



INTERDISCIPLINARY INTERNATIONAL CONFERENCE ON
«TOURISM, MANAGEMENT AND DEVELOPMENT OF TERRITORY» - 16-19 December 2019 Bari (Italy)

Programma Attività

16 dicembre 2019

Student Center – ex-Palazzo delle Poste - Sessione workshop

- Ore 11:00 Registrazione
- Interventi previsti:

Aula Leogrande

Chairman: Rosalina Grumo

11:30	Sustainable tourism and social and economic development	Stefania Cavaliere
11:45	Which International Public Economic Law for Cultural and Environmental Tourism? The example of the city of Essaouira in Morocco	Oudebji Mohamed
12:00	Protection of the artistic and cultural heritage	De Marco Eusebio, Dibari Patrizia
12:15	Entrepreneurial development mechanisms in Algeria	Khouloud Abderrahmane, Farid Belgoum
12:30	Religious tourism as a tool for dialogue among cultures and religions	Raffaella Losurdo
12:45	From “reach” to “engage”: rethinking the museum model for social innovation and territorial development	Angelo Ruggieri
13:00	The possible development of Puglia's Portual System	Domenico Viola, Eugenio Franciosi
13:15	The Knowledge and the Perceptions of Teasing Campaign for Albanian Consumers	Elsa Gega, Mateo Spaho

Student Center – ex-Palazzo delle Poste - Sessione Video (Virtual Session)

- Presentazioni previste:

Aula Leogrande

14:30	A survey study on correlation between accessibility and infrastructural facilities in Saranda Bay during summer season	Jostina Dhimitri, Merita Koka-Karaguni
14:45	Tourist Marketing	Amel Berber, Benissa Berber
15:00	A nonlinearity cointegration between tourism and climate change? Evidence from Turkey	Hayet Ben Haj Hamida, Samira Haddou
15:15	Importance of aroma marketing in tourism: Comparative study in selected tourism areas	Johana Paluchová, Jakub Berčík, Elena Horská
15:30	The emergence of territories and local dynamics in Algeria, case of the wilaya of Blida, statistical study	Younes Ferdj, Abdelkader Hamadi, Djamil Gamgani
15:45	Gender equality in wages in Albania and European experience	Stela Mecaj, Aulona Haxhiraj
16:00	Public policies of local government	Arjana Llano
16:15	The greening of food consumer culture. Emerging patterns of taste for sustainable and made-in-Italy food in different Countries in a cross-cultural perspective	Maria Giovanna Onorati
16:30	Designing the tourist offer with the <i>Semiotics of the text</i> tools	Giorgio Lo Feudo
16:45	The purchasing power and the population growth in Europe	Mateo Spaho, Elsa Gega
17:00	The Development of Entrepreneurial in the under Development Countries: Survival Mechanisms and Socio-Economic Reintegration Model of People Living with HIV in the City of Bukavu	Bahizire Riziki Richard



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Palazzo Ateneo, Aula Magna - Conferenza plenaria

- Ore 10:00 Registrazione
- Ore 11:00 Saluti istituzionali
- Ore 12:00 Tavola Rotonda:

Turismo e cultura, elementi di coesione per lo sviluppo del territorio. Il ruolo delle Università, dei centri di Ricerca e delle Agenzie Nazionali

Presiede e modera l'On. Prof. Nunzio Angiola – Commissione Finanze e Commissione Vigilanza su CDP, Camera dei Deputati
Intervengono:

- On. M° Michele Nitti – Commissione Cultura, Camera dei Deputati
- Dott. Federico A. Lasco – Agenzia per la Coesione Territoriale
- Dott. Giovanni A. Cocco – ISNART Unioncamere
- Dott. Salvatore Patrizio Giannone – Regione Puglia, Dipartimento del Turismo
- Prof. Alfred Josef Baldacchino – Rettore dell'Università *San Cirillo* – Malta
- Prof. Corrado Petrocelli - Rettore dell'Università degli Studi della Repubblica di *San Marino*
- Prof. Stefano Bronzini – Rettore dell'Università degli Studi di Bari Aldo Moro
- Prof. Francesco Favia – Co-rettore del College universitario *Pavaresia Vlore* – Albania
- Prof. Reis Mulita – Rettore del *Canadian Institute Tecnology* – sede di Tirana – Albania
- Prof. Iris Cekani – *International Academic Research Center* – Albania
- Prof. Sergio Conti – Cedimes Paris – France
- Prof. Vincenzo Caputi Jambrenghi – Università degli Studi di Bari Aldo Moro
- Prof. Roberto Santamato - Università degli Studi di Bari Aldo Moro

Ore 13:30 Light Lunch

Palazzo Ateneo, Aula Magna

Sessione 1 **17 dicembre ore 14:30**

Chairman: Petraq Papajorgji

14:30	Eye-tracking Research on Visual Attention: The Case of Farm Shop with Dairy Products and Food Tourism	Elena Horská, Ludmila Nagyová, Jakub Berčík
14:45	Current state and trends of the potato market development in the Slovak Republic and the Russian Federation	Tatiana Evteeva, Patrik Rovný
15:00	The Potential of the Food Tourism of Traditional Dairy Products in Slovakia	Zuzana Kapsdorferová, Petronela Švikruhová
15:15	The algorithms for determining the size of agrotourism farm focusing on sheep production in the Slovak Republic	Patrik Rovný, Zuzana Strapekova
15:30	Marketing Strategy Of Agricultural Products In Albania	Azeta Tartaraj, Ariola Harizi
15:45	Sustainable Development, Tourism And Territory	Brunela Trebicka, Belisa Korriku

Student Center – ex-Palazzo delle Poste (Aula Leogrande)

Sessione 2 **17 dicembre ore 14:30**

Chairman: Joanna Hernik

14:30	Tourism development and the strategic role of transport infrastructures: evaluation tools. The case studies of Matera and of Wieliczka Salt Mine	Elisabetta Venezia, Lidia Zakowska
14:45	Beach Tourism: A Structural Equation Model with R	Marcello De Giosa
15:00	A perspective vision between Tourist Recreational Zones and Special Economic Zones. The role of tourism as a tool for sustainable development	Francesco Scialpi
15:15	Natural Disasters in Tourism Regions of Turkey and Sustainability	Naci Polat
15:30	Communication; Different and Same Same	Holta Heba
15:45	Sustainable Tourism and its Human Resources - Case of Albania	Violeta Aliaj, Mirela Tase

Student Center – ex-Palazzo delle Poste (Aula De Trizio)

Sessione 3 **17 dicembre ore 14:30**

Chairman: Gaetano Dammacco

14:30	Tourism: administrative organization and public function	Annamaria Anguli
14:45	Engaging stakeholders to develop a quality trademark granting accessibility to disabled tourists in natural areas	Piervito Bianchi, Giulio Mario Cappelletti
15:00	A participatory design of a trademark specification for an accessible tourism: the case of E-Parks project	Edgardo Sica, Roberta Sisto
15:15	The social dimension of tourism as a factor of cohesion and sustainable development of the territories: a reinterpretation of the concept of social tourism.	Loredana Giani, Annarita Iacopino
15:30	International tourism and exchange rate: evidence from Italy	Margherita Pedrana, Guido Traficante
15:45	The role of Administrative Law for achieving Sustainable Tourism and 2030 Agenda	Giovanna Mastrodonato



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Sessione 4 **17 dicembre ore 16:00**

Chairman: Elena Horská

16:00	Evaluation of dairy products competitiveness of the Slovak Republic within the EU-27 countries	Patrik Rovný, Tatiana Evteeva
16:15	Rural Tourism As A Direction Of Strategic Development Of The United Territorial Communities In Ukraine	Perkhach Oksana, Karkovska Veronika, Khim Mariia
16:30	Enhancing economic development through digitalization of cultural and heritage sites	Reis Mulita
16:45	Using Mind Genomics to advertise tourism in Albania	Orkida Ilollari, Petraq Papajorgji, Adrian Civicia
17:00	Development of consumer prices for cow's milk and selected dairy products in the Slovak Republic	Iveta Košovská, Ivana Váryová
17:15	The right for an education and compulsory schooling in Albania. Paradox or politic	Menada Petro, Ilir Sallata

Student Center – ex-Palazzo delle Poste (Aula Leogrande)

Sessione 5 **17 dicembre ore 16:00**

Chairman: Fabio Pizzutilo

16:00	The Albergo Diffuso in sustainable tourism	Aura Caterina, Aura Francesca
16:15	A new classification of the hospitality system from a travel experience perspective	Arianna Di Vittorio, Vito Alessandro Di Gioia
16:30	The impact of government grants on the tourism sector. A case study	Francesco Grimaldi, Carulli Vito Arcangelo
16:45	Impact of the banking sector in the Albanian economy business partners or non-registered financier? Comparison with region countries	Morena Boja, Ejona Duçi
17:00	Rural Tourism in the Context of Sustainable Development in Albania	Ermelinda Satka
17:15	Memes speak Albanian too	Adriana Gjika, Ejona Gjika

Student Center – ex-Palazzo delle Poste (Aula De Trizio)

Sessione 6 **17 dicembre ore 16:00**

Chairman: Vito R. Santamato

16:00	Food and wine tourism as instrument of innovation, sustainable, development and economic/social growth of the territories	Sara Spinelli
16:15	Intangible cultural heritage and strategies for tourism in Puglia: some legal profiles	Alessandra Piconese, Barbara Accettura
16:30	Sustainable tourism and Corporate Social Responsibility. An economic-business approach	Ubaldo Comite
16:45	A new framework to build a turistic strategy in glocal destination management	Marco Benvenuto, Francesco Vincenzo Sambati, Carmine Viola
17:00	Tourism and firms. The case study of the Amarelli Museum	Elena Cristiano, Stefania Veltri
17:15	The Strategic Management Development for a Sustainable Tourism Companies	Graziella Sicoli, Bronzetti Giovanni

Palazzo Ateneo, Aula Magna

Sessione 7 **17 dicembre ore 17:30**

Chairman: Azeta Tartaraj

17:30	Methodologies of education projects for their objectives implementation and results dissemination. TEAVET example	Eva Cipi, Eloina Tozai, Rolans Zisi
17:45	How has technology affected HRM processes? What are the technological innovations that will drive human resource management technology trends in the future?»	Arbana Shabani
18:00	Creating Shared Value versus Corporate Social Responsibility: Towards a new way of doing Business	Amali Çipi, Enida (Pulaj) Brakaj
18:15	Rural tourism and agro tourism as a type of a business in the Slovak Republic	Monika Hudáková, Veronika Hrdá
18:30	Instagram as a hotel promotion channel - how much information, and how much manipulation?	Joanna Hernik

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Sessione 8 **17 dicembre ore 17:30**

Chairman: Giulio Fenicia

17:30	Stimulating Innovative Entrepreneurship forms in Tourism - The Case of Tourism Lab in Vlora, Albania	Leida Matja, Elfrida Taraku
17:45	Albania, golden alternative to health tourism!	Armelina Lila, Ardita Hykaj, Vebina Resuli
18:00	Factors affecting the performance of the agricultural sector and its direct link to rural social tourism.	Brixhilda Kadiu
18:15	Marine and costal biodiversity of Porto Palermo Bay, Albania	Ina Nasto, Denada Kasemi, Loreta Mamani
18:30	Sustainable Tourism and its Human Resources - Case of Albania	Violeta Aliaj, Mirela Tase



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Sessione 9 **17 dicembre ore 17:30**

17:30	Innovative tourist models in Italian ghost villages	Sonia Ferrari, Giuseppe Emanuele Adamo, Vito Roberto Santamato
17:45	Is the ports efficiency a growth factor in the Italian tourism?	Sabrina Spallini, Domenico Viola, Domenico Leogrande
18:00	Development of Quantitative Models Supporting Strategic Decisions for Tourism Sustainability at the Local Level	Aurora Skrame, Roberto Musmanno, Claudio Ciancio
18:15	The tourist demand and the quality of the accommodation in Puglia. The Bari case	Domenico Viola, Sabrina Spallini, Ettore Ruggiero
18:30	Religious tourism as a circular instrument of dialogue between peoples, the juridical and social aspects of its effects, a vehicle for inter-family relations	Gaetano Dammacco
18:45	Gender discrimination in tourism	Pietro Iaquinta, Francesco Sassone

Chairman: Franco Rubino

18 dicembre 2019

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Sessione 10 **18 dicembre ore 10:00**

10:00	Bari from city-region to tourist	Adelina Bisignani
10:15	The experience of Port Museum of Tricase – Ecomuseum of Venus	Gianfranco Cataldi, Massimo Zuccaro, Antonio Errico
10:30	On the new responsibility of the seller of tourist packages and of individual tourist services. The legislative decree n. 62/2018 in the dynamics of substantial law profiles	Fabrizio Cesareo
10:45	The cities of art in the era of tourism. From the city of museums to the “museum city”: current risks and future remedies.	Michele di Donna
11:00	Combating child sex tourism to establish a model of ethical and fair tourism	Porzia Teresa Persio
11:15	Historical centres between market towns and cities of citizens	Letizia Carrera

Chairman: Cosimo Guarini

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Sessione 11 **18 dicembre ore 10:00**

10:00	The "Participatory Budget", A Palliative For The Development Of Decentralized Territorial Entities Of The City Of Bukavu In The Democratic Republic Of The Congo	Maombi Mushi Fabien
10:15	Towards responsible tourism for the respect of the environment	Rachida Imekhlef, Djoher Abderrahmane
10:30	Issues in the PACA region: the metropolis of Nice in 2019	Sylvie Pollastri
10:45	The reality of medical tourism	Abderrahmane Djoher, Imekhlef Rachida
11:00	Equalization and soil saving policies	M.T. Paola Caputi Jambrenghi, Francesco Scalera
11:15	Tests on business failure processes in Morocco: Organizational and managerial aspects	Cherqi Najat, Boulach Mohammed Ali

Chairman: Claude Albagli

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Sessione 12 **18 dicembre ore 11:30**

11:30	Cultural tourism and districts: the future of organic viticulture in the Apulia region	Simona Giordano
11:45	Le phénomène de l'œnotourisme dans les terres du «Primitivo di Manduria»	Pierluigi Passaro, Celeste Bocuzzi, Vera Amicarelli
12:00	Tourism, a powerful driver for Apulian economy	Francesco Campobasso, Angela Maria D'Urgento, Ernesto Toma
12:15	Quality sustainability and development The three essential elements of tourism	Iris Cekani, Alfred Josef Baldacchino
12:30	The evolution of tourism demand and “experiential tourism”. New tools for promotion and territorial marketing	Rosalina Grumo
12:45	The Maritime Silk Road: a trade and tourist route	Antonietta Ivona

Chairman: Sergio Conti



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Sessione 13 **18 dicembre ore 11:30**

		Chairman: Francesco Scalera
11:30	Strategies of cultural tourism in Tunisia	Sonia Mansour
11:45	The development of entrepreneurial in the under development countries : rational management of acceptable fishing net in Kivu Lake in the Democratic Republic of Congo, strategy towards	Nzibonera Bayongwa Désiré, Olwise Bayongwa Sébastien
12:00	Responsible tourism in Morocco between "Vision 2010" and "Vision 2020": what promotion strategies?	Trid Sabah
12:15	Structural reforms and the revival of Algerian Tourism sector: what strategies?	Youcefi Rachid
12:30	The reefer, the new Eldorado of containerized shipping: The recent changes of the global system of maritime transport under cold regime, a great opportunity for Moroccan agri-food exports	El-Mahdad Hajar
12:45	Tourist Marketing	Amel Berber, Benaissa Berber

13:00 Light Lunch

Sessione 14 **18 dicembre ore 14:30**

		Chairman: Iris Cekani
14:30	A socio-demographic profile of Calabrian linguistic minorities	Giuseppe De Bartolo
14:45	Second-generation tourists recover historical and cultural roots, local development and cultural investments: A case study of a gathering cultural event in Italy	Angela S. Bergantino, Maria Buonarota
15:00	LGBT tourism, liberalism or new ghettoization. City Break and Friendly zone	Francesco Favia, Antony Coleiro, Silvia d'Ovidio
15:15	AIGU for Education: The PAN project	Federica Calabrese, Pasquale Rienzo
15:30	Soft mobility as a driver of sustainable tourism development in natural protected areas: Evidence from Apulia	A.S. Bergantino, A. Buongiorno, M. Intini
15:45	The union of the Cultural Heritage and the products of the Made in Puglia enterprises, as a value driver for the development of international tourism in the Apulian territory	Gaetano Macario, Savino Santovito, Raffaele Silvestri

Sessione 15 **18 dicembre ore 16:00**

		Chairman: Francesco Prota
16:00	Passengers' evaluation of airport services	Laura Antonucci, Corrado Crocetta, Domenico Viola
16:15	Cultural Heritage, Law and Communications	Carlo Bosna
16:30	The present and future tourism in Albania: statistics and forecasting	Francesco D. d'Ovidio, Najada Firza, Sandri Tusha
16:45	The evolution of the competitive system in the tourism industry	Raffaella Girone
17:00	A quest for data about the people's views - Navigation in the big stream of information from EU surveys	Antonella Nannavecchia, Francesco D. d'Ovidio, Silvia d'Ovidio
17:15	Opportunities and potentialities of the Industrial Tourism: The "Make it in Puglia" Project	Francesco Badia, Ettore Ruggiero

17:30 Chiusura della Conferenza

Ore 20:30: **Social Dinner** (La cantina di Cianna Cianne – via d'Aragona 3, Bari)

19 dicembre 2019

Attività culturali: Visita guidata della città vecchia di Bari - Visita della Pinacoteca Provinciale