

**Call for selection for the potential conferral of n. 2 Ph.D. scholarships financed by the
Intesa San Paolo Onlus Foundation**

(cycle XL – AA.YY. 2024/2027)

PhD PROGRAMME in EDUCATION AND INCLUSION FOR CULTURAL HERITAGE AND TOURISM

PhD Coordinator: Prof. Anna Ascenzi

Possible position with scholarship	1
ASSESSMENT CRITERIA	1. Congruence, quality and originality of the project presented within the framework of the research topic.
	2. Congruence of a candidate’s prior study to the research topic.
	3. Suitability of a candidate’s scientific profile.
Research topic	Description
Impact and sustainability of digital investments for the use of museums and the “diffused museum”	<p>Aiming to bridge the gap in research on technologies for the use of cultural heritage, the project analyses the long-term sustainability of digital investments made by Italian museums and the impact of technological innovations on the enhancement of cultural heritage and improvement of user experience, focusing on attractiveness, accessibility, usability, satisfaction, and learning.</p> <p>On the supply side, a survey of those investments is proposed; on the demand side, through selecting some case studies, qualitative and quantitative investigations are conducted to verify the effectiveness of digital innovations in improving the experience and knowledge of cultural heritage and museums</p>
Obligations for enrollees	Attendance of Ph.D. training activities; 3-month minimum of experience abroad.