

OVERTOURISM

MEDITERRANEAN CITIES IN COMPARISON

ALTER ECO PROJECT

Work package 4;
Activity 4.3 Workshop on
Tourism Carrying Capacity

► **CULTURAL CENTRE
DON ORIONE ARTIGIANELLI**
RIO TERÀ FOSCARINI
909/A DORSODURO
VENICE ITALY
► **NOVEMBER 15th 2018**
9.30 – 18.00

Project co-financed by the European
Regional Development Fund under
the Interreg MED programme.

9.30-9.45

Registration

Registration will be held in the premises
of Cultural Centre Don Orione Artigianelli

10.00-10.15

Introduction and welcome words

Opening by hosting partner and
presentation of the agenda/objectives
of the workshop:

Jan Van der Borg
and **Nicola Camatti**
Department of Economics
Ca' Foscari University of Venice

10.15-11.15

First Session: Overview of the “State of Art” in significant Italian tourism destinations

Francesco Palumbo
Director of the Tourism General
Department of the Italian Ministry
of Cultural Assets and Activities

From the City of Florence: Cecilia Del Re
Councilor of the Economic Development
and Tourism, Fairs and Congresses,
Territorial Marketing Office and **Marta
Fallani** head of the tourism department

Alberto Peruzzini
Managing Director of Toscana Promozione
Turistica

Pasqualino Codognotto
Mayor of the Municipality of San Michele
al Tagliamento

Daniele Terzariol
Deputy mayor of the Municipality
of San Donà di Piave

Alberto Polo
President of the Council of Municipalities
“Città della Riviera del Brenta”, Mayor of
the Municipality of Dolo

Representatives of the tourism industry
and of the related grouping associations

Cristina Giussani
President of the Confesercenti Veneto

11.15-11.45

Coffee break and Networking

11.45-13.15

Second Session: the ALTER ECO project

Department of Economics
Ca' Foscari University of Venice

City of Genoa

OTIE Observatory on Tourism in the
European Islands

**Open Discussion and Cross-Fertilization
of Overtourism:** strategic guidelines,
shared future roadmap and solutions

Claudia Baldin, Assoturismo Veneto
Centrale, and **Alice Campagnaro**, UNPLI
Comitato Provinciale Pro Loco Padova,
presentation of the results of the “Slow
bike, slow tourism” project

Mick Odelli, CEO Drawlight, immersive
reality and tourism, the case of the
“Maximilian of Hapsburg meets Manet
Exhibition” at the Miramare Castle

13.15-14.30

Light lunch and Networking

14.30-16.15

Third Session: AlterEco Project and the case study of Mestre

Jan Van der Borg
Department of Economics
Ca' Foscari University of Venice

Nicola Camatti
Department of Economics
Ca' Foscari University of Venice

Nicola Pellicani
Parliamentary Deputy

Nicola Ianuale
Questlab

Alessandro Martello
General Manager Plaza Hotel
/ Anda Venice Hostel

Antonio Rigon
Director of Polymnia Venezia

Local representatives of Mestre hospitality
and tourism/cultural industry

16.15-18.00

ALTER ECO Living Lab and guided visit of significant Venetian overtourism sites

ALTER ECO Living-Lab participated
laboratory with relevant public and
private tourism stakeholders. Wrap-up
and conclusions of the day – Follow-up
strategies