

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

Scientific Coordinators: Matilde Callari Galli and Giovanna Guerzoni

**Summer School in Cervia (Italy), 1<sup>st</sup>-12<sup>th</sup> of September 2003**

**Final Report**

The activity of the Summer School has been opened on Monday, 1<sup>st</sup> of September 2003, with a solemn opening ceremony at the *Magazzini del Sale* (“Salt Warehouses”) in Cervia. The opening session has had the objective of uniting the participants from the four Summer Schools, which have been held in the same period in Cervia: in addition to the School herein described, coordinated by Matilde Callari Galli and Giovanna Guerzoni, there were representatives from the Schools on “Post-Communist Transition and European Integration Processes”, coordinated by Stefano Bianchini, on “Human Rights in a Multi-Cultural Context” of the Utrecht Network, coordinated by Matilde Callari Galli and Gianni Galloni and, finally, from the Summer School on “Sustainable Development of Agricultural, Rural and Environmental Systems”, coordinated by Andrea Segrè.

The opening meeting has started with the welcome of the institutional representatives: on behalf of the University of Bologna, there was Prof. Paolo Pupillo (Vice-Rector for the Devolution of the University in Romagna), Prof. Carlo Galli (Dean of the Faculty of Political Science in Forlì), Prof. Domenico Regazzi (Dean of the Faculty of Agriculture in Bologna) and Prof. Franco Frabboni (Dean of the Faculty of Training and Education). Subsequently, the scientific coordinators from the relevant Summer Schools have described the purposes of each Summer School and have presented the programme of the activities. For the Summer School herein described, the reference has been represented by Matilde Callari Galli, the scientific coordinator.

In the afternoon, each Summer School has started its own training and educational activities.

With reference to the Summer School herein described and, in particular, to the area of communication, Mirko Petric and Mattia Miani have given a lecture on visual identity and the role of communication in marketing.

The second day has started with a lecture on methodology of anthropologic research, held by Matilde Callari Galli and Giovanna Guerzoni. This class was followed by an insight analysis in the field of communication, under the supervision of Mirko Petric. All trainees have participated with interest. The works by trainees have been supervised by the tutor, Federica Ferraris.

In the afternoon, Sirio D'Amanzo has held a lecture within the judicial and legal area, offering a review of all legal acts and provisions for the economic support to rural areas, on the basis of some case studies in Italy (Lazio, Piemonte, and Molise regions).

In the evening, trainees and teachers have gathered at the *Magazzini del Sale*, where they have been welcome by the Mayor of the Municipality of Cervia.

On Wednesday morning, 3<sup>rd</sup> of September, within the social science area, the program has included a lecture by Asterio Savelli, who has deeply analysed the role and the concept of tourism in the last centuries, with particular attention to the meaning attributed to tourism by the different social classes of contemporary society. All trainees have actively participated into this session. The teachers body included Matilde Callari Galli, Mirko Petric and the tutors, Federica Ferraris and Gabriele Manella.

In the afternoon, the activities of the training course have been developed together with the classes provided by the training course on “Sustainable Development of Agricultural, Rural and Environmental Systems”, coordinated by Andrea Segrè. Trainees have then attended a lecture entitled “The Parks of Peace as an instrument to set up stability and sustainable development”, held by Nigel and Antonia Young (University of Colgate). The lecture, including the presentation of a project promoted by both lecturers, has been characterized by an active debate among participants. All trainees have been present at this session and their activity has been tutored by Federica Ferraris and Gabriele Manella.

The same topic has also been discussed on Thursday, 4<sup>th</sup> of September, though trainers have preferred to leave more room to the trainees’ reflection and speech on the second part of the day. Participation of the trainees has then been higher on this day, under the tutorship of Federica Ferraris and Gabriele Manella.

On Friday morning, 5<sup>th</sup> of September, the program has been centred on the geographical area.

The first lecture has been held by Dimiter Doka (University of Tirana), who has focused on the geographical territory of Albania and to its tourist potentialities. The class has been followed by the module by Romeo Hanxhari (University of Lecce), with a brief lecture entitled "Tourism and environmental development in Albania". Finally, Fiorella Dallari has stopped on the presentation of the teaching material offered to students. The participation of trainees has been active and careful. This module included the participation of other teachers, Matilde Callari Galli and Giovanna Guerzoni, and of the tutors, Federica Ferraris and Gabriele Manella.

In the afternoon, the teaching program has turned to the economic area. Laura Onofri (University of Bologna) has focused on the phenomenon of production within the market of tourism; the second lecture, held by Paolo Figini (University of Bologna), has analysed the relationship between tourism, development and cultural tourism. Trainers have supplied students with useful material regarding their relevant lessons and with bibliographical references. Both tutors, Federica Ferraris and Gabriele Manella, have provided assistance to the trainees.

During the weekend, the coordinators have organized trips to local and national cultural locations for all trainees and participants from the four Summer Schools.

On Monday, 8<sup>th</sup> of September, the program of the Summer School has commenced with the discussion of the thesis project by Vlasta Klaric, entitled "Heritage Role in Tourism: Purpose, Identity, Interpretation"; this research intends to investigate the role of cultural, architectonic and artistic heritage within cultural tourism, specifically considering the case of Croatia. The program included the participation of Chiara Alvisi and Sirio D'Amanzo for the teaching staff and of Federica Ferraris as a tutor.

In the afternoon, the team has visited the local "Museum of Salt", where a member of a local salt trade association, "*Salinari di Cervia*", has set forth the salt culture and history, which has characterized the social and economic development of the town up to recent times. Afterwards, trainees and teachers have visited the Library of Cervia, denominated as "*Torre San Michele*", where they could watch a special vintage postcards exhibition, entitled "*Saluti da Cervia*" ("*Greeting from Cervia*"), published in the book with the same title, edited by Asterio Savelli. The teaching body included Giovanna Guerzoni and the tutor, Federica Ferraris.

On Tuesday morning, 9<sup>th</sup> of September, the thesis project by another trainee, Fehim Hadzimuhamedovic, entitled "Multicultural Patterns. Unity within Diversity in Bosnia" has been widely discussed with the interest of all participants; this research project aims to analyse from a tourist

perspective the function held by some multicultural patterns within the urban landscape of some Bosnian cities. The module has been attended by all trainees and by teachers, Fiorella Dallari, Matilde Callari Galli, and Giovanna Guerzoni, as well as by the tutor, Federica Ferraris.

In the afternoon, Giovanna Guerzoni, Ivo Pazzagli and Federica Ferraris have given a lecture on the methodologies of anthropologic research, focusing on the application of the anthropological methodology on researches in the field of cultural tourism. All trainees have taken part into this session.

On Wednesday morning, 10<sup>th</sup> of September, the team has gathered together for the presentation of the thesis project by another trainee, Sonja Lebos, whose work, entitled “City as a Product”, is centred on a proposal for a promoting strategy for the city of Zagreb as a tourist product. The program included the participation of teachers, Matilde Callari Galli, Giovanna Guerzoni and Mattia Miani, and of the tutors, Federica Ferraris and Gabriele Manella. After this session, within the area of communication, Miani has given an insight lecture on the topic of *on-line marketing*, as it was previously suggested and demanded by the same trainees, also in view of their internship period in Hvar on the following October.

In the afternoon, the activity went on with the presentation of the thesis project by another trainee, Entela Dade, entitled “Tourism Policy of Albanian Government in Lazli Bay”, focusing on an analysis of the tourism policy adopted by the Albanian government and examining a case study. This afternoon session has seen the presence of all trainees and of some teachers, Stefano Bianchini, Francesco Privitera, Matilde Callari Galli, as well as the tutors, Federica Ferraris and Gabriele Manella.

On Thursday morning, 11<sup>th</sup> of September, the team has attended the presentation of the thesis project by trainee Jasenka Vuk, entitled “How to Keep Tourists More Than a Few Hours?”, based on a tourism promotion plan specifically addressed to those tourists moving from Croatia to Bosnia-Herzegovina for only a few hours and analysing the potential strategies aimed to a one or more night stay. The teachers of this module had been Matilde Callari Galli, Giovanna Guerzoni, Jelka Vince Pallua, while the tutors had been Federica Ferraris and Gabriele Manella. This module has also benefited from the participation of Mrs. Stefania Pinci, representative of the Italian Ministry of Foreign Affairs. All trainees have briefly presented their CV and their training profile within this UniAdrion training course.

In the afternoon, an insight discussion has been proposed about the theme of “Cultural Heritage in the Adriatic-Ionian region”, held by Jelka Vince Pallua; at the centre of the discussion, the relationship between cultural anthropology and cultural heritage, as well as the present situation and

problems in the management of the cultural heritage of the region. After the lecture, a wide debate has arisen among participants, focusing both on the contents of the previous discussion and on more general aspects of the research methodology. In addition to the trainees, this session included the teachers Matilde Callari Galli, Giovanna Guerzoni, and Ivo Pazzagli, the tutors Federica Ferraris and Gabriele Manella and Mrs. Stefania Pinci.

During the session of Friday morning, 12<sup>th</sup> of September, the closing day of the training course, all trainees and teachers from the Summer Schools held in Cervia in this period have gathered together at the "*Magazzini del Sale*", where a closing meeting has taken place. The meeting has been attended by various representatives from the University of Bologna, including its Rector, Pier Ugo Calzolari, by the local councillor of Cervia, Roberto Zoffoli, and by the Multilateral and Emergency Coordinator from the Italian Ministry of Foreign Affairs, the General Management for the Cooperation to Development, Eugenio Campo, the Ambassador and Director of the "Central European Initiative" (CEI) of Trieste, Harald Kreid, and by the Croatian Minister of Science and Technology, Gvozden Flego, as well as by the scientific coordinators from the various Summer Schools (Gianni Galloni, Stefano Bianchini, Matilde Callari Galli, Giovanna Guerzoni, and Andrea Segrè). After this part, the representatives of the trainees from each Summer School have had the possibility to give their speech. Each of them has expressed a brief evaluation both with respect to the training contents proposed and, more in general, about their period of study and staying in Cervia. Mrs. Pinci participated into the meeting too.

In the afternoon, a round table has been held among all Summer Schools in order to discuss about national identity during the post-Communist transition in the Countries from former Yugoslavia.

In the evening and for the night, a "final course" party has been organized for all trainees and teachers. During the party, the scientific coordinator, Matilde Callari Galli, together with the tutor, Gabriele Manella, and prof. Jelka Vince Pallua, as representative of the international teaching body, have handed over to all trainees their certificate of attendance.

According to the scientific coordinators of this Summer School, the level of participation by part of students has always been high and has gained momentum towards the end of the training course, when the individual projects have been presented. Moreover, students have seemed to appreciate all course lecturers and the opportunity of jointly discussing their thesis projects.

We should also remember that, during this Summer School, a workshop has been organized where teachers and tutors have jointly participated. At this international workshop, participants have

analysed the progress and implementation of the activities carried out, as well as the projecting of the final part of the training course (internship in Croatia; individual thesis projects; supervision and support of trainees in the implementation of their individual researches).