



From **05<sup>th</sup>**  
to **16<sup>th</sup>**  
**September**

# SUMMER SCHOOL

## ON SUSTAINABLE TOURISM

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

### Agenda

**1<sup>ST</sup> WEEK**  
**2<sup>ND</sup> WEEK**



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



in collaboration with



UNIVERSITÀ POLITECNICA DELLE MARCHE



# 1<sup>ST</sup> WEEK

## 5<sup>th</sup> / 9<sup>th</sup>

SEPTEMBER 2022

# Online

# Agenda

**MONDAY - 05<sup>th</sup> September**

## MORNING

**ONLINE LINK**

**DRIVE**

09:45 - 10:15 | **ACCESS TO THE PLATFORM**

10:15 - 10:30 | **WELCOME AND GREETINGS**

Lecturer: Prof. Andrea Perna - UniAdrion Secretary General

10:45 - 11:45 | **INTRODUCTION TO EUSAIR**

Lecturer: Mr. Gilles Kittel - Team Leader - Instrument for Pre-Accession, Enlargement Negotiations and EU Strategy for the Adriatic and Ionian Region (EUSAIR)

10:45 - 11:00 | **WHAT IS AI-NURECC PLUS PROJECT**

Lecturer: Mr. Stavros Kalognomos - Executive Secretary AI-NURECC PLUS Coordinator

11:00 - 11:30 | **INTRODUCTION AND ONGOING PROJECTS**

Lecturer: Ms. Silvia Mangialardo - UniAdrion Senior Advisor and Head of International Relations at UNIVPM

11.30 - 11.45 | **BREAK**

11:45 - 12:00 | **INTRODUCTION AND ONGOING PROJECTS**

Lecturer: Ms. Camilla Chiappini - Communication Manager Forum of the Adriatic and Ionian Chambers of Commerce

12:00 - 12:15 | **INTRODUCTION AND ONGOING PROJECTS**

Lecturer: Ms. Ida Simonella - Forum of the Adriatic and Ionian Cities (video recording)

12:15 - 12:30 | **INTRODUCTION AND ONGOING PROJECTS**

Lecturer: Ms. Lisa Esposito - EU Project and Research Officer of the Adriatic Ionian Euroregion

12:30 - 12:50 | **EUSAIR FACILITY POINT**

Lecturer: Ms. Sijana Veledar - EUSAIR Stakeholders Platform Manager - Marche Region

**EUSAIR STAKEHOLDER PLATFORM**

Lecturer: Mr. Michele Giovenali - EUSAIR Stakeholders Platform Pillar Manager - Marche Region

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MONDAY - 05<sup>th</sup> September

AFTERNOON

ONLINE LINK

DRIVE

14:30 - 14:45 | **ACCESS TO THE PLATFORM**

14:45 - 15:00 | Introduction to the Summer school

**GUIDELINES OF THE SUMMER SCHOOL**

Lecturer: Prof. Lucia Pizzichini - Marche Polytechnic University

15:00 - 16:15 | Lecture

**TOURISM INDUSTRY IN THE ADRIATIC-IONIAN REGION  
1.1. CHARACTERISTICS OF THE MARKETS AND POTENTIAL  
DEVELOPMENT**

Lecturer: Prof. Valerio Temperini - Marche Polytechnic University

16.15 - 16.30 | **BREAK**

16:30 - 17:45 | Lecture

**TOURISM INDUSTRY IN THE ADRIATIC-IONIAN REGION  
1.2 DIFFERENT TYPES OF RESOURCES, TANGIBLE AND  
INTANGIBLE, AVAILABLE AT TOURIST DESTINATIONS (THEORY  
AND PRACTICES)**

Lecturer: Prof. Izidora Markovic Vukadin - Institute for Tourism in Zagreb

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TUESDAY - 06<sup>th</sup> September

MORNING

ONLINE LINK

DRIVE

10:00 - 12:00 | Lecture

**FUNDAMENTALS OF SUSTAINABLE TOURISM  
2.2. DIFFERENT TYPES OF RESOURCES, TANGIBLE AND INTANGIBLE,  
AVAILABLE AT TOURIST DESTINATIONS (THEORY AND PRACTICES)**

Lecturer: Prof. Chiara Rinaldi - University of Cà Foscari

AFTERNOON

15:00 - 17:00 | Lecture

**FUNDAMENTALS OF SUSTAINABLE TOURISM  
2.1. SUSTAINABLE DEVELOPMENT (SUSTAINABLE DEVELOPMENT OF  
COASTAL AND MARITIME AREAS)**

Lecturer: Prof. Lucia Pizzichini - Marche Polytechnic University

WEDNESDAY - 07<sup>th</sup> September

MORNING

ONLINE LINK

DRIVE

10:00 - 12:00 | Lecture

**TOURISM AND ENVIRONMENTAL SUSTAINABILITY  
3.1. ANALYSIS OF TOURIST DESTINATION (IDENTIFICATION AND  
ANALYSIS OF THE TOURISM RESOURCES; TOURISTS OFFER  
ANALYSIS; STAKEHOLDERS' ROLE)**

Lecturer: Prof. Izidora Markovic Vukadin - Institute for Tourism in Zagreb

AFTERNOON

15:00 - 17:00 | Lecture

**TOURISM AND ENVIRONMENTAL SUSTAINABILITY  
3.2. UNDERSTANDING THE TERRITORY (NATURAL ENVIRONMENT  
AND LAND USES)**

Lecturer: Prof. Igor Jurincic - University of Primorska

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THURSDAY- 08<sup>th</sup> September

MORNING

ONLINE LINK

DRIVE

10:00 - 12:00 | Lecture

**TOURISM AND ECONOMIC AND SOCIAL SUSTAINABILITY  
4.1. CULTURAL ASPECTS AND HERITAGE IN SUSTAINABLE  
DEVELOPMENT**

Lecturer: Prof. Paolo Seri - Marche Polytechnic University

AFTERNOON

15:00 - 17:00 | Lecture

**TOURISM AND ECONOMIC AND SOCIAL SUSTAINABILITY  
4.1. COMMUNITY EMPOWERMENT AND SUSTAINABLE  
DEVELOPMENT**

Lecturer: Prof. Jovo Ateljevic - University of Banja Luka

FRIDAY- 09<sup>th</sup> September

MORNING

ONLINE LINK

DRIVE

10:00 - 12:00 | Lecture

**TOURISM AND ECONOMIC AND SOCIAL SUSTAINABILITY  
4.2. TOURISM ENTREPRENEURSHIP**

Lecturer: Prof. Jovo Ateljevic - University of Banja Luka

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# 2<sup>ND</sup> WEEK

# 12<sup>th</sup> / 16<sup>th</sup>

## SEPTEMBER 2022

# Onsite

# Agenda

### MONDAY - 12<sup>th</sup> September

## MORNING

**DRIVE**

10:00 - 11:15

Lecture

**DIGITAL AND PRACTICAL TOOLS FOR SUSTAINABLE TOURISM  
5.1. ONLINE QUESTIONNAIRES AND DATA ANALYSIS FOR TOURISM**

Lecturer: Prof. Jenny Pagge - University of Ioannina

Location: Faculty of Economics "Giorgio Fuà" - ROOM T33

11:15 - 11:30

**BREAK**

11:30 - 13:00

Lecture

**DIGITAL AND PRACTICAL TOOLS FOR SUSTAINABLE TOURISM  
5.2. TOOLS FOR MORE SUSTAINABLE TOURISM DESTINATIONS  
AND SME'S**

Lecturer: Prof. Jenny Pagge - University of Ioannina

Location: Faculty of Economics "Giorgio Fuà" - ROOM T33

## AFTERNOON

14:30 - 15:00

Promotion of Ecapital culture Adriatic Start up School

**OPPORTUNITIES FOR STARTUPPERS**

Lecturer: Ms. Francesca Farinelli - Director of the Business School Ecapital Culture - Adriatic Start up School

Location: Faculty of Economics "Giorgio Fuà" - ROOM T34

15:00 - 17:30

Project work

**PROJECT WORK - TUTORING ACTIVITY**

Lecturer: Prof. Jenny Pagge - University of Ioannina and Prof. Lucia Pizzichini - Marche Polytechnic University

Location: Faculty of Economics "Giorgio Fuà" - ROOM T34

19.00

Social aperitif

**NETWORKING**

Lecturer: Students and professors

Location: "La Dama - Cafè Bistrot", Ancona

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### TUESDAY - 13<sup>th</sup> September

## MORNING

DRIVE

10:00 - 11:00

Lecture

### PRESENTATION OF CASE STUDY

Lecturer: Prof. Ivanka Nestoroska - University St Kliment Ohridski Bitola

Location: Faculty of Economics "Giorgio Fuà" - ROOM T33

11:00 - 11.15

BREAK

11:15 - 13:00

Lecture

### BUSINESS MODEL

Lecturer: Ms. Violeta Jovanovic - Executive Director at National Alliance for Local Economic Development (NALED)

Location: Faculty of Economics "Giorgio Fuà" - ROOM T33

## AFTERNOON

15:00 - 18:00

Project work

### PROJECT WORK - TUTORING ACTIVITY

Lecturer: Prof. Ivanka Nestoroska - University St Kliment Ohridski Bitola and Ms. Violeta Jovanovic - Executive Director at National Alliance for Local Economic Development (NALED)

Location: Faculty of Economics "Giorgio Fuà" - ROOM T34

19.00

Social aperitif

### NETWORKING

For: Students

Location: Garden of the Faculty of Economics "Giorgio Fuà"

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**WEDNESDAY - 14<sup>th</sup> September**

## MORNING

DRIVE

10:00 - 13:00 (social and cultural activity) on site visit

**BEST PRACTICES OF CONERO NATURAL PARK (ANCONA, ITALY):  
ANALYSIS OF THE MANAGEMENT MODEL.**

Lecturer: Prof. Lucia Pizzichini, Prof. Valerio Temperini and Prof. Paolo Seri - Marche Polytechnic University, Prof. Jenny Pagge - University of Ioannina

Location: **Conero Natural Park (Ancona - Italy)**

13:00 - 15:00 Lunch

**NETWORKING**

For: **students and professors**

Location: **Agriturismo "Il Corbezzolo" - Ancona**

## AFTERNOON

15:00 - 18:00 (social and cultural activity) on site visit

**VISIT TO "GROTTE DI CAMERANO"**

Lecturer: Prof. Lucia Pizzichini, Prof. Valerio Temperini and Prof. Paolo Seri - Marche Polytechnic University, Prof. Jenny Pagge - University of Ioannina

Location: **Camerano**

**THURSDAY - 15<sup>th</sup> September**

## MORNING

DRIVE

10:00 - 11:00 Lecture

**HOW TO DO A BUSINESS PITCH**

Lecturer: Ms. Madlina Puka - Tourism expert

Location: **Faculty of Economics "Giorgio Fuà" - ROOM T33**

11:00 - 12:00 Lecture

**PRESENTATION OF CASE STUDY**

Lecturer: Ms. Madlina Puka - Tourism expert

Location: **Faculty of Economics "Giorgio Fuà" - ROOM T33**

13:00 - 14:00 Lunch

**NETWORKING**

For: **students and professors**

Location: **Sala Lettura - STAIR A**

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THURSDAY - 15<sup>th</sup> September

DRIVE

## AFTERNOON

- 14:00 - 17:00 | Lecture  
**PROJECT WORK - TUTORING ACTIVITY**  
Lecturer: Ms. Madlina Puka - Tourism expert of Tirana, Prof. Chiara Rinaldi - University of Cà Foscari, Prof. Jovo Ateljevic - University of Banja Luka  
Location: Faculty of Economics "Giorgio Fuà" - ROOM T34
- 17:30 - 19:00 | Cultural activity  
**WALKING TOUR OF ANCONA CITY**  
For: students and professors  
Location: Starting point piazza Roma, Ancona
- 20.00 | Social dinner  
For: students and professors  
Location: Ristorante "L'Ascensore", Ancona

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### FRIDAY - 16<sup>th</sup> September

## MORNING

**DRIVE**

09:00 - 10:30

Project presentation

### PROJECT PRESENTATION OF THE PARTICIPANTS OF THE SUMMER SCHOOL

Evaluation Committee:

- Mr. Gilles Kittel - Team Leader - Instrument for Pre-Accession, Enlargement Negotiations and EU Strategy for the Adriatic and Ionian Region (EUSAIR);
- Prof. Lucia Pizzichini - Marche Polytechnic University;
- Prof. Andrea Perna - UniAdrion Secretary General;
- Prof. Jovo Ateljevic - University of Banja Luka;
- Ms. Madlina Puka - Tourism expert of Tirana;
- Prof. Chiara Rinaldi - University of Cà Foscari

Location: Faculty of Economics "Giorgio Fuà" - ROOM A1

10.30 - 16.30

Fair on Sustainable tourism

**ASSOCIATIONS, NGOS, YOUNG TOUR-OPERATORS, START-UPS AND PROJECTS, FROM ALL THE EUSAIR COUNTRIES, WILL PRESENT THEIR INITIATIVES TO REDUCE THE NEGATIVE IMPACT OF TOURISM AND ENHANCE THE POSITIVE IMPACT IN RURAL AREAS AND OFF-THE-BEATEN TRACK, BY OFFERING ENVIRONMENTALLY CONSCIOUS HOLIDAY SOLUTIONS.**

For: students and professors

Location: Garden of the Faculty of Economics "Giorgio Fuà"

13.00 - 14.00

Lunch

### NETWORKING

For: students and professors

Location: Sala Lettura - STAIR A

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FRIDAY - 16<sup>th</sup> September

DRIVE

## AFTERNOON

- 16.30 - 17.00 | Conference on SUSTAINABLE TOURISM  
**WELCOME GREETINGS**  
Location: Faculty of Economics "Giorgio Fuà" - ROOM A1
- 17.00 - 18.00 | Conference on SUSTAINABLE TOURISM  
**"AN INSIGHT ON THE SUSTAINABLE TOURISM EUROPEAN POLICIES. DEVELOPMENT MODELS AND BEST-PRACTICES FROM THE EUSAIR COUNTRIES":**  
Location: Faculty of Economics "Giorgio Fuà" - ROOM A1
- 18.00 - 19.00 | Delivery of the summer school's certificates of attendance  
**WRAP UP OF THE SUMMER SCHOOL ON SUSTAINABLE TOURISM, SPECIAL DIPLOMA FOR THE BEST PROJECT WORK GROUP IDEA AND DELIVERY OF THE SUMMER SCHOOL'S CERTIFICATES OF ATTENDANCE**  
Lecturer:  
Evaluation Committee:  
- Mr. Gilles Kittel - Team Leader - Instrument for Pre-Accession, Enlargement Negotiations and EU Strategy for the Adriatic and Ionian Region (EUSAIR);  
- Prof. Lucia Pizzichini - Marche Polytechnic University;  
- Prof. Andrea Perna - UniAdrion Secretary General;  
- Prof. Jovo Ateljevic - University of Banja Luka;  
- Ms. Madlina Puka - Tourism expert of Tirana;  
- Prof. Chiara Rinaldi - University of Cà Foscari  
Location: Faculty of Economics "Giorgio Fuà" - ROOM A1
- 19.00 | Social Aperitif  
**NETWORKING**  
For: students and professors  
Location: Garden of the Faculty of Economics "Giorgio Fuà"
- 20.30 | Balkan musical show  
**NETWORKING**  
For: students and professors  
Location: Piazza del Plebiscito, Ancona

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