

EUSAIR Conference

“Sustainable tourism connected to the Integrated System of thematic routes in a macro-regional framework”

13th April – Fiera del Levante, Padiglione Regione Puglia, Sala 1 –Bari

Starting from national and regional strategies of sustainable tourism that identify priorities and common actions related to EUSAIR Action Plan, the event is focused on the development of an integrated system of thematic routes, enhancing the routes certificated by Council of Europe, and also the new cultural, thematic and religious routes based on local identities.

Thematic routes, small villages and food are the three main elements of sustainable tourism, in line with the national strategy for tourism. They allow tourists to experience local culture, knowledge and traditions.

The conference will focus on the European, national and regional positions on this topic and the good practices already implemented in Italy and in the EUSAIR countries.

The evaluation of the economic impacts of the existing routes and the exchange of good practices in EUSAIR will hopefully support the planning of new routes for the exploitation of the sustainable tourism of the area.

Provisional agenda

9:00 – REGISTRATION AND WELCOME

09:30 – Institutional Greetings

- Municipality of Bari – Mr. Antonio Decaro, Mayor
- Presidency of the Council of Ministries – Mr. Nicola Favia
- Puglia Region – Mr. Michele Emiliano, President
- Puglia Region - International Policies Coordination – Mr. Bernardo Notarangelo, Director
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10:00 Panel European and National Policies on Sustainable Tourism and Cultural Routes

- DG Regio - tbc
- MIBACT – Mr. Paolo Piacentini, Adviser of Minister
- Puglia Region - Department of Tourism, Economy of culture and Valorisation of Territory- Mr. Aldo Patruno, Director

- Regional Agency for Public Property - Mr. Vincenzo Capobianco, Director
- European Institute of cultural routes – Ms. Barbara Toce, Council of Europe, Steering Committee Routes4u
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11:30 Roundtable *Cultural routes as Attractors for the sustainable development of territory*

- Vie Francigene - Mr. Massimo Tedeschi, President of European Association of Vie Francigene
- Olive Tree Routes - Mrs. Margherita Bovicelli, Cultural foundation The Routes of the Olive Tree
- Phoenician's Route - Mr. Antonio Barone, Director of International Confederation Phoenician's Route
- Cammini Religiosi – Don Gionatan De Marco, Direttore Pastorale del Turismo CEI
- Slow tourism - Mrs. Tullia Caballero, SloWays Director
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13:30 LUNCH BREAK

14:30 Panel *Best Practices EUSAIR Countries*

- South cultural routes – Mrs. Gabriella Belviso, Puglia Region - Section Tourism Development
- Lighthouses route – Mr. Nicola Martinelli, Polytechnic of Bari
- Iter vitis Route - Mr. Calogero Imposimato
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Conclusions: Puglia Region - Mrs. Loredana Capone, Councillor for Tourism and Culture