



**GREEN
DESTINATIONS
DAY**

**IT.A.CÀ RIMINI 2017
GREEN DESTINATIONS DAY ITALY**

FRIDAY 22 SEPTEMBER 2017
Rimini Campus - University of Bologna

festivalitaca.net



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA
CENTER FOR ADVANCED STUDIES IN TOURISM

2017
INTERNATIONAL YEAR
OF SUSTAINABLE
TOURISM FOR
DEVELOPMENT

IT.A.CÀ
RIMINI



IT.A.CÀ RIMINI 2017 – GREEN DESTINATIONS DAY ITALY

FRIDAY SEPTEMBER 22nd - Rimini Campus - University of Bologna

International event part of the initiative **Global Green Destinations Days** to be held in several destinations that are part of the Green Destinations community. Rimini will be the host city in Italy.

It will be an opportunity to involve all Italians and international students of the degrees in Tourism, Environmental Sustainability and Service Management, as well as the tourism sector, public authorities and residents of Rimini. This event will include the presentation of the Green Destinations' organization and some of the initiatives that they currently carry on. International experts and best practices from national and international destinations will be presented.

9.00 – 13.00 – Morning conference

9.00 – 9.15 Pierluigi Musarò – Director of IT.A.CA' migrants and travelers

9 years of sustainable and responsible tourism for development through IT.A.CA' festival

9.20 – 9.45 Eun Ji Tae, Coordinator, United Nations World Tourism Organization (UNWTO) Knowledge Network, Programme Officer, Affiliate Members.

“Travel Enjoy Respect” Campaign presentation, International Year of Sustainable Tourism for Development and Sustainable Development Goals for 2030

9.50 – 10.10 Albert Salman, President Green Destinations

Sustainability Criteria, Top 100 Competition 2017, Ambassadors Community and Green Travel Map project.

10.15 – 10.35 José Maria de Juan, Coordinator International Cooperation EARTH/ ISTO, Director KOAN Consulting

When social and responsible tourism join forces. Merger between the European Alliance for Responsible Tourism and the International Social Tourism Organization.

- **10.40 – 11.00 Coffee Break**
- **11.00 – 11.20 Jana Apih, Managing Director Good Place Factory of Sustainable Tourism and Tina H. Zakonjšek, General Manager New Tourism Institute.**
Slovenia Case: Using ETIS and the GSTC criteria to create the “Slovenia Green Certification”.
- **11.25 - 11.45 Simone Riccardi, Founder Ecobnb**
Community of sustainable tourism. Awarded by UNWTO for the “Innovation in Enterprises” category.
- **11.50 - 12.20 Members of the network Green Destinations, presenting their best practices**
-Raffaella Nocchi, Montepisano DMO, Tuscany
-Valere Tjolle, Founder Best of Romagna, Joint Founder Top 100 Sustainable Destinations, Editor of TravelMole Vision
- **12.25 - 12.45 Anna Montini, Rimini Municipality, Agency Strategic Plan of Rimini**
Rimini case as transition from mass tourism to green destination
- **12.45 – 13.00 Destinazione Turistica Romagna (tbc)**

14.30 – 17.30 - Student Forum (Venue Alberti 13, Rimini Campus)

Workshop open to all students during which the experts on sustainable tourism and green destinations of the morning conference will have a direct meeting with students. It will be a moment to discuss about employment in these sectors in international environments and the entrepreneurial skills needed for tourism green jobs, as well as the opportunities for studying and researching in these areas.

15.00 – 19.00 - Green Destination Networking Meeting (Rimini Innovation Square)

<https://www.eventbrite.co.uk/e/green-destinations-networking-meeting-tickets-36303722411>

Key Italian players interested in joining the Ambassadors Community and creating an Italian network for sustainable tourism. Italian Green Destinations ambassadors, tourism sector operators and Italian representatives of interested destinations are invited to participate and present their ambitions in sustainable and responsible tourism in the **International Year of Sustainable Tourism 2017**.

The full programme of the event is available at <http://greendestinations.org/>. The entire programme of the Festival IT.A.CA' of Responsible Tourism is available in the official website <http://www.festivalitaca.net/>

For any enquiries, please write to: cast.info@unibo.it and marialaura.gasparini@studio.unibo.it

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