

Fondo Sociale Europeo Plus 2021/2027

FSE+

Sportello 2025 P.S. 20/24

Sostegno alla realizzazione di dottorati di ricerca

With Decree No. 9526/GRFVG of February 28, 2025, the Friuli Venezia Giulia Region published the Notice regarding the submission of operations for Specific Program No. 20/24, which aims to support higher education through the realization of PhD programs.

Specific Programme 20/24, through the funding of doctoral scholarships, contributes to the achievement of the objectives of the Sustainable Smart Specialisation Strategy (S4). It supports the development or strengthening of integration with the regional production system and/or research organisations, through coordination and collaboration mechanisms with regional enterprises or research bodies, or by leveraging the potential for technology transfer of processes, products, applications, or, more broadly, research outcomes.

- Sportello 2025
- Ciclo 41
- CUP J93C25000640008
- Progetto 2025/6525/2

Dottorato in **Philosophy, History and Political Studies**

"Languages, semiotic strategies, applied geophilosophy for sustainable tourism in the context of the Anthropocene in Friuli Venezia Giulia"

The doctoral research project deals with the role of linguistic and semiotic strategies in constructing the value of tourist destinations, with particular attention to sustainable and digital tourism in Friuli-Venezia Giulia. The project is situated within a regional context where tourism is constantly increasing and, in particular, data indicates a growing interest in unconventional destinations linked to authenticity (cf. Tourism data 2023 between classic itineraries and new trends, Friuli Venezia Giulia Region). In light of this evolving scenario, the research aims to understand how digital narratives contribute to shaping the perception of the landscape and the tourist experience, also in relation to the cultural and environmental transformations of the Anthropocene. In particular, it is planned to structure the doctoral student's research activity into two main lines of inquiry: (i) the analysis of the impact of digital narratives on regional tourist perception, (ii) the study of the existing gap between the digital representation of tourist destinations and the concrete experience of visitors. In light of the results that emerge, the most effective semiotic-linguistic strategies for communicating sustainability and tourist authenticity will be identified, aimed at enhancing regional experiences. In the background, a geophilosophical perspective will be adopted that interprets the landscape as a relational and symbolic space, with attention to the discursive dynamics that define its use. The goal is to offer a replicable theoretical-operational model, useful for public bodies, operators, and digital platforms. The expected results include guidelines for linguistic and semiotic strategies in the promotion of sustainable tourism, indications for transparent and authentic tourist communication, and practical recommendations for entities and digital platforms to enhance regional tourist experiences.