

Workshop on Quality Brand for Sustainable Tourism

Campus Universitario Ecotekne

Building Angelo Rizzo, Conference Room "Y1"

Via per Monteroni, Lecce

24-25-26 May

PROGRAM*

Thursday 24th of May:

9:30 - 11.00

Prof. Dr. Yoel Mansfield (University of Haifa)

The implementation of Bottom up sustainable cultural tourism on the community level

11:30 - 13:00

Dott. Antonio Barone (Director of Phoenicians' Route - Cultural Route of the Council of Europe)

Cultural Routes: Parameters and criteria for a Quality Brand on sustainable tourism

Break

15:00 - 16:30

Prof. Dr. Yoel Mansfield (University of Haifa)

Cultural tourism brand creation based on Multi Attribute Analysis (MAA) methodology

17:00 - 18:30

Prof. Antonio Moschetta (University of Bari and Scientific Director of the Oncological Institute of Bari)

Best practices, parameters and certifications on Mediterranean Diet in the Adriatic-Ionian area

Friday 25th of May:

9:30 - 11.00

Prof. Mike Elliott (University of Hull)

Best practices, parameters and certifications on Environmental Sustainability in the Tourism sector in the Adriatic-Ionian area

* The workshop will be held in English language

11:30 - 13:00

Dr. Annagrazia Laura (ENAT president)

Best practices, parameters and certifications on Accessibility in the Tourism sector in the Adriatic-Ionian area

15.00 - 18.00

Round Table of Experts

Participation of Top Level and Advanced Experts of QNeST partnership: definition of parameters and criteria for a Quality Sustainable Tourism

Saturday 26th of May:

10.00 - 12.00

Prof. Dr Lorenzo Cantoni (University of Italian Switzerland)

Analysis and evaluation of the current online presence of stakeholders active in the field of Sustainable Tourism in the Adriatic Ionian region (including their direct presence on websites/mobile apps and social media activities)

Answers & Questions

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