



CAPACITY-
BUILDING
WORKSHOP FOR
POLICY AND
DECISION MAKERS



MARCHE REGION - Integrated EU and National Resources Programming Unit

is pleased to invite you to the:

“THE PATHWAYS FOR SUSTAINABLE TOURISM: SOME INPUTS”



WHEN

May 19th 2023



WHERE

Online - English (interpretation is foreseen for Italian to English & viceversa)

This initiative aims to awareness raising of public policy makers to:

- promote slow tourism and reduce mass tourism;
- monitor tourism innovative sectors to plan and new approaches
- stimulate uncovered niches for local sustainable tourism development;
- consider the opportunities/challenges for sustainable tourism in the framework of the Adriatic-Ionian Macroregional Strategy.

The registration will be closed on May 18th at 13:00

Online registration form: <https://forms.gle/16rSx9PSmHNYqkbn6>

Agenda

- 09.15 WELCOME AND PRESENTATION OF THE EVENT**
Mr Goffredo Brandoni
Marche Region - Ministry of Balance and European Policies
- 09.30 INTERREG ITALY-CROATIA CBC PROGRAMME 2021-2027 AND OPPORTUNITIES FOR SUSTAINABLE TOURISM**
Ms Anca Daniela Simion
Interreg ITALY-CROATIA Programme Joint Secretariat
- 09.45 PRESENTATION OF THE ITALY-CROATIA 2014-2020 “BOOST5” PROJECT**
Mr Davide De Nicolò
Tecnopolis SPT- BOOST5 Project Coordinator
- 10.00 2023-2024- YEAR OF "RETURN TOURISM - THE DISCOVERY OF THE ORIGINS" DEVELOPMENT OPPORTUNITIES FOR VILLAGES AND INLAND AREAS**
Mr Michelangelo Lurgi
President of Rete Destinazione Sud - Business Network
- 10.20 EVALUATION AND PRESERVATION OF CULTURAL HERITAGE: THE ROLE OF NEW TECHNOLOGIES**
Ms Anuška Deranja Crnokić
Ministry of Culture and Media, Republic of Croatia -Director of Directorate for Archives, Libraries and Museums
- 10.40 “CULTURAL ROUTES” AND THE OPPORTUNITY OF 2025 CATHOLIC JUBILEE’S PILGRIMAGES FOR IT-HR TOURISM STAKEHOLDERS**
Ms Paola Marchegiani
Marche Region - Head of Tourism Sector
Ms Eliana Maiolini
Marche Region - Tourism Sector
- 11.00 SUSTAINABLE TOURISM AND PILLAR 4 OF EUSAIR**
Ms Maria Trabace
Puglia Region - Territorial Cooperation Unit
- 11.20 CBC STRATEGY FOR THE LANDSCAPE: THE PERMANENT CROSS-BORDER OBSERVATORY AND MEMORANDUM OF UNDERSTANDING OF MADE-IN-LAND&BOOST5 PROJECTS**
Prof. Massimo Sargolini
BOOST5 Scientific expert for Marche Regional Authority
University of Camerino - Director of the School of Architecture and Design,
- 11.40 Q&A**
- 12.00 CONCLUSIONS:** Marche Region and University of Camerino

Moderator: ***Ms Valentina Polci*** - University of Camerino