

## International workshop

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

---

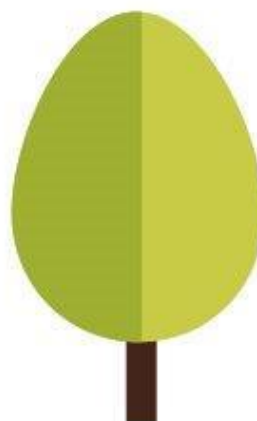
THE ROLE OF UNIVERSITIES AND PUBLIC-PRIVATE PARTNERSHIPS

---

*Adriatic Ionian Region*



*The sea*



*The territory*

***Macerata, 15th-16th September 2016***

## Programme Synthesis (updated 09.09.2016)

### September 14<sup>th</sup> 2016

Pre-conference:

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

### September 15<sup>th</sup> 2016

### September 16<sup>th</sup> 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 in technology for tourism"
13.00 – 14.30	Lunch at Palazzo Ciccolini			13.00 – 15.00	Lunch at Loggia del Municipio	
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 ups in the tourism destination management"	17.00 – 18.30	Session "The support for tourism start ups"
18.45 – 21.30	Food Walk in Macerata			18.45 – 20.00	Debriefing / Farewell at Civica Enoteca	