



Alma Mater Studiorum  
Università di Bologna

***THE TRAINING COURSE***  
***FOR EXPERTS IN DEVELOPMENT, PROGRAMMING AND MANAGEMENT OF CULTURAL TOURISM***  
***IN THE ADRIATIC-IONIAN REGION***  
**PRESENTS**

**CULTURAL TOURISM**  
**IN THE ADRIATIC-IONIAN REGION:**  
**UNIADRION'S EXPERIENCE**

***International Seminar***

Split, 7 - 8 October 2004



**SVEUČILIŠTE U SPLITU**  
**UNIVERSITAS STUDIORUM SPALATENSIS**



*Ministero degli Affari Esteri*  
Direzione Generale per la Cooperazione  
allo Sviluppo



*Ministero dell'Istruzione,  
dell'Università  
e della Ricerca*

**October 7th**

14.00 - 14.30

**Welcome**

Igor Zanchi  
*Vice-Rector, University of Split – Croatia*

Ljubomir Urlic  
*Vice-Mayor of Split - Croatia*

Stefania Pinci  
*Italian Ministry of Foreign Affairs*

Matilde Callari Galli  
*University of Bologna – Italy, Foreign Commission Board*

14.30 - 16.00

**Cultural Tourism and Co-operation at University Level: a Training Experience**

Matilde Callari Galli and Giovanna Guerzoni  
*University of Bologna – Italy*

**From Heritage Tourism to Experiential Tourism: The Role of Creative Cities**

Mirko Petric  
*University of Split – Croatia*

**Resource Management in Transition: A Context for Cultural Tourism**

Inga Tomic-Koludrovic  
*University of Zadar – Croatia*

**Discussion**

16.30 –18.00 p.m.

**Cultural Tourism in the Adriatic-Ionian Region: Experiences, Ideas, Projects**

**A Project of Communication/Valorisation of High Adriatic Cultural Traditions**

Giuseppe Chicchi  
*President of Azienda di Promozione Turistica (APT) Emilia Romagna – Italy*

**Italia/Croatia: Stage Experiences and Valorisation Processes of Cultural Tourism in the Adriatic-Ionian Region**

Ivo Pazzagli  
*University of Bologna- Italy*

**Cultural Tourism Development in Split Destination**

Lidija Petric  
*University of Split - Croatia*

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Operators and other professionals linked to tourism in the Adriatic-Ionian Region

**October 8th**

9.30 – 12.00

**Cultural Tourism in the Adriatic-Ionian Region: Stories, Paths, Context Analysis**

*Tourism Policy of Albanian Government in Lalzy Bay*  
Entela Dade - Albania

*Heritage Role in Tourism: Purpose, Identity, Interpretation*  
Vlasta Klaric – Croatia

*Cultural itineraries in the Zagreb Country (resources, attractions, products)*  
Ivana Koludrovic - Croatia

*City as a Product*  
Sonia Lebos - Croatia

*How to Keep Tourists More Than a Few Hours in Mostar*  
Jasenska Vuk - Bosnia and Herzegovina

Commentaries and Suggestions

12.00

**Graduation and Closing Ceremony**

**Scientific Coordinators**

UniAdrion Training Course for Experts in Development, Programming and Management of  
Cultural Tourism in the Adriatic-Ionian Region

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**Local Event Organisation**

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*In collaboration with:*

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*Executive Secretariat of UniAdrion*

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NON-LECTURING SEMINAR PARTICIPANTS

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Advisor for Culture and Information  
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