

## Call for applications for PhD programmes

**Positions with scholarship of innovative PhD programme with industrial characterization  
(cycle XLI - aa.yy. 2025/2028)**

**PhD programme in EDUCATION AND INCLUSION FOR THE CULTURAL HERITAGE AND TOURISM**

**PhD Coordinator: Prof. Anna Ascenzi**

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Research topic	Description
<b>SHARED HERITAGE: ACCESSIBILITY AND INCLUSION OF FOREIGN COMMUNITIES, SPECIFICALLY MIGRANT COMMUNITIES IN THE MARCHE'S HISTORICAL-ARCHAEOLOGICAL LANDSCAPE</b>	The project involves research on the accessibility and inclusive use of historical and archaeological heritage by migrants. Particular attention will be paid to the Marche region. Through an interdisciplinary and participatory approach, the doctoral student will analyze cultural and linguistic barriers and co-design accessible digital tools (audio guides, apps, multilingual itineraries). The effectiveness of the developed tools will then be tested in museum and archaeological settings and the social impact of the adopted solutions will be assessed. The pilot will take place specifically at the archaeological site of Urbisaglia, in collaboration with cultural institutions and third-sector organizations.
<b>4.0 MUSEUMS? IMPACT AND SUSTAINABILITY OF DIGITAL INVESTMENTS FOR MUSEUM FRUITION AND THE DIFFUSED MUSEUM</b>	In recent years, Italy has experienced an intensified debate on digitalisation in museums, particularly following the publication of the "Three-Year Plan for the Digitalisation and Innovation of Museums" (2019) and the "National Plan for the Digitalisation of Cultural Heritage" (2023), as well as the digital investments funded by the National Recovery and Resilience Plan. In this context, the project has two main objectives: on the one hand, to analyse the economic sustainability of digital investments made in cultural institutions and sites; on the other hand, to measure the impact of some innovations on the user experience, including the enjoyment of local heritage and the surrounding area, in terms of attractiveness, accessibility, usability, satisfaction, and learning. On the supply side, the research should include a review of investments made in the Marche Region in recent years. On the demand side, qualitative and quantitative surveys should be conducted to verify the effectiveness of the introduced innovations in improving the user experience and knowledge of local cultural heritage. The goal is to provide organizations operating in the sector, cultural institutions and sites, and policymakers with guidance on expanding accessibility to cultural heritage, enhancing the visitor experience by encouraging interaction and participation through innovative forms of storytelling, and optimising management processes from a data-driven perspective.
<b>Language requirements</b>	For all candidates: knowledge of at least one foreign language among English, French and Spanish.  For candidates for whom Italian is not L1: knowledge of the Italian language at least at level B2.
<b>Obligations for enrollees</b>	Study and research activities <b>abroad</b> between a minimum of 6 (six) and a maximum of 18 (eighteen) months;  Study and research activities in one or more companies belonging to the project partner cluster.