



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA



Touring Club Italiano



Comune di Bologna



Provincia di Bologna



IWP 2007 international working party . Bologna 17. 20 September 2007

FORMS OF TRAVEL IN ADRION

ports, architecture for the hospitality and sea-land waterfront

FORME DEL VIAGGIO IN ADRION: PORTI, ARCHITETTURE DELL'OSPITALITA' E INTERFACCIA TERRACQUEI

promoted by

- The University Networks UniAdrión and UniNet (Central European Initiative)
- Department of Architecture and Territorial Planning, DAPT - University of Bologna
- Department of Architecture Survey Design Town Planning and History, DARDUS - Politechnic University of Marche Region (Ancona)
- Advanced School of Studies on the City and Region, Ravenna Campus
- Mediterranean University of Montenegro

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Bologna, 17-20 September 2007

The *International Working Party* (IWP2007) will deal with the Adriatic-Ionian tourist system (ADRION) through an integrated, contemporary and feasible approach, as suggested by the European evolving scenario and by the current global phase of post-modernity. In that vision, the “*Advanced Tourism*” (A.T.) has become necessary (aware and responsible, cultural and religious, sporting and recreational ones, etc) as it represents a border of knowledge, a real economic driving factor. The A.T. defines new Networks of Euro-Regions without borders. ADRION is located among those Euro-Regions, in the middle of Europe, totalling 27 member countries. The “*Advanced Tourism*” is considered by the promoters of the IWP2007 as a *complex indicator of the new phenomena of urbanization, generating world iper-cities* arranged in three levels: between entirety (globalism) and local policies, between competition and cooperation, new alliances and unusual citizenships. The ADRION basin has its own territorial characteristics, its own past and current identities, deep-rooted communities and different cultures oriented towards a future in ferment.

The ADRION basin reveals interaction, sometimes critical ones, between water and land (waterfront), city and countryside, landscapes and monuments; it registers the persistency of mass tourism and the growing of autonomous and personalized tourism. The last ones have the following peculiarities: fine, sustainable, connected to historical and artistic heritage, landscape and architectural ones.

The three sea systems – Adriatic, Baltic and Black ones – have experiences for comparison, case studies to investigate. They have to be considered like laboratories of urbanity and hospitality, sea-land waterfront and like tourist architectures, even if experimental ones.

The IWP2007 intends to compare the territorial Network, the harbours and the crucial tourist typologies to draw the attention of the operators on the need for policies oriented beyond limited good and resources. That kind of policies should consider the open-mind of tourist creativity (also entrepreneurial), already existing in the city of arts, culture and entertainment: Bologna, Ravenna, and Rimini are an example. “*Planning tourism*” means to face a new border at the limit of the systems, combining history and culture, fine arts and beauty, nature and entertainment together with internet, low cost and nomadism, and creating dies of unlimited goods and inexhaustible resources thanks to entrepreneurial capacities, technical possibilities,policies, home-change, culture of hospitality. The *Advanced Tourism* is revealing new living modalities typical of post-modern period, and at the same time, they are still linked to traditions and local habits, because those living modalities appreciate the atmosphere of SLOW TOURISM (tourism which interiorize the historical time and that of the visited culture, the living spaces).

The *complementariness of tourism on both the two ADRION coasts* and the dosing *between competition and cooperation* in the tourist world suggest to create common moments of acquaintance and action, to allow the Adriatic-Ionian coasts to “create a system” (ADRION MOSAIC), connecting mobility and sedentary life.

Those are the main objectives of the *International Working Party* (IWP2007), scheduled for the second half of September, to offer to participants (to experts, professors, researchers and university students) the occasion of debate, such as in a laboratory of tourist planning.

English Official Language.

Coordination

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Mediterranean University of Montenegro and University of Montenegro, (ref. prof. Sanja Vlahovic)

University of Zadar and city of Split (ref. prof. Inga Tomic-Koludrovic and prof. Mirko Petric)

Odessa National Maritime University - Department Sea, river ports and waterways (ref. prof. Michael Doubrovsky)

University of Uppsala (ref. Prof. Lars Ryden, Director of the University Programme concerning the Baltic Sea)

Foundation of Cephalonia and Ithaca

Expected 13/14 guests from the North Central Eastern Europe and the Balkans.

Italian Partners:

UniAdrion - Università Virtuale del Bacino Adriatico Ionico

UniNet – University Network of the Central European initiative (C.E.I.)

Dipartimento di Architettura e Pianificazione Territoriale (DAPT) – University of Bologna

Dipartimento di Architettura Rilievo Disegno Urbanistica Storia (DARDUS) – Politechnic University of Marche region (Ancona)

Emilia Romagna Region

Province of Bologna

Municipality of Bologna

Advanced School of Tourists Sciences University of Bologna Rimini Campus

Advanced School of studies on the city and region, Ravenna Campus

Municipality of Ravenna

Port Authority of Ravenna

Touring Club Italiano

ASCOM – Bologna

CCIAA - Bologna

TRADEMARK Italia - Rimini

The IWP 2007 is open for the participation of PhD students coming from DAPT and DARDUS and students from the Advanced School of Tourists Sciences University of Bologna Rimini Campus Advanced School of studies on the city and region, Ravenna Campus.

| IWP 07 | PROGRAMME | |
|-------------------|--|--|
| Monday 17 | TERRITORIES FOR TOURIST DEVELOPMENTS - ASCOM - Strada Maggiore 23 - Bologna | |
| | | |
| 03:00 p.m. | Chairman | Dr. Emilio Cocco University of Teramo |
| | Greetings, introduction of the Guests | Giancarlo Tonelli - Director ASCOM |
| | Introduction to the International Working Party 2007 and of the works. | Giorgio Praderio - Vice Director DAPT, University of Bologna |
| | | Sergio Maccagnani - PROMO Bologna |
| | Tourism and Territories: planning | Alberto Corlaita - DAPT, University of Bologna |
| 05:00 p.m. | Comparison among European experiences | |
| | Waterfront for new scenarios for mobility and logistic. | Michael Doubrovsky - Head, Dept. Sea, River Ports and Waterways, Odessa National Maritime University |
| | Baltic Sea region: including Baltic 21, Baltic University Programme and Union of Baltic Cities | Lars Ryden – Programme Director, the Baltic University Programme, University of Uppsala |
| | | Antonio Danesi e Luca Mantecchini – DISTART transport sector, University of Bologna |
| | The territorial dimension of the strategies adopted by tourist entrepreneurs in Emilia-Romagna sea coast | Asterio Savelli – Dept. of Sociology, University of Bologna |
| 07:00 p.m. | Cocktail at ASCOM | |
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| Tuesday 18 | CITY AND ARCHITECTURES FOR HOSPITALITY - Urban Center - Palazzo Re Enzo (entrance from Voltone del Podestà), Via Rizzoli, Bologna | |
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| 09:00 a.m. | Chairman | Fausto Pugnali – Director, DARDUS Politechnic University of Marche region (Ancona) |
| | The Adriatic City | R. Bersaglia - DARDUS Politechnic University of Marche region (Ancona) |
| | A new tourism cultural itineraries over the coast. Itineraries or industrial archaeology along the channels of Marche region | Marcello Agostinelli- DARDUS Politechnic University of Marche region (Ancona) |
| | Cruiser tourism and harbor development in Split, Zadar, Dubrovnik | Mirko Petric and Inga Tomic-Koludrovic University of Zadar and city of Split |
| | Architecture, tourism, society: recent developments on the Eastern Adriatic coast | Inga Tomic-Koludrovic and Mirko Petric University of Zadar and city of Split |
| | The city in the seacoast of Montenegro | Sanja Vlahovic - Vice Dean for Education, Faculty for Tourism Hospitality and Trade Management, Mediterranean University of Montenegro |
| 12:00 a.m. | Final/Closing Discussion and presentation of papers | |
| 01:00 p.m. | Free lunch | |
| 03:00 p.m. | Chairman | Daniele De Paz - DAPT |
| | Imperfect Hosts | Alessio Erioli - DAPT |
| | Brandlandscape system Strategies of landscape design under the effects of globalize markets | Andrea Morpurgo - DAPT |
| | Brisighella and Riolo Terme case studies | Andrea Luccaroni - DAPT |

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| | Tuzla: a planning experience | Stefano Dosi - DAPT |
| 06:00 p.m. | Final/Closing Discussion and presentation of papers | |
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| Wednesday 19 | TRAVELLING IN THE ADRIATIC CITY – from Bologna through Ravenna to Rimini and back | |
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| 08:30 a.m. | Departure by bus from Bologna railway station | |
| 10:30 a.m. | Port of Ravenna - Candiano Channel | Port Authority |
| | | Councillorship for Urban Planning - Municipality of Ravenna |
| 01:00 p.m. | Departure to Rimini | |
| 02:00 p.m. | Arrival in Rimini stop at the beach: "the Adriatic squares" and visit to the Hotel Le Méridien | |
| 03:00 p.m. | Design hotel – DuoMO Hotel | Raniero Amati – General Manager and Matteo Bernardi – manager; DuoMo Hotel Rimini |
| 04:15 p.m. | Promoters/Creators of tourism in Rimini | Aureliano Bonini - Trademark Italia, Rimini |
| 06:00 p.m. | Departure to Bologna | |
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| Thursday 20 | CREATIVITY AND KNOWLEDGE FOR TOURISM IN HISTORICAL CITIES AND OF FINE ARTS – Province of Bologna – Palazzo Malvezzi , Sala del Consiglio - via Zamboni 13 | |
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| 09:00 a.m. | Chairman | Sergio Dalla Val, President – Association Emilia Romagna project |
| | Tourist creativity | Marco Strada – Councillor for Tourism, Province of Bologna |
| | Policies and Instruments | Guido Pasi – Councillor for Tourism and Trade, Emilia Romagna Region |
| | | Municipality of Bologna |
| 10:30 a.m. | Break | |
| 11:00 a.m. | Waterfront development in cities of the Baltic region, connections to Sustainable Development | Lars Ryden - Programme Director, the Baltic University Programme, University of Uppsala |
| | Territorial and tourist policies and attractive driving factor for Urban Tourism | Iryna Morozova – Rector, Odessa National Maritime University |
| 12:00 a.m. | Discussion with the participants of the Forum | |
| 01:00 p.m. | Free Lunch | |
| 03:00 p.m. | Tourism, Architecture and Society | |
| | Chairman | Alberto Corlaita - DAPT |
| | Public and private sectors for tourist development in the cities of fine arts | Marcella Gola - Advanced School of Tourists Sciences University of Bologna Rimini Campus |
| 05:00 p.m. | Presentation of papers, discussion and closing of works | |