Call for papers

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

THE ROLE OF UNIVERSITIES AND PUBLIC-PRIVATE PARTNERSHIPS

September 15th - 16th
MACERATA / ITALY
The University of Macerata (UNIMC) shares the principles stated in the European Commission’s Action Plan concerning the EU Strategy for the Adriatic and Ionian Region (EUSAIR). UNIMC is promoting initiatives focused on the enhancement of European cultural heritage and the innovation of cultural offer for sustainable tourism development, also through the involvement of cultural and creative industries (CCIs).

In line with the “European Landscape Convention”, UNIMC is increasingly promoting research activity on European natural and cultural heritage as key lever of human well-being and consolidation of the European identity. The Italian Ministry of Cultural Heritage and Tourism has recently announced a call on “Enhancing Sustainable Tourism in Adriatic-Ionian Region through co-creation; the role of Universities and Public-Private Partnerships”.

The International Workshop aims to compare research and field experiences, in order to define useful guidelines for the enhancement of sustainable tourism, cultural heritage and the development of a culture-driven economy in the Adriatic and Ionian Region.

Within the AEGIS of EUSAIR policy, sustainable tourism is considered a pillar for achieving the following topics: A) the diversification of the macro-region’s tourism products and services along with tackling seasonality of inland, coastal and maritime tourism demand and B) improving the quality and innovation of tourism offer and enhancing the sustainable and responsible tourism capacities of the tourism actors across the macro-region.

I. Fostering Adriatic-Ionian cultural heritage

Heeding the suggestions of Europe 2020 and of the Council of Europe’s Framework Convention on the Value of Cultural Heritage for Society (the Faro Convention), particular attention should be paid to the possibility of effectively enhancing cultural heritage as a key factor for social and economic development. In order to promote active social inclusion, sustainable development and job creation for youth, both the integration of cultural heritage with tourism services and local productions and cross-fertilization between scholars and professionals, cultural institutions and enterprises are required.

Papers presenting case studies, best practices and project proposals should deal with the following topics:

- Meaning of Cultural Heritage (including values and resources, past and future, culture and identity);
- Archaeological and artistic sites for the promotion of the Region as a global destination for archaeological tourism;
- Networking of creative industries as drivers of Regional and local economy;
- Strategies and tools to communicate and enhance the value of cultural heritage;
- Audience development in a multi-cultural society;
- Networks and clusters of museums to share management and communication practices.

II. Upgrading the Adriatic-Ionian sustainable tourism products

Through the integration of sustainability approaches, tourism stakeholders can increase business by protecting the competitive advantage (intrinsic diversity, variety of landscapes and cultures) that make the Adriatic-Ionian an attractive tourist destination.

On one side, coastal tourism is a key component of coastal and marine economies and it depends on the quality and diversity of effective coastal management policies. On the other side, a significant opportunity for crafts, agriculture, tourism, retailing and the entire rural economy as a whole exist. National and local governments have to pursue creative strategies to promote the qualities of their territories in the broader sense, trying to leverage: landscape, nature, maritime areas, cultural heritage, regional products, regional gastronomy and traditional quality products.

Papers presenting case studies, best practices and project proposals should deal with the following topics:

- Problem statement;
- Objectives;
- Procedures/methodologies/approaches;
- Results;
- Follow up or further steps;
- References;
- Authors’ preferences for presentation as a paper or poster.

Best papers will be invited for potential publication on a related international journal. Unguided self-submission on the value of cultural heritage: http://mate.unicam.it/index.php/cap-cult, indexed in Web of Science - Emerging Sources Citation Index. Abstract of accepted papers will be published in the programme of the Workshop and made available on a repository on-line.

Important dates

- Deadline for abstract submission: May 1, 2016
- Authors' acceptance/rejection: May 15, 2016
- Full paper submission: July 31, 2016
- Please submit your abstract via e-mail to alexis.cavicchi@uniMC.it
- Each Author agrees to revise 2 papers and provide feedback, according to specific guidelines.

Workshop Fees

- Early bird registration (before June 1st) 300 euros / 150 (PhD students)
- Late registration 400 euros / 200 (PhD students)
- The fee covers: Information package, coffee breaks, two lunches, one dinner
- Further information will be available soon on www.unimc.it