

LISTEN TO THE VOICE OF VILLAGES WORKSHOP

Sustainable tourism practices for the development of marginal regions

Trento, Faculty of Economics, June 11th 2010

Morning session

Open to the public

Registration

8.45 am

Welcome Speech

9.15 am

Paolo Collini, Dean of Faculty of Economics, **University of Trento**

Paolo Nicoletti, Division for Tourism and Commerce, **Autonomous Province of Trento**

Sergio Bettotti, Division for Innovation, research and ICT, **Autonomous Province of Trento**

Seminars

10.15 am – 1st part

Coordinator: **Paolo Grigolli**, Trentino School of Management

Matteo Bonifacio, Bureau of European Policy Advisers - European Commission, **The role of the European Union in enhancing the process of social innovation and the vision on upcoming European programmes**

Umberto Martini, University of Trento, eTourism Research Group, **Governance asset for the development of sustainable tourism.**

Alexandra Jiricka & Arne Arnberger, University of Natural Resources and Applied Life Sciences, Vienna **Management frameworks for sustainable tourism.**

Coffee break

11.30 am

Seminars

11.45 am – 2nd part

Xavier Font, *International Centre for Responsible Tourism, Leeds Metropolitan University*, **The demand of responsible tourism: a growing market?**

John Hull, *New Zealand Tourism Research Institute, Auckland*, **The creation of sustainable tourism products.**

Maurizio Rossini, *Trentino Spa*, **The tourism offer of Trentino: a balance between local values and market expectations;**

Debate

Lunch

1.15 pm

Afternoon session

For Listen to the voice of villages partners only

Parallel workgroups

2.15 pm

Workgroup 1: Responsible tourism marketing: how to work on market access.

Coordinators: **Xavier Font**, International Centre for Responsible Tourism and **Fabio Sacco**, University of Trento.

Workgroup 2: Rural tourism and other activities: a strategic alliance.

Coordinators: **John Hull**, New Zealand Tourism Research Institute and **Stefano Andreotti**, University of Trento.

Discussion

3.30 pm

Ideas on study visit experiences in pilot territories.

Coordinators: **Umberto Martini**, University of Trento and **Paolo Grigolli**, Trentino School of Management.

Conclusions

4.30 pm

Mariangela Franch, *University of Trento, eTourism Research Group.*