

**Tourism between Green and Blue Economy.  
The future of mass consumption**  
New and innovative directions for Sustainable Tourism development

Summer School in Geography of Tourism

5<sup>th</sup> – 10<sup>th</sup> September 2011  
RIMINI CAMPUS – Via Angherà, 22 - Rimini

**Provisional Programme**

Day 1	Time	Topic	Lecturer	#hours
Mon 5 <sup>th</sup> Sept.	9:00	<i>Welcome desk</i>	<b>V. Macchini</b>	0.5
	9:30	<i>Overview of the School's content and practical information</i>	<b>A. Mariotti</b> (University of Bologna) <b>V. Macchini</b>	0.5
	10:00	<b>Sustainability from idealism to fashion /from environmentalism to green and blue economics</b>	<b>F. Dallari</b> (University of Bologna)	1.5
	11:00	<b>The intangible "value" of green tourism attitudes</b>	<b>M. Robinson</b> (Leeds University)	1.5
	13:00	<i>Lunch Break</i>		
	14:00	<i>GEO Tip (Research tools and academic writing tips)</i>	<i>A. Mariotti</i>	0.5
	14:30	<b>Green tourism and local communities: evaluation tools (to be confirmed)</b>	<b>Y. Mansfeld</b> (University of Haifa)	3.0
	17:30	<i>End of Lectures</i>		
	19:00	<i>Social Event: the voice and images of the past tourism in Rimini</i>	<i>D. Calanca</i>	

Day 2	Topic		Lecturer	#hours
Tue 6 <sup>th</sup>	9:30	<p>Summer School workshop <b>Green tourism: From Principles to Practice</b></p> <p>Free open-access conference</p> <p><b>Round Table</b></p>	<p>Chaired by: <b>E. Finocchiaro</b> (Province of Rimini)</p> <p>Keynote Speakers:</p> <ul style="list-style-type: none"> <li>• <b>G. Conti</b> (Univ. Venezia)</li> <li>• <b>M. Robinson</b> (Leeds University)</li> <li>• <b>Y. Mansfeld</b> (Univ. Haifa)</li> <li>• <b>T. Marcelli</b> (President Terra Nostra)</li> <li>• <b>N. Agostini</b> (Marketing Manager Parco Foreste Casentinesi)</li> <li>• <b>D. Santinelli</b> (Ecolabel Ecoaudit Committee)</li> </ul>	3.5
	13:00	<ul style="list-style-type: none"> <li>• <i>Social Event: Light Lunch with CampagnAmica. An event with an innovative green project introduced by R. Cantagalli</i></li> </ul>		
	14:30	<p><b>Public strategies for green tourism: from local to European perspectives</b></p>	<b>Massimo Briani</b> (Province of Rimini)	1.0
	15:30	<p><b>Blue Economy and Tourism Development: the Future of the World?</b></p> <p><i>Social Event: guided field visit at the house of the Surgeon</i></p> <p><i>Project work &amp; study time</i></p>	<b>Giorgio Conti</b> (University of Venice)	1.0  Free

Day 3	Time	Topic	Lecturer	#hours
<b>Wed 7<sup>rd</sup> Sept.</b>	9:30	<b>SLOW TOURISM Itineraries Nature &amp; Culture Planning &amp; Promotion: the case of the Via Francigena</b>	<b>A. Conte</b> (ItinerAria)	3.0
	12:30	<i>GEO Tip</i>	<i>PhD short lecture</i>	0.5
	13:00	<i>Lunch Break</i>		
	14:15	<i>GEO Tip</i>	<i>PhD short lecture</i>	0.5
	15:00	<b>Study Tour:  Visit to Saline of Cervia &amp; Coop Atlantide: Preserving, Value &amp; Educate.</b>	<b>M. Conficoni</b> (Coop Atlantide)	2.5
Field Visit	17:30	<i>Social Event: sunset walk at the Cervia Saline</i>		1.0
	19-21	<i>Project work &amp; study time</i>		Free

Day 4	Topic	Lecturer	#hours	
Thu 8 <sup>th</sup> Sept	9:00	<b>The Sustainable tourism programme at natural WHS</b>	<b>A. Mariotti</b> (University of Bologna)	1.5
	10:30	<b>Sustainable tourism: a local authority perspective - <i>Roma in Campagna</i> and the experience of the Rome Chamber of Commerce</b>	<b>B. Marcotulli</b> (Promoroma)	1.5
	12.30	<b>Sustainable Tourism &amp; Mass Consumption. Challenges &amp; Practices in the Accommodation industry</b>	<b>L. Cevoli</b> (Hotels Association Riccione)	1
	13:00	<i>Lunch Break</i>		
	15.00	Geo-Tip	PhD short lecture	0.5
	15:30	Geo-Tip	PhD short lecture	0.5
	16-21	<i>Project work &amp; study time</i>  <i>Free evening</i>		

Day 5	Topic		Lecturer	#hours
Fri 9 <sup>th</sup> Sept	9:00	<b>Study Tour:</b> <b>Green itineraries in remote areas: guides, landscape &amp; testimonials</b>  <b>National Park of the Casentino's Forests</b>  <i>Social Event (during the field visit):</i>	<b>N. Agostini</b> <b>&amp; other operators of the National Park of the Casentino's Forests</b>	8.0
	18-21	Project work & study time		

Day 6	Topic		Lecturer	#hours
Sat 4 <sup>th</sup> Sept	9:30	<i>Students Project Presentations Discussion &amp; Evaluation</i>		6.5
	13:00	<i>Social event: Bye- Bye light lunch</i>		

## **The Lecturers**

- N. Agostini Marketing Director, National Park of the Casentino's Forests
- M. Briani Unit Sustainable development, Province of Rimini
- D. Calanca Researcher and Lecturer in Social and Contemporary History - University of Bologna
- L. Cevoli Director of Riccione's Hotel Association
- M. Conficoni Chairman of the Atlantide Cooperative, Environmental, Tourism Studies & Services
- A. Conte Expert in GIS, slow travelling and cultural itineraries, Chief of ItinerAria ([www.itineraria.eu](http://www.itineraria.eu))
- G. Conti Associate professor in Economic Geography, expert in environmental and territorial planning
- F. Dallari Director of the summer school, Associate professor of Economic Geography and UNESCO Chair - University of Bologna
- E. Finocchiaro Province of Rimini, Sector for sustainable development, sustainable tourism and Agenda 21
- Y. Mansfeld Associate Professor at the Department of Geography & Environmental Studies and Head of the Center for Tourism, Pilgrimage & Recreation Research - University of Haifa
- T. Marcelli Chairman of Terra Nostra, agritourists' association of Coldiretti
- B. Marcotulli Tourist & Cultural event expert, PromoRoma
- A. Mariotti Researcher and lecturer in Geography of Tourism, Economic Geography - University of Bologna
- M. Robinson Professor of Tourism and Culture at Leeds Metropolitan University, founder and Joint Editor of the Journal of Tourism and Cultural Change
- D. Santinelli Ecolabel Ecoaudit committee
- Y. Trevisonno Marketing operation Manager at APT Servizi srl

## **Credits**

This Summer School is organized by the Faculty of Economics in Rimini - University of Bologna with the support and the collaboration of (alphabetical order):

- AIIG – Italian Association of Geography Teachers – Emilia-Romagna Unit
- AlmaTourism – Journal of Tourism, Culture and Territorial Development
- APT Servizi srl – Emilia-Romagna
- Cooperativa Atlantide
- EGEA - European Geography Association for students and young geographers
- Province of Rimini
- Parco delle Foreste Casentinesi
- ScienzaE
- Società Geografica Italiana
- Terra Nostra & CampagnAmica (Coldiretti)
- Tonihotels
- UNESCO/UNITWIN Network - Culture Tourism & Development
- University of Bologna – Advanced School in Tourism Science
- University of Haifa – Israel
- University of Modena and Reggio Emilia

## **Scientific Committee**

Prof. Fiorella Dallari - University of Bologna

Prof. Yoel Mansfeld - University of Haifa

Prof. Mike Robinson - University of Leeds

Dr. Silvia Grandi - University of Modena & Reggio Emilia

Dr. Alessia Mariotti - University of Bologna

Dr. Daniela Calanca - University of Bologna

Mr. Antonio Barone - Phoenicians' Route, European Cultural Itinerary of the Council of Europe

## **Organization**

Director of the school: Prof. Fiorella Dallari

Coordinator: Dr. Alessia Mariotti

Tutor: Dr. Roberta Curiazi

Faculty's administrative Support: Ms. Valeria Macchini

Faculty of Economics in Rimini

University of Bologna

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Rimini (Italy)