



unimc
UNIVERSITÀ DI MACERATA

l'umanesimo che innova



EU Strategy for the
Adriatic and Ionian Region
EUSAIR

International workshop

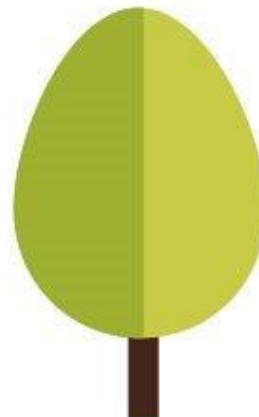
ENHANCING SUSTAINABLE TOURISM IN ADRIATIC-IONIAN REGION THROUGH CO-CREATION

THE ROLE OF UNIVERSITIES AND PUBLIC-PRIVATE PARTNERSHIPS

Adriatic Ionian Region



The sea



The territory

Macerata, 15th-16th September 2016

Programme Synthesis (updated 08.09.2016)

September 14th 2016

Pre-conference:

18.00 – 22.00 Sant’Isidoro - Winery: field trip / study visit and dinner (organised by Wellfood Action - EU project)

September 15th 2016

September 16th 2016

9.00 – 10.00	Registration				9.00 – 9.30	Registration	
10.00 – 13.00	Plenary Session				9.30 – 11.00	Scientific session 3	Session “Rural tourism”
					11.00 – 11.30	Coffee break	
					11.30 – 13.00	Scientific session 4	Session “Start up companies in Cultural and Creative Industries”
13.00 – 14.30	Lunch at Palazzo Ciccolini				13.00 – 15.00	Lunch at Eat Centrale	
14.45 – 16.15	Scientific session 1	Session “Tipicità”	Alhtour Project		15.00 – 16.30	Scientific session 5	Wellfood Action (by Marche Region)
16.15 – 16.45	Coffee break				16.30 – 17.00	Coffee break	
16.45 – 18.30	Scientific Session 2	Wellfood Action - by Chamber of Commerce of Macerata	Alhtour Project	Session “Start up companies in Cultural and Creative Industries”	17.00 – 18.30	Session “Start up companies in Cultural and Creative Industries”	
18.45 – 21.30	Food Walk in Macerata				18.45 – 21.00	Debriefing / Farewell	