



Mediterranean Association for the Sociology of Tourism (AssMed)
&
University of Montenegro
(Faculty of Tourism and Hotel Management, Kotor; Faculty of Philosophy, Nikšić)



Launch the IX International AssMed Conference

***Slow and Fast Tourism:
travellers, local communities, territories, experiences***

Kotor, 4-5 October 2019

in collaboration with

University of Calabria (Dip. Scienze Aziendali e Giuridiche - Centro Ricerche e Studi sul Turismo)
University of Bologna (Ce.P.C.I.T. - Centro Studi sui Problemi della Città e del Territorio)
InSET – Institute for Sustainable Development Environment and Tourism, Albania

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Gabriele Manella (University of Bologna),
Ilija Moric (University of Montenegro, Faculty for Tourism and Hotel management in Kotor)

CONFERENCE PROGRAM

FRIDAY, OCTOBER 4

From 10.30am – Registration of participants

Noon – Musical piece

Milica Milanovic (soloist), accompanied by Dejan Krivokapic (pianist): *Anthem of Montenegro, Gaudeamus igitur*

Institutional greetings

- Djurdjica Perović, Vice-rector of University of Montenegro and Coordinator of the Faculty of Tourism and Hotel management in Kotor
- Ana Nives Radović, Director of the Tourist Organization of Kotor
- His Excellency Mr Luca Zelioli, Ambassador of Italy to Montenegro

0:30pm – 1:30pm Opening Plenary session

Introduction and chair: Tullio Romita (University of Calabria, AssMed President)

Presentations by:

- Andriela Vitić-Ćetković (University of Montenegro): *Overtourism: issues and challenges in natural and cultural heritage destinations*
- Marie Françoise Lanfant (Honorary Director CNRS – Paris), *Tourisme lent: un nouveau Signifiant?*
- Philippe Clairay (Musées de Villedieu-les-Poêles), *In memoriam Marc Boyer*

Musical piece

Milica Milanovic (soloist), accompanied by Dejan Krivokapic (pianist): *Santa Lucia*

1:30pm – 2:30pm Lunch break (Hall of the Faculty)

2:30pm – 5:45pm Thematic Sessions (with a coffee break from 4pm to 4.15pm)

Session: *LITERARY TOURISM AS A TOOL IN THE DEVELOPMENT OF A SUSTAINABLE DESTINATION* (classroom 102 1st floor)

Chairs: Jean-Jacques Tatin Gourier (University of Tours), Jasna Potočnik Topler (University of Maribor)

Presentations:

- Jasmina Tatar Anđelić (University of Montenegro), *Pour une promotion touristique-littéraire du centre du Monténégro - visites de Cetinje, Podgorica et Ostrog dans les pas de Juliette Adam*
- Ivona Jovanovic, Andriela Vitić-Cetković (University of Montenegro), *'L'intérminable chemin du ciel' de Pierre Loti et la valorisation touristique de 'la vieille route monténégrine'*
- Nevena Keković (Carine LTD - Carine hotels, Podgorica), *Herceg Novi: Town of writers. Potential and importance of literary tourism development in the town of Herceg Novi*
- Jasna Potočnik Topler (University of Maribor), *Prežihov Voranc as a tool for attracting tourists*
- Jean-Jacques Tatin-Gourier (University of Tours), *Aux origines du tourisme lent: le sensualisme du 18^e siècle et les réorientations du regard du voyageur*

Session: *SLOW TOURISM AS A PASSPORT TO DEVELOPMENT: PERSPECTIVES AND INFLUENCES OF THE SOCIAL AND CULTURAL EFFECTS OF TOURISM IN DEVELOPING COUNTRIES AND GENERAL WELFARE* (classroom 101, 1st floor)

Chairs: Nataša Krivokapić (University of Montenegro), Ilija Moric (University of Montenegro)

Presentations:

- Alessandro Boccolini, Luisa Carbone, Sonia Maria Melchiorre, Stefano Pifferi, Tony Urbani (Tuscia University), *Slow narration for slow tourism in the Tuscia district: landscape, history, literacy and social capital*
- Carlo Spartaco Capogreco (University of Calabria), *Le potenzialità del turismo culturale nei “luoghi della memoria” della Seconda Guerra Mondiale: il caso di alcuni siti storici dell'internamento civile fascista della costa adriatica orientale (Croazia, Montenegro e Albania)*
- Nataša Krivokapić (University of Montenegro), *Slow Tourism in Montenegrin rural areas*
- Pranvera Resulaj (University of Vlora “Ismail Qemali”), Nevila Furxhiu (University of Tirana), *Tourism and its impact upon the Albanian economy: an input-output approach*
- Silvia Sivini, Annamaria Vitale (University of Calabria), *Turismo e co-sviluppo. Il caso della Calabria, Italia*
- Zhaneta Ndrejoni (University of Tirana), *E-tourism: the strategic importance of slow tourism marketing in Balkan countries*

Session: *PPP MODEL FOR SUSTAINABLE TOURISM IN ORDER TO ACHIEVE SUSTAINABLE DEVELOPMENT GOALS – ROLE OF EDUCATIONAL INSTITUTION* (classroom 103 1st floor)

Chair: Klodiana Gorica (University of Tirana)

Presentations:

- Hairulla Ceku (University of Tirana), *The Model of Partnership for the Sustainable Development of the Balkan*
- Klodiana Gorica, Ermelinda Kordha (University of Tirana), *Implementing PPP model in Tourism Education in Albania*
- Fitim Humolli (University of Pristina “Hasan Prishtina”), Donjet Berisha (University of Pristina “Hasan Prishtina”), Nevila Çinaj (Aleksandër Moisiu University, Durrës), *The estimation of the current tourist situation and tourism challenges in Ulcinj*
- Dorina Kripa (University of Tirana), Giusepina Adamo (Aurea Strategies, Malta), *Investment orientation towards regional development; Case: Aurea Strategies*
- Vehbi Ramaj (“Haxhi Zeka” University, Peç), Sokol Berisha (University of Pristina “Hasan Prishtina”), *Impact of e-marketing on tourism in Kosovo*
- Behrije Ramaj-Desku (“Haxhi Zeka” University, Peç), Fatos Ukaj (University of Pristina “Hasan Prishtina”), *Tourism Industry in Kosovo and Albania*
- Andjela Rašković, Olivera Simović, Vesna Vujačić, Đurđica Perović (University of Montenegro), *Sustainable development and education in function of environmental protection*

6pm-7.30pm General Assembly of the AssMed members

8.30 pm Social Dinner

Boka bay cruise with gala dinner on the boat and departure from the port (15 Euros)

SATURDAY, OCTOBER 5

8.30am Guided tour of Kotor (in English and Italian. Departure from the Faculty)

9.30am-1pm Thematic Sessions (with a coffee break from 11.15 am to 11.30am)

Session: *PEDESTRIANISM AND ATTRACTIVENESS OF URBAN TOURIST SPACES IN MEDITERRANEAN CITIES* (classroom 101, 1st floor)

Chairs: Letizia Carrera (University of Bari “Aldo Moro”), Matteo Colleoni (University of Milan Bicocca)

Presentations:

- Gilda Catalano (University of Calabria), *Streetscapes and walkscales: reading, practice and appropriation amidst urban places*
- Fabio Corbisiero, Salvatore Monaco (University of Naples “Federico II”), *Stairs of tourism: the case of the “scalinatelle” of Naples*
- Luca Daconto, Simone Caiello (University of Milan Bicocca), *Urban Attractiveness and Inclusiveness: The Older Adults’ Perceptions About the Walkability of Tourist Spaces in the City of Milan*
- Sergio Fadini, Valeria Lamanna (Associazione Il Vagabondo – Matera), *Matera 2019: slow tourism e urban games*
- Antonietta Mazzette, Sara Spanu (University of Sassari), *Nuove forme di attrattività turistica e politiche di regolazione: il caso della Sardegna*
- Camillo Tidore, Romina Deriu (University of Sassari), *Socievolezza e civismo nell’esperienza dei luoghi: un valore aggiunto per turisti e residenti*

Session: *MEETING AND SOCIALIZATION. EXPERIENCES AND PERSPECTIVES OF SOCIAL TOURISM IN THE MEDITERRANEAN COUNTRIES / ROOT TOURISM* (classroom 103, 1st floor)

Chairs: Tullio Romita (University of Calabria), Giovanni Tocci (University of Calabria), Antonella Perri (University of Calabria), Moreno Zago (University of Trieste)

Presentations:

- Manuela De Ruggiero, Tullio Romita, Francesca Salvo (University of Calabria), *Criteria for housing stock appraisal in minor historical centers for the recovery and enhancement of root tourism*
- Francesco Favia, Iris Cekani (University of Pavaresia, Vlor), *CITY BREAK and the new frontiers of fast tourism*
- Lucia Groe (University of Calabria), *Come l’esperienza emozionale diviene fattore di sviluppo del turismo sociale*
- Silvia Mugnano, Sara Zizzari (University of Milan Bicocca), *“Root tourism” in natural disaster*
- Antonella Perri (University of Calabria), *The social perception of the roots tourism as a key sector for local development*
- Tullio Romita (University of Calabria), *Residential tourism and vacation entitlement*
- Giovanni Tocci (University of Calabria), *La città slow: modello di socialità e relazionalità per il turismo sociale e sostenibile*

Session: *SLOW FOOD AND TOURISM* (classroom 102, 1st floor)

Chairs: Ilija Moric (University of Montenegro), Vesna Vujačić (University of Montenegro)

Presentations:

- Jana Čarkadžić (Sarajevo Meeting Cultures), Dajana Vukojević (University of East Sarajevo), *The Role of Gastronomic Tourism in Regional Development: Case Analysis of Herzegovina*
- Paola De Salvo (University of Perugia), Gabriele Manella (University of Bologna), *Il futuro del turismo gastronomico*
- Enrico Ercole (University of Eastern Piedmont), *Slow tourism and local development: supply and demand dynamics and local development policies*
- Helena Horvat (University of Maribor), Jasna Potočnik Topler (University of Maribor), *Food and Thermal Tourism go hand in hand in Slovene Dobrna*

- Maja Banjac, Dragan Tešanović, Vensa Vujasinović, Bojana Kalenjuk (University of Novi Sad), Aleksandar Stanković (Hotel Splendid Conference and Spa Resort, Budva, Montenegro), *Local agriculture as an influence in tourism development*
- Ilija Moric (University of Montenegro), *Storytelling as an important competence in agro-tourism: Montenegro experiences*
- Sara Vocovnik (University of Maribor), *Beer tourism in the wine region: the case of Ruše in Slovenia*

1pm-2pm: Lunch break

2pm-4pm Thematic Sessions

Session: *TOURISM FOR TOMORROW: TRAVEL TRENDS ACROSS GENERATIONS*
(classroom 103, 1st floor)

Chairs: Fabio Corbisiero, Salvatore Monaco (University of Naples “Federico II”)

Presentations:

- Delio Colangelo, Angela Pepe (“Eni Enrico Mattei” foundation - Milan), *Il paesaggio culturale di Matera-Basilicata 2019: itinerari e rete dei parchi letterari per lo sviluppo turistico della regione*
- Fabio Corbisiero, Salvatore Monaco (University of Naples “Federico II”), *IT.A.CÀ: a border network for local tourism development*
- Ilaria Marotta (University of Naples “Federico II”), *La fruizione turistica del Parco Nazionale del Vesuvio: esperienze di viaggio tra le generazioni*
- Maja Mijatov, Aleksandra Dragin, Ivana Blešić, Milena Nedeljković Knežević, Jelena Tepavčević (University of Novi Sad), *Influence of the employees’ age on their business performances in tourism*

Session: *NETWORKING IN MEDITERRANEAN TOURISM: PARTICIPATORY GOVERNMENT PRACTICES FOR THE DEVELOPMENT AND ENHANCEMENT OF LOCAL TOURISM*
(classroom 101, 1st floor)

Chairs: Paola De Salvo (University of Perugia), Gabriele Manella (University of Bologna)

Presentations:

- Noa Benvenisty (University of Bergamo), *Port-City Governance: Haifa’s Waterfront Regeneration Project Alongside the Re-emergence of the Downtown Quarter*
- Carlo Colloca, Licia Lipari (University of Catania), *Attractiveness of coastal towns in the south of Italy. International tourist flows and consumption in Naples, Bari, Cagliari, Messina and Reggio Calabria*
- Jose Luis Paniza Prados, Inmaculada Puertas Cañaverl (University of Granada), *La percezione di un evento di turismo sportivo: le Universiadi Invernali Granada 2015*
- Adele Rossana Rossi (University of Calabria), *Viaggio, Formazione e Incontro: una prospettiva di pedagogia interculturale*
- Silvia Sivini, Mario Coscarello (University of Calabria), *Dai contratti di rete ad una nuova governance territoriale per lo sviluppo turistico di un’area montana. L’esperienza dell’Altopiano della Sila in una regione meridionale italiana*
- Giovanni Tocci (University of Calabria), *Percorsi di sviluppo e valorizzazione turistica: l’esperienza di alcuni contesti locali marginali*

4.15pm-6pm Final Plenary Session (classroom 101, 1st floor)

Roundtable with the session chairs, coordinated by:

Gabriele Manella (University of Bologna), Djurdjica Perovic (University of Montenegro)