

UniAdrion

Virtual University of the Adriatic-Ionian Basin

UNIADRION WG 3/8 "TUR ADRION PROJECT: A multipurpose tourist region on the web". (coordinator: *Giorgio Praderio*; University of Bologna - Dep. of Architectural and Territorial Planning).

DOCUMENT FOR WORK SHOP 3 IN BOLOGNA (2ND to 9th November 2003 - location.....) on:

"The ADRIATIC CITY: of tourisms, for hospitality, in mobility".

WorkShop3, which is scheduled to take place in Bologna, in presence of (16+1) scholarship researchers mostly coming from the Balkans, will follow the pre-arranged program (already communicated to participants) and will be organized into seminar sessions. The *innovation, research and educational objectives* have been agreed with the sponsoring ministerial organizations, the Italian Ministry of Foreign Affairs and the MIUR, in accordance with UniAdrion principles, expressed in the founding official texts (see documents).

The *Teachers Board*, instituted on July 2003, will implement the program with the contributions of the tutor and the guide of the coordinator.

The *main original theme*, as announced at the opening conference in Ravenna of 2001, was CULTURAL TOURISM in the ADRION region as a FACTOR of MODERN URBANITY, in a vision stretching from the centrality of the ADRIATIC SEA to its WATERFRONT in both coasts and then to the regional INLAND areas.

The *increasing phenomena of mobility and nomadic fluxes*, between the past, the present and the future, testify that in the Adriatic "historical gulf" there is a NETWORK OF TOURISMS. Within this basin, there are CULTURAL and HISTORICAL, URBAN and NATURAL DEPOSITS which can satisfy a wide MOTIVATIONAL RANGE of customers, visitors and guests. This MULTIPLICITY of TOURISMS PROVIDES AN ADDED VALUE to the existing cultural properties and resources in the ADRION region. Actually, it can add EXTRA VALUE if multiplicity privileges "highly developed tourisms", in an environment of cooperation and collaboration, by combining plans, programs and projects.

The *ultimate product*, which is still growing, is an URBAN PATCHWORK of distinct COASTAL CITIES and different REGIONAL TERRITORIES. In this cultural basin, the HISTORICAL ORIGINS, the numerous but scattered CULTURAL PROPERTIES and the high expectations of QUALITY IN LIFE confront with modern *environmental awareness* (ECOLOGY/ SUSTAINABILITY) and with the concomitant controls on *costs/profits of actions* (ECONOMICS/FEASIBILITY).

The resulting *unusual urban patchwork* is not divided by borders, barriers or ideologies and it is therefore animated by a VITAL MIX of new forms of sustainable tourisms: cultural and historical, eco-tourism, sustainable, pioneer and spectacular, old and new nomadic fluxes, and secular and religious. The new reality goes beyond the traditional distinctions of mass, individual, group, independent or guided tourism.

The ADRION EuroRegion includes the CULTURE OF HOSPITALITY, the REGIONAL and URBAN MARKETING, as well as an INTEGRATED MANAGEMENT of services and initiatives, and joint ENTREPRENEURIAL INITIATIVES. The new scenario is based upon a common perspective, where

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COOPERATION is accompanied with COMPETITION and where INNOVATION is supplemented with the PRESERVATION of NATURAL HERITAGE and RESOURCES.

The *explicated project objective* of WG3/8 - TUR ADRION PROJECT – and the modalities to pursue it – as it was announced during the WS1 of Ravenna and the WS2 of Opatija – has soon demanded a new policy towards a UNIQUE ADRION PLAN: in terms of HOSPITALITY, TOURISM, MOBILITY, and LOGISTICS. The initial objective of the project was firstly to *recognize the multiple regional events*, characterized by social differences and various cultural identities on site; the project had also to be flexible in order to fit the changing fluxes of tourists and goods running across it.

Since the very beginning, it was clear that ADRION needed a synthetic image as a TOURIST REGION ON THE WEB, based upon the interaction between diverse locations, with fluxes of various nature, origin and destination. Yet its numerous possibilities of “assembly” of these different parts has to preserve a common “background” framework, where it is possible to recognize every component, as it happens in an (URBAN) KALEIDOSCOPE, whose scattered fragments always allow to identify and preserve basic images within its range of colours. In 2002, this work project of WG3/8 has been denominated “SEA ADRION REGION 2010/2015”, with the evident intention of fixing an implementation period in the medium/long term in order to achieve the following targets: expansion and consolidation of the European scenario, enhancement of the infrastructures, adaptation of tourism to more sophisticated models, growth of the culture of quality assurance and hospitality, expansion of tourist entrepreneurship according to market segments, institution of support organizations (international observatories, territorial laboratories, experimental projects, etc.) .

At that time, participants have identified a *reference model*, already adopted in the Baltic Sea, with the denomination of “SeaBaltic Region - VASAB 2010”. It is now clear that it is necessary to arrange a SEA ADRION AGENDA 2010, on which the FORUM of Adriatic and Ionian cities has already been working. We believed that the *unitary project* embracing the kaleidoscopic reality of Adrlon could be represented by the paradigm or concept (geo-political, social-cultural and urban-architectural) of the *Adriatic City of Hospitality and Mobility*. As a matter of fact, the ADRION network seems to collect both historical features and contemporary elements to propose itself to the world as a *TOURIST REGION OF EXCELLENCE, and to Europe, as a primary euro-region*, well integrated. Within the system of cities, the area presents itself as a *multi-city of high urban value* and of consolidated hospitality, while in the scenario of the communications networks as an obligatory passage East/West and North/South, and, finally, in everybody’s living aspirations as a high quality environment.

The *Adriatic City*, projected beyond its national borders, can firmly enter the sphere of other high prestige regions, for its attractiveness and “glamour”, at the same level of other Euro-regions (e.g. Rhine region, Alpine, Province and the Po Valley: productive and entertainment industry, etc.). This would be possible by launching advertising campaigns, marketing programs, “brands”: it is the kaleidoscope of the future urban network of cities, which are already well-known (Venice, Pula, Ravenna, Split, Ancona, Dubrovnik, Bari, Vlore, Otranto, Sarande, etc.)

The customer can select from a tourist explorative or hospitality “menu” what “to consume immediately, in a day or in a weekend”. This multi-city network is already equipped with natural parks (islands, etc.), historical squares (the numerous cities), marvellous countryside areas, fully equipped marinas, as well as monuments (...), roads and itineraries (...). All this should be made easier through new transport networks (European gates and corridors, harbours and airports), an effective mass mobility (extending to civil helicopter transport), the maintenance of territorial security, the elimination of any regional controversy, the deployment of technological innovation (fast ferries, etc.).

The Adriatic City can cope with the international competition emerging among different urban systems by encouraging the development of the *European scenario*, contributing to the *tourist leadership of the Mediterranean basin* (which is already primary in terms of tourism, with the consolidation of cruises, but which is also crossed by intense and increasing fluxes of immigrants), favouring the *tourist complementarity of both coasts* (East/West of the Adriatic and Ionian basins), converting obsolete tourist districts after the maturation of long-established tourist areas (e.g. Romagna).

Tourism of hospitality and loisir is therefore to be incorporated into this *diffused Adriatic city*, now on the point of becoming a coastal and marine MULTICITY (of identities, diversities, differences), rather than risking to turn into an a global HYPER-CITY, now spreading (characterized by homologations, homogeneity, and indifference).

Fellowship researchers of WG3 shall investigate on this concept of *Adriatic City*, with its historical origin and its adaptation to modern times in a process towards the idea of a multi-city, rather than of a hyper-city. They shall find out its multi-ethnic PATCHWORK, representing its URBANITY: the PLURALITY of situations, famous and unknown locations, conditions and communications, tourist DISTRICTS, maritime and coastal ROUTES. They should then be able to design transversal or longitudinal sections of these parts ("coast to coast"); and, finally, they should be able to recognize its squares, parks, sea ports, bridges, architectural structures and typologies.

All required explorations and studies, summed-up in a Final Report, shall try to understand and measure the new territorial behaviours, where tourisms derived from this renewed urbanity will vary according to *profitability margins* of time and cost (range of action between origins and destinations); local commuting (of one hour and a half or within a distance of 80/100 km); and family or individual budget margins destined to holidays, etc.. Italy is probably destined to become the historical and cultural park of Europe; the Balkans prepared to become a privileged destination of tourism from the East, while islands shall become natural and theme parks within the European sphere, and so on.

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