



Apertura per il pubblico: 16>18 Febbraio 2024



Apertura per operatori: 16 Febbraio 2024

ATEST 2024

Friday, 16 February 2024

“Tourism and Territories: The New Challenges”

Sala Caravaggio, 9:45 – 13:00

F2F with streaming and online participation

Overall focus:

- Address the challenges that tourism faces in territories (as opposed to tourism centers)
- High-level plenary session that raises four main topics in a transversal way (45 minutes)
- Two thematic sessions in plenary (2 x 45 minutes)
- Conclusions (plenary)

Rationale

The event on "Tourism and Territory: the New Challenges" addresses the regional dimension of tourism development in mostly rural areas, delving into four main challenges that relate with the regional dynamics that shape its evolution and impact.

Rural tourism, as a multifaceted domain, intertwines with various disciplines such as geography, economics, sociology, heritage and sustainable development. They are addressed in four policy contexts: regional development, Rural Pact, Digital and Green management of heritage and landscape, and inclusivity. This allows to for example examine data-driven approaches to understand visitor behaviour, quantify the economic impact, and strategize for the optimal utilization of regional resources, etc. Furthermore, we will look at policy frameworks that govern regional tourism, exploring how they can be tailored to ensure the equitable distribution of benefits across diverse communities.



AGRITRAVEL & SLOWTRAVEL EXPO – FIERA BERGAMO Ente Fiera Promoberg – Via Lunga – 24125 – Bergamo (Italy)
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The interplay of cultural heritage preservation, environmental conservation, and community engagement will be examined through case studies and practical examples.

Our discussions will revolve around these areas with an initial plenary session that sets the frame. This is followed by two blocks of two parallel breakout seminars that dive deeper into each of them. A final plenary session then presents the conclusions of the seminars and provides a generic closure.

Join us in this forward-looking event to address and anticipate the regional dimension of rural tourism in the upcoming years, unravelling the complexities and unlocking the potential for sustainable, technologically enhanced, and economically viable rural tourism ecosystems.

PROGRAM STRUCTURE

9:45 – 10:45 Initial plenary moderated by Klaus Ehrlich

9:45 – 10:00 Institutional greetings (Luciano Patelli – President Promoberg, Giovanni Sanga President SACBO)

10:00 – 10:45 Set the joint frame for topics of strategic importance for territorial tourism development

- Regional focus on tourism development – Mr Lorenzo Galligani, Committee of Regions
- CAP and Rural Pact– Ms Silvia Nanni, DG AGRI
- Heritage and landscape for promoting tourism in a multiscale perspective – prof Federica Burini, University of Bergamo
- Inclusive tourism for all - ENAT

F2F as rule. Online stream with interaction (ZOOM etc.) Duration 60 minutes



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10:45 – 12:45 Rural territories facing tourism challenges

10:45 – 11:30 International and regional policy framework

Regional tourism policy – Mr. Lorenzo Galligani, CoR

Cor study Rural tourism for regional development – tbd, Case Research Warsaw

The Rural Pact – Ms Pascale van Doren

11:30 – 12:00 BREAK for inauguration of the fair

12:00 – 12:45 Case studies

Lithuania – Mr Linas Zabaliunas, LTCA

Heritage and Landscape – Mr Claudio Cecchinelli, Bergamo UNESCO creative city

IVREA - Unesco Site - Mr Renato Lavarini

Accessible Tourism in rural Bergamo – Ms Gloria Cornolti

SACBO – Mr Paolo De Forza: “Sacbo: bike-friendly airport, a new challenge for Bergamo Province

DMO Ciociaria

12:45 – 13:00 Final plenary session, conclusions

Summary conclusions from the workshops

Conclusions



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Separate thematic workshops (Friday afternoon, 14:30 – 16:30)

Workshop 1 - Rural Pact - Thematic Workshop (Sala Caravaggio – English)

Moderator: Klaus Ehrlich

- The regional dimensions of rural and slow tourism
 - Rural Pact Support Services - Ms Pacale van Doren
 - The role of the regions - Mr Lorenzo Galligani, Committee of Regions
- Rural development through tourism – Ruraltour
- Presentations from the regions:
 - *Regione Calabria - Parco Aspromonte*
 - *GAL Romania*
 - *DMO Ciociaria*
 - *Gal Molise*
 - Other to be added



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