



Dipartimento di Architettura
e Pianificazione Territoriale



Università Politecnica
delle Marche



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
SCUOLA SUPERIORE DI STUDI
SULLA CITTÀ E IL TERRITORIO



MEDITERRANEA UNIVERSITY
MONTENEGRO



CENTRAL EUROPEAN INITIATIVE
UNIVERSITY NETWORK

IWP 2007 international working party . Bologna 17 . 21 September 2007

FORMS OF TRAVEL IN ADRIAN

ports, architecture for the hospitality and sea-land waterfront

FORME DEL VIAGGIO IN ADRIAN: PORTI, ARCHITETTURE DELL'OSPITALITA' E INTERFACCIA TERRACQUEI



Comune di Bologna



Provincia di Bologna

Regione Emilia-Romagna



Provincia di Ravenna



AUTORITÀ PORTUALE DI RAVENNA



PORTO DI RAVENNA



ASSOCIAZIONE COMMERCianti
della Provincia di BOLOGNA



Touring Club Italiano



urban
center
bologna

The *International Working Party* (IWP2007) will deal with the Adriatic-Ionian tourist system (ADRION) through an integrated, contemporary and feasible approach, as suggested by the European evolving Scenario and by the current global phase of post-modernity. In that vision, the “*Advanced Tourism*” (A.T.) has become necessary (aware and responsible, cultural and religious, sporting and recreational ones, etc) as it represents a border of knowledge, a real economic driving factor. The A.T. defines new Networks of Euro-Regions without borders. ADRION is located among those Euro-Regions, in the middle of Europe, totalling 27 member countries. The “*Advanced Tourism*” is considered by the promoters of the IWP2007 as a *complex indicator of the new phenomena of urbanization, generating world iper-cities* arranged in three levels: between entirety (globalism) and local policies, between competition and cooperation, new alliances and unusual citizenships.

The ADRION Basin has its own territorial characteristics, its own past and current identities, deep-rooted communities and different cultures oriented towards a future in ferment.

The ADRION Basin reveals interaction, sometimes critical ones, between water and land (waterfront), city and countryside, landscapes and monuments; it registers the persistency of mass tourism and the growing of autonomous and personalized tourism. The last ones have the following peculiarities: fine, sustainable, connected to historical and artistic heritage, landscape and architectural ones.

The three sea systems – Adriatic, Baltic and Black ones – have experiences for comparison, case studies to investigate. They have to be considered like laboratories of urbanity and hospitality, sea-land waterfront and like tourist architectures, even if experimental ones.

The IWP2007 intends to compare the territorial Network, the harbours and the crucial tourist typologies to draw the attention of the operators on the need for policies oriented beyond limited good and resources. That kind of policies should consider the open-mind of tourist creativity (also entrepreneurial), already existing in the city of arts, culture and entertainment: Bologna, Ravenna, and Rimini are an example. “Planning tourism” means to face a new border at the limit of the systems, combining history and culture, fine arts and beauty, nature and entertainment together with internet, low cost and nomadism, and creating dies of unlimited goods and inexhaustible resources thanks to entrepreneurial capacities, technical possibilities, specific policies, home-change, culture of hospitality. The Advanced Tourism is revealing new living modalities typical of post-modern period, and at the same time, they are still linked to traditions and local habits, because those living modalities appreciate the atmosphere of SLOW TOURISM (tourism which interiorize the historical time and that of the visited culture, the living spaces).

The *complementariness of tourism on both the two ADRION coasts* and the dosing *between competition and cooperation* in the tourist world suggest to create common moments of acquaintance and action, to allow the Adriatic-Ionian coasts to “create a system” (ADRION MOSAIC), connecting mobility and sedentary life.

Those are the main objectives of the *International Working Party* (IWP2007), scheduled for the second half of September, to offer to participants (to experts, professors, researchers and university students) the occasion of debate, such as in a laboratory of tourist planning.

English Official Language.

Promoted by

- The University Networks UniAdrion and UniNet (Central European Initiative)
- Department of Architecture and Territorial Planning, DAPT - University of Bologna
- Department of Architecture Survey Design Town Planning and History, DARDUS - Politechnic University of Marche (Ancona)
- Advanced School of Studies on the City and Territory, Ravenna Campus
- Mediterranean University of Montenegro

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Foreign Partners:

Mediterranean University of Montenegro

University of Montenegro

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City of Split

Odessa National Maritime University - Department Sea, river ports and waterways

University of Uppsala

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Italian Partners:

UniAdrion - Università Virtuale del Bacino Adriatico Ionico

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Dipartimento di Architettura e Pianificazione Territoriale (DAPT) – University of Bologna

Dipartimento di Architettura Rilievo Disegno Urbanistica Storia (DARDUS) – Politechnic University of Marche region (Ancona)

Scuola Superiore di Studi sulla Città e il Territorio, University of Bologna Ravenna Campus

Scuola Superiore di Scienze Turistiche, University of Bologna Rimini Campus

Master's Degree CESPEM on Innovative Small and Medium Enterprises in Transition Countries - Faculty of Economic Affairs, University of Bologna Forlì Campus

Emilia Romagna Region

Province of Bologna

Municipality of Bologna

Port Authority of Ravenna

Touring Club Italiano

ASCOM – Bologna

TRADEMARK Italia – Rimini

DuoMo Hotel - Rimini

The IWP 2007 is open for the participation of PhD students coming from DAPT and DARDUS, students from the Advanced School of Tourists Sciences Rimini Campus, the Advanced School of Studies on the City and Territory, Ravenna Campus and the Master's Degree CESPEM “Innovative Small and Medium Enterprises in Transition Countries” - Faculty of Economic Affairs, University of Bologna Forlì Campus.

IWP 07

PROGRAMME

Monday 17	TERRITORIES FOR TOURIST DEVELOPMENTS - ASCOM - Strada Maggiore 23 - Bologna	
03:00 p.m.	Chairman	Dr. Emilio Cocco - University of Teramo
	Greetings, introduction of the Guests	Bruno Filetti - President ASCOM
	Introduction to the International Working Party 2007 and of the works.	Giorgio Praderio - Vice Director DAPT, University of Bologna
	Tourism and Territories: planning	Alberto Corlaita - DAPT, University of Bologna
05:00 p.m.	Comparison among European experiences:	
	Interplay "Sea Port – City" at Ukrainian Black Sea Coast Areas	Michael Doubrovsky - Head, Dept. Sea, River Ports and Waterways, Odessa National Maritime University
	Baltic Sea region: including Baltic 21, Baltic University Programme and Union of Baltic Cities	Lars Ryden – Programme Director, the Baltic University Programme, University of Uppsala
	Motorways of the Sea: from the concept to reality	Antonio Danesi e Luca Mantecchini – DISTART Transport Sector, University of Bologna
	The territorial dimension of the strategies adopted by tourist entrepreneurs in Emilia-Romagna sea coast	Asterio Savelli – Dept. of Sociology, University of Bologna
07:00 p.m.	Cocktail at ASCOM	

Tuesday 18	CITY AND ARCHITECTURES FOR HOSPITALITY - Urban Center - Palazzo Re Enzo (entrance from Voltone del Podestà), Via Rizzoli, Bologna	
09:00 a.m.	Chairman	Fausto Pugnaroni – Director, DARDUS Politechnic University of Marche region (Ancona)
	The Adriatic City: the genesis and character of the art and architecture of the two shores. <i>Research routes - a cultural tourism project</i>	Rodolfo Bersaglia - phd student, DARDUS Politechnic University of Marche (Ancona)
	For a sustainable architecture of services and hospitality: methodologies, examples, tools and state of the art on the Adriatic coast	Fausto Pugnaroni – Director, DARDUS Politechnic University of Marche region (Ancona) Davide Di Fabio – phd student, DARDUS Politechnic University of Marche region (Ancona)
	The heritage of industrial archaeology in the Adriatic basin. Instruments for a tourism net	Marcello Agostinelli and Paolo Clini - DARDUS Politechnic University of Marche (Ancona) Ramona Quattrini and Noemi Lancioni - phd students, DARDUS Politechnic University of Marche region (Ancona)
	Cruiser tourism and harbour development in Split, Zadar, Dubrovnik	Mirko Petric and Inga Tomic-Koludrovic - Dept. of Sociology University of Zadar
	Architecture, tourism, society: recent developments on the Eastern Adriatic coast	Inga Tomic-Koludrovic and Mirko Petric - Dept. of Sociology University of Zadar
	The city in the sea coast of Montenegro	Sanja Vlahovic - Vice Dean for Education, Faculty for Tourism Hospitality and Trade Management, Mediterranean University of Montenegro
12:00 a.m.	Final/Closing Discussion and presentation of papers	
01:00 p.m.	Free lunch	
03:00 p.m.	Chairman	Daniele De Paz – DAPT, University of Bologna
		Francesco Evangelisti – Municipality of Bologna (manager for: “complex urban programmes”)
	Imperfect Hosts	Alessio Erioli – DAPT, University of Bologna
	Brandlandscape system. Strategies of landscape design under the effects of globalize markets	Andrea Morpurgo – DAPT, University of Bologna
	Hospitality and advanced tourism far-away from the seaside: proposals and case studies for a completed system concerning the tourist offer in the “Apennine of Romagna area”	Andrea Luccaroni – DAPT, University of Bologna
	Tuzla: a planning experience	Stefano Dosi - DAPT , University of Bologna
06:00 p.m.	Final/Closing Discussion and presentation of papers	

Wednesday 19	TRAVELLING IN THE ADRIATIC CITY – from Bologna through Ravenna to Rimini and back	
08:30 a.m.	Departure by bus from Bologna Bus Station	
09:45 a.m.	Visit to the Port Authority of Ravenna	Guido Ceroni, Secretary General Ravenna Port Authority
10:30 a.m.	Port of Ravenna - Candiano Channel	Massimiliano Casavecchia – Director, Advanced School of Studies on the City and Territory, University of Bologna Ravenna Campus
01:00 p.m.	Departure to Rimini	
02:00 p.m.	Arrival in Rimini stop at the beach: "the Adriatic squares" and visit to the Hotel Le Méridien	
03:00 p.m.	Design hotel – DuoMO Hotel	Raniero Amati – General Manager and Matteo Bernardi – manager; DuoMo Hotel Rimini
04:15 p.m.	Promoters/Creators of tourism in Rimini	Aureliano Bonini - President & Ceo Trademark Italia, Rimini
06:00 p.m.	Departure to Bologna	

Thursday 20	CREATIVITY AND KNOWLEDGE FOR TOURISM IN HISTORICAL CITIES AND OF FINE ARTS – Province of Bologna – Palazzo Malvezzi , Sala del Consiglio - via Zamboni 13	
09:00 a.m.	Chairman	Sergio Dalla Val, President – Association Emilia Romagna project
	Tourist creativity	Marco Strada – Councillor for Tourism, Province of Bologna
	Policies and Instruments	Guido Pasi – Councillor for Tourism and Trade, Emilia Romagna Region
10:30 a.m.	Break	
	The role of creativity in local economy promotion	Sergio Maccagnani - PROMO Bologna
11:00 a.m.	Waterfront development in cities of the Baltic region, connections to Sustainable Development	Lars Ryden - Programme Director, the Baltic University Programme, University of Uppsala
	Development of Tourism on Black Sea (on the example of Odessa Region)	Iryna Morozova – Rector, Odessa National Maritime University
12:00 a.m.	Discussion with the participants of the Forum	
01:00 p.m.	Free Lunch	
03:00 p.m.	Tourism, Architecture and Society	
	Chairman	Alberto Corlaita – DAPT, University of Bologna
	Public and private sectors for tourist development in the cities of fine arts	Marcella Gola – Director, Advanced School of Tourists Sciences University of Bologna Rimini Campus
	Clustering and Networking in Albania-Montenegro cross border tourism. Identities and varieties	Massimo Bianchi – Responsible for Interreg Project SVILOPIM in Albania, Bosnia Herzegovina and Serbia; Faculty of Economic Affairs, University of Bologna Forlì Campus E.Kurtaj and R.Kurtaj - students Master CESPEM Faculty of Economic Affairs, University of Bologna Forlì Campus
05:00 p.m.	Presentation of papers, discussion and closing of works	

Friday 21	Visit to Bologna, city of fine arts. Departure from the Hotel San Giorgio, Via delle Moline 17	
09:30 a.m./ 12.30 a.m.	Visit to Bologna, city of fine arts	Giorgio Praderio, Daniele De Paz, Luigi Bartolomei – DAPT, University of Bologna

Further Information:

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