



Sabato
1 Ottobre 2016
 9.30 - 13.00
 Villa Favorita
 via Zuccarini, 15
 Ancona

PROGRAM

**CULTURAL AND SUSTAINABLE TOURISM
 ACROSS THE IONIAN-ADRIATIC MACROREGION:
 BEST PRACTICES AND PROPOSALS**

09.30 Welcome address

PIETRO MARCOLINI President ISTAO

09.45 Introducing:

Prof. **ALMIR PESTEK** University of Sarajevo

Development of common/regional tourism products and need for networking of regional partners as well as development of educational platforms

PhD candidate **LEJLA DIZDAREVIC** University of Sarajevo

Essentials of increasing the value of cultural heritage in the Adriatic and Ionian Region

10.45 Best practice from Macroregion Area:

MIRELA KUZMANOVIC Ecapital Culture

"Creadriatico Travel"

GIANFRANCO GADALETA Ipres

"N.O.BARRIER"

11.30 Round table and Proposals: Competencies and contents for excellence management development

SABRINA DUBBINI ISTAO

ALESSANDRA MICOZZI Entrepreneur and researcher

ALMIR PESTEK University of Sarajevo

GIANFRANCO GADALETA Ipres

13.00 Lunch

The workshop promoted by Istao on cultural and sustainable tourism development aims to involve several stakeholders for the definition of a Ionian-adriatic network for activities in the field of sustainable tourism. The network will be developed and oriented to favour the connection between agents and research centres in the Macroregional Area; to identify synergies among activities, events and programmes by stakeholders and partners organizations; to identify proposals and strategies for economic, social and environmental sustainability of projects; to enhance synergies among actors, organizations, stakeholders. Among the final objectives, the workshop will be focused on the implementation of a Master programme devoted to reinforce and develop high professional skills and competencies on Tourism Industry Management for new and existing firms.