

# UniAdrion

## *Virtual University of the Adriatic-Ionian Basin*

Matilde Callari Galli and Giovanna Guerzoni  
1<sup>st</sup> week of face to face learning activity within the  
*Training Course for Experts in Developing Programming and Management of  
Cultural Tourism in the Adriatic-Ionian Regions*  
**Final report**

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The Course has been opened on Monday 17<sup>th</sup> March 2003 by the Rector of the University of Bologna, Prof. Pier Ugo Calzolari, in the presence of the relevant Coordinators (Mrs. Matilde Callari Galli and Mrs. Giovanna Guerzoni), the representatives from the various teaching areas and departments included in the study program proposed (Chiara Alvisi, Matilde Callari Galli, Sirio D'Amanzo, Fiorella Dallari, Elena Gentilini, Giovanna Guerzoni, Danielle Londei, Mattia Miani, Laura Onofri, Ivo Pazzagli, Mirko Petric, Asterio Savelli, Jelka Vince-Pallua), the tutor (Federica Ferraris), the executive secretariat (Francesca Regoli) and in presence of the participant selected students (for a total of 8 students of 10 applications). Also Eng. Gianfranco Cicognani (Rector's delegate for UniAdrion activities) has taken part into the opening.

The first day has been entirely devoted to the introduction of the Course main objective by part of the Coordinators (Profs. Matilde Callari Galli and Giovanna Guerzoni) and to the personal introduction of the collaborating Italian and foreign teachers and students, as well as to a brief presentation of the subjects which the representatives of each teaching area shall propose during the training course.

On the second day, the teaching module of the Anthropologic Studies Area has been presented (by profs. Matilde Callari Galli, Giovanna Guerzoni, Ivo Pazzagli, Jelka Vince-Pallua, Dr. Federica Ferraris – *tutor*) and all the necessary scientific and learning material has been distributed to the participant students. The theoretical and methodological introduction to anthropologic studies in tourism and, in particular, to the theme of cultural tourism (by profs. Matilde Callari Galli, Giovanna Guerzoni and Ivo Pazzagli) has been supported by audiovisual material regarding the case of Croatia (prof. Jelka Vince-Pallua). In the afternoon, students have attended to the preliminary lecture of the Historical-political Area (prof. Stefano Bianchini), which has mainly been focused on the existing relations within the national-political

appropriation of the cultural heritage and on the notion of “political culture”. In the second part of the afternoon session, the international teachers board has met to plan the frontal and online teaching activities for the following months, with a particular attention for both the required teaching material and for the organization of the training sessions. The teaching material has mainly been identified in accordance with UniAdrion website updates, which are expected to be elaborated and introduced by the beginning of the first cycle of frontal teaching (scheduled within the first half of September) and to be divided into two parts, including a wide selection of insight analyses of different cases from the Adriatic-Ionian region. As far as the training is concerned, two sessions have been scheduled in so far: the first session has been fixed to start in June at the *Unione di Prodotto Costa* and at the *Unione di Prodotto Città d’Arte* in Cesenatico and Bologna, respectively (profs. Asterio Savelli and Ivo Pazzagli will be responsible for this session); the second session will be held at the Isle of Kvar, in Croatia on October 2003 (Prof. Mirko Petric from the University of Split has been appointed responsible for this training period).

In the same afternoon, students have met at the “Mario Gatullo” Library of the *Dipartimento di Scienze dell’Educazione* (Department of Education Science), in order to learn how to use the bibliographic resources of the University of Bologna by means of online bibliographic research tools (Alina Renditiso).

On Wednesday, the Communications Technology Area module has been presented (Dr. Mattia Miani), followed by a preliminary lecture on the theories of communications science (prof. Mirko Petric). In the afternoon, students have attended to the introductory lessons of the Geography Area (prof. Fiorella Dallari and Dr. Silvia Grandi) and of the Economics Area (Dr. Laura Onofri). The first module included some notions on sustainable development, the distribution of textual material and the reference to some Internet sites for further learning resources. Finally, the second module has consisted of a preliminary lecture on tourism economy.

The day of Thursday has been divided into three parts. The first part has included a French lecture (profs. Danielle Londei and Jeannine Preiti), which, upon students’ request, has mostly developed some issues and themes regarding the modalities of development of cultural tourism in France, and, in particular, in the region of the Côte d’Azur. The second part has been concentrated on the presentation of the Social Science Area (Dr. Riccardo Menegatti), with reference to the situation of Emilia-Romagna region and to the *Unions of Product* and to the *Associations of Product*. Provided the current dramatic international situation with the outbreak of war in Iraq, professor Callari Galli, as Coordinator of the Course, has thought it appropriate to introduce a moment of reflection with students about the role of cultural tourism as an instrument of education to peace. All participants have shared an overall feeling of worry for the development of the Iraqi crisis. Finally, the third part has introduced some judicial and legislative aspects regarding the protection of cultural heritage in the Italian legislation (Dr. Sirio D’Amanzo).

On Friday, the activities of this first week of intensive frontal lectures have been terminated with the presentation of UniAdrion website (Dr. Beatrice Saletti) in

the form it has been currently configured and the learning materials which students are required to produce and add in the future. Finally, the Coordinators and some of the representatives from the various teaching areas involved (Matilde Callari Galli, Giovanna Guerzoni, Sirio D’Amanzo, Danielle Londei, Riccardo Menegatti – *tutor*, Mirko Petric, Jelka Vince-Pallua, Federica Ferraris – *tutor*) have discussed together with students about the week hitherto concluded and have tried to define new activity projects for the following Course months.

Furthermore, in this week, participants have defined the calendar dates for the training sessions of June (20-24 June) and of October (6-12 October), and have agreed on the necessity for students to send via e-mail a written report about the activities hitherto carried out and their expectations for the next months.

According to the Coordinators, the 1<sup>st</sup> week of frontal teaching activity has been productive both from a teaching and technical-administrative perspective and in terms of active participation by part of students. The teaching personnel incorporating teachers from the University of Split and of Zagreb has showed a good coordination in developing the tasks and the objectives related to each teaching area, in conformity with the general objective of the training course.

#### LIST OF STUDENTS ADMITTED TO THE COURSE (in alphabetic order)

Last Name	Name	Country	Qualification
Dade	Entela	Albania	<ul style="list-style-type: none"> <li><input type="checkbox"/> Graduated with teaching diploma exam, University of Girocastro.</li> <li><input type="checkbox"/> Master degree in Geography of Population, Univ. of Tirana.</li> <li><input type="checkbox"/> Assistant in the Cabinet of the Albanian Ministry for the Economic Cooperation and Commerce.</li> </ul>
Hadzimuhamedovic	Fehim	Bosnia-Herzegovina	<ul style="list-style-type: none"> <li><input type="checkbox"/> Graduated at the Faculty of Architecture, University of Sarajevo.</li> <li><input type="checkbox"/> Ph. D. Faculty of Architecture and Urbanism, University of Belgrade.</li> <li><input type="checkbox"/> Doctorate degree, Faculty of Architecture, University of Sarajevo.</li> <li><input type="checkbox"/> Architect, lecturer at the University of Sarajevo - Dep. of History of Fine Arts and at the Faculty of Philosophy.</li> </ul>
Klaric	Vlasta	Croatia	<ul style="list-style-type: none"> <li><input type="checkbox"/> Degree in English Language and History of Art, University of Zagreb.</li> <li><input type="checkbox"/> Master degree in social, humanistic studies and theological science – Faculty of Organisation and Information, Univ. of Zagreb.</li> <li><input type="checkbox"/> Member of the Council of the</li> </ul>

			<p>Tourist Association of Zagreb district.</p> <ul style="list-style-type: none"> <li>❑ Consultant of tourism at the Croatian Chamber of Commerce (Dep. of Tourism).</li> </ul>
Koludrovic	Ivana	Croatia	<ul style="list-style-type: none"> <li>❑ Graduated at the Faculty of Philosophy, Univ. of Zagreb.</li> <li>❑ Master degree in History and in Social and Cultural Anthropology.</li> <li>❑ Manager of Cultural and Historical Collection , Museum of Turopolje, Velika Gorica, Croatia.</li> </ul>
Lebos	Sonja	Croatia	<ul style="list-style-type: none"> <li>❑ Degree in Engineering and Graphic Technologies - University of Zagreb;</li> <li>❑ Degree in Education in Art and Crafts Frei Hoch Schule Stuttgart.</li> <li>❑ Collaboration as translator and author at Publishing Adviser in Zagreb</li> </ul>
Sokoli	Nevila	Albania	<ul style="list-style-type: none"> <li>❑ Degree in Geography: first level degree in geography and postgraduate degree in history, University of Tirana.</li> <li>❑ Assistant Pedagogue, Faculty of History and Philosophy – University of Tirana.</li> </ul>
Vitic	Andriela	Serbia and Montenegro	<ul style="list-style-type: none"> <li>❑ Degree in Economics – Faculty of Subotica</li> <li>❑ Collaborator/assistant at the Faculty of Tourism and Public Catering, Kotor (Montenegro).</li> <li>❑ Collaborator/consultant for the territory of Montenegro of HEMA-GmbH, Hamburg.</li> </ul>
Vuk	Jesenska	Bosnia-Herzegovina	<ul style="list-style-type: none"> <li>❑ Degree in Economics, Faculty of Mostar</li> <li>❑ Post-graduated study – Faculty of Economics, Sarajevo.</li> <li>❑ Collaboration for the project “Aga Khan Trust for Culture - World Monuments Fund Rehabilitation”, especially for economic and cultural tourism aspects (authentic tourism).</li> </ul>

