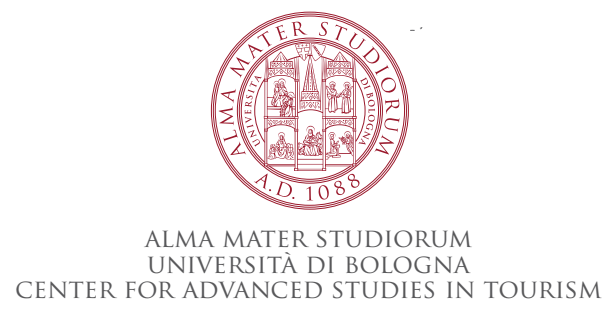


# BEYOND THE GREAT BEAUTY

RESCALING HERITAGE AND TOURISM  
10/12 FEBRUARY 2016 | RIMINI



## PROGRAM

### Wednesday 10 February

2.00 pm | Opening

**2.30 pm - 3.30 pm | Plenary session | Aula Magna**  
"Heritage and Tourism: Rhetoric and Real Evidence from Economic Analyses"  
Roberto Cellini, University of Catania

**3.30 pm - 4.00 pm | Food-in session | Aula Fellini**  
"One Village And One Hundred Stories, 2005-2015"  
Cristina Ortolani

**4.00 pm - 5.30 pm | Parallel sessions**  
Regional Development | Aula 2  
Tourism Policies and Heritage | Aula 3  
Host-guest Relations and Conflicting Interests | Aula Magna

6.00 pm | Welcome drink

### Thursday 11 February

**8.30 am - 10.00 am | Parallel sessions**  
Responsible and Sustainable Tourism | Aula 2  
Culture and Heritage 1 | Aula 3  
Place Branding | Aula 2

10.00 am - 10.30 am | Coffee Break | Aula Fellini

**10.30 am - 12.00 am | Parallel sessions**  
Events and Festivals | Aula 2  
Culture and Heritage 2 | Aula Magna  
Culture and Heritage Off-the-Beaten Track | Aula 3

**12.00 am - 1.00 pm | Plenary session | Aula Magna**  
"Inclusive Destination Branding"  
Mihalis Kavvaratzis, University of Leicester

1.15 pm - 2.00 pm | Lunch

2.30 pm | Departure to Forlì  
Conference Excursion

7.30 pm | Social dinner  
at Casa Artusi, Forlimpopoli

11.00 pm | Arrival in Rimini

### Friday 12 February

**9.00 am - 10.30 am | Parallel sessions**  
Urban Heritage | Aula Magna  
Food as Heritage 1 | Aula 2  
Marketing and Tourists' Experiences | Aula 3

10.30 am - 11.00 am | Coffee Break | Aula Fellini

**11.00 am - 12.30 am | Parallel sessions**  
Food as Heritage 2 | Aula 2  
Culture and Heritage | Aula 3

**12.30 am - 1.30 pm | Plenary session | Aula Magna**  
"Off the Beaten Track: French Experiences of a Different Tourism"  
Maria Gravari-Barbas, University Paris I Panthéon - Sorbonne

1.45 pm - 2.45 pm | Lunch

2.45 pm - 4.15 pm | Wrap-up session and final comments

**4.30 pm - 7.00 pm | Walking session**  
"Hunting the romans in Rimini. Promoting cultural heritage in a mass tourism sea side resort"  
Enzo Finocchiaro, former responsible for European Projects of the Rimini Province

AULA FELLINI

[www.turismo.unibo.it](http://www.turismo.unibo.it)