

# CULTURAL AND SUSTAINABLE TOURISM: a guide to create tourism products

November 30, 2020 3pm CET

## AGENDA

- 3.00 pm **Welcome**  
*Massimo Isola – Mayor of the Municipality of Faenza*
- 3.10 pm **The territory as a product-services-system**  
*Flaviano Celaschi - University of Bologna*
- 3.30 pm **Cultural Routes: an opportunity for the development of new forms of touristic offer**  
*Emanuela Panke - President - Iter Vitis Les Chemins de la Vigne en Europe*
- 3.45 pm **The Postrivoro: artistic residencies and organic itineraries across food and ceramics**  
*Simone Ravaioli - Postrivoro*
- 4.00 pm **The experiential wine tourism in Romagna**  
*Gioele Melandri - DiWine Experience*
- 4.15 pm **How pottery is becoming more and more interesting for foodies**  
*Martina Liverani - Fame Concreta*
- 4.30 pm **Q&A and Closing remarks**

### MODERATOR

*Elena Dubinina, International Relations Advisor,  
European Association of the Via Francigena ways.*



The first of a series of webinars addressed to sustainable cultural tourism, with a special focus on the European Route of Ceramics, a cultural itinerary of the Council of Europe.

What makes a territory attractive? What combination of products can create a unique tourist package? What are the ways to promote a location and its distinctive features, unique and recognizable among other destinations?

The webinar will present to the representatives of the European Route of Ceramics as well as to local operators in the tourism sector and students in the fields of tourism and historical-artistic-cultural heritage some useful clues for study and case histories, to create unique tourism products, combining different types of offers, such as arts, culture, museums, food and wine, cycle tourism, environment, etc.

To register for the Webinar, please click on this link: [www.romagnatech.eu](http://www.romagnatech.eu)