

MARE ETIAM CONIUNGIT:
CULTURAL AND SUSTAINABLE TOURISM ACROSS
THE IONIAN-ADRIATIC MACROREGION
2016



Sabato
3 Dicembre 2016
 9.30 - 13.00
 Villa Favorita
 via Zuccarini, 15
 Ancona

PROGRAM

MARE ETIAM CONIUNGIT:
CULTURAL AND SUSTAINABLE TOURISM
ACROSS THE IONIAN-ADRIATIC MACROREGION

09.30 Welcome address

PIETRO MARCOLINI President ISTAO

MORENO PIERONI Assessore Turismo Regione Marche

CARLO PESARESÌ Progetto Adriatico

09.45 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

11.00 Prof. **SABRINA DUBBINI** ISTAO

Proposal of "Master in cultural and sustainable tourism across Macroregion"

Dott. **CARLO NEUMANN** President of Conero Riviera Association

Sustainable tourism in Conero Riviera

12.00 Dott. **LODOVICO GHERARDI** ADRION Managing Authority Coordinator

European territorial cooperation and macroregion strategies for sustainable tourism in adriatic-ionian area

12.30 Avv. **ALESSIO FERRARI ANGELO COMMENO DI**

TESSAGLIA President of Angelica-Costantiniana Academy

The Angeli's road

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 and cultural 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 presentation of a Master programme devoted to reinforce and develop high professional skills and competencies on Tourism Industry Management for new and existing firms, on the competences and educational needs, on the sustainable tourism through the valorisation of artistic, cultural and religious roads.