



UniAdrion

Virtual University of the Adriatic-Ionian Basin

UNIADRION – Virtual University of the Adriatic-Ionian Basin: FINAL REPORT of Working Group 3/8

“TUR ADRION: a Networked Multipurpose Tourist Region” SUSTAINABLE AND QUALITY TOURISMS IN THE ADRIATIC AND IONIAN BASIN.

International workshop in Bologna (3/8.11.2003) at the *Collegio Erasmus* and the *Provincia di Bologna*

**THE ADRIATIC IONIAN MULTI-CITY OF HOSPITALITY AND MOBILITY.
An urbanity patchwork, a kaleidoscope of images, a multiplicity of events.**

Territorial mobility by land, sea and air is a habit which has expanded all over Europe and has today widespread among all individuals.

The *tendency towards movement*, both individually and in a group, depends on everybody's free time (tourism) and has been interiorized into a series of *life rules*. An acquired mobility, wide spreading technologies, information and communication “media” and functional interlacements have been defining *new living modalities and recent territorial experiences, both at a natural and at an urban level*. Modalities are open to unexpected events, social behaviours are modified, while cultural behaviours are distinct; they seem to be more and more environmentally aware (sustainable) and economically controlled (efficient).

The Enlarging European Union is now repeatedly assessing and checking the strength of its economic regions in order to cope with global competition. In the last decades, Europe has seen the fall of political ideologies, national borders and customs. The new Countries and Regions, including the peripheral seas (the Baltic and the Adriatic ones) which have recently joined the EU, have been now experiencing an economic and trade revival, their tourisms are now developing, by converting themselves into more sophisticated forms.

The *advanced forms of tourism* so established (cultural, ecological, sport, entertainment, art-oriented, etc.), especially in southern Europe, in the Mediterranean and in the Adriatic Ionian Basin, represent the educated, mobile, informative and specific versions of the *old forms of mass tourisms*. Previously divided populations are now getting closer while new attractive spots in terms of art, quality and excellence are now privileged. As a consequence, *complex explorations* of seas, coasts, rural areas and cities are now required, within the existing life experiences which are producing unusual forms of *international citizenship, not validated yet*.

Advanced forms of tourism can therefore modify existing customs, rules and opinions, creating *peculiar opportunities*.

Official Seat of the Virtual University: UniAdrion (Dipartimento di Storie e Metodi per la Conservazione dei Beni Culturali), Via degli Ariani, 1, 48100 Ravenna

Executive Secretariat of UniAdrion: Francesca Regoli and Dominika Stojanoska

Tel: +39.0544.48 47 77/78/80 Fax: +39.0544.48 47 81

E-mail: bprimucci@ambra.unibo.it; fregoli@ambra.unibo.it; dstojanoska@ambra.unibo.it;

Web site: www.uniadrion.unibo.it



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The *coastal regions* of ADRION are part of those developing European areas, vigorous and unstable at the same time, once closed and peripheral, and sometimes opposed among them. These coastal areas have become open to the international debate and dialogue; if in the past they were economically and politically eccentric, these coastal areas are now the barycentre with respect to the European strategic interest. These interests, especially if general (public), and their resulting territorial focuses (tourist poles, seaports, cities and towns, networks) must be reviewed according to the “contemporary targets”, where “urban customers” are considered as “stakeholders”.

The Third Workshop held in Bologna has been intended to assess and show the international interest in the *Adriatic Ionian European region*, which is now experiencing an increasing and diversified hospitality, a multiplicity of regional phenomena and an intensification of relationships (mobility, accessibility, logistics, information, connections), as well as a development of its *environmental structures* (sea, islands, parks and waterfronts).

The *metaphor of the territorial network*, both material and immaterial, real and virtual, well represents the Adriatic Ionian European region. Its *waterfront* constitutes the complex interface of the region, which needs to be preserved, while the historically, stratified *urban patchwork* is representing the area with its precious variety. Moreover, the *repertoire of landscapes and architectures, whether permanent or transitory (seasonal)*, can strongly support it. In this way, the historically consolidated forms of tourism are intended to evolve; – a real *Adriatic- Ionian metamorphosis of urbanity* is ongoing, including the forms of hospitality and mobility.

In order to give a form (physiognomy) and a scale of evaluation (parameters and indicators) to these phenomena and processes within the ADRION area, the week of the International Workshop held in Bologna, entitled **THE ADRIATIC IONIAN MULTI-CITY OF HOSPITALITY AND MOBILITY with the meaning of an urbanity patchwork, a kaleidoscope of images, a multiplicity of events**, (November 2003) was promoted within the program of the third Working Group of UniAdrion (TUR ADRION PROJECT: Sustainable and Quality Tourisms in the Adriatic-Ionian Basin). The workshop mainly focused on the *metamorphosis of the Adriatic-Ionian urbanity: from the network to the city*. Promoters are convinced that the Adriatic- Ionian Seas have turned into a gulf again and that they have become a maritime “motorway” for an increasing number of cruises at an international level. The ADRION basin is therefore in the middle and main part of the regional changes occurring within the EU (see LIMES magazine of Dec. 2003 about national borders, Pan-European networks, and the European Regions).

The 16 scholarship students coming from Albania, Bosnia-Herzegovina, Croatia and from Serbia and Montenegro as well as the teachers and experts in the field of tourism present at the workshop, held in Bologna (see the Lists of participants), have recognized the *renewed geopolitical coordinates* of the ADRION European region within its real context: the area is open to the Mediterranean Sea and projected towards Central Europe, it is of strategic importance for the East/West and North/South relationships, with numerous *key cities* and rich of *tourist business sectors* already activated (e.g., “coast to coast” travelling).

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In the two previous Workshops (**WS 1** in “**SUSTAINABLE TOURISM AND TRANSPORT DEVELOPMENT IN THE ADRIATIC IOANIAN REGION: SEAPORTS AND URBAN ATTRACTIVENESS**”, held from 5th to 6th of Dec. 2002 in Ravenna and **WS 2** in “**PROMOTION OF THE SUSTAINABLE TOURISM AND QUALITY IN ADRION**”, held, from 23rd to 25th of June 2003 in Opatija, Croatia), the *online network model* was privileged, including the so-called “mobility collectors” and the “*condensers of tourist interests*”: *i.e.* European corridors and bridges, land and maritime routes, seaports and attraction poles, squares and parks, islands and villages. On the contrary, the workshop held in Bologna shifted the analysis from the online network model (A. Savelli) to a concrete reality represented by the *widespread multi-city of hospitality and mobility* (G. Praderio), under the relational meaning of space/territory, according to fluxes and communications (F. Farinelli). The analysis was possible thanks to an effective *parametric model of environmental sustainability* (F. Taiti).

During the workshop 3 in Bologna, the reference to the similar Baltic Sea model (VASAB 2010: a SEA BALTIC VISION) was re-confirmed. This model, applied to northern Europe, can provide to the ADRION area a set of consolidated procedures for the survey of various environmental aspects. Hence the need of an AGENDA 2015 for/ a SEA ADRION VISION.

The *evolution of tourisms* (mature and arising forms, mass and total tourisms), the need of updating the production and the service sectors, the adoption of *cooperative and competitive regional policies* within the economies of both coasts (Adriatic and Ionian ones) have led the participants of the Workshop to consider the Adriatic-Ionian Multi-City as an overall complex metaphor of the same ADRION European region. The philosophy of a *soft new urbanism*, which seems to fit the area, may allow to incorporate the multiplicity of phenomena, making it really operative. Thanks to this new approach it may be possible to deal with a wide range of rules, plans and projects (locally issued by municipality, district and regional administrations).

The *categories of the actions of transformation* have changed from mere functions to real actions within restricted holiday localities and now to events for and based on specific locations and itineraries or maritime routes. It is important to soon recognize the existing environmental conditions and the ongoing developments (whether stable or unstable), fix certain limits, conditions, publish environmental reports (*e.g.*, critical areas). Besides, it is necessary to evaluate the social acceptability of the tourists’ access to holiday resorts, especially if these are vulnerable (*e.g.*, entry tickets for islands and art cities). Local operators should pre-define a “menu” of (*receptivity offers*) which could be autonomously managed and consulted by the customers (as a substitute of or integrated to the already existing “tourist packages” offered by tour operators) within specific *tourist businesses*, (even if they are distant.)

The Adriatic City looks more like a *diffused multi-city rather than a human homologating city* - it is characterized by *essential local identities*, which must be preserved, and by *inalienable environmental frameworks, landscape units*, and precious *architectural differences* that should be increased in their value.

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The *general framework* has radically changed because of the unrestrained *international competitiveness*, the *integration of markets* (even tourist-oriented markets) and the *environmental risks* (e.g., the sea). This new situation imposes new concerns, a responsible behaviour and renewed and planned political and administrative systems.

The activities of the scholarship researchers, examined in the early stage of the WS, was therefore devoted to the simulation of this process. The three working groups have separately studied the districts of the upper Adriatic Sea (farm holidays in Istria), the middle Adriatic Sea (islands, coasts, inlets and bays from Zadar to Ploce, with a specific attention for Dalmatian and Montenegro coasts), and, finally, the lower Adriatic Sea and the Ionian Sea, including the coastline of southern Albania (from Vlore/Delvine to Palermo/Sarande seaport).

Each strategic action and proposal should be evaluated from a perspective of environmental sustainability, waste reduction, widespread innovation and the practice of responsible entrepreneurship. Finally, the participants at the Workshop decided to further analyse forms of simulation of the Adriatic Multi-City of tourist hospitality and mobility both in the context of the following online discussions and in that of the last workshop of this course. This will also include onsite checks controls and, hopefully, the identification of an *international observatory of tourist sustainability for holiday resorts*, a *mobile control laboratory (an equipped sailing unit)*, and an *editorial office for the elaboration of international projects for the enhancement of tourist quality*.

The Scientific Coordinator, Giorgio Praderio – DAPT. University of Bologna
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