



**GREEN  
DESTINATIONS  
DAY**

**IT.A.CÀ RIMINI 2017  
GREEN DESTINATIONS DAY ITALY**

FRIDAY 22 SEPTEMBER 2017  
Rimini Campus - University of Bologna

[festivalitaca.net](http://festivalitaca.net)



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA  
CENTER FOR ADVANCED STUDIES IN TOURISM

2017  
INTERNATIONAL YEAR  
OF SUSTAINABLE TOURISM  
FOR DEVELOPMENT

IT.A.CÀ  
FESTIVAL



## IT.A.CÀ RIMINI 2017 – GREEN DESTINATIONS DAY ITALY

FRIDAY SEPTEMBER 22<sup>nd</sup> - Rimini Campus - University of Bologna – Room Alberti 13

Event part of the **Global Green Destinations Days**. Rimini will be the host city in Italy.

National and international experts, as well as representatives from destinations will be present, to discuss sustainable tourism and share their best practices. The event will include the speech of a UNWTO representative, as well as the presentation of Green Destinations and the initiatives they currently undertake.

Tourism sector operators, public authorities, entrepreneurs and residents of Rimini are invited to attend the morning conference and share their thoughts and ideas in the Networking Meeting in the afternoon.

It will also be an opportunity to involve all Italians and international students of the degrees in Tourism, Environmental Sustainability and Service Management from the University of Bologna and other Italian universities, who will be able to have a closer interaction with the experts during the Student Forum.

### 9.00 – 13.00 – Morning conference

Moderator: **Annalisa Spalazzi, Coordinator Festival IT.A.CA' Rimini**

**9.00 -9.10 Sergio Brasini – Coordinator Rimini Campus, University of Bologna**

Welcome on behalf of the University of Bologna

**9.10 – 9.25 Pierluigi Musarò – Director of IT.A.CA' migrants and travelers**

9 years of sustainable and responsible tourism for development through IT.A.CA' festival

**9.30 – 9.45 Video Conference - Eun Ji Tae, Coordinator, United Nations World Tourism Organization (UNWTO) Knowledge Network, Programme Officer, Affiliate Members.**

“Travel Enjoy Respect” Campaign, International Year of Sustainable Tourism for Development and Sustainable Development Goals 2030

**9.50 – 10.10 Albert Salman, President Green Destinations**

From disruptive to responsible tourism: The Green Destinations Standard and initiatives to enhance sustainability

**10.15 – 10.35 José Maria de Juan, Coordinator International Cooperation EARTH/ ISTO, Director KOAN Consulting**

When social and responsible tourism join forces. Merger between the European Alliance for Responsible Tourism and the International Social Tourism Organization

**10.40 – 10.55 Xavier Lechien, President EDEN Network and Director Durbuy Local Development Agency (Belgium)**

The Eden Network: from a European Commission initiative to a European private network of Sustainable Tourism

**10.55 – 11.15 Coffee Break**

**11.20 – 11.40 Jana Apih, Managing Director Good Place Factory of Sustainable Tourism and Tina H. Zakonjšek, General Manager New Tourism Institute.**

Slovenia makes you green: how we developed a unique model of sustainable tourism

**11.45 – 12.05 Simone Riccardi, Founder Ecobnb**

Ecobnb: a challenge to better the way we travel. Awarded by UNWTO for the “Innovation in Enterprises” category, 2017

**12.10 - 12.40 Members of the network Green Destinations, presenting their best practices**

**-Raffaella Nocchi, Montepisano DMO, Tuscany**

**-Valere Tjolle, Founder Best of Romagna, Joint Founder Top 100 Sustainable Destinations, Editor of TravelMole Vision**

**12.40 – 13.00 Anna Montini, Rimini Municipality, Agency Strategic Plan of Rimini**

Rimini case as transition from mass tourism to green destination

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**14.30 – 16.30 - Student Forum (Room Alberti 13, Rimini Campus)**

Workshop open to all students where the experts on sustainable tourism of the morning conference will have a direct meeting with students. It will be a moment to discuss about employment in these sectors in international environments and the entrepreneurial skills needed for tourism green jobs, as well as the opportunities for studying and researching in these areas and the challenges ahead.

**Speakers confirmed:**

**-Jana Apih, Managing Director Good Place Factory of Sustainable Tourism**

**-Tina H. Zakonjšek, General Manager New Tourism Institute**

**-Enzo Finocchiaro, expert in sustainable and cultural tourism**

**-Paolo Figini, Professor Tourism Macroeconomics, University of Bologna (TBC)**

## **15.00 – 18.00 - Green Destination Networking Meeting (Rimini Innovation Square)**

Participation free. Please register through the following link: <https://goo.gl/RBYU7X>

Moderators: **Albert Salman (Green Destinations) and Emma Taveri (Destination Makers)**

All participants are invited to bring the issues they face and what kind of support they need, to find ways to cooperate among the different networks, destinations and businesses, to achieve and promote sustainable tourism in Italy. It will be a working meeting; interaction and discussion will be encouraged.

Destinations, tourism sector operators, entrepreneurs, NGOs, university professors and students are welcome to present their ambitions in sustainable and responsible tourism in the *International Year of Sustainable Tourism 2017*.

*Note: English will be the preferred language due to the presence of international speakers. However, interaction in Italian will be possible.*

**15.00:** Welcome by moderators Albert Salman (Green Destinations) and Emma Taveri (Destinations Makers)

**15.15 – 15.40:** Introduction of participants (brief presentations, name, institution, main activities carried out).

### **15.45 – 16.30: 1st Group presentation: Destinations**

Destinations will share their experience and answer to the key question of this session: What support do destinations need to strengthen their sustainability and visibility as a sustainable destination.

E.g.: Technical assistance? Monitoring tools? Support from government? Develop a better / greener tourism offer? Better marketing?

#### Panel of Speakers:

-Francesco Bigiotti, Mayor of Civita di Bagnoregio

-Representatives from Italian Green Destinations: Moena, Cogne, Santarcangelo di Romagna.

After presentations, open floor for questions.

### **16.30 – 17.15: 2nd Group presentation: Businesses and Marketing initiatives**

Brief presentation of each business. Emphasis on how businesses can contribute to destination's sustainable development. Try to answer the question: How the sustainable tourism offer can be identified and promoted?

#### Panel of Speakers:

-Luca Cevoli, AIA Riccione

-Emma Taveri, Buy Tourism Online (BTO)

-Albert Salman, Viami Travel Map

After presentations, open floor for questions and discussion

### **17.15 – 18.00: 3rd Group presentation: Existing Networks presentation**

Brief presentation of each network, their role in destination making and marketing, and what are the potential benefits of cooperation among them and other existing networks in Italy.

#### Panel of Speakers:

-Maurizio Davolio, Associazione Italiana di Turismo Responsabile (AITR)

-Jose Maria de Juan, EARTH/OITS

-Xavier Lechien, EDEN Network

-Albert Salman, Green Destinations

-Emma Taveri, Destination Makers

After presentations, open floor for questions.

**18.00: Conclusion of the working session.**

Possibility to join the Green Destinations Ambassadors Community and establish connections to work together with the different networks, destinations and businesses.

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The full programme of the event is available at <http://greendestinations.org/>. The entire programme of the Festival IT.A.CA' of Responsible Tourism is available in the official website <http://www.festivalitaca.net/>

For any enquiries, please write to: [cast.info@unibo.it](mailto:cast.info@unibo.it) and [marialaura.gasparini@studio.unibo.it](mailto:marialaura.gasparini@studio.unibo.it)

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