

CALL FOR PAPERS

ENHANCING SUSTAINABLE TOURISM IN ADRIATIC-IONIAN REGION THROUGH CO-CREATION

THE ROLE OF UNIVERSITIES AND PUBLIC-PRIVATE PARTNERSHIPS

SEPTEMBER 15TH – 16TH, 2016
MACERATA (ITALY)

The University of Macerata (UNIMC) shares the principles stated in the European Commission's Action Plan concerning the EU Strategy for the Adriatic and Ionian Region (EUSAIR). UNIMC is promoting initiatives focused on the enhancement of European cultural heritage and the innovation of cultural offer for sustainable tourism development, also through the involvement of cultural and creative industries (CCIs). In line with the "European Landscape Convention", UNIMC is increasingly promoting research activity on European natural and cultural heritage as key lever of human well-being and consolidation of the European identity.

The Italian Ministry of Cultural Heritage and Tourism has recently opened a participatory approach, involving several stakeholders for the definition of a national strategy for sustainable tourism. By April 2016, the strategy will be drafted. It is expected that the main outcomes will form the basis for a new Italian way to sustainable tourism. The Strategy will be developed and shared in the next years with cross-border regions.

Universities will be asked to move beyond the traditional missions of teaching, researching and knowledge transferring. The role of Universities as co-creators of sustainability and the pursuing of long lasting public-private partnerships (PPPs) will constitute building blocks of initiatives, projects and activities for social and economic development.

In order to share best practices and experiences among scholars and professionals of the Adriatic and Ionian Region, UNIMC launches this call on **"Enhancing Sustainable Tourism in Adriatic-Ionian Region through co-creation: the role of Universities and Public-Private Partnerships"**.

The International Workshop aims to compare research and field experiences, in order to define useful guidelines for the enhancement of sustainable tourism, cultural heritage and the development of a culture-driven economy in the Adriatic and Ionian Region.

PANELS

Within the aegis of EUSAIR policy, Sustainable Tourism is considered a pillar. Goals set for the pillar are: a) the diversification of the macro-region's tourism products and

services along with tackling seasonality of inland, coastal and maritime tourism demand and b) improving the quality and innovation of tourism offer and enhancing the sustainable and responsible tourism capacities of the tourism actors across the macro-region.

In light of these objectives, this international workshop seeks proposals addressing the following topics, in line with the actions proposed by the EUSAIR Action Plan:

I. Fostering Adriatic-Ionian cultural heritage

Heeding the suggestions of Europe 2020 and of the Council of Europe's Framework Convention on the Value of Cultural Heritage for Society (the Faro Convention), particular attention should be paid to the possibility of effectively enhancing cultural heritage as a key factor for social and economic development. In order to promote active social inclusion, sustainable development and job creation for youth, both the integration of cultural heritage with tourism services and local productions and cross-fertilization between scholars and professionals, cultural institutions and enterprises are required.

Papers presenting case studies, best practices and project proposals should deal with the following topics:

- Meaning of Cultural Heritage (including values and resources, past and future, culture and identity);
- Archaeological and artistic sites for the promotion of the Region as a global destination for archaeological tourism;
- Networking of creative industries as drivers of Regional and local economy;
- Strategies and tools to communicate and enhance the value of cultural heritage;
- Audience development in a multi-cultural society;
- Networks and clusters of museums to share management and communication practices.

II. Upgrading the Adriatic Ionian sustainable tourism products

Through the integration of sustainability approaches, tourism stakeholders can increase business by protecting the competitive advantage (intrinsic diversity, variety of landscapes and cultures) that make the Adriatic Ionian an attractive tourist destination. On one side, coastal tourism is a key component of coastal and marine economies and it depends on the quality and diversity of effective coastal management policies. On the other side, a significant opportunity for crafts, agriculture, tourism, retailing and the entire rural economy as a whole exist. National and local governments have to pursue creative strategies to promote the qualities of their territories in the broadest sense, trying to leverage: landscape, nature, maritime areas, cultural heritage, regional products, regional gastronomy and traditional quality products.

Papers presenting case studies, best practices and project proposals should deal with the following topics:

- Semantics of sustainability;

- Integrated Coastal Zone Management (ICZM) approach and conservation of biodiversity of coastal areas;
- Cruise tourism, its impact on marine environment and the design of possible alternative sea routes to promote joint coastal and rural tourism packages;
- Activities to enhance thematic and niche tourism products, such as cultural tourism, sports tourism, eco-tourism, thermal and wellbeing tourism, nature tourism, historical, scholastic, pilgrim tourism, agro and rural tourism, tourism capitalising on the maritime and sub-aquatic cultural heritage, industrial heritage;
- Establishment of synergies between existing transnational routes, new projects and local communities;
- Establishment of literary tourism products across the macro-region.

Authors' guidelines for Literature reviews, Cases, Best practices and Project proposals

Authors must submit a 2 pages abstract in English. Each abstract must contain the following:

- Cover Page
- Problem Statement
- Objectives
- Procedures/methodologies/approaches
- Results
- Follow up or Further steps
- References
- Authors' preferences for presentation as a paper or poster.

Best papers will be invited for potential publication in "Il capitale culturale. Studies on the value of cultural heritage" <http://riviste.unimc.it/index.php/cap-cult>, indexed in Web of Science - Emerging Sources Citation Index.

Abstract of accepted papers will be published in the programme of the Workshop and made available on a repository on-line.

Important Dates

Deadline for abstracts submission: May 31, 2016

Abstract acceptance/rejection: June 15, 2016

Full paper submission: July 31, 2016

Please submit your abstract via e-mail to alessio.cavicchi@unimc.it no later than **May 31, 2016**.

Each Author agrees to revise 2 papers and provide feedback, according to specific guidelines.

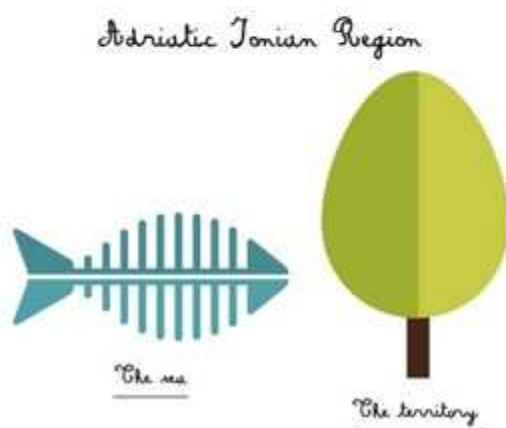
Workshop Fees

Early bird registration (before June 1st): 200 euros / 100 euros (PhD students)

Late registration: 300 euros / 150 (PhD students)

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