

#### GENERAL COURSE CONTENTS

The cultural perspective of the project will be double-edged: it will deal with the peculiarities that make the Adriatic-Ionian region culturally and historically unique, but it will also stress the ever-growing interdependencies of the region with the overall global cultural situation.

The general themes connected with tourist planning and management cannot avoid mentioning those specific aspects of the Adriatic-Ionian region which come from its archaeological and historical heritage, its artistic and craft production, its music and its traditional celebrations, its objective beauty and the variety of nature and countryside it contains.

The course is based on collaboration between various disciplinary areas: from tourist anthropology, regional ethnology, archaeology and urban planning, from sociology and the Romance, Hellenic, Slavic and Illyrian languages of the region, to economics, its operative abilities of the broadcasting and statistical models, business management and marketing.

#### OBJECTIVES OF THE COURSE

The course is for specialised cultural tourist operators in the Adriatic-Ionian region and will have a theoretical-operative approach, which is particularly aimed at the multi-cultural aspect of the region. Teaching will also be aimed at helping participants towards various professional specialisations: though the most typical participant will be the specialised operator in cultural tourism, the course is also suitable for cultural officers working in museums or other centres of culture, as well as for inter-cultural mediators or educators (in and out of schools).

#### INTERDISCIPLINARITY AN INTER-REGIONAL APPROACH

The Training Course linking the scientific community of the different countries involved in the Ionian-Adriatic Initiative (but also of other countries), aims to approach the sustainable development of agricultural, rural and coastal areas with an interdisciplinary perspective.

Monday, 17<sup>th</sup> of March 2003

#### Room 11, Via Filippo Re 6

9.00 a.m.-10.45 a.m.

**Official Opening Session:** Welcome by Pier Ugo Calzolari (President of UniAdrion and Rector of the University of Bologna)

**General Presentation of the Course:** Matilde Callari Galli and Giovanna Guerzoni (Coordinators of the UniAdrion Training Course for Experts in Development, Programming and Management of Cultural Tourism in the Adriatic-Ionian Regions, University of Bologna)

**Presentation of the Italian and Foreign Teachers**

11.00 a.m.-12.30 a.m.

**Presentation of the Students**

**Presentation of Disciplinary Areas: Anthropology, Sociology, Geography, Economics and Communication**

2.30 p.m.-5.30 p.m.

**Presentation of Scientific Areas:**

**Political History, Linguistics, and Law**

Tuesday, 18<sup>th</sup> of March 2003

Room 11, Via Filippo Re 6

10.00 a.m. - 1.00 p.m.

**Anthropology** Scientific Coordinator: Matilde Callari Galli  
Matilde Callari Galli (Coordinator of the UniAdrion Training Course for Experts in Development, Programming and Management of Cultural Tourism in the Adriatic-Ionian Regions - University of Bologna)

Giovanna Guerzoni (Coordinator of the UniAdrion Training Course for Experts in Development, Programming and Management of Cultural Tourism in the Adriatic-Ionian Regions, - University of Bologna)

Ivo G. Pazzagli (Dep. of Education Sciences - University of Bologna)

Jelka Vince-Pallua (Dep. of Ethnology - University of Zagreb)

2.30 p.m.-3.45 p.m.

**Political History**, Scientific Coordinator: Stefano Bianchini  
Stefano Bianchini (Fac. of Political Sciences Forli campus; Istituto per l'Europa Centro Orientale e Balcanica, Director - University of Bologna)

Francesco Privitera (Political Sciences Forli campus; Istituto per l'Europa Centro Orientale e Balcanica, Vice-director - University of Bologna)

3.45 p.m.-5.30 p.m.

**Introduction to Bibliographic Resources at University of Bologna**

Wednesday, 19<sup>th</sup> of March 2003

#### Morning Room 11, Afternoon Room 4, Via Filippo Re 6

10.00 a.m. -1.00 p.m.

**Communication** Scientific Coordinator: Roberto Grandi (Vice-rector for International Relations, Delegate of UniAdrion President - University of Bologna)  
Mattia Miani (University of Bologna)  
Mirko Petric (University of Split)

2.30 p.m. - 3.45 p.m.

**Geography** Scientific Coordinator: Fiorella Dallari (Dep. of Economic Sciences - University of Bologna)  
Silvia Grandi (Dep. of Economic Sciences - University of Bologna)

3.45 p.m. -5.30 p.m.

**Economics** Scientific Coordinator: Guido Candela (Dep. of Economic Sciences - University of Bologna)  
Massimiliano Castellani (University of Bologna)  
Laura Onofri (University of Bologna)

Thursday, 20<sup>th</sup> of March 2003

Morning First Part Room 10, Second Part Room 11, Via Zamboni 34

9.00 a.m./11.15 a.m.

**Linguistics** Scientific Coordinator: Danielle Londei  
Danielle Londei (University of Bologna)  
Jeannine Preiti (University of Bologna)

11.30 a.m. - 1.00 p.m.

**Sociology** Scientific Coordinator: Prof. Asterio Savelli (Faculty of Politics Sciences, Forli Campus - University of Bologna)

Riccardo Menegatti (University of Bologna)

2.30 p.m. -3.45 p.m.

**Sociology** Scientific Coordinator: Asterio Savelli  
Riccardo Menegatti (University of Bologna)

3.45 p.m. - 5.30 p.m.

**Law** Scientific Coordinator: Chiara Alvisi  
Chiara Alvisi (Faculty of Law - University of Bologna)

Friday, 21<sup>st</sup> of March 2003

Room 11, Via Filippo Re 6

10.00 a.m./1.00 p.m.

**Discussion with Students**

2.30 p.m./5.30 p.m.

**Discussion with Students**