturali, XII Borsa Mediterranea del Turismo Archeologico, Paestum (Italy), November 21, 2009.
  56. *Amore e morte a Pompei. Mito, cinema e letteratura*, con Giuseppe Pucci, XI Festival del mondo antico, “Antico/Presente”, Rimini (Italy), June, 2009.

57. *La distruzione dei Buddha di Bamyian*, seminar “Diritti umani culturali”, Università degli Studi di Milano-Bicocca, Milan (Italy), Mai 31, 2009.
58. *Monument restoration, conservation science and archaeological tourism*, international conference “BHeST 2009 - Il restauro architettonico: tecnologie sostenibili per le analisi diagnostiche e gli interventi di conservazione, Consiglio Nazionale delle Ricerche, Dipartimento Patrimonio Culturale”, XVI Salone dell’Arte del Restauro e della Conservazione dei Beni Culturali e Ambientali, Ferrara (Italy), March 26, 2009.
59. *Oltre il Carnevale. Maschere e postmodernità*, international conference “Il Carnevale e il Mediterraneo. Tradizioni, riti e maschere del Mezzogiorno d’Italia”, Università degli Studi di Bari – Fondazione Carnevale di Putignano, Putignano (Italy), February 19-21, 2009.
60. *Comunicare la cultura*, XI Borsa Mediterranea del Turismo Archeologico, Paestum (Italy), November 15, 2008.
61. *Archaeological Tourism in Post-Modernity. New forms and new trends*, international conference “El Turismo como factor de desarrollo y cohesión en el Mediterráneo”, Universidad de Granada, Asociación Mediterránea de Sociología del Turismo, Granada (Spain), September 25-26, 2008.
62. *Il turismo archeologico del Mediterraneo. Problemi e prospettive*, international conference “Paesaggi e rotte mediterranee della cultura. Turismo integrato e riuso delle architetture”, Università degli Studi di Bari, Fasano (Italy), September 18-19, 2008.
63. *Le Aree Marine Protette: mito e retorica*, conference *Turismo sostenibile: ieri, oggi, domani*, Università degli Studi della Calabria – AIS, Amantea (Italy), September 13-14, 2008.
64. *Il turismo archeologico nella città che cambia*, conference “La città che cambia: bisogni, desideri, diritti, Bologna” (Italy), Università degli Studi di Bologna, Associazione Italiana Sociologia (AIS) – Sezione Territorio, Bologna (Italy), Mai 8, 2008.
65. *La Porta d’Occidente: un ponte tra culture*, seminar “I giovani, la letteratura italiana e il futuro dell’Iraq”, Università degli Studi di Chieti, Chieti (Italy), March 3, 2008.
66. *Il turismo archeologico in Iraq*, conference “Il patrimonio archeologico dell’Iraq tra guerra e saccheggio”, Università degli Studi di Milano-Bicocca – SUM, Milan (Italy), January, 2008.
67. *La Porta d’Occidente: un progetto educativo per il futuro dell’Iraq*, workshop “I giovani e il futuro dell’Iraq”, SUM - Festival della Creatività di Firenze, Florence (Italy), October 26, 2007.
68. *Pompeii between Myth and Virtual Reality: technology and archaeological data recontextualization*, international conference “Bridging Archaeological and IT Culture for Community Accessibility”, University of Milan, Milan (Italy), July, 10-11, 2007.
69. *Turismo, memoria e identità: il culto e la festa di Santa Lucia da Siracusa alla Svezia*, international conference “The Rhythms of the Sacred: time of the monk, time of the tourist on the global scene”, International Association of Sociology (IAS) - Associazione Italiana di Sociologia (AIS), Abbazia di Farfa Sabina, Farfa (Italy), March 22-24, 2007.
70. *Amore e morte a Pompei: l’immaginario collettivo e la formazione di un mito*, conference “I misteri di Pompei. Antichità pompeiane nell’immaginario della modernità”, University of Pavia, Pavia (Italy), March 1, 2007.
71. *The Archaeological Tourism in the Age of Virtuality: a Paradoxical Authenticity*, international conference “Turismo, Património e Desenvolvimento”, Universidade Católica Portuguesa, Viseu (Portugal), May 26-27, 2006.
72. *Il mare e gli abissi: fascino e paura tra mito, cinema e letteratura*, international conference “Da Ulisse a... - Il viaggio negli abissi marini tra immaginazione e realtà”, University of Genoa, Imperia (Italy), October 7-8, 2005.
73. *The Myth and the Polis. New York, 9-11*, International Conference “Passages from Antiquity to the Middle Ages: Aging, Old Age and Death,” University of Tampere, Tampere (Finland), August 19-21, 2005.
74. *Il fascino discreto delle catastrofi*, conference “Ripensare lo tsunami: catastrofi, turismo ed ecologia”, University of Milano-Bicocca, Milan (Italy), May 24, 2005.
75. *The Mysteries of Pompeii between Venus and Bacchus*, Seminar “Love and Mystery”, Pompeii Week, New York University - Casa Italiana Zerilli-Marimò, New York (USA), April 2, 2004.

76. *The Future of the Ancient World: Tourism and New Technologies*, seminar “A day in Pompeii with Lifeplus. Technology, Tourism and Archaeology”, Pompeii Week, New York University - Casa Italiana Zerilli-Marimò, New York (USA), March 29, 2004.
77. *Il mito di Fineo. La marginalità tracia tra regalità e divinazione*, conference “I Traci tra l’Egeo e il Mar Nero”, University of Milan, Department of Classics, Milan (Italy), February 16-17, 2004.
78. *Turismo, archeologia e realtà virtuale a Pompei*, conference “Turismo, archeologia e tecnologia: il progetto Lifeplus a Pompei”, VI Borsa Mediterranea del Turismo Archeologico, Paestum (Italy), November 6, 2003.
79. *Orpheus the Killer: Eros, Myth and Initiation Rites in Ancient Greek Culture*, international conference “Eros in Ancient Greece”, Foundation of Culture and Education Andreas Lentakis, Delphi (Greece), September 19-21, 2003.
80. *Pompei e il Vulcano tra fertilità e distruttività: una metafora della natura*, conference “Il Ritorno di Dioniso. Piacere e conoscenza nell’umanesimo psicologico ed esistenziale”, Istituto Italiano per gli Studi Filosofici, Università degli Studi di Napoli “Federico II”, Naples (Italy), May 29-31, 2003.
81. *Lo sguardo d’Orfeo. L’eroe e il mondo altro*, international conference “Il viaggio di Orfeo. Mito, arte, letteratura”, Università degli Studi di Torino, Turin (Italy), April 9-10, 2003.
82. *Un jour à Pompei avec Lifeplus. Réalité virtuelle entre archéologie et tourisme*, international conference “II Rencontres Internationales Monaco et la Méditerranée - Nouvelles Technologies au service du Patrimoine Méditerranéen et de la diffusion de sa culture”, Montecarlo (Monaco), March 13-15, 2003.
83. *Crossing Words: Space, Myths and Rites of Passage in Ancient Greek Culture. Dionysos and Prosymnos at Lerna*, international conference “Aging, Old Age and Death. Passages from Antiquity to the Middle Ages: Family, Education and Death”, University of Tampere, Tampere (Finland), January 24-26, 2003.
84. *Myth, Tourism and Virtual Reality. From Pausanias to Archeoguide*, international conference “Advanced Information Visualization in Archaeology”, Olympia (Greece), November 10-11, 2002.
85. *Cadmo e la fonte magica: strategie mitiche per la costruzione dello spazio sociale*, conference “Una giornata tebana”, University of Milan, Department of Classics, Milan (Italy), April 18, 2002.

#### **Other lectures**

1. *Generi, turismo e reinvenzione del passato*, University of Milano Bicocca, Milan (Italy), October 7, 2016.
2. *Spartaco e il mito del gladiatore*, “Mutina Boica”, Modena (Italy), September 11, 2016.
3. *Using the past. Heritage, classics and contemporary society*, University of Freiburg, Freiburg (Germany), June 8, 2016.
4. *Rinascimento e globalizzazione*, Milan (Italy), Castello Sforzesco, October 15, 2015.
5. *Wine, archaeology and tourism*, Ironbridge International Institute for Cultural Heritage, University of Birmingham, Birmingham (UK), January 29, 2015.
6. *Oltre le mura. Carceri e cultura post-moderna*, series of lectures “Sorveglianza dinamica, dal controllo alla conoscenza”, EPOS, Rome and Ministry of Justice, Rome (Italy), October 21, 2014.
7. *Turismo archeologico e Living History*, University of Milano-Bicocca, Milan (Italy), March 10, 2014.
8. *Il futuro del passato. Turismo, archeologia e società postmoderna*, Centro Culturale Castello, Bonassola (Italy), August 6, 2013.
9. *Inventing a Myth: Pompeii Bodies between Love and Death*, Vappriki Museum – University of Tampere, Tampere (Finland), April 28, 2013.
10. *Seductive Bodies: the Glamour of the Death between Myth and Archaeology*, Science Museum Eureka – University of Helsinki, Helsinki (Finland), April 25, 2013.
11. *L'isola delle Sirene. Capri tra mito, storia e archeologia*, Italian Institute of Culture and Dante Alighieri Society, Helsinki (Finland), April 24, 2013.
12. *Para além da autenticidade: turismo cultural na idade da educação para o lazer*, inaugural lecture, Mestrado Acadêmico em Turismo e Hotelaria, Universidade do Vale do Itajaí – Univali, Balneário Camboriú (Brazil), March 3, 2012.
13. *Archaeological Tourism in Post-Modern Society*, Universidade Federal de Santa Catarina,

- Florianopolis (Brazil), February 29, 2012.
14. *Happy Birthday, Rome! The Myth of Ancient Rome in Contemporary Society*, Istituto Italiano di Cultura, Melbourne (Australia), April 21, 2011.
  15. *The myth of Capri: from Ulysses to modern tourism*, Northwestern University of Illinois, Evanston (USA), January 24, 2011.
  16. *Felix dies Natalis! Il mito di Roma antica nell'immaginario contemporaneo*, Institutum Romanum Finlandiae – Amici di Villa Lante al Gianicolo, Roma (Italy), April 21, 2010.
  17. *The Plastic Venus. Archaeological Tourism and Post-Modern Culture*, University of Tampere, Tampere (Finland), September 3, 2008.
  18. *Capri, il mare, le Sirene. Mito, storia e turismo*, Società Dante Alighieri, Tampere (Finland), September 2, 2008.
  19. *La contesa sui marmi di Elgin. Archeologia, mito e politica*, Centro Ellenico di Cultura, Milano (Italy), May 6, 2008.
  20. *Comunicare e promuovere il mondo antico nell'età del consumo globale*, Jean Monnet lecture, “Archimedes” University Network – University of Catania, Siracusa (Italy), April 8, 2008.
  21. *Cultural Heritage between Tourism and post-modern Culture*, Jean Monnet module *Cultural Policies and European Integration*, Institute of Advanced Study – University of Catania, Siracusa (Italy), April 7, 2008.
  22. *Pompeii. Modern Imagery and Global Consumption*, University of Helsinki, Helsinki (Finland), November 1, 2007.
  23. *Lucia from Syracuse to Scandinavia: tradition, tourism and identity*, University of Tampere, Tampere (Finland), April 27, 2006.
  24. *From Demeter to Saint Lucia: cultural identity between past and present*, University of Tampere, Tampere (Finland), April 25, 2006.
  25. *Pompeii: Myth and Tourism*, Northwestern University of Illinois, Evanston (USA), April 18, 2007.
  26. *The cult and the feast of St Lucy from Syracuse to Sweden: myth and tourism*, Northwestern University of Illinois, Evanston (USA), April 17, 2007.
  27. *Archaeological Tourism*, Escola Politecnica de Valencia, Gandia (Spain), April 5, 2006.
  28. *Santa Lucia a Siracusa. Festa, memoria, identità*, “Archimedes” University Network – University of Catania Siracusa (Italy), December 7, 2005.
  29. *Amore e morte. Presenze femminili nell'immaginario classico tra mito e rito*, 16 Rassegna Internazionale del Cinema Archeologico, Rovereto (Italy), October 3-8, 2005.
  30. *Atlantide da Platone ai Carabi: mito, turismo e archeologia*, Collegio di Milano, Milan (Italy), December 12, 2004.
  31. *Tra mito e rito. Il mare e l'immaginario iniziatico*, Collegio di Milano, Milan (Italy), Nov. 30, 2004.
  32. *Da Achille a Brad Pitt: la guerra di Troia tra storia, mito e archeologia*, Collegio di Milano, Milan (Italy), November 18, 2004.
  33. *Tra mostri e fate. I viaggi di Ulisse tra mito e folklore*, Collegio di Milano, Milan (Italy), November 11, 2004.
  34. *Phineus the seer: divination and marginality*, New York University, New York (USA), Apr 1, 2004.
  35. *Orpheus: lover or killer?*, Rutgers University, New Brunswick (USA), March 30, 2004.
  36. *Medea e l'immagine della donna in Grecia*, University of Turin, Turin (Italy), October 2002.
  37. *Poseidone e i due Aiaci. Magia, divinazione e letteratura in un passo dell'Iliade. Ciclo di incontri Sviluppi recenti nella ricerca antichistica*, University of Milan, Milan (Italy), January 30, 2002.
  38. *Between Seer and God: Magic, Rite and Literature in Iliad 13.43-74*, Rutgers University, New Brunswick (USA), September 11, 2001.
  39. *Il mito di Glauco e Polido: divinazione e riti di passaggio*, Università degli Studi di Trieste, Trieste (Italy), May, 2000.