

UniAdrion

Virtual University of the Adriatic-Ionian Basin

Training Course for Experts in Developing Programming and Management of Cultural Tourism in the Adriatic-Ionian Regions

Coordinators: Matilde Callari Galli and Giovanna Guerzoni

Internship program in Emilia Romagna Final Report

Coordination: Ivo Giuseppe Pazzagli, Asterio Savelli, Riccardo Menegatti

The Internship program has initiated on Friday, 20th June 2003 with a first meeting with Mr. Valter Verlicchi, representative of *APT Servizi Emilia-Romagna*, in the presence of the internship coordinators: Ivo Giuseppe Pazzagli and Asterio Savelli, the students, and Jelka Vince Pallua, a teacher from the international teaching board of the training course¹. Ivo Pazzagli has started the internship program in Emilia-Romagna region by presenting in details the activities promoted by *APT Emilia Romagna*.

In the morning, Valter Verlicchi has presented some of the most important documents of the regional legislation of Emilia-Romagna in the field of tourism. The presentation has been followed by a high participation and by numerous interventions of students and teachers, focusing on the comparison between the situation of Emilia-Romagna and that of the trainees' home countries².

In the afternoon, a meeting has been held with the training course coordinators - Matilde Callari Galli and Giovanna Guerzoni³ – in these matters: verification of the reports about the first week of the on-site intensive training session (Bologna, March 2003) compiled by the students and discussion of the students' *desiderata* (expectations) regarding some specific aspects of the course, introduction to the training objectives of the internship program, and presentation of the main lines of the *Summer School* program (Cervia, September 2003). Finally, the participants have accomplished some administrative procedures under the supervision of Dominika Stojanoska from the Executive Secretariat of UniAdrion.

¹ With respect to the participation of the trainees into the internship activities, please see the relevant scheme; Jelka Vince Pallua has supervised all main activities, while other teachers from the International Teaching Board have only intervened in single internship activities. All activities have been entirely realized and coordinated by some teachers of the international teaching board: Ivo Giuseppe Pazzagli and Asterio Savelli with the collaboration of Riccardo Menegatti. The tutorship has been carried out during the internship program by two tutors, Federica Ferraris and Gabriele Manella, alternatively.

² The speeches and the discussion have been possible thanks to the translation by Federica Ferraris.

³ Ivo Pazzagli and the tutors Federica Ferraris and Gabriele Manella have also attended the meeting.

The second day has included some activities – which were optional and specifically requested by the trainees – of bibliographic research at the Library “*Mario Gattullo*” of the Department of Education Science. Online PC platforms of the library have been put at the trainees’ disposal, as well as floppy-disks to store data and the library printer. Participants have been supported in their bibliographic research by two tutors, Federica Ferraris and Gabriele Manella, as well as by the library staff. All trainees have appreciated the possibility of carrying out this activity to the purposes of the internship program.

In the afternoon, the internship participants have met some representatives from *Bologna Turismo* of the so-called *Unione Città d’Arte* (City of Art Union) at the “Emporio della Cultura”, managed by *Bologna Turismo*. The meeting lecturer has been Teresa Pedrazzi⁴ from the Apt of Bologna. Her speech has focused on the presentation of the management structure of “Bologna Turismo”: its territorial scope (its 3 information desks in Piazza Maggiore, at the railways station and at the airport), typology of financing (which is almost entirely public and provided by the Regional, Provincial and Municipality administrations), its promotional and commercial activities (*database* of the area tourist attractions, advertising banners on the web site, etc.). All participants have been very interested in the topics discussed so far.

After the meeting, Giorgia Zabbini has carried out a tour visit (in English) to the historical centre of Bologna (the Municipality Palace, Moranti Museum; the Sala Borsa (the former Stock Exchange hall), where it has been possible to visit both the public area and the underground restricted area, including the excavation site; the Cathedral of San Petronio and, finally, the Archaeological Museum, with particular attention to the Old Egyptian section).

The teaching personnel and the tutors regret to say that only a few trainees have attended the entire program. Yet the participants have been very interested, especially during the visit to the Museums.

As planned, in the evening students have been transferred to the Hotel Garni Primavera in Cesenatico with the bus offered by *APT Servizi*. The morning of Sunday 22nd of June has been entirely free; the internship program has begun again in the afternoon⁵ with a series of visits. The local APT of Rimini has been in charge of this part of the program, also providing a tourist guide (in English), Samantha Grandi. The program has started with a visit to the Republic of San Marino (tour of the city, the Government Palace and the “Guidi” Picture Gallery). Then the visit has continued for other destinations: Verrucchio (visit to the local Archaeological Museum about the so-called “Villanoviana” culture (pre-Etruscan), with a guide of the Museum⁶). The program has concluded with a visit to the Fortress and to the Museum of Montebello, with the support of a Museum guide (in English). The structure is entirely financed with private funds.

⁴ The meeting has been coordinated by Teresa Pedrazzi⁴, who has replaced Piero Piergiovanni, absent for an unexpected duty. The meeting has been possible thanks to the interpreting by Giorgia Zabbini. The Tutor Gabriele Manella has supervised the event.

⁵ This part of the internship program has been supervised by Ivo Giuseppe Pazzagli and Gabriele Manella.

⁶ The visit to the Museum has been supported by the interpreting by Samantha Grandi.

After dinner, offered by the APT in a restaurant inside the Rocca - Fortress, the group has reached the last destination, Sant'Arcangelo di Romagna, for a short night visit. During this part, the participation of the trainees has been high, with special enthusiasm during the exploration of Verrucchio and Montebello.

On Monday, 24th June⁷, the internship has begun with a visit (in English) to the *Fiera di Rimini* (Trade Fair of Rimini), coordinated by Massimo Magnani and by Angela Semprini (from the Trade Fair staff). The visit has mainly been centred on the following aspects: presentation of the general organization of the Trade Fair centre (which is the fourth in Italy for its extension, now including 12 pavilions and 16 in the future; it has been entirely designed with advanced technologies), its organization typology (with about 30% of public finance and with private finance for the remaining quota), implemented policy (promotional activity in the territory, events, entrance ticket to guarantee a selected public or interests).

Later, the trainees have visited *Firma* headquarters, the second *tour operator* in Italy after *Columbus*. The company has been presented with particular emphasis on its organizational structure (it is a network of 33 *tour operators*) and on its promotional activities (trainees have received some *brochures* about the group tourist offers, in addition to the *on-line* consultation).

In the second part of the morning⁸, a meeting has been held at the Rimini seat of the University of Bologna, where the degree course on Economics of Tourism is activated: in particular, participants have visited the classrooms, the information technology laboratories, the Dean's office and administration and the library.

In the afternoon, the internship program has included a visit to some cultural tourism sites in the city of Rimini: the conclusion at the Trade Fair centre, with the guide of Rossella Spini, and a brief guided visit to the historical centre of the city, accompanied by Samantha Grandi. In particular, the participants have reached the following sightseeings and monuments: the Arch of Augustus, the Cathedral, the *Piazza dei Tre Martiri*, the old fish market area (with a short visit to the Opera theatre, destroyed under WW2 bombardments), to end with Tiberius' bridge. The daily program has ended with a visit and a brief presentation to the new docks of Rimini by part of Mr. Lombardi, who has put emphasis on the activities of the carpenters at the new docks premises, particularly encouraged by the administration. The participation of the trainees has always been high and bright, especially with respect to the docks activities.

On the last day, Tuesday, 24th June, two different meetings have been held in Cesenatico at the seat of the local *Unione di Prodotto Costa* (Union of Coast Product). In the first, the internship participants have met Giuseppe Chicchi, Director of *APT Servizi* of Rimini⁹. The lecture by Mr. Chicchi¹⁰ has been devoted to the reconstruction of the development factors of tourism in Romagna, with an analysis of

⁷ The training activity in the morning has been under the supervision of Ivo Giuseppe Pazzagli and Gabriele Manella.

⁸ The meetings and the visit have taken place in presence of Fiorella Dallari and Federica Ferraris.

⁹ Andriela Vitic (trainee) was not present at the meeting as she had to return to Montenegro for duties which could not be put off; her advance departure had already been agreed before the beginning of the internship with the coordinators of the training course. Fiorella Dallari, Riccardo Menegatti and Gabriele Manella have also attended the meeting.

¹⁰ The lecturer has been supported by the interpreting service by Gabriele Manella.

tourist fluxes and of new trends, with a consideration of the ongoing development of the tourist businesses in Romagna. Mr. Chicchi has underlined the importance of social actors such as the so-called “Clubs of Product” and the “Unions of Product”; the system is based on the close collaboration between public and private operators, which is very active across the territory and which is supported by an increasing interpenetration of the parties.

The second meeting has been a sort of continuation of the first one and has seen the intervention of Vittorio Ciocca¹¹, President of the Union of Coast Product. His speech has dealt with the following matters: the organization of the Unions of Product, the importance given to small business association initiatives, their networking and, finally, the importance of diversifying the tourist offer with the purpose of obtaining a “deseasonalization” of the coast tourist fluxes, making it more attractive throughout the year.

Both these meetings have been characterized by a highly interested participation by part of the trainees, who have asked many explanations and further information, by implementing in almost every case a comparison between the environment where they live and work and the environment analysed during the training period - the Emilia-Romagna region.

During the numerous sits-in with the representatives from the various tourist structures and during every guided visit, the participants have received a lot of information materials. The trainees have therefore acquired further material to the purposes of an analysis of the regional tourism in Emilia-Romagna. All trainees have returned to their home countries on 25th June 2003.

According to the technical coordinators of the training course and internship program, all scheduled activities have proved to be profitable both in scientific and teaching terms and in terms of trainees’ involvement. As a matter of fact, there have been several opportunities for the participants to create and follow a profitable learning and analysis process about the tourist system in Emilia-Romagna, thanks to the direct experience provided by the guided visits across the territory and to the meetings with important representatives from local administration and private companies involved in the regional tourism. These opportunities have become a true “case study”, carrying out a direct experience in the field. The training activity has been structured in terms of teaching program through the implementation of a “guided” introduction to the various public and private institutions/companies involved in tourism, the complex policies implemented in this field and the modalities of analysis applied by these institutions, in addition to the research institutions, into the realization of their products. The program has also been based on the presentation of “privileged representatives”, operating in tourism, and of some of the cultural heritage resources of the Emilia-Romagna region, as object of this case study.

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¹¹ The speech by dr. Ciocca has been in Italian, with the translation into English by part of a language assistant.