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International Conference

“CULTURE LED STRATEGY” IN TOURISM DEVELOPMENT

OPPORTUNITIES FOR THE HISTORIC CENTERS OF MEDITERRANEAN REGION

International Conference - Madhia, 13 December 2016

09.00 - 09.30 **Welcome and Opening**

Hassen Hanchi, Mayor of Mahdia
Simone Bozzato, Italian Geographic Society

10.00 - 11.00 **1st Session**

Culture and sustainability: how to promote tourism attractiveness in historic centers preserving place identity

<i>Keynote speech</i>	<i>Fabio Pollice, Italian Geographic Society</i>
<i>Chairman</i>	<i>Jason Masini, Fondazione Temi Zammit</i>
<i>Presentations</i>	<i>Ferruccio Ferrigni, European University Centre for Cultural Heritage</i>
	<i>Mohamed Houas, Museum and Mahdia Municipality</i>
	<i>Maria Ancona, Sud Association</i>

11.00 - 11.30 **Coffee break**

11.30 - 13.00 **2nd Session**

Historic Centres: tangible and intangible assets to develop a culture led tourism development

<i>Keynote speech</i>	<i>Mahdia tourism delegation</i>
<i>Chairman</i>	<i>Pierpaolo Forte, Fondazione Donnarregina</i>
<i>Presentations</i>	<i>Mar Gimenez Guerrero, Consorcio Provincial de Desarrollo economico</i>
	<i>Luca Palazzo, Municipality of Cisternino</i>
	<i>Massimo Galante, Applica ltd</i>

13.00 - 15.00 **Lunch**



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15.00 - 16.30 3rd Session

Round Table: Making Tourism Sustainable and Attractive in Historic Centers: experiences and strategic tools

Keynote speech *Sebastian D. Plözgen, Dar Al Kalima College*

Keynote speech *Bruno Fortunato, Applica ltd*

Moderator *Giulia Urso, Italian Geographic Society*

Speeches *Sami Ammari, University of Mahdia*

Giovanni Manco – Uspace ltd

Francesco D'Ayala, Radio RAI

16.30 – 17.00 **Conclusion**

Mohamed Boussoffara, Municipality of Mahdia

Simone Bozzato, Italian Geographic Society

Scientific Committee: *Simone Bozzato, Mohamed Boussoffara, Mario Mastrangelo, Fabio Pollice, Franco Salvatori*