



From **05th**
to **16th**
September

SUMMER SCHOOL

ON SUSTAINABLE TOURISM

Make a difference: how to evaluate the impacts of tourism development on the Adriatic - Ionian Region

Draft agenda



The action AI-NURECC PLUS has received funding from the European Union



5th / 9th
SEPTEMBER 2022

Online

**Draft
agenda**

MONDAY - 05th September

- INTRODUCTION TO EUSAIR AND AI-NURECC PLUS PROJECT

- TOURISM INDUSTRY IN THE ADRIATIC-IONIAN REGION

1.1 Characteristics of the markets and potential development

1.2 Different types of resources, tangible and intangible, available at tourist destinations (theory and practices).

TUESDAY - 06th September

- FUNDAMENTALS OF SUSTAINABLE TOURISM

2.1 Sustainable development of coastal and maritime areas;

2.2 Different types of resources, tangible and intangible, available at tourist destinations (theory and practices).

WEDNESDAY - 07th September

- TOURISM AND ENVIRONMENTAL SUSTAINABILITY

3.1 Analysis of tourist destination (identification and analysis of the tourism resources; tourists offer analysis; stakeholders' role);

3.2 Understanding the territory (natural environment and land uses).

THURSDAY- 08th September

- TOURISM AND ECONOMIC AND SOCIAL SUSTAINABILITY

4.1 Cultural aspects and heritage in sustainable development; analysis; stakeholders' role);

4.2 Community Empowerment and sustainable development.

FRIDAY- 09th September

- TOURISM AND ECONOMIC AND SOCIAL SUSTAINABILITY

4.3 Tourism entrepreneurship analysis; stakeholders' role);

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12th / 16th
SEPTEMBER 2022 **On campus**

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MONDAY - 12th September

- DIGITAL AND PRACTICAL TOOLS FOR SUSTAINABLE TOURISM

5.1 Online questionnaires and data analysis for tourism;

5.2 Tools for more sustainable tourism destinations and SME's.

Working group: develop your marketing project - **Social event**

TUESDAY - 13th September

- FUNDAMENTALS OF SUSTAINABLE TOURISM

6.1 Business case: how to manage a local project;

6.2 International project: case study based on Balkan area.

Working group: develop your marketing project

WEDNESDAY - 14th September

- ON SITE VISIT - CONERO NATURAL PARK

Best Practices of Conero Natural Park (Ancona, Italy): analysis of the management model.

THURSDAY - 15th September

- DEVELOPMENT OF NEW BUSINESS MODELS IN TOURISM

7.1 Startup real case: from idea to business model;

7.2 How to do a business pitch.

Working group: develop your marketing project - **Social and cultural events**

FRIDAY - 16th September

- TOURISM AND ECONOMIC AND SOCIAL SUSTAINABILITY

Presentation of the working groups and delivery of the certificates of attendance.

Social events

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Keynote Speakers:

Madlina Puka, University of Tirana, ALBANIA

Jovo Ateljevic, University of Banja Luka, BOSNIA AND HERZEGOVINA

Izidora Marković Vukadin, Institute for Tourism of Zagreb – CROATIA

Jenny Pagge, University of Ioannina, GREECE

Lucia Pizzichini, Marche Polytechnic University, ITALY

Valerio Temperini, Marche Polytechnic University, ITALY

Paolo Seri, Marche Polytechnic University, ITALY

Chiara Rinaldi, Ca' Foscari University, ITALY

Ivanka Nestoroska, University "St. Kliment Ohridski" – Bitola, NORTH MACEDONIA

Violeta Jovanovic, National Alliance for Local Economic Development (NALED)– Belgrade, SERBIA

Igor Jurinčič, University of Primorska, SLOVENIA

Other interventions:

Gilles Kittel, Team Leader - EU Strategy for the Adriatic and Ionian Region, IPA and enlargement negotiations, DG

REGIO, European Commission

Stavros Kalognomos, Conference of Peripheral Maritime Regions

Representatives 3 FORA of the EU Strategy for the Adriatic-Ionian Region:

- **UniAdrion**, Association of Universities of the Adriatic and Ionian area;
- **FORUM AIC**, Forum of the Chambers of Commerce of the Adriatic and Ionian area and
- **FAIC**, Forum of the Cities of the Adriatic and Ionian area.