

# UNIADRION

*Virtual University of the Adriatic-Ionian Basin*

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

## **HVAR PROGRAM**

*Place:* Center for Culture (Stari Grad, the island of Hvar, Croatia)

*Date:* October 5 - October 10, 2003

*Objective:* exploration of the possibilities of development and obstacles to the realization of cultural tourism programs on a concrete location in the Adriatic-Ionian region

### **October 5**

Arrival of participants in Split

8 a.m.- 12

Jasenka Splivalo (School of Visual Arts, Split; UNESCO coordinator of Associated Schools Project for the preservation of cultural heritage)

Visit to Diocletian's Palace and Archaeological Museum

Transfers to Stari Grad, island of Hvar (16.00 and 20.00)

### **October 6**

9.30 - 10 a.m.

Welcome from the Mayor of Stari Grad Visko Haladić

Presentation of the program

Matilde Callari Galli (Scientific Coordinator of the Uniadrion Course for Experts in Development, Programming and Management of Cultural Tourism in the Adriatic-Ionian Region)

Mirko Petrić (local organizer, University of Split)

Aldo Čavić (local organizer, Center for Culture, Stari Grad)

10 - 13 a.m.

Aldo Čavić (Center for Culture, Stari Grad)

The history of Stari Grad from the ancient Greeks to the present

Visit to the Museum and local historical sites

3.30 - 7 p.m.

Aldo Čavić (Center for Culture, Stari Grad)

Visit to the Mala Rudine village (an example of implementation of a revitalization plan)

Visit to the Stari Grad field (best preserved ancient Greek land division in the Mediterranean)

### **October 7**

9.30 a.m. - 1 p.m.

Visit to the city of Hvar (historical monuments, possibilities for development of cultural tourism)

Resource person: Barbara Tudor (Atlas Tours agency)

4-7 p.m.

Mirko Petrić (University of Split)

Visual identity for cultural tourism: the example of Stari Grad

Mirko Petrić/Ivica Mitrović (University of Split)

An analysis of the web pages advertising tourism

### **October 8**

10 a.m. - 1.00 p.m.

Inga Tomić -Koludrović (University of Zadar)

Cultural tourism and sociology of transition

Lidija Petrić (University of Split)

Economic analysis of a cultural tourist program: the example of Hvar

3 -7 p.m.

Visit to Jelsa/Vrboska (historical monuments, Museum of Fishing)

Resource person: Zdravko Fistončić (Museum of Fishing)

### **October 9**

9.30 a.m. - 5 p.m.

Visit to the Hvar inland (agritourism, bicycling, wine tasting, plans to activate the inland)

5.30 p.m. - 6.30 p.m.

Jelka Vince Pallua (University of Zagreb)

The tourist potential of religious festivities on the island of Hvar

### **October 10**

9.30 a.m. - 12.00

Final discussion

Departure of participants

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