



UniAdrion

Virtual University of the Adriatic-Ionian Basin

Tur Adrion Project: a Networked Multipurpose Tourist Region.

UniAdrion Working Group 3 (WG3 – Tab 8) on “Cultural Tourism Development” – Ministry of Foreign Affairs and MIUR (Italy).

University of Bologna (DAPT) and University of Rijeka (Faculty of Tourism and Hospitality Management, Opatija).

WORKSHOP 2 in OPATIJA (CROATIA), 23/25 of June 2003, in Hotel Ambassador:

PROJECTING TOURISM SUSTAINABILITY AND QUALITY IN ADR.ION.

Final Report (by Giorgio Praderio, Coordinator)

The training and educational activities related to the course “Tur-AdrIon Project: a Networked Multipurpose Tourist Region” and implemented from 2002 to 2003, officially started soon after the opening and preliminary meetings of UniAdrion in the year 2000.

Aim of this Project is the study of *advanced forms of tourism* in AdrIon Region (cultural tourism, ecologic tourism, farm and rural tourism, etc.), both in terms of economical gain (widespread entrepreneurship, competition advantages) and in terms of expected environmental effects (sustainable tourism, environmental awareness, compatibility, etc.). In December 2002, the first introductory WorkShop in “Sustainable Tourism in the Adriatic Ionian Region: Seaports and Urban Attractiveness” was held in Ravenna in view of WS2 in “Promotion of Sustainable Tourism and Quality in Adrion” held from 23rd 25th of June 2003 in Opatija (Croatia).

During the workshop the participants focused their attention on the “*Project for environmental awareness in Tourism: sustainability and quality in AdrIon*”: a comparison between culture and nature, hospitality and entrepreneurship, ecology and economics, possible models and applicable cases. Local participants (University of Rijeka, Faculty of Tourism and Hospitality Management, Opatija) and participants from Albania, Bosnia-Herzegovina, Italy and Serbia and Montenegro (see List) were directly involved in this workshop.

The meeting has opened an intense debate among teachers in order to define and share the objectives of the program, to identify the main programmatic guidelines (cooperation in competition for an online Adriatic European region, in terms of partnerships and tourist attractions), to recognize the main indicators of tourist phenomena which can be considered as environmentally compatible and attractive (accommodation facilities and hospitality, tourist fluxes and stay, etc.). Moreover, the

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participants have established to enhance the paradigm of the regional network to the model of the “City of hospitality”. The preliminary part of this training course, in particular WS1 and WS2, revealed to be useful to define and identify the *themes* of the following two WSs (WS3 in Bologna and WS4 to be held probably in Vis, having a training and proposal function), as well as to choose the kind of participation of researchers, and to determine the *teaching modalities* and the *Teaching Body* (according to criteria of representation, internationality, and interdisciplinary approach).

As a matter of fact, the promoters have finally established that on the occasion of the following WS3 in Bologna (3/7 of November 2003), the attention would be focused on the theme “*Adriatic-Ionian multi-City of Hospitality and Mobility*”.

WS4, which will be held from 17th to 22nd of May 2004, will mainly deal with the theme of the “*Islands in AdrIon: between imaginery and reality* (in terms of maritime routes and theme parks)”. Both WS3 and WS4 will be preceded and followed by on-line learning activities carried out by the researchers.

In Opatija, promoters have discussed the study and research modality of postgraduate researchers involved in the program of TUR ADRION PROJECT, within specific research projects: (studies, reports and projects): investigations shall address *themes and subjects indicated* in the program, starting from the *home territory*, under the supervision of *referring teachers* belonging to the Teaching Body, including *original contributions*.

The general themes proposed during the WS1 were confirmed during the WS2 in Opatija. In particular: *map of tourisms* in AdrIon in terms of districts and typologies; their functional and economic *complementarity* (cooperation and competition); *effects* of the European corridors in terms of gravitation and fluxes, facilities and sea ports; landscape and territorial features, *protection of the Adriatic waterfront*; attractiveness poles, natural and theme parks, cities and historical and contemporary itineraries (*Adriatic multi-City*); quality of tourisms (leisure, wellness, etc.); “*coast to coast*” with fast transport and *technological innovation*.

In addition to the *maps* (tourist, environmental, urban, etc.), the training course will include within useful *proposals* (projects for tourism): international observatories, tourist laboratories, pilot projects.

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